RUNDOWN DIGITAL TRANSACTIONS IN ASIA VI

International Conference,

22-24 January 2025

| Event Rundown

DAY 1

Digital Transactions in Asia VI, Universitas Brawijaya, Indonesia
22 - 24 January 2025 Programme

Wednesday, January 22, 2025

Registration for delegates 8.45 am
FISIP Building C, 7th Floor, Room 7.2

Time	Session	Details
09.00 - 09.07 AM	**Art Performance**	**Gading Alit** *Dance performance by Gendis*
09.07 - 09.15AM	**Welcome**	**Prof. Anang Sujoko, S.Sos., M.Si., D.COMM** Dean of Faculty of Social and Political Science – Universitas Brawijaya
09.15 - 09.45 AM	**Opening Address**	**Everyday Fintech and the Great Integration** Adrian Athique, The University of Queensland
09.45 - 10.30 AM	**Conference Keynote**	**Automating Island Laboratories: Insights from Oceania** Heather Horst, Western Sydney University
10.30 - 10.45 AM		**TEA**
10.45- 12.00 PM	**Panel 1 : SUPER APPS** **Moderator:** Adrian Athique The University of Queensland	**Super Apps in Southeast Asia: Disability and Digital Transactions** Kuansong Victor Zhuang and Gerard Goggin, NTU Singapore **Beyond Platforms: Rethinking Asian Super Apps As Supportive Ecosystems For Social Good** Haiqing Yu, RMIT University, Australia **Food & the Making of Super Apps: Singaporean Notes on the History of Digital Transactions** Gerard Goggin, Kym Campbell, and Goh Zhang Hao, Western Sydney University
12.00 - 1.00 PM		**LUNCH**
01.00 - 01.45 PM	**Panel 2 : PLATFORMS** **Moderator:** Min Zhu The University of Queensland	**Super Apps as Escrow Platforms: The Case of Grab Indonesia** Adrian Athique, The University of Queensland **Wellness as Suboptimal Healthcare: Digitalization in Indian HealthTech** Akshaya KumarIIT Indore **Monetization Strategy in Using Stock Photography Apps by Indonesian Photographers** Titik Puji Rahayu and Bayu Mahardika, Universitas Airlangga

Time	Panel	Presentation
1.45 – 2.45 PM	**Panel 3 : LABOUR TRANSACTIONS** **Moderator:** Haiqing Yu RMIT University	**From "Cloudwork" To "Groundwork": Labor Supply Chains and Local Infrastructures of Intermediation in Online Remote Work** Cheryll Soriano, John Timothy Palima ,and Margreta Lanzador-Medina, De La Salle University **Households, Accountancy and Ride-hailing Platforms in India** Rajorshi Ray, IIIT Hyderabad **Examining GOPAY'S Role in the Financial Health of Gojek Drivers in Indonesia** Moh Faidol Juddi, UQ & Telkom University **Urban Plays and Rural Pays: Gamification of Agricultural Labor and its Rural Implications** Lizhen Zhao, University of Massachusetts Royal Holloway University of London
2.45 – 3.00 PM		**TEA**
3.00 – 4.00 PM	**Panel 4 : CONSUMPTION** **Moderator:** Cheryll Soriano De La Salle University	**The Mobilities Of Things on Shopee and Lazada: A Study of Logistics** Emma Baulch, Monash University Malaysia **Exploring Middle-Class Female Consumers Shift to E-Groceries in Indonesia's Post-Pandemic Era** Intan Fitranisa, Mytha Eliva Veritasia, Universitas Airlangga **Consumer Culture With Communicative Ai: Consumer Practices Transformed By Social Bots In Berburusale And Discountfess** Moch Zainul Arifin, Universitas Gadjah Mada, Indonesia
4.00 – 5.00 PM	**Panel 5 : E COMMERCE** **Moderator:** Emma Baulch Monash University Malaysia	**Small Merchants, Global Business: How Chinese Entrepreneurs Are Shaping Cross-Border E-commerce on TikTok** Zhengyu Kang, University of Melbourne/ Fudan University **The Transformation of Shoppertainment in Vietnam: Impacts on MSME Business Practices** An Nguyen, Khanh Nguyen, Long Van Thang Nguyen, Nguyen Dang, and Haiqing Yu, RMIT Vietnam **Navigating Payment Choices: The Enduring Appeal of Cash on Delivery in Indonesian E-Commerce Era** Dina Septiani, Yusi Tyroni Mursityo, dan Nimas Wibowo UNAIR dan UB

DAY 2

Thursday, January 23, 2025

Digital Transactions in Asia VI, Universitas Brawijaya, Indonesia
22 - 24 January 2025 Programme

8.45 – 09.00 am
Registration for delegates

09.00 - 09.45 AM

Conference Keynote

Digital Systems and Rural Communication Services
Elske van de Fliert, The University of Queensland

Moderator:
Gerard Goggin - Western Sydney University

09.45 – 11.00 AM

Panel 6 : RURAL TRANSACTIONS

Moderator:
Elske van de Fliert

University of Queensland

Rural Indonesia Going Digital – Opportunities, Barriers and Impacts
Nurul Hilmiati, Reza Safitri, Sri Handayani, Gustaf Wijaya and Elske van de Fliert,The University of Queensland

Examining the Role of BRILink Agents in Advancing Financial Inclusion in Rural Indonesia
Franssisca Xaveria, Muhammad Fasha Rouf, Kevin Sanly Putera,The University of Queensland

Predictive Analytics for Digital Financial Services: A Case Study of GrabMerchant in South Sulawesi, Indonesia
Nihlataruzza, University of Queensland

Fintech Dilemma: Technology Cult or Silver Bullet for Rural Financial Inclusion?
Aria Widyanto, University of Reading, United Kingdom

11.00 - 11.15 AM

TEA

11.15 - 12.30 PM

Panel 7 : CREATORS

Moderator:
Akshaya Kumar, IIT Indore

The Attention Seekers: Social Media Monetization by Rural Content Creators in Indonesia
Lisa Lindawati , The University of Queensland

Youtube Video Blogs of Queer Rural Content Creators in the Philippines: Vernacular Humour and Queer Performance as Critique of Everyday Life
Jozon Lorenzana, Ateneo De Manila

Digital Personae and Social Transactions: The Dual Lives of Instagram Users
Desi Dwi Prianti, Universitas Brawijaya

Exploring the Dynamics of Digital Transactions in Bangladeshi Newsrooms Through Social Media Integration
Tahmina Hacque, The University of Queensland

12.30 - 1.30 PM

LUNCH

1.30 – 3.00 PM	**Panel 8 :** **FINANCIAL** **INCLUSION** **Moderator:** Tom McDonald, University of Hong Kong	**Fictitious capital and Web3 futures in Hong Kong** Tom McDonald, University of Hong Kong **Digital Financial Inclusion and Smallholder Farming** **Households: Examining Evidence for Impact Globally** **and Regionally in Southeast Asia** San Vibol, the Royal University of Phnom Penh, Daovy Kongmanila , National University of Laos, Isaac Lyne and Erin Taylor, Western Sydney University **Pathways for Women to Achieve** **Digital Inclusion through Digital Transactions** **in Rural Communities** Hari Fitrianto and Kalimah Wasis Lestari, Universitas Airlangga **Banking the Unbanked: The Role of Gcash** **to Farmers and Fishers' Flexible Financial Options** **in Rural Philippines** Joefe B. Santarita, University of the Philippines
03.00 – 03.15 PM	**TEA**	
3.15 – 4.45 PM	**Panel 9 :** **FINANCIAL** **TRANSACTIONS** **Moderator:** Adrian Athique The University of Queensland	**Run to Earn and Stake to Lose on Blockchain:** **The Embrace and Convoluted Risks of** **Gamified Fintech for China's** **Underclass Youtuber Podcast Content** Jiaxi Hou, RMITUniversity **The Impact of Open Banking on Mortgage** **Lending Outcomes and Fintech Entry** Min Zhu, The University of Queensland **Financial Inclusion through Infrastructural Politics in** **China's Xinyi Loan Program** Wynston Lee, RMIT University **Redefining Income: Everyday Cryptocurrency Practices** **in Kerala, India** Abhiram A H, Navneet Gaurav Dubey, Jillet Sarah Sam, Shriram Venkatraman, IIT Kanpur

DAY 3

Friday,
January 24,
2025

Digital Transactions in Asia VI, Universitas Brawijaya, Indonesia
22 - 24 January 2025 Programme

08.00 - 08.30 AM
Registration for delegates

08.30 – 09.30 AM	**Panel 10 : (Bahasa Indonesia)** **Moderator:** Elske van de Fliert The University of Queensland	**Cultural Transactions In Digital Platforms: Membentuk Dan Menyebarkan Identitas Etnis di Media Sosial** Nathalia Perdhani Soemantri, Nalendra Paccagnnelae, Helena Lodya Haryani Diharjo. Universitas Pancasila **Digital Kapitalisme pada Aplikasi Ojek Daring : Membaca Realitas Kelas Buruh (Pengemudi) Ojek Daring melawan Eksploitasi dan Ketidakadilan** Reza Amarta Prayoga UI, BRIN **Agro-Start Up: Start Up Pertanian dan Pemanfaatannya bagi Petani** Shela Kusumaningtyas dan Savira Kusumadewi, UI & Unsoed
09.30 - 10.00 AM	**Keynote Speaker** **Moderator:** Nurul Hilmiati KSDK–BRIN	**Exploring Deliberative Space in Indonesia's Pentahelix Communication on Social Media** Anang Sujoko, Dean of Faculty of Social and Political Sciences (FISIP)
10.00 – 11.00 AM	**Panel 11 : Mobile Banking** **Moderator:** Emma Baulch, Monash University Malaysia	**Effectiveness and Ease of Use of Bsi Mobile as a Green Banking Implementation** Dewi Fatmasari, Devi Alfiana, dan Alvien Septian Haerisma, IAIN Syekh Nurjati Cirebon **User Perspectives on Cryptocurrency Investment Adoption: A Study of Reddit Engagement** Ibtesam Mazafir, Unair **Analyzing the Determinants of Bank Return on Equity in Indonesia: A Random Forest Approach** Dias Satria, Universitas Brawijaya
11.00 AM – 1.00 PM	**LUNCH/FRIDAY PRAY**	

1.00 – 2.00 PM	**Panel 12 : CULTURAL TRANSACTIONS** **Moderator:** Mely Noviryani, Universitas Brawijaya	**Cybersecurity & Digital Transaction in International Relations: Blockchain as A New Tool** Cinta Wilhelmina Anugrah H., Asih Purwanti, Yustika Citra Mahendra. Universitas Brawijaya **The Role of Social Media in Increasing Political Participation Among Millennials in Binjai City** Agus Purwanto, Suwardi Lubis, Lusiana Andriani Lubis USU **Digital Culture and Minority Group: The Adoption of Smartphone among Elders in Indonesia** Yuyun W.I Surya, Unair
02.00 – 02.15 PM	**TEA**	
02.15 – 02.40 PM	**SOFT LAUNCH OF COLLABORATIVE RESEARCH CENTRE 'PKR PERINTIS '**	**Desi Dwi Prianti** Universitas Brawijaya **Nurul Hilmiati** Centre for Social Welfare, Villages and Connectivity, KSDK–BRIN **Elske van de Fliert** The University of Queensland
2.40 – 3.00 PM	**CLOSING REMARKS** **Moderator:** Desi Dwi Prianti Universitas Brawijaya	**Desi Dwi Prianti** Universitas Brawijaya **Adrian Athique** The University of Queensland
3.00 – 5.00 PM	**CLOSED WORKSHOP** (only project partners)	**DIGTAL TRANSACTIONS PLATFORMS IN ASIA PROJECT WORKSHOP** **Facilitator: Adrian Athique - The University of Queensland**

Livestreaming

Plenary sessions will be available on livestream for remote audiences.
Links will be posted on the conference website in January 2025.

Useful Information on Previous Events

- Digital Transactions in Asia I, The Queensland University of Technology, Australia 2017
- **Digital Transactions in Asia II,** De La Salle University, Philippines 2018
- **Digital Transactions in Asia III,** Monash University Malaysia, 2019
- **Digital Transactions in India,** The University of Queensland/IIT Delhi, Australia/India, 2021
- **Digital Transactions in Asia IV,** Nanyang Technological University, Singapore, 2022/2023
- **Digital Transactions in Asia V,** International Centre for Interdisciplinary Science and Education Research , Vietnam, 2024

Conference Publications

For all ARC-funded participants, a final paper of 5,000 words will be requested by
5 January 2025. Our conference publications for 2025 include consideration for:

- A 2025 edited volume: Platforms, Transactions and Digital Transformation in Southeast Asia (Palgrave)
- A journal special issue on 'Digital Transactions: Frontiers of Financial Inclusion in Asia'
- Invitation to submit individual papers to Platforms & Society Journal (Sage)
- Invitation to propose monographs and edited volumes on the conference themes (Palgrave)

Organizing Committee

- Adrian Athique (The University of Queensland)
- Desi Dwi Prianti (Universitas Brawijaya)
- Elske van de Fliert (The University of Queensland)
- ·Emma Baulch (Monash University Malaysia)
- ·Asih Purwanti (Universitas Brawijaya)

Venue

The conference presentations and workshops will be held at Universitas Brawijaya campus in Malang, East Java, Indonesia. Details for the venue can be found here:
https://www.ub.ac.id/ | **https://virtualtour.ub.ac.id/**

Travel

International Conference Hotel:
https://www.swiss-belhotel.com/en-gb/swiss-belinn-malang
Indonesia travel visa requirements: **https://evisa.imigrasi.go.id/**
Regional Information: **https://www.eastjava.com/**