

IT IMPLEMENTS IN MEETINGS, INCENTIVES, CONFERENCES, AND EXHIBITIONS (MICE) INDUSTRY: A SYSTEMATIC MAPPING STUDY

Afifah Shalihah

Universitas Padjajaran Bandung, Indonesia
Afifah21005@gmail.com

ABSTRAK

The In this study, we delved into the intersection of digital technology and the MICE sector through a systematic analysis of research literature. Using AI-driven research databases such as Scopus, Emerald, and Consensus, we meticulously curated a corpus of articles to investigate trends and insights. We found that the industry exhibited resilience and adaptability, evident in crisis management strategies and sustainability initiatives. Our curated selection of recommended articles offers actionable insights for practitioners and academics, spanning topics from crisis management to sustainability integration. Moreover, comparative studies across different geographic regions and cultural contexts could shed light on variations in digital adoption and best practices, facilitating cross-cultural learning and knowledge exchange. Finally, interdisciplinary collaborations between researchers, industry practitioners, and policymakers could foster innovative solutions and drive sustainable growth in the industry.

Keywords: *Technology Integration, Event Management, Industry Analysis, Business Applications*

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INTRODUCTION

Meetings, Incentives, Conferences, and Exhibitions, or MICE (Meeting, Incentives, Conferences, and Exhibitions) has substantially transformed in the previous five years. The primary changes are advancements and encouragement in technology. Digital technology is becoming more and more prevalent in event management, particularly in the form of virtual platforms. Providers of technology are likewise becoming more involved; cooperation maximizes operational effectiveness (Kang & Um, 2023). The COVID-19 epidemic has sped up transformation, requiring the industry to adapt to hybrid events that blend physical and virtual media. It also emphasizes the goal to be more integrated into industrial activities to decrease environmental impact and boost energy efficiency.

Numerous event promoters furthermore contributed to lessening the effects of pollution on the environment. Coldplay is one band that actively works to lessen environmental impact (Tickell, 2023). Coldplay designs every location they play in intending to lower carbon dioxide emissions, cut down on travel, create ecologically friendly setups and performances, manage trash, and even employ renewable energy. Coldplay created Hydration Stations when concerted in Indonesia to decrease plastic use and extend public transportation operations to support carbon reduction (Miles, 2023).

The solo Stand Up Comedy show by Pandji Pragiwaksono (Komoidoumenoi) is one instance of how the COVID-19 epidemic has affected event planning. The epidemic forced a two-year postponement of the event's plans (Opiniano & Ang, 2023). To address this, Pandji Pragiwaksono offered alternate measures, such as placement, to ticket buyers who declined a refund. He romanticizes those who do not refund the ticket as "Tim tahan tiket" and gives them free online streaming in the "Ternyata ini sebabnya" show. In the meantime, for those who don't buy or refund the Komoidoumenoi show it costs 100 thousand rupiah to watch "Ternyata ini sebabnya" online streaming show. Pandji Pragiwaksono, the creator of

comika.id, is not just a stand-up comedian; he also innovated by launching digital goods. Customers may download a selection of stand-up comedy gigs from this offering.

The mice business is supported in several ways, yet problems still exist, especially while utilizing digital tech. Nevertheless, online ticket sales for a Coldplay performance in Indonesia are fraudulent. Police in Jakarta reported losing 1.3 billion rupiahs for Coldplay tickets (Sukma, 2023). Those who already have a ticket cannot enter the venue since the online ticket is invalid. It also occurred during the Indonesian Blackpink K-Pop performance, which brought in 172 million rupiahs (Pardede, 2023). Strict rules are required to address the disgruntled individuals who misplaced their tickets.

With this occurrence, can the entertainment and events sector be regarded to be ready to integrate digital technology? Several research from (González-Reverté, F., Díaz-Luque, P., Gomis-López, J., & Morales-Pérez, 2018) addressed this subject, discussing implementation preparedness from event organizers to event participants. In certain circumstances, the players engaging in an event or activity can be identified by their capacity to filter digital information and understand how to use the platform. Giving directions on how to use the platform and communicating clear information can improve this kind of situation.

Based on the events mentioned earlier, it can be inferred that effective management is essential to preventing losses and increasing participant confidence in event planning. Different event management techniques may be found in research, which is accessible through both online and offline journals. Unfortunately, there are still few scientific studies that concentrate on the events or MICE business, and topic classifications are frequently biased. Specifically in the context of the COVID-19 epidemic, which encompasses the stages before, during, and after outbreaks the author hopes to contribute to this framework by creating a mapping of categories of research issues that have been conducted in the event or MICE business. The study provided a systematic mapping study in the context of management in mice or the event industrial area particularly to the COVID-19 timeframe (before, during, and after outbreaks) to achieve the goals. According to the case, here's the question that has been discussed:

1. How do authors select the paper from selected databases?
2. How many publications that release on the COVID-19 timeline?
3. What are the most publications based on sub-topic list that is related to the main topic?
4. What are the most publications based on sub-industry list that is related to the main topic?
5. Why do the authors recommend reading the list of papers?

Literature Review

Knowledge-Based View

The Knowledge-Based View (KBV) theory, an elaboration of the Resource-Based Theory (RBT) paradigm, emphasizes the significance of knowledge in all its forms as a crucial business resource, according to Grant (1991). Naomi, (2021) and (Nurkasanah et al., 2023) added that KBV asserts that knowledge is an essential asset for creating value within a firm, and to maintain a competitive edge, organizations must continually generate new expertise. Beyond internal resources, the theory suggests that a company's competitive advantage extends to its knowledge and information assets (Rahnjen et al., 2023). Building on the RBV theory, the KBV perspective underscores knowledge as a valuable resource (Islamy, F. J., Andriani, R., & Nurjaman, 2021), facilitating increased engagement of intellectual capital to address challenges more effectively, especially during a pandemic (Islamy, F. J., Andriani, R., & Nurjaman, 2021). Effective knowledge management is essential for transforming knowledge into usable assets for the company's benefit.

Meetings, Incentives, Conferences, and Exhibitions Industry

Meetings, incentives, conferences, and exhibits collectively known as MICE constitute a rapidly expanding sector within the tourism industry (Lagarensen, B. E. Si., & Pesik, 2021). MICE is characterized as a multi-asset business due to its involvement across diverse sectors such as commerce, finance, housing, food and beverage, trade, and information technology (Mahmud et al., 2024). This service sector, encompassing Meetings, Incentives, Conferences, and Exhibitions, is intricately linked to the broader tourist industry. In the era of globalization and the Industrial Revolution 4.0, its growth is primarily driven by technological advancements, knowledge expansion, and intensified business competition, leading to a surge in national and international meetings and negotiations (Kusuma, 2019).

The MICE industry's expansive activities involve various sectors and parties, yielding a multitude of economic effects that benefit a wide range of stakeholders. Among the beneficiaries are Small and Medium Enterprises (UKM), Event Organizers (EO), Professional Conference Organizers (PCO), Printing and Souvenir Companies, Hotels, Travel Agencies, and Transportation (Mahadewi, 2019). These stakeholders stand to gain significant benefits from the continuous development of the MICE industry (Suryaningtyas, A., Akbar, D., Si, S. E. M., Pertemuan, V., & Insentif, 2022).

Technology Acceptance

When determining whether to accept technology, or whether to use it for a business, technology adoption, or e-business adoption, look at human behavior. Adoption is influenced by factors such as compatibility, risk, security, uncertainty, social culture, timeliness, relevant rules, and the value obtained, as well as environmental and ethical implications (Hmoud et al., 2023). In Nigeria, SMEs prefer social media for book sales owing to decreased marketing expenses and because it is an easy-to-use platform. Due to inadequate community awareness, entrepreneurs must learn social media skills (Tajpour et al., 2023). Adoption of technology is divided into two categories: individual and collective behavior.

Diffusion of Information (DOI), Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), and Unified Theory of Acceptance and Use of Technology (UTAUT) are a few examples of individual frameworks. Theory Acceptance Model (TAM), Technology-Organization-Environment (TOE), and Theory Acceptance Model 2 (TAM2) are examples of group frameworks (Rogers, 1995; Ajzen and Fishbein, 1980; Ajzen, 1991; Venkatesh et al., 2003; Davis, 1986; Venkatesh & Davis, 2000; Tornatzky & Fleischer, 1990). The Technology-Organization-Environment (TOE) paradigm is used in this study to analyze organizational members, behavior, and external influences.

METHODS

This research has using systematic mapping study that refers to (Ocharan-Hernandez, J. O., Sanchez-Garcia, A. J., & Limon, 2021); (Wang et al., 2023) research. We adopt the way they do systematic mapping study. Our new contribution because we agreed that selected paper which we choose will get from databases that powered with AI (ResearchGPT), combine with Emerald and Scopus. Before collecting data, we filtered selected paper with provisions as follows:

Table 1. Inclusion and exclusion categories

Inclusion	Exclusion
English papers	Non-English papers
Paper release period in the last 6 years (2 years each timeline category)	Non-business fields
Talks about mice industry that using IT	Talks about mice industry but not using IT
Business fields	Below the last 6 years (2 years each timeline category)

In each type of databases, we agreed to treat each type of databases differently to find selected paper. When using Scopus and Emerald, we focused on keyword. When using consensus as a database, we are using sentences that refer to mice industry. Consensus are not facilitating keyword finder like Scopus and Emerald, it will breakdown each word from sentences. So, we do snowball on papers that collected from the source. After finding some, we read it to get detail info. Here’s the keyword and sentences that we used in this research:

Table 2. Collection of Keywords and Sentences from each database.

Databases	Keywords and sentences
Scopus	("event organi*" OR "mice organi*" OR "event industry" OR "mice industry" OR "mice business" OR "event business") AND ("digital technology" OR technology OR "information technology")
Emerald	("event organi*" OR "mice organi*" OR "event industry" OR "mice industry" OR "mice business" OR "event business") AND ("digital technology" OR technology OR "information technology")
Consensus	“Event Management Companies in digital technology”, “Venue Providers implement online or digital platform”, “Audio-Visual Production Companies implements digital or online platform”, “Hospitality Services implement digital or online platform”, “Travel Agencies implement digital or online platform”, “Exhibition Organizers implement digital or online platform”, “Technology and Software Providers in event industry that implement digital or online platform”, “Catering Services that implement digital or online platform”

This is the step that we do in this research:

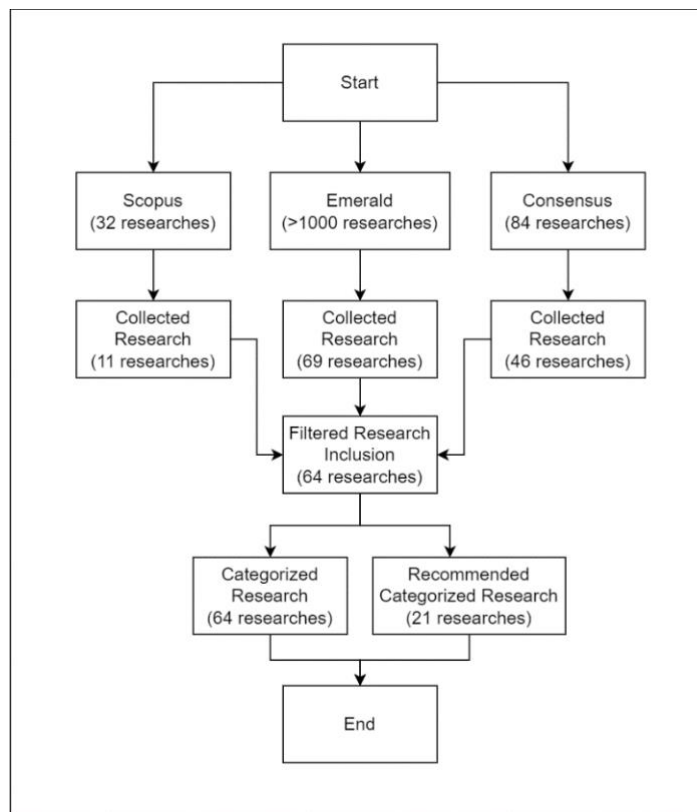


Figure 1. Research flow

The selected research has been selected by the author with a combination of backgrounds in information technology, entrepreneurship, and organizational management. So, the selection process has the following categories.

RESULTS AND DISCUSSION

Many search engines for research have been created in cyberspace. Some of them are recognized as search engines that have a lot of impact and influence on readers, researchers, and practitioners. Search engines act as a container for previous research recognized by several institutions, assessed by their impact score. Now, several search engines already exist that are based on artificial intelligence. This has the potential to provide accurate results on previous research findings that readers, researchers and practitioners are looking for. Some search engines offer sentence fragments that match the topic along with the full version of the article. However, in this research, we are curious, are AI's capabilities good and can it be a search aid in finding articles that match the search keywords?

Our curiosity is based on the decision taken from the researchers' discussions that we will involve 3 search engines specifically for research, such as Scopus, Emerald, and Consensus. Even though they are different, the articles that appear in the three search engines are found to have the same articles. In that case, we agree that the article fits the topic we are looking for, but we don't necessarily recommend it.

Starting from our findings which looked for the MICE industry as the main topic of search with the involvement of the use of digital technology and additional solutions recommended by previous research that we found and categorized. We only take 100 articles with random methods from Emerald to balance the number with other research search engines. We gathered more than 200 articles from three search engines and filter it with snowballing method.

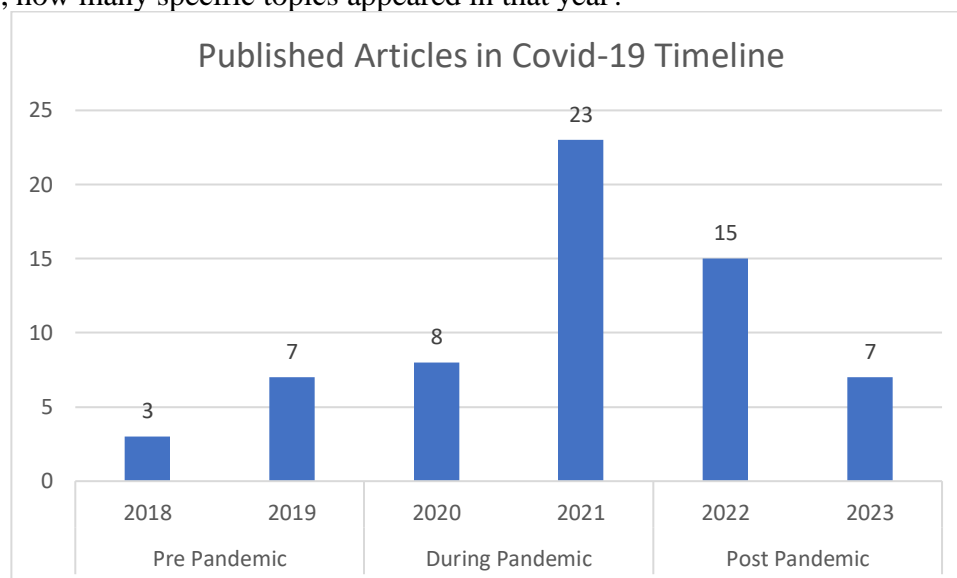
After filtering papers with snowballing method, we found and offer 17 sub-topics, 20 sub-industries, 25 countries and not identified country that related to MICE business. We offer eco-business on sub-topics inspired by Coldplay Concert that extending operational hours of public

transport for attenders in Indonesia (Arieza, 2023). We also offer stand-up comedy on sub-industries inspired by Pandji Pragiwaksono as Stand-up Comedy from Indonesia that created 4 shows in Melbourne (Australia), Tanjong Malim (Malaysia), Istanbul (Turkey), and Singapore (Singapore) (@pandjipragiwaksono, 2022).

The way we choose the sub-topics, sub-industries, countries, based on inclusion and exclusion criteria that we agreed. One of the examples is (Haryono & Wijaya, 2023) research as a selected article. The article talks about event organizer that have resilience mindset. The topic is suitable with main topics, and we categorize it as communication and company relationship aspect in sub-topics. Because the article talks about methods to overcoming the crisis. We put the article as general in sub-industries category. One of the examples that article which in keywords that we take but cannot be involved as selected paper is (Intason, M., Coetzee, W., & Lee, 2021) research. It talks about mice industries, culture exhibition in Thailand, but not using digital tech or not digital products. So, we agreed to eliminate the articles. We also collect recommended paper based on categories that we stated. We offer unusual topics such as disabled people, rare event using digital environment, genders, etc.

After doing the deep investigation with inclusion and exclusion criteria, we only present 64 articles that we mapped, and some recommended articles based on Covid-19 timeline (pre-during-post) with list of sub-topics, sub-industries, and countries that we included.

Long before the Covid-19 pandemic, digital technology was already being used in business. The good and bad impacts of digital technology have been widely felt in business. However, how much research has been published in the time span starting from before, during the pandemic, and after the end of the pandemic? If narrowed down to the topic of the mice industry, how many specific topics appeared in that year?



We can see the total of publication is dominated in “during pandemic” period with 31 articles total. Followed “post pandemic” with 21 articles and 10 articles in “pre pandemic” period. In medical industries, one of the reasons that why publication in during pandemic increased is the institution policy for publishing article prior the Covid-19 topics and loosening the requirement for publishing. We found that mice industries also have publication increased during pandemic period.

After seeing data from the year published on the topic of mice, researchers were curious, what countries are often used as research objects in the Covid-19 pandemic timeline? What aspects are discussed in the researcher's selected articles?

We categorize selected articles based on digital technology solutions and non-digital technology solutions. The concern we have is that the main topic involving digital technology can have non-technical solutions, because it is not uncommon for the solution that is completed to be provided with a non-technical solution, but the execution is completed with a technical solution. thus, making the problem unresolved.

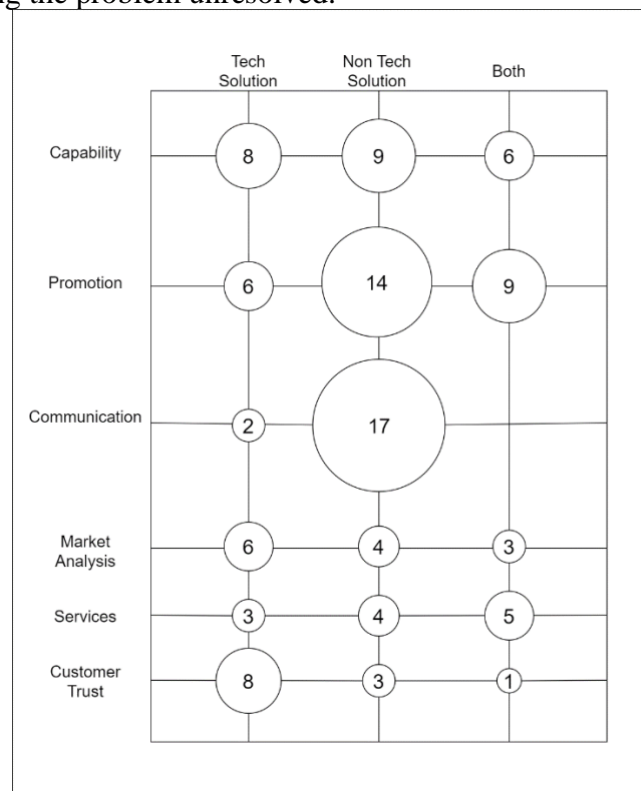


Figure 2. Sub-topic with Tech Usage Classification.

Based on data shown, we can see the sub-topics that have the most publications are Promotion with 29 articles. Followed by Capability aspect with total 23 articles. Communication aspect in 19 articles. Market analysis with 13 articles. Both services and customer trust aspect have 12 articles. The most non-tech solution publication is Communication aspect with 17 articles and Promotion aspect with 14 articles. Both Capability and Customer Trust aspect have the most tech solutions with 8 articles. Both solutions have been discussed and have most publications in Promotion aspect.

See the phenomenon that we found from the selected article, mice industry tends to talk more about communication and promotion aspect with non-tech solutions. This has been proven by many studies measuring the effectiveness of digital use which has increased in terms of income and cost reduction depending on the executions (Aviv-Reuven, S., & Rosenfeld, 2021); (Suart, C., Neuman, K., & Truant, 2022). Still, other factors are as significant. We found other aspect in sub-topic that may have to consider such as Innovations, Business Continuity, Resilience, Branding, Sustainability, Eco/Green environment, Performance, and Business Model.

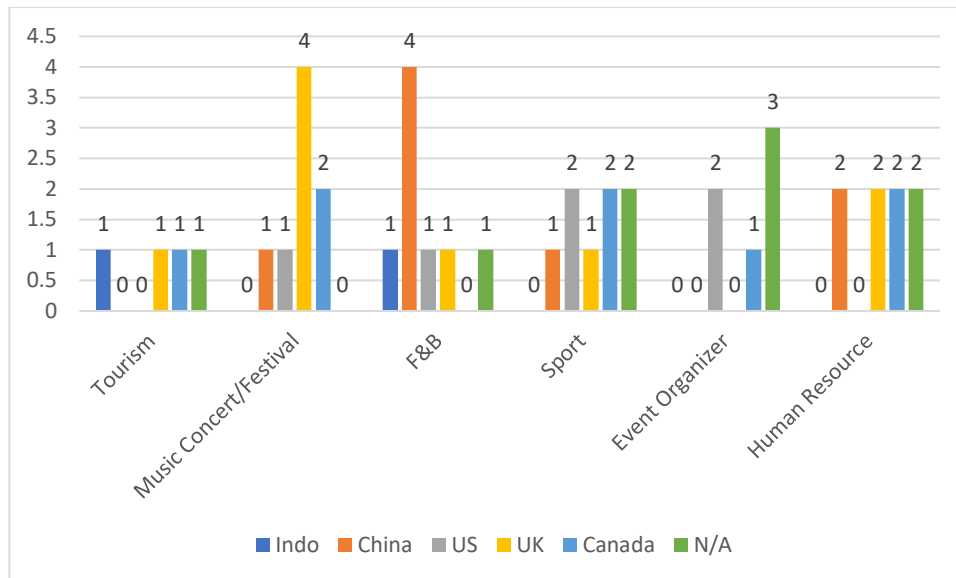


Figure 3. Sub-Industries based on research object countries.

Based on data shown, we can see the most research object country fell to UK with 9 research and have most contribution in Music Concert/Festival with 4 publications. Next research object country is China in F&B industry with 4 publications and 8 publications total. Indonesia as a research object country with the lowest publications.

See the phenomenon that we found from the selected article, in mice industry, have 6 sub-industries dominant. Some specific country talks about dominant sub-industries influenced by culture, variance of price, variance of taste, or opportunity growth (Liao, C., & Yifei, 2023); (Sharkey, 2023). We found other countries that have other sub-industries such as Wedding, Stand-Up Comedy, Selling Tickets, Seminar, Museum, Art’s Festival/Exhibition, Theater/Cinema/Opera, Fashion, Formal Meeting, Venue, Charity, Lantern, Event Organizer, Human Resources, and Dance.

After sub-topics and sub-industries list that we found, we also found recommended articles for practitioners and academics. Purpose of why we present recommended article from all selected article is to help practitioners get specific solution that having variant conditions. So that planning or execution of a problem can be handled appropriately and quickly. We hope that academics get another inspiration to combine or carry out in-depth investigations with certain industries and divide the population easily. Here’s recommended article that we choose:

Research Search Engine	Title	Author	Topics
Consensus	The impacts of processes of digitalization on the reception of contemporary art in Turkey during Covid-19	(Selen et al., 2023)	Talks about online art that have no emotion
	On the Present and Future of Digital Collections in Chinese Museums	(Bai, 2023)	Talks about online threats that possibly happens, specifically in art
	Influence of social media marketing on the performance of hotel	(Lakha & Bahra, 2020)	Talks about many cases in a metropolitan city, specifically in

Research Search Engine	Title	Author	Topics
	industry: a study in Chandigarh Tri-city		hotels with involving digital tech
	Challenges of Business Model Digitalization in Case of Travel Agencies	(Marinković, 2019)	Trust issues in specific country that implement digital tech and component of company capability
	A Method and Platform for the Preservation of Temporary Exhibitions	(Pervolarakis et al., 2022)	Talks about consideration of development of digital implementation complexity
	Digitalization of Restaurant Business as a Factor of Competitiveness Increase	(Pyanikova et al., 2020)	Talk about taking advantage of social media for F&B
	Feasibility Study and Business Planning of Rumahmakan. Online Digital Menu WhatsApp Ordering System	(Lesmana & Turgarini, 2021)	Talks about giving other features for waiting food delivered
Scopus	The crisis management strategies of Indonesian event organizers in the face of COVID-19	(Haryono & Wijaya, 2023)	Talks about considering the hybrid event, some enjoy offline, and some enjoy online
	Post-pandemic intention to participate in the tourism and hospitality (T&H) events: an integrated investigation through the lens of the theory of planned behavior and perception of Covid-19	(Al Rousan et al., 2023)	Talks about IT capability that have to be listed in mice
	MICE Tourism: How the Pandemic Has Changed It	(Litvinova-Kulikova et al., 2023)	Talks about timing in communication due to effective marketing
Emerald	Event innovation in times of uncertainty	(Dragin-Jensen et al., 2022)	Talks about each type of event in one article
	The best practice of marketing strategies for the Malaysian business event industry from experts' perspective	(Hazira et al., 2022)	Talks about evaluating organization using digital tech
	Gatekeeper perceptions on adopting environmentally sound information and communication technology-enhanced live performances	(Bossey, 2022)	Talks about originality of content

Research Search Engine	Title	Author	Topics
	to improve the sustainability of music festivals		
	The impact of COVID-19 on professionalism in practice and future directions	(Uhomoibhi et al., 2022)	Talks about benefit from online conference
	Festival hiatus, resilience and innovation during COVID-19: learnings from the Edinburgh festivals	(Ali-Knight et al., 2023)	Talks about rare events that have hybrid attendance system
	The digital traveler: implications for data ethics and data governance in tourism and hospitality	(Yallop et al., 2023)	Talks about data protection and trust
	The emerging smart event experience: an interpretative phenomenological analysis	(Bustard et al., 2019)	
	Assessing social media accessibility: the case of the Rock in Rio Lisboa music festival	(Dinis et al., 2020)	Talks about promotion for people with disability
	What a social media influencer's event endorsement changes attitudes of followers: the moderating effect of followers' gender	(Sun et al., 2021)	Talks about brand attitude promotions based on gender
	Shaping our perception of reality: sustainability communication by Canadian festivals	(Dodds et al., 2020)	Talks about the necessity communication for effective solution
	Corporate green-flouncing: a case study of sponsorship activation in Formula E motorsports	(Næss, 2020)	Talks about implementing eco environment using sponsorship

CONCLUSION

In conclusion, our study delved into the intersection of digital technology and the MICE industry through a systematic analysis of research literature. Leveraging AI-driven research databases such as Scopus, Emerald, and Consensus, we meticulously curated a corpus of articles to investigate trends and insights.

Our findings highlight the significance of digital technology in shaping various facets of the MICE industry, with a particular emphasis on communication and promotion strategies. Despite the proliferation of digital solutions, nuanced considerations emerged regarding the adoption of digital versus non-digital approaches.

Throughout different phases of the COVID-19 pandemic, the industry exhibited resilience and adaptability, evident in crisis management strategies and sustainability initiatives. Our curated selection of recommended articles offers actionable insights for practitioners and academics, spanning topics from crisis management to sustainability integration.

In essence, our research contributes to advancing understanding of the evolving landscape of the MICE industry, offering valuable insights for stakeholders. By harnessing AI-driven methodologies and robust data analytics, we aim to inform strategic decision-making and foster innovation in event management and related domains.

Contribution of Future Research

Moving forward, future research endeavors could explore several avenues to deepen our understanding of the evolving landscape of the MICE industry and its intersection with digital technology. Firstly, further investigation into the effectiveness of digital solutions in addressing specific challenges within the industry, such as crisis management and sustainability initiatives, could provide valuable insights for practitioners and policymakers. Additionally, longitudinal studies tracking the adoption and impact of emerging technologies, such as virtual reality and artificial intelligence, on event management practices, could offer valuable insights into future trends and opportunities. Moreover, comparative studies across different geographic regions and cultural contexts could shed light on variations in digital adoption and best practices, facilitating cross-cultural learning and knowledge exchange. Finally, interdisciplinary collaborations between researchers, industry practitioners, and policymakers could foster innovative solutions and drive sustainable growth in the MICE industry. By addressing these research gaps, future studies can contribute to the continued evolution and resilience of the MICE industry in an increasingly digitalized world.

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