



BUSINESS CASE COMPETITION BOOKLET

**“Revolutionizing Business Practices:
Promoting Sustainable Growth
Amidst Technological Advancement”**

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PREFACE OF DEAN

Indonesia Accounting Fair (IAF) is one of the biggest and oldest student-organized international accounting events, held annually, in Indonesia. The event's vision of being a leading international accounting and business learning opportunity for students has led it to become the benchmark for student-run accounting events in Indonesia, attracting not only students from universities all over Southeast Asia but also numerous professionals from prestigious firms. IAF aims to help accounting students broaden their knowledge and horizons regarding the latest accounting issues.

With the grand theme of "Embracing Industrial Transformation: Utilizing Technology to Achieve a Sustainable Future", the 26th Indonesia Accounting Fair seeks to raise awareness of the dual challenges of industrial development and environmental sustainability. Furthermore, it calls for leveraging technological innovations and collaborative efforts to reshape industries in ways that are economically viable. This year's event will serve as a platform for an in-depth discussion on how businesses could still flourish with advanced technology while striving for a carbon-neutral environment.

Therefore, I highly support The 26th Indonesia Accounting Fair as it is an event that provides a comprehensive education and training experience on the importance of harnessing technological advancements not only for economic growth but also for fostering environmental stewardship and social equity. Hopefully, the 26th Indonesia Accounting Fair will be fruitful and give additional value to all of its stakeholders.



Teguh Dartanto, Ph.D.
Acting Dean



GRAND THEME

Embracing Industrial Transformation: Utilizing Technology to Achieve a Sustainable Future

Nowadays, we have been facing disastrous environmental crises that worsen each following year. This extreme weather is estimated to have cost the global economy around \$38 Trillion. The problem even caught the eye of the United Nations, which targets net-zero emissions by the year 2050. To achieve that, many industries worldwide have transformed their business models into sustainable businesses. The immense transformation gradually shifted global markets and consumers started demanding more sustainable products. Companies must utilize technology to embrace this, as it is the only key to reaching sustainability.

Amongst other problems that businesses encounter, they choose to prioritize tackling environmental challenges. In 2023, around 75% of companies have increased their investments in sustainability, according to Deloitte. Additionally, the global green technology and sustainability market size was valued at \$10.32 billion in 2020. The market is projected to grow from \$16.48 billion in 2023 to \$89.97 billion by 2032. These data illustrate the urgency of climate change and its impact on the global economy. Investing in advanced technology is crucial for businesses to sustain and perform in the future. Moreover, it could be a huge opportunity for industries since economic activity is heavily reliant on the world's supply of natural assets.

However, businesses must make considerable changes in multiple fields to face the new industrial era. Adjustments in certain areas, such as operations, finance, and human resource management are necessary. At a more complex level, this transition will also alter accounting standards and the way companies construct their financial report. Despite that, sustainable technologies will guide businesses to advance further, creating a more accurate and effective system while fostering green efforts. Taking the correct steps in the process will guarantee a business to excel in performance.

On the verge of the industrial revolution, the 26th Indonesia Accounting Fair aims to raise awareness among businesses on this matter. Along with our grand theme of "Embracing Industrial Transformation: Utilizing Technology to Achieve a Sustainable Future," we need to ensure that businesses are prepared, focusing on discussing how businesses could still flourish with advanced technology while striving for a carbon-neutral environment. In pursuit of this objective, this event aspires to serve as a platform for discussion while providing new insights into all the topics raised for each stakeholder of the 26th Indonesia Accounting Fair.

BUSINESS CASE COMPETITION

MAIN THEME

Revolutionizing Business Practices: Promoting Sustainable Growth Amidst Technological Advancement

Technology has made people's lives more practical and it has become a necessity for us everyday. The rapid development of technology has increased its efficiency and simplicity, catching the eye of investors and consumers. This phenomenon has caused businesses to perform more research and produce innovations so they can keep up with their stakeholder's demands. However, the processing of these resources has negative impacts on the environment in the form of large energy consumption and pollution. For that reason, companies are required to adapt their operations to support business sustainability.

Facing these challenges, time is a critical aspect that will judge a business's future. Differences in the ability to adjust with recent technology will cause companies to make less-than-optimal profits. In this condition, businesses must create a strategy and steer their plan of action toward a more eco-friendly future. It is important for businesses to conduct analytical research to increase system efficiency. In addition, financial report analysis is certainly a supporting factor in evaluating business performance. Companies often focus only on advancing their business without considering the destructive effects caused to their environment. In fact, the damage dealt to the environment is getting worse and worse due to technological advancement, which ironically still depends on natural resources.

Therefore, it has become a necessity for companies to carry out more responsible business practices, especially on environmental, social, and governance issues. Technological innovation should focus on long-term business growth as well as environmental sustainability. The role of business management today is to find the balance point that promotes stability in both profit and the environment by utilizing technological advancement.

EVENT HIGHLIGHTS

BUSINESS CASE COMPETITION



Business Case Competition offers a stage for participants to unleash their creativity and innovative ideas while providing recommendations for given business case problems. The top 15 teams will be selected for the semifinal round and compete to secure a spot among the final for 5 teams. Through the stages of the competition, experienced professionals will test participants' problem solving and critical thinking skills as judges. In addition, the semifinalists will be treated to a world of opportunities to experience networking sessions as well as training and company visit, to gain valuable insights, knowledge, and network connections.

INTERNATIONAL SEMINAR



International Seminar will be a platform for you to increase your insights regarding digital transformation in an entity. The seminar will start with a keynote session that discusses about digitalization in a business process, and followed by 2 moderated sessions that will discuss Generative AI on value creation and within accounting framework.

MENTORING 1o1



Mentoring 1o1 is a session created exclusively for participants that qualify to The 26th IAF Semifinal Round. Each team will have the opportunity to discuss privately with a seasoned mentor. Through this program, participants will have the chance to gain a better understanding of the case, sharpen their skills, and build confidence to continue their journey in this competition. With Mentoring 1o1, it is expected that every team will have a better preparation to bring out their best potential throughout the competition.

COMPANY VISIT AND TRAINING



Company visits are available Business Case Competition finalists and semifinalists those will gain opportunity to take a look inside our partner's office. The company visit will consist of a company presentation, office tour, training and sharing session. The primary focus of this training session is to prepare participants for the Final Round. These two sessions will allow enterprises to provide valuable insights, work experience, and value-added to all stakeholders.

AGENDA OVERVIEW

PRELIMINARY ROUND



Case Distribution: Sunday, 22nd December 2024
Submission: Sunday, 5th January 2025
Google Drive/Email/Google Classroom*

SEMIFINAL ROUND



Case Distribution: Monday, 20th January 2025
Submission: Saturday, 8th February 2025
Google Drive/Email/Google Classroom*

MENTORING 1o1



Starting Period: Tuesday, 21st January 2025
Ending Date: Friday, 7th February 2025
Online via Zoom Meeting

TECHNICAL MEETING SEMIFINAL ROUND



Saturday, 8th February 2025
Online via Zoom Meeting

INTERNATIONAL SEMINAR



Wednesday, 12th February 2025 Hybrid*
(Participants domiciling in Jabodetabek are required to attend this event onsite)

LIVE PITCH SEMIFINAL ROUND



Monday, 10th February 2025
Online via Zoom Meeting

TECHNICAL MEETING FINAL ROUND



Saturday, 15th February 2025
Online via Zoom Meeting

COMPANY VISIT



Friday, 21st February 2025 Offline*
(5 teams who passed the main round are required to attend this event onsite. The other 10 teams are allowed to attend this event, but not required)

TRAINING



Friday, 21st February 2025 Offline*
(5 teams who passed the main round are required to attend this event onsite. The other 10 teams are allowed to attend this event, but not required)

NETWORKING SESSION



Friday, 21st February 2025 Offline*
(5 teams who passed the main round are required to attend this event onsite. The other 10 teams are allowed to attend this event, but not required)

FINAL ROUND



Saturday, 22nd February 2025
Offline (5 teams who passed the main round are required to attend this event onsite)

AWARDING NIGHT



Saturday, 22nd February 2025 Offline*
(5 teams who passed the main round are required to attend this event onsite. The other 10 teams are allowed to attend this event, but not required)

PRELIMINARY ROUND TECHNICAL MECHANISM

The 26th Indonesia Accounting Fair Business Case Competition brings the theme "Revolutionizing Business Practices: Promoting Sustainable Growth Amidst Technological Advancement". In this era, businesses need to prioritize sustainable practices and responsible technological innovations to balance profitability with environmental sustainability. This approach not only ensures long-term growth but also minimizes negative impacts on the planet.

By bringing this theme into the Business Case Competition, participants would go through the Preliminary Round, Semifinal Round, and Final Round. In the Preliminary Round, each team will be given two weeks to prepare the paper. The case will be accessible at a specified time via a Google Form link, which will also be used for submission. Any late submission will be penalized.

The result from the Preliminary Round will be used to determine the 15 teams who will compete in the Main Round. Announcements will be made through The 26th Indonesia Accounting Fair's website (www.iaf-febui.com), Line Official Account (@iaffebui), Instagram account (@iaffebui), and be contacted further by the committee. All of the 15 teams who passed the Semifinal Round will be expected to attend The 26th Indonesia Accounting Fair's International Seminar and will be given opportunities to participate in Networking Session, Training, and Company Visit (by filling the RSVP). The five teams who qualified for the Final Round must be willing to go to Jakarta to attend the offline Final Round, Training, and Company Visit. Any failure or inability to participate and/or attend our series of events must be notified immediately prior to the event, otherwise, it might cause direct elimination. Thus, the team on the succeeding rank will fill up the empty slot and join the competition. The committee's decisions are final and cannot be changed or appealed. The further details for Preliminary Round are as follows:

DATE & TIME

◆ **Case Distribution: 22 December 2024**

◆ **Case Submission: 5 January 2025**

PARTICIPANTS PAPER

1 **Must be in English, PDF format, and only the first paper sent will be accepted**

2 **The submitted paper should not exceed 15 pages for content**

These 15 pages exclude:

- ◆ Cover;
- ◆ Table of Content;
- ◆ References; and
- ◆ Appendix.

The paper should be written based on scientific paper format which includes but not limited to:

- ◆ Introduction (i.e. Company Profile, Problem and Situation Analysis, etc);
- ◆ Theoretical Framework;
- ◆ Content;
- ◆ Conclusions; and
- ◆ Solutions (Implementation and Feasibility of the Solutions Offered).

3

Case Format

- ◆ Page size : A4
- ◆ Margin : left: 4 cm, right: 3 cm, bottom: 3 cm, top: 3 cm.
- ◆ Font type : Times New Roman
- ◆ Font size : 12
- ◆ Line spacing : 1.5
- ◆ File type : PDF
- ◆ Maximum page : 15 pages for content, 30 maximum pages total
- ◆ Academic writing style : American Psychological Association (APA) 7th Edition

4

Submission Technicalities

- ◆ Submission platform : Google Form
- ◆ File name : Team's Name_Leader's Name_Preliminary Paper
- ◆ Example : Champion Team_John Doe_Preliminary Paper

5

Scoring Criteria

Judging Criteria		Percentage	Scored By
Responses' Gist		35%	Judges
Argument's and Analysis	Comprehensiveness and Depth	20%	Judges
	Relevance	15%	
Organization	Elaboration of Answers	10%	Judges
	Structure	10%	
Sentence and Word Development	Grammar, Wording, Punctuation, Paragraph	5%	Committee
Format	Conformity to Format	2.5%	Committee
	Appendix, Citations, Reference	2.5%	
		100%	

PENALTY

- ◆ **Late submission penalty** : (-2) for each minute, maximum 15 minutes tolerance, if exceeded the team will be disqualified
- ◆ **Maximum page penalty** : (-1) for each page exceeded

MAIN ROUND COMPETITION OVERVIEW

Our Main Round, consisting of Semifinal Round, Mentoring 1o1, Training & Company Visit, Networking Session, and Final Round, measures each team's critical thinking and problem solving skills in relation to facing climate change challenges as well as each team's public speaking skills. As our competition participants, you will encounter a challenging Semifinal Round to get you ready for the Final Round.

A SEMIFINAL ROUND BUSINESS CASE COMPETITION

a. Semifinal Business Case Competition

The Semifinal Business Case Competition is the first round of the Main Round. In this session, participants will be given a challenge to show their critical thinking and communication skill on solving the Semifinal case. The Top 15 Teams will be presenting the Semifinal case's answer in the form of presentation's deck to experienced professionals as the judges.

b. Mentoring 1 on 1

Mentoring 1o1 is a program created for participants that qualified to The 26th IAF Semifinal Round. Each team will have the opportunity to discuss privately with an experienced mentor. Through this program, participants will have the chance to gain a better understanding of the case, sharpen their skills, and build their confidence to continue their journey in this competition. With Mentoring 1o1, it is expected that every team will have a better preparation to bring out their best potential throughout the competition.

B FINAL ROUND BUSINESS CASE COMPETITION

a. Final Business Case Competition

The five teams with the highest accumulated score in the Semifinal Round will compete in the Final Round to determine the champion of the Business Case Competition. The participants will also be required to deliver a live presentation in front of qualified business practitioners as judges during the Final Round. Q&A sessions by more experienced judges are things that differ between the Final Round and Semifinal Round and thus, participants are required to have deeper analytical thinking skills. The event will be continued with a sharing session discussing our grand theme, which will be moderated by a moderator and conducted by the judges.

b. Training & Company Visit

Training & Company Visit were held to give opportunities for The Top 5 Final teams to get new experiences. For those of you who did not qualify for the next stage, don't worry. You can still have the opportunity to take part in a series of company visits by filling out reservations that will be provided to each semifinalist team. In the Training session, participants will be trained by an experienced trainer which will improve participants' knowledge and skills to solve a business case. The training session will be followed by a Company Visit where teams will have an opportunity to get an inside look of our partner company.

c. Networking Session

For teams participating in our Company Visit events will have the opportunity to apply your knowledge and abilities from the explanations given by experts in the training session by solving a mini business case. In this session, you will be separated from your team and will work on cases with participants from other groups which will help you build a connection with each other.

GENERAL PROVISIONS FOR COMPETITION PARTICIPANTS

1

Participants of The 26th IAF Business Case Competition is a team that consists of three students in any major studying in a Bachelor (S1) Program or Diploma D4, D3) Program and are registered as active students in the University, Institute, Polytechnic, or College in Indonesia or other countries.

2

Each team member is allowed to come from different departments, different faculties, or different institutions.

3

Each member of the team must have the proper and legitimate identification documents original student identity card and original proof of payment required by The 26th IAF Committee at re-registration. If there are members of the team that cannot provide the proper and legitimate identification documents, the team will be disqualified from the competition.

4

Participants are not allowed to represent more than one team.

5

Participants represent the team until the last series of events and cannot be replaced for any reason.

6

In the event of any disruption that causes the inability of any team members to follow the series of competition, the team is obliged to notify the committee.

7

Participants who passed the semifinal round will be expected to attend the Technical Meeting that will be held online on 8 February 2025 (at least one representative from the team). Subsequent to the Technical Meeting, the committee will assume that all participants have understood and accepted the competition rules. The committee will not accept any complaints and/or protests at a later time.

8

Participants are required to avail their own equipment needed for the competition.

9

Participants are not allowed to interrupt the competition.

10

Any violation of the rules may result in sanctions that will be determined by the committee. These sanctions include, but are not limited to, reduction of final score or disqualification from the competition. Any sanction given is absolute and not appealable.

11

Plagiarism and cheating will not be tolerated by the committee. Teams that are found to have committed any forms of plagiarism and cheating will be disqualified immediately.

12

The decision of the jury is absolute and cannot be appealed.

13

Each team without exception will not get any refunds during the event. Other things that are not listed above will be presented during the Technical Meeting of The 26th IAF.

14

In situational conditions that are not listed above, the committee is authorized to take firm and consistent decisions. Those decisions are absolute and inviolable.

REGISTRATION AND PAYMENT METHOD

The details of the Preliminary Round registration are as follows:

1 Register through the 26th Indonesia Accounting Fair's website at www.iaf-febui.com

Complete the registration by submitting the following files for each team member separately:

- Scanned Student Identity Card (KTM), named as: (KTM_Team Name_Member Name)
- Scanned student photo, named as: (Photo_Team Name_Member Name)
- Screenshot of twibbon post, following proof of @iaffebui, and competition poster story post from each team member through: bit.ly/RequirementsBCCIAF26

2 Participants make payments with the registration fees as follow:

Preliminary Round		
	National	International
Early Bird	IDR149.000	USD 15
Normal	IDR199.000	USD 18
Main Round		
*Additional fee is charged to enter the final round		

3 Transfer the registration fees to the following bank account:

- Bank Mandiri
157-000-674-8959
Indonesia Accounting Fair

4 For international participants, registration fees can be transfered to the following bank account:

- Paypal
@IAFPayment
Indonesia Accounting Fair

Direct payment via the following link : paypal.me/IAFPayment

REGISTRATION AND PAYMENT METHOD

- 5** The proof of payment must be scanned and submitted to the form under the file named as: (Payment_Early Bird/Normal_Team Name)
- 6** Await confirmation of registration and payment via email.
- 7** Congratulations! You are now an official participant of the 26th Indonesia Accounting Fair

BENEFITS OF JOINING THE 26TH IAF COMPETITION



Build valuable relationships and network with fellow outstanding undergraduate students from across Southeast Asia together with academics and experts in business and other related fields.



Gain valuable and insightful knowledge from various experts in business.



Enhance your communication skills through dialogue and present ideas with logical reasoning and creative thinking.



Improve technical skills and further expand your knowledge about the business world.



Get a chance to win a total prize up to USD 1105.

TESTIMONIALS



Anastasia Beata Rosa Hadiastari
(Universitas Indonesia)

Champion of The 25th IAF Business Case Competition

“Joining the IAF Business Case Competition was one of the best decisions I made during college. The competition itself gave me the chance to learn real-life business issues and practically apply my knowledge. It was amazing to have business professionals judging and giving feedback, which helped my team and I refine our skills for other competitions and is still valuable to this day. Besides, the training, company visit, and networking opportunities with other exceptional students and professionals were also invaluable. The dedicated and facilitating committees made the entire experience even better. Therefore, if you’re looking to sharpen your business skills, this competition is an experience not to be missed.”

FORMER PARTICIPATING UNIVERSITIES & MORE



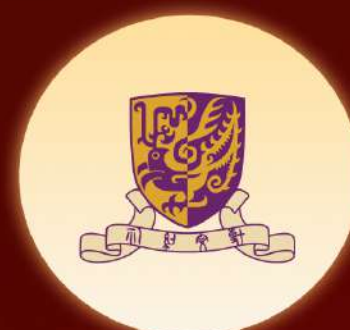
Al Qasimia University



The University of British Columbia



National University of Singapore



Chinese University of Hong Kong



Curtin University



IPB University



Universitas Bina Nusantara



Universitas Indonesia



Institut Teknologi Bandung



Universitas Gadjah Mada



Universitas Prasetya Mulya



Universitas Pelita Harapan



Atma Jaya Catholic University of Indonesia



Udayana University



Universitas Airlangga



Universitas Brawijaya

PREVIOUS DISTINGUISHED JUDGES



Akalangka De Zoysa
Global Learning Partner at Chartered Institute of Management Accountant at CIMA, Commissioner/Co-Founder PT. MDL



Bagus Anindityo
Group Head Finance Business Partner at Paragon Corp



Anthony Leonardo T.
Technology Risk Senior at EY Indonesia



Billy Fariman
Education Technology Expert in Erudio Indonesia



Billy Limanjaya
Technology Risk Manager at EY



Maria Antoinette Clara
Enterprise Risk Manager at GoTo Group

Revolutionizing Business Practices: Promoting Sustainable Growth Amidst Technological Advancement

Social Media

    @iaffebui

  Indonesia Accounting Fair FEB UI

 www.iaf-febui.com

 IAF FEB UI

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