

9th

UGEFC

**Artificial Intelligence Governance and
Sustainable Economic Transformation:
Ethical Challenges for
Business, Management, and Accounting**



Invitation to Collaborate

27th Oktober 2026

J6 Campus Auditorium of Universitas Gunadarma
Cikunir-Bekasi

2026

Organized by :  Faculty of Economics

<https://ugefic.gunadarma.ac.id>



TERM OF REFERENCE

UG ECONOMIC FACULTY INTERNATIONAL CONFERENCE 2026

Theme:

**Artificial Intelligence Governance and Sustainable Economic Transformation:
Ethical Challenges for Business, Management, and Accounting**

INTRODUCTION

The rapid advancement of artificial intelligence (AI) is fundamentally reshaping the global economic landscape, transforming how businesses operate, how managers make decisions, and how accountants report and assure financial information. As AI systems increasingly automate decision-making, generate predictive insights, and reshape organizational processes, questions of governance, accountability, and ethics have become central to ensuring that this transformation benefits society as a whole.

Alongside the promise of greater efficiency and innovation, the adoption of AI raises significant governance challenges, including data privacy, algorithmic bias, transparency, accountability, and the erosion of trust when AI-driven decisions are not adequately explained or supervised. For business, management, and accounting professions in particular, the integration of AI into financial reporting, auditing, risk management, and strategic decision-making demands new ethical frameworks and governance structures that safeguard integrity while enabling innovation.

At the same time, the world continues to pursue sustainable economic transformation in line with the United Nations' Sustainable Development Goals (SDGs). AI, when responsibly governed, has the potential to accelerate this transformation—optimizing resource allocation, enhancing transparency in reporting, and enabling more informed and inclusive decision-making across sectors. However, realizing this potential requires robust governance mechanisms, sound ethical principles, and collaboration among academics, practitioners, regulators, and policymakers.

OBJECTIVES

This international conference aims to bring together researchers, academics, practitioners, and policymakers to explore the intersection of AI governance and sustainable economic transformation, with particular attention to the ethical challenges faced by the fields of business, management, and accounting. Through this conference, participants are expected to share insights, research findings, and best practices, and to formulate recommendations for the responsible and ethical adoption of AI in support of a more sustainable and resilient economy.

Event

International conference activities and video conference with universities in Uzbekistan, Russia, Malaysia, Turki and England.

Speakers

- a. Keynote Speaker: Prof. Dr. Dayang Affizah Awang Marikan, Dean Faculty of Economics and Business Universiti Malaysia Sarawak *
- b. Panel Speakers (tentative) :
 1. Assoc. Prof. Hakan Aslan, Director, Research Center for Islamic Economics and Finance, Sakarya University-Turkiye*
 2. Prof. Dr. dr. Matrisya Hermita., M.Si., M.I.Kom, Vice Dean II of The Faculty of Medicine Gunadarma University-Indonesia.
 3. Prof. Hesam Olya, Head of MCCI Subject Group & Director of Accreditation, Sheffield University Management School – United Kingdom*

**Under Confirmation*

Moderators : Dr. Lana Sularto and Dr. Indrawaty Syahrullah (AAMAI)

Audience:

- Practitioners
- Academicians both student and lecturers (present in the room and video conference) ± 150 persons present in the conference room.

Main Theme

“Artificial Intelligence Governance and Sustainable Economic Transformation: Ethical Challenges for Business, Management, and Accounting”

Subthemes

1. Artificial Intelligence Governance and Ethics

- AI Governance Frameworks in Business and Management
- Ethical Challenges of Artificial Intelligence Adoption
- Responsible AI and Regulatory Compliance
- Risk Management and AI Accountability
- AI Policy, Governance, and Corporate Sustainability

2. Sustainable Economic Transformation

- Sustainable Economic Development and Digital Transformation
- Green Economy and Circular Economy
- Sustainable Business Models in the Digital Era
- Economic Resilience and Innovation for Sustainable Growth
- ESG (Environmental, Social, and Governance) Practices and Reporting

3. Digital Economy and New Business Models

- Digital Economy and Platform-Based Business Models
- Digital Entrepreneurship and Innovation Ecosystems
- FinTech, Digital Finance, and Financial Inclusion
- Digital Transformation Strategies for Organizations

4. Artificial Intelligence Applications in Economics, Management, and Accounting

- AI Applications in Economics and Economic Forecasting
- AI for Business Analytics and Decision Making
- AI in Accounting, Auditing, and Financial Reporting
- Machine Learning and Predictive Analytics for Management

5. Accounting, Finance, Banking, and Taxation

- Digital Accounting and Financial Reporting
- Banking and Financial Technology Innovation
- Insurance and Risk Management
- Taxation in the Digital Economy
- Corporate Finance and Sustainable Investment

6. Marketing and Consumer Behavior in the AI Era

- Digital Marketing and Social Media Analytics
- AI-Driven Marketing Strategies
- Consumer Behavior in Digital Markets
- Customer Experience and Personalization through AI

7. Human Resources, Education, and Future of Work

- Human Resource Management in the AI Era
- Future of Work and Workforce Transformation
- AI and Talent Management
- Digital Skills, Upskilling, and Reskilling
- AI-Enhanced Education and Learning Systems

8. Islamic Economics and Sustainable Development

- Islamic Economics and Digital Transformation
- Islamic Finance and FinTech Innovation
- Sharia Governance and Sustainable Business Practices
- AI Applications in Islamic Banking and Finance

9. AI-Based Innovation and Emerging Technologies

- AI-Based Innovation and Entrepreneurship
- Smart Business Systems and Intelligent Organizations
- Industry 5.0 and Intelligent Automation
- Emerging Technologies for Sustainable Development

Implementation

The international conference will be conducted in a hybrid manner — both offline and online — as detailed below:

Day / Date : Tuesday, October 27, 2026

Time : 09.00 – 16.00 WIB

Venue : J6 Campus Auditorium, Bekasi, West Java

Tentative Schedule:

Time	Activities
08.00 - 09.00	Registration
09.00 - 10.30	Conference Inaugural & Keynotes
10.30 - 10.45	Coffee Break
10.45 - 12.15	Panel Session 1: 3 invited speakers
12.15 - 13.15	Lunch / Ishoma
13.15 -14.45	Pararel Session 2: 3 invited speakers
14.45 - 15.00	Coffe Break
15.00 - 16.30	Valedictory & Best paper awards
16.30 - 17.00	Closing



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