



**GISSF**

GI Social Sciences Forum

International Conference

***Abstract Proceeding***

Challenges in Social Science Research  
(CSSR-2017)

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International Conference on “Challenges in Social Science Research  
”(CSSR September 29-30, 2017)  
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GI Social Sciences Forum, Kuala Lumpur, Malaysia.



# **CSSR 2017**

## **Conference Proceeding**

### **Book of Abstracts**

**International Conference on  
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(CSSR- 2017)”**

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## Conference Chair Message

**Farooq Ahmed Jam (Ph.D.)**



International Conference on “Challenges in Social Science Research” (CSSR - 2017) serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the regional and global challenges faced by our societies. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe, these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face, and interacting with other renowned scholars for possible future collaborations.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event, selecting the best paper awards, and helping the participants in publishing their research in affiliated journals. Also, special thanks to all the session chairs from industry, academia, and policy-making institutions who volunteered their time and support to make this event a success.

A very special thanks to the great scholars for being here with us as keynote speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We, the scholars of this world, belong to the elite educated class of this society and we owe a lot to return to this society.

Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step to the betterment of society and welfare of humanity to bring prosperity, peace, and harmony in this world. Stay blessed.

## **Type of CSSR Papers**

For this year, CSSR has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researchers and are reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute to the scientific body of knowledge. On the contrary, Insight papers meet the needs of policymakers and professionals and are reviewed on the basis of highly practical standards. The objective of the Insight is to identify the real world problems and how they can be solved with the help of information systems.

## **Reviewing Criteria**

In CSSR, all papers are judged on the same criteria (relevance, significance, originality, validity, and clarity). However, some criteria differ between the Research papers and the Insight papers.

**Relevance:** Relevance has a great impact on the theme of the conference. The material is relevant and according to the theme of the conference.

**Significance:** Knowledge in different researches in the conference is related to research papers and insight papers.

**Originality:** Ideas that are new for the researchers are used in the conference.

**Validity:** Research papers in the conference are based on theory while the insight papers in the research are based on experimental researches. References are according to content.

**Clarity:** Papers are according to the format, language is easy and understandable by the audience in the conference.

### Acceptance Rates

Full Research Papers				
Submitted Papers	Accepted Papers	Withdrawn	Unqualified papers	Acceptance Rate
77	50	10	17	64.7%

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## **Acknowledgment**

A huge number of people helped in conducting the conference. First of all, thanks to all the members of the Conference and Program Committee and representatives of the CSSR board and their helpers. We also want to thank all the Track Chairs, and reviewers, as well as all the members of the Scientific Committee for their help in the review process and organizing the tracks and special sessions. Special thanks to Universitas Sembilanbelas November Indonesia for collaboration.

We thank everyone for their hard work and dedication to this conference, and we look forward to the latest episode of the CSSR tradition.

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.)  
and Muhammad Abbas ( Ph.D.)  
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## **Keynote Speaker**

### **Dr. Muhammad Abbas (Ph.D.)**



Muhammad Abbas is a seasoned trainer and an experienced researcher who provides trainings and consultancy services to national and international organizations. Abbas has worked assisting public, private, and non-government organizations with their research projects and capacity building initiatives. He also has published his research papers in world renowned journals and presented at leading scholarly conferences across the world.

Abbas is an experienced academician, a Ph.D. , and a gold medalist business graduate who has thorough expertise in the fields of social science research, human resource management, social psychology and decision making.

Abbas has been engaged in several activities of institutional development, capacity building and R&D for civil society organizations. As a policy and research director at Global Illuminators he is engaged in different tasks related to strategy and research as well as trainings.

## **Dr. Hening Widi Oetomo**



Dr. Hening Widi Oetomo is a graduate of Geography Economics from Universiti Sains Malaysia (2003) and currently serving as Head of Research and Community Service Department at Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya. He has been engaged in several guest lectures and keynote speeches at international forums and association with multiple universities and academic institutions such as with WAKO University Tokyo, Japan and Hirao School of Management, Konan University, Japan. His publication work has been acknowledged worldwide. Specifically, the contribution to society is highly acknowledged and appreciated. He has extended his scholarly support for GI Social Sciences Forum

### **Dr. Renan P. Limjuco**



Dr. Renan P. Limjuco an active lecturer in physics and math education, is an accomplished professor handling Mathematics, Physics, Chemistry, Statistics, and Research. He is a Chemical Engineer who choose to be an educator by virtue of his Master of Science in Mathematics. He is the former Dean of the College of Arts and Sciences of Davao Doctors College where he taught Mathematics and Sciences for 14 years. He earned his Doctor of Philosophy in Educational Administration with High Distinction at the Ateneo de Davao University in March 2001. He has been a recipient of the research grants of San Pedro College in the field of instructional design and technology.

Currently, he is the Director of Research, Publication, and Innovation Center (RPIC) of the University of the Immaculate Conception (UIC), Davao City, Philippines and also the Chair of the UIC Research Ethics Committee (REC). He is the former Chair of the Research Committees of Davao Colleges and Universities Network, Inc. (DACUN) for Academic Years 2013-2015. He is also an active member of Region XI Regional Health Research and Development Consortium (RHRDC) Research Information and Utilization Committee (RIUC). In 2014, he worked as the Research Project Leader for Davao Association of Catholic Schools (DACS) collaboration with the Department of Education Region XI (DepEd XI) titled Readiness on K to 12: Basis for the Development of a

Strategic Plan for the Implementers and other Stakeholders in Region XI. He has been a committed researcher, research journal editor, and speaker/lecturer consistently being invited by several universities and colleges in southern part of the Philippines. He is an active member of GI Social Sciences Forum family and playing a vital role in research community development across the globe.

## **CSSR 2017 Track’s Chairs**

### **Business Management and Economic Studies**

Reza Hudiyanto & Chun-Pei Hsieh

Maeda Langguyuan Kadtong & Renan P. Limjuco

### **Social Science & Humanities**

Eunji Seo & Dunhill Z. Bilog

Hening Widi Oetomo & Jayson E. Lannu

### **Health and Medicine Studies**

Juvie Pauline L. Relacion & Junshi Ichikawa

### **Engineering and Technology Studies**

Muhammad Abbas & Baris Sezer

## **CSSR 2017 Best Paper Nominee List**

### **Impact Assessment on Rice Research Funding using the Structural Equation Modeling Technique**

*Sasarose Jaijit<sup>1\*</sup>, Naraphorn Paoprasert<sup>2</sup>*

*Juta Pichitlamken<sup>3</sup>*

Kasetsart University, Thailand

### **Customer Satisfaction: Antecedents And Effect Towards Customer Loyalty At Retail Industry In Surabaya, East Java, Indonesia**

*J.E.Sutanto<sup>1\*</sup>, Hatane Samuel<sup>2</sup>*

<sup>1</sup>Universitas Ciputra, Surabaya, Indonesia

<sup>2</sup>Petra Christian University, Surabaya, Indonesia

### **The Use of the Lecture Method in Teaching English at University: Implications for Teaching and Learning**

*Khalid Abdulbaki*

Gulf College, Oman

### **Antibiotic Resistance Profile Of Gram Negative Bacilli Isolated From Ants In Selected Level 1 Hospitals In Davao City**

*Anna-Lee B. Bandoy*

University of the Immaculate Conception, Philippines

## **CSSR 2017 Best Paper Award Winner**

### **Impact Assessment on Rice Research Funding using the Structural Equation Modeling Technique**

*Sasarose Jaijit<sup>1\*</sup>, Naraphorn Paoprasert<sup>2</sup>*

*Juta Pichitlamken<sup>3</sup>*

Kasetsart University, Thailand

## **CSSR 2017 Conference Committee**

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*Director Policy & Research (GI Social Sciences Forum)*

### **Editor**

**Dr. Ahmad Saddam (Ph.D.)**

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# CONFERENCE PROGRAM

**DAY 01 Friday (September 29, 2017)**

**Welcome Reception & Registration**

**8:00 am – 8:30 am**

**Opening Ceremony (08:30 am –10:00 am)**

**Venue: Room 1**

08:30 am – 08: 40 am	Welcome Remarks – <b>Mr. Metha Shahi</b>	Conference Coordinator CSSR- 2017 Global illuminators
08:40 am – 08:55 am	Opening Speech – <b>Dr. Muhammad Abbas (Ph.D.)</b>	Conference Co-Chair- CSSR -2017 Director Policy & Research, Global Illuminators
08:55 am – 09: 05 am	Keynote Speech- <b>Dr. Renan P. Limjuco</b>	Director of Research, Publication, and Innovation Center (RPIC) of the University of the Immaculate Conception (UIC), Davao City, Philippines

09:05 am - 09: 15am	Keynote Speech- <b>Hening Widi Oetomo</b>	Professor at Department of Management, School of Economics Indonesia (STIESIA) Surabaya, Indonesia
09:15 am - 09: 30am	Music Performance <b>Dr. Renan P. Limjuco</b>	
09:30 am - 09: 45am	Group Photo & Award Ceremony	

**Grand Networking Session and Tea Break (09:45 am – 10:00 am)**

**DAY 01 Friday (September 29, 2017)**

**Session 1 (10:00 am – 01:00 pm)**

**Venue: Room 1**

**Session Chairs: Eunji Seo & Dunhill Z. Bilog**

**Track: Social Sciences & Humanities**

MTAR-17-161	Factors Affecting Users’ Behavioural intention to Adopt Mobile Broadband in Oman	Khalid AL Husaini
MTAR-17-110	The Meaning of Bersih Desa, Meteri Sumber and Suroan as Ritual to Preserve Ecological Sustainability of Penanggungan Sites East Java, Indonesia	Reza Hudiyanto
MTAR-17-124	The Nongraded Instructional System and Achievement In Selected Subjects of Ys-11 Learners in Angelicum College, Quezon City, Philippines	Marion A. Cresencio
MTAR-17-132	The Relationship between Gender and Wash Development Projects in Rural Uganda	Christiana Smyrilli
MTAR-17-140	Granted Judicial Review Arrangement in the Law (Constitutional Court Case Study)	Charlyna S. Purba
MTAR-17-142	The Role of the Maguindanaon Ulama in the Election of Provincial Officials of the Maguindanao Province	Musa A. Unos, Ed.D.
MTAR-17-146	The Full fillment of Human Rights Over Land by State as a Justice Requirement in Land Owners (Case Study in Indonesia)	Setyo Utomo

**Lunch Break (1:00 pm – 2:00 pm)**

**DAY 01 Friday (September 29, 2017)**

**Session 1 (10:00 am – 01:00 pm)**

**Venue: Room 1**

**Session Chairs: Eunji Seo & Dunhill Z. Bilog**

**Track: Social Sciences & Humanities**

MTAR-17-152	Urgency of the Guarantee of Halal Product Certification in Indonesia Regulation	Yenny AS, Annurdi, Budimansyah
MTAR-17-156	Policy Model on Forest and Land Burning Countermeasures in West Kalimantan	Nurfitriawati, Charlyna S. Purba, Yenny AS
MTAR-17-173	Structural Equation Modelling of Reality TV Shows in the Philippines vis a vis People's Phenomenological Views	Renan P. Limjoco
CSSR-17-103	A Study on Assisting New Immigrants from Southeast Asia to Recognize the Pictograms of Medical Departments of a Hospital	Chun-Pei Hsieh
CSSR-17-104	Study on APP Design of Assisting New Immigrant Women with Healthcare Communication	Lu Zhen Xu,
CSSR-17-106	Bootstrapped Malmquist Indices of Taiwan's International Tourist Hotels	Yang Li
MTAR-17-172	Patient Management Information System for University of the Immaculate Conception College Department Clinic	Juvie Pauline L. Relacion

**Lunch Break (1:00 pm – 2:00 pm)**

**DAY 01 Friday (September 29, 2017)**

**Session 1 (10:00 am – 01:00 pm)**

**Venue: Room 2**

**Session Chairs: Hening Widi Oetomo & Jayson E. Lannu**

**Track: Social Sciences & Humanities**

MTAR-17-157	The Responsibility of Holding Company to the Subsidiary in Group Company Law in Indonesia	Annurdi, Nurfitriawati Khan
MTAR-17-158	Violence against Children Mapping in West Kalimantan	Charlyna S. Purba, Yenny AS, Klara Dawi
MTAR-17-164	Lesson-Drawing and Policy Diffusion of GCC Countries in the Development of Renewable Energies: The Case of the Kingdom of Bahrain	Vivien Exartier
MTAR-17-165	Performance in Learning Domains of Kindergartners in Public and Private Preschools in the Philippines	Maeda Langguyuan Kadtong
MTAR-17-166	Peace and Development Initiatives: The Case of Datu Odin Sinsuat Municipality	Bai Soraya Q. Sinsuat
MTAR-17-167	Cigarette Smoking: Its Effect on the Academic Performance of the College Students	Muhamad Ali E. Midzid

**Lunch Break (1:00 pm – 2:00 pm)**

**DAY 01 Friday (September 29, 2017)**

**Session 1 (10:00 am – 01:00 pm)**

**Venue: Room 2**

**Session Chairs: Hening Widi Oetomo & Jayson E. Lannu**

**Track: Social Sciences & Humanities**

MTAR-17-170	Using Personality Traits to Predict Dangerous Driving Behavior: Smartphone usage While Driving	Byungho Park
MTAR-17-175	Elevating the Graduate School Research and Publication Culture: A Practical Action Research	Sylvia J. Pidor,
MTAR-17-176	A Tracer Study on the University of the Immaculate Conception Graduates of Bachelor of Music	Eric A. Moreno.
CSSR-17-107	Research of Third-person Effect in Guangzhou Higher Education Mega Center Security Event Report	Zihan Wang
CSSR-17-108	A Dynamic Analysis of Holding Risky Assets Among European Countries	Thi Hong Phuong Vu
CSSR-17-110	A Study on the Influence of Vocational High School Graduates' Entering College on the Wage after Employment	In Seog Seo

**Lunch Break (1:00 pm – 2:00 pm)**

**DAY 01 Friday (September 29, 2017)**

**Workshop Session (2:00pm – 3:00 pm)**

**Venue: Room 1**

**“How to Improve the Quality of Research Article and get published in Scopus/ISI Indexed Journals”**

<b>Trainer</b>	<b>Dr. Muhammad Abbas (Ph.D.)</b>
<b>Participants</b>	All Participants

In this workshop, we will discuss how to improve the quality of research article and getting published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop trainer will shed light on how to identify a hot research topic, How to find a research gap, Importance of a catchy Research Paper Title, What Reviewers are looking in research article, What editors are expecting from authors, Major Reasons of article rejection in good journals, Steps and tips to improve article quality and content and Finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about publication process.

**DAY 01 Friday (September 29, 2017)**

**Session 2(3:00 pm – 4:30pm)**

**Venue: Room 1**

**Session Chairs: Reza Hudiyanto & Chun-Pei Hsieh**

**Track: Business, Management and Economic Studies**

MTAR-17-119	Impact Assessment on Rice Research Funding using the Structural Equation Modelling Technique	Sasarose Jaijit,
MTAR-17-126	Spatial Analysis of Newspaper Sales in Traffict Light of East Surabaya using Moran Index	Hening Widi Oetomo
MTAR-17-141	Perceived Job Performance of the Department of Agriculture Extension Agents by Rice Farmers in Datu Odin Sinsuat	. Tomanda D. Antok
MTAR-17-144	Customer Satisfaction: Antecedents and Effect towards Customer Loyalty at Retail Industry in Surabaya, East Java, Indonesia	J.E.Sutanto, M.M
MTAR-17-130	Brand Image as Mediation of Experiential Marketing Effect and Differentiation Product on Purchase Decision	Hening Widi Oetomo
CSSR-17-109	Emotional Labour Tug Of War: An Exploration Of Emotional Expectations of Family Law Practitioners	Andrea Subryan
CSSR-17-113	Building the Technology Standard: The Role of the Un optimized System Architecture	Youngjae Koh

**Tea Break (4:30 pm – 4:45 pm)**



**DAY 01 Friday (September 29, 2017)**

**Session 2(3:00 pm – 4:30 pm)**

**Venue: Room 2**

**Session Chairs: Maeda Langguyuan Kadtong & Renan P. Limjoco**

**Track: Business, Management and Economic Studies**

MTAR-17-148	Working Motivation , Organizational Culture and Commitment Organization on Working Productivity Lecture and Employees at the College of Economic as Surakarta	Budiyono Karya
MTAR-17-149	Attendance of Independent Candidates in Local Head Election as a Effort to Improvement the Government System	Joko Martono, Budimansyah, Annurdi
MTAR-17-147	Effect of Individual Characteristic And Environment Work on Employee Motivation and Employee Performance	Hairul Warizin
MTAR-17-151	Analysis of Determination of Money Implementation of Education (Upp) at University of Surabaya Based on Full Costing Method	Agus Susilo

**Tea Break (4:30 pm – 4:45 pm)**

**DAY 01 Friday (September 29, 2017)**

**Session 2(3:00 pm – 4:30 pm)**

**Venue: Room 2**

**Session Chairs: Maeda Langguyuan Kadtong & Renan P. Limjuco**

**Track: Business, Management and Economic Studies**

MTAR-17-153	Learning System Management Based on Teaching Factory (Study Site Smk Muhammadiyah 1 Klaten)	Abdul Haris
MTAR-17-174	Investigating Consumer Preferences in Selecting Buffet Restaurants in Davao Region, Philippines	Dunhill Z. Bilog
MTAR-17-177	Factors Affecting the Collection Efficiency of Ma-a Parish Multi-Purpose Cooperative: Basis for Policy Formulation	Pamela A. Tongo
CSSR-17-114	The Effects of Corporate Brand Management and the Knowledge Transfer of Subsidiaries In Japanese MNCS	Eunji Seo

**DAY 01 Friday (September 29, 2017)**

**Session 3 (04:45 pm – 05:45 pm)**

**Venue: Room 1**

**Session Chairs: Muhammad Abbas & Baris Sezer**

**Track: Engineering and Technology Studies**

MTAR-17-106	FEM Analysis and Experiment of Cold Flaring Process of SUS304 pipe	Junshi Ichikawa
MTAR-17-107	Horizontal Twin Roll Strip Casting of ADC12, A3003 and A7075	Yuta Kashitani
MTAR-17-108	Experiment and FEM Analysis of Thin Steel Sheet 180°Bending	Yujiro Nitta
MTAR-17-109	Recognition of Kinect Operator by using Template Matching	Yuto Takigawa
MTAR-17-112	A Study of Automatic Drone Flight Control System for Aerial Photography	Atsuhiko Aoki

**Closing Ceremony: (05:45 pm – 06:15 pm)**

**DAY 01 Friday (September 29, 2017)**

**Session 3 (04:45 pm – 05:45 pm)**

**Venue: Room 2**

**Session Chairs: Juvie Pauline L. Relacion & Junshi Ichikawa**

**Track: Health and Medicine Studies**

MTAR-17-101	Using a Technology Enhanced Flipped Classroom Course for the Development of Simulation Trainers	Baris Sezer
MTAR-17-122	Predicting Burnout Syndrome in Professionals in Mental Health Settings	Maria Efstratopoulou
MTAR-17-145	Discovery of Synthetic Pathogenicity Genes of Atherosclerosis.	Hsiao-Ting Chen
MTAR-17-171	Antibiotic Resistance Profile of Gram Negative Bacilli Isolated from Ants in Selected Level 1 Hospitals in Davao City	Anna-Lee B. Bandoy

**Closing Ceremony: (05:45 pm – 06:15 pm)**

## LIST OF CONFERENCE ATTENDEES

The following scholars/practitioners/educationists don't have any paper presentations; however they will be attending the conference as delegates and observers.

ID	Name	Affiliation	Country
MTAR-17-162	Jeong Mee choi	Catholic University Of Pusan	South Korea
MTAR-17-163	won Hyun Lee	University of Utah	USA
MTAR-17-168	Rahul Karanam	ZIXIN Cylinders Private Limited	India
MTAR-17-169	Koraada Yogambika Saikeerthi	ZIXIN Cylinders Private Limited	India

## **DAY 02 Saturday, (September30, 2017)**

### **“CITY TOUR”**

Gathering of Participants at the Lobby of Holiday Inn Bangkok Silom,  
Bangkok Thailand at 6:00 pm

Departure: 06:30 pm for City Tour

Drop Back at Holiday Inn Bangkok Silom, Bangkok Thailand, at  
11:20 pm

**Important Note:** This tour is organized by GI Social Sciences Forum and entry to this tour is free for all participants. You may also bring your Siblings/Family/Friends but you have to register for them on registration desk on day 1 of conference.

## **TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES**

## Impact Assessment on Rice Research Funding using the Structural Equation Modeling Technique

Jaijit, Sasarose<sup>1\*</sup>, Paoprasert, Naraphorn<sup>2</sup>, Pichitlamken, Juta<sup>3</sup>  
<sup>1,2,3</sup> Kasetsart University, Thailand

### Abstract

This study considered the impact of rice research funding in Thailand, using the structural equation modeling (SEM) technique. The impact included rice crop productivity, farmers' income, rice plantation cost, and a number of farmer households' aspects. The secondary data were two-dimensional panel data of the four regions in Thailand (North, Northeast, Central, and South) during 2008-2015. The hypothesis was (a) whether the crop productivity and farmers' income impacts were positively influenced by funding on breeding and crop processing, and (b) the cost of rice plantation and the number of farmer households were positively influenced by crop processing funding but negatively influenced by breeding funding. Using LISREL 9.3, the chi-square test, the goodness of fit index (GFI), the comparative fit index (CFI), the standardized root mean square residual (SRMR), and the root mean square error of approximation (RMSEA) were computed to evaluate the model fit ( $\chi^2 = 3.53$ ,  $df = 4$ ,  $GFI = 0.95$ ,  $CFI = 0.99$ ,  $SRMR = 0.05$ , and  $RMSEA = 0.08$ ). The results showed that the economic impact of rice breeding funding was larger than rice crop processing funding. However, plantation cost and the number of farmer households are inversely influenced by rice breeding funding, while crop processing funding still provides positive impact on these two aspects.

**Keywords:** Structural Equation Modeling, Research Impact Assessment, Rice Research Funding

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\*All correspondence related to this article should be directed to Jaijit, Sasarose, Kasetsart University, Thailand.  
Email: sasarose.j@ku.th



## Spatial Analysis of Newspaper Sales in East Surabaya Traffict Lights using Moran Index

**Hening Widi Oetomo<sup>1\*</sup>, Marsudi Lestariningsih<sup>2</sup>, Susanti<sup>3</sup>**

<sup>1,2,3</sup> School of Economics Indonesia (STIESIA) Surabaya, Indonesia

### Abstract

The purpose of this study is to examine whether there is a spatial relationship of newspaper sales in a traffic light area with another neighboring area. This research was conducted in traffict light of East Surabaya. There are 7 sub-districts in East Surabaya namely Tambak Sari (5 traffict), Gubeng (12 traffict), Sukolilo (7 traffict), Mulyorejo (5 traffict), Tenggilis Mejoyo (8 traffict), Rungkut (5 traffict), and Gunung Anyar (1 traffict). Total trafficts in East Surabaya studied were 43 traffic lights. Moran Index method was used to examine the spatial relations of newspaper sales between neighboring regions. Its calculation result was 0.45. The calculation of  $Z(I)$  is 1.34 whereas  $Z_{0.95} = 1.645$  (table), since  $Z(I) < Z_{0.95}$ . This can be concluded that there was no spatial autocorrelation of newspaper sales between neighboring areas in East Surabaya. Even though the vehicles were moving from one traffic to another in neighboring East Surabaya; however, buyers in certain traffic will not buy another newspaper on other traffic so there was no spatial autocorrelation.

**Keywords:** Newspaper Sales, Moran Index, East Surabaya, Spatial Autocorrelation

\*All correspondence related to this article should be directed to Hening Widi Oetomo, School of Economics Indonesia (STIESIA) Surabaya, Indonesia  
Email: [heningwidio@gmail.com](mailto:heningwidio@gmail.com)

## Brand Image as Mediation Effect of Experiential Marketing and Differentiation Product to the Buying Decision of Toyota Cars

**Hening Widi Oetomo<sup>1\*</sup>, Budiyanto<sup>2</sup>**

<sup>1,2</sup>. School of Economics Indonesia (STIESIA) Surabaya, Indonesia

### Abstract

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The purpose of this study is to know whether Brand Image mediates the influence of Experiential Marketing and of differentiation product on the purchase of Toyota Car at PT Astra International Tbk Auto 2000 Kertajaya, Surabaya. Population used in this study are consumers who buy cars at PT. Astra International Tbk Auto 2000 Kertajaya, located in Jl. Kertajaya Indah Timur 35 Surabaya. In this study, the sampling technique was accidental sampling in which 100 consumers were interviewed during the survey time. Then, its data were analyzed with path analysis. As a result, this study showed that Brand Image was a pseudo-intervening variable in both Experiential Marketing relationship and Differentiation Product relationship to purchase Toyota cars at PT Astra International Tbk Auto 2000.

**Keywords:** Newspaper Sales, Moran Index, East Surabaya, Spatial Autocorrelation

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\*All correspondence related to this article should be directed to Hening Widi Oetomo, School of Economics Indonesia (STIESIA) Surabaya, Indonesia  
Email: heningwidio@gmail.com

## Perceived Job Performance of the Department of Agriculture Extension Agents by Rice Farmers in Datu Odin Sinsuat

**Tomanda D. Antok\***

Mindanao State University – Maguindanao, Philippines

### Abstract

This study was undertaken primarily to assess the job performance of the Department of Agriculture Extension agents and its correlate as perceived by rice farmers in Datu Odin Sinsuat Municipality. Respondents of this study were randomly selected 172 rice farmers in said municipality. The data were collected using an interview schedule and then analyzed using descriptive statistics and correlation analysis. The study revealed that the respondents were relatively young with the mean age of 36 years; almost all (95.35%) were male and married (80.81%). More than one fourth (30.35%) did not have formal schooling, 17.45 percent attended Islamic Studies; whereas, 52.32 attended western education. Twenty five percent (25%) were able to reach high school and college education. Majority of the respondents had newly resided in the community. Almost all (85.47%) of the respondents were tenants, small farmers, and mere residents of the community. More than one half (68.19%) had income of Php25, 000.00 and below. The respondents had an average household size of five members. Furthermore, the findings also revealed that Extension Agents unsatisfactorily performed their jobs. Demographic and socio-economic characteristics of the respondents found no significant correlations in their perception of the job performance of Department of Agriculture Extension Agents.

**Keywords:** Perceived Job Performance, Agriculture, Agents, Rice Farmers

\*All correspondence related to this article should be directed to Tomanda D. Antok, Mindanao State University – Maguindanao, Philippines  
Email: maedakadtong\_12@yahoo.com

## Customer Satisfaction: Antecedents and Effect towards Customer Loyalty at Retail Industry in Surabaya, East Java, Indonesia

**J.E.Sutanto<sup>1\*</sup>, Hatane Samuel<sup>2</sup>**

<sup>1</sup> Graduate School, Universitas Ciputra, Surabaya, Indonesia

<sup>2</sup> Petra Christian University, Surabaya, Indonesia

### Abstract

Propose - Customer satisfaction and customer loyalty are well-known and established concepts in several areas like marketing, consumer research, welfare-economics, and economic growth. And also have long been topics of high interest in both academia and practice. The purpose of this paper is to know the existence of a lot of competition in retail industry in Indonesia, hence whether Indomaret Retails that consumers feel satisfied and loyal. The authors undertake a content analysis that was carried out on 156 respondents, which led to direct communication with customers of Indomaret. This study finds no correlation between factors most important to Indomaret Retails, and whether customer satisfaction has a role as a moderator variable. This study is limited to retail industry in area Surabaya City, although in Surabaya City the growth of the retail industry is greatly improved. This study, by reporting how retail industries innovate to be customer loyal, sheds light on a theoretical and practical area and finally retail industry to large company as well.

**Keywords:** Product Quality, Brand Image, Customer Satisfaction, Customer Loyalty, Retail Industry

\*All correspondence related to this article should be directed to J.E.Sutanto, Graduate School, Universitas Ciputra, Surabaya, Indonesia  
Email: je.sutanto@ciputra.ac.id

## Influence of Individual and Employee Work Characteristics on Employee Motivation and Employee Performance Pt. Wismatata Eltra Perkasa

**Hairul Warizin\***

School of Economics Indonesia (STIESIA) Surabaya, Indonesia

### Abstract

Based on the background of problems and problem formulation, this research is to test and analyze the influence of individual characteristics on work motivation, test and analyze the influence of work environment on work motivation, test and analyze the influence of individual characteristics on performance, test and analyze the influence of work environment on performance, test and analyze the influence of work motivation on performance, test and analyze the role of mediation of work motivation as intervening individual characteristic to performance, and role of work motivation mediation as intervening work environment to employee performance of PT. Wismatata Eltra Perkasa. Individual characteristics have a significant effect on work motivation and performance. Positive signs indicate a unidirectional change that if individual characteristics increase, then work motivation and performance will increase. Work environment variables have a significant effect on working motivation but have no significant effect directly on performance. Job motivation variable acts as an intervening. This research found evidence that work motivation has a mediating role in the influence of individual characteristics and work environment on employee performance. The test results indicate that this research has successfully proven that the work motivation mediates the influence of individual characteristics and work environment on employee performance. Limitation of this study on the sample research of the employee population is still a little in a single industrial company.

**Keywords:** Individual Characteristics; Work environment; Work motivation; Employee Performance

\*All correspondence related to this article should be directed to Hairul Warizin, School of Economics Indonesia (STIESIA) Surabaya, Indonesia  
Email: hairulwarizin@gmail.com

## Motivation of Work, Organizational Culture, and Organizational Commitment towards Work Productivity Lecturers and Employees of Economics College AAS Surakarta ( Stie AAS Surakarta)

**Budiyono Karya\***

School of Economics Indonesia (STIESIA) Surabaya, Indonesia

### Abstract

This study aims to determine the influence of work motivation, work culture, and organizational commitment partially or simultaneously on the productivity of Lecturers and employees at the College of Economics AAS Surakarta (STIE AAS) and to find out the influence of work motivation, work culture, and organizational commitment gradually towards work productivity of Lecturers and employees at the College of Economics AAS Surakarta (STIE AAS). The instrument test was used to test the validity and reliability of the questionnaires used in this study. The validity test is to measure whether the instrument / questionnaire used in the study is really capable of representing all aspects considered as the concept framework and reliability test that is measuring that the instrument / questionnaire is free from misperception so as to produce consistent results and can be used in different conditions - different. Hypothesis test in this research using t test, F test (level of significant  $\alpha = 5\%$ ), and Test  $R^2$ . From the result of t-test, it is known that work motivation has a significant influence on work productivity of lecturers and employees of STIE AAS (test result of work motivation variable has  $0.002 < 0.05$ ). Organizational culture has no significant effect on work productivity of lecturers and employees STIE AAS (result of t test of organizational culture variable has value  $0.795 > 0.05$ ) and organizational commitment has a significant influence on work productivity of lecturer and employee of STIE AAS (test result t organizational commitment variable has value  $0.013 < 0.05$ ). From the result of F test, it can be concluded that there are significant influences simultaneously of independent variables consisting of: work motivation, organizational culture, and organizational commitment on work productivity of lecturers and employees of STIE AAS (F test result has a significance value  $0.000 < 0.05$ ).

**Keywords:** Work Motivation, Organizational Culture, Organizational Commitment And Productivity

\*All correspondence related to this article should be directed to Budiyono Karya, School of Economics Indonesia (STIESIA) Surabaya, Indonesia  
Email: budiyono\_bk@yahoo.co.id

## Attendance of Independent Candidates in Local Head Election as an Effort to Improve the Government System

**Joko Martono<sup>1\*</sup>, Budimansyah<sup>2</sup>, Annurdi<sup>3</sup>**  
<sup>1,2,3</sup> Panca Bhakti University, Indonesia

### Abstract

The nature of political party is to accentuate their interest that causes the decrease of public confidence in political party. It affects the election of local heads, when the candidate is supported by political party in the election process. So that the presence of regulation that opens the opportunity for independent candidates in the election of local head, raises the hope to improve the government system. This research type is normative juridical research, and the data used for this research are some legislations, documents, and books related to the election of local head. The result of this research revealed that independent candidates that elected as local head face problem when they must be able to maintain a balance with the local parliament as a consequence of not getting support from political parties.

***Keywords:*** Independent Candidate, Local Head Election

\*All correspondence related to this article should be directed to Joko Martono, Panca Bhakti University, Indonesia  
Email: jokomartono390@gmail.com

## Analysis of Determination of Money Implementation of Education (Upp) at University of Surabaya Based on Full Costing Method

**Agus Susilo\***

School of Economics Indonesia (STIESIA) Surabaya, Indonesia

### Abstract

This purpose of this study is the Determination of Money Implementation of Education at University of Surabaya based on Full Costing Method. The basic concept of Money Implementation of Education calculation using full costing method or unit cost is establishment of responsibility center at faculty level and sub-system / subsystem of University. With the concept of this responsibility center, basically, every subsystem must be responsible for all activities that have been done by subsystem respectively. The parameters used to measure the performance of each subsystem will depend on the type of responsibility center of the subsystem concerned. While the cost of the university sub-system is not related to the learning process, the teaching will not be compensated on the unit cost, but must be accounted for independently by the subsystem concerned in accordance with the type of responsibility of their respective center. Identify the activities of each subsystem in the sub-systems of the University and faculty, then determine the status of each subsystem, whether it can be categorized as part of the unit cost calculation, or as a Strategic Business Unit. Trace the total cost incurred by each faculty and subsystem that become the burden of unit cost calculation, to then be identified, whether the cost including the type of cost including controllable cost, uncontrollable cost - traceable, and uncontrollable cost - untraceable. For all costs including uncontrollable cost-untraceable, a full costing method is specified as the costing guideline of this type of fee on each faculty.

**Keywords:** Fullcosting Methods, Unit Cost

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## Learning System Management Based on Teaching Factory (Study Site Smk Muhammadiyah 1 Klaten)

**Abdul Haris\***

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### Abstract

This research goal is to describe Character setting of learning which is based on Teaching Factory in SMK Muhammadiyah 1 Klaten. Feature of teacher learning activity which is based on Teaching Factory in SMK Muhammadiyah 1 Klaten. Feature of students learning activity which is based on Teaching Factory in SMK Muhammadiyah 1 Klaten. This kind of research is qualitative and used ethnography design. This research was done in SMK Muhammadiyah 1 Klaten. Main subject in this research is school manager of SMK Muhammadiyah 1 Klaten. Information key are head master, teachers, and students. File collection methods were interview, observation, and documentation. File analysis is using intersites analysis, arranged file analysis, and unarranged analysis. Validiting file test is using credibility, transferability, confirmability, and dependability. Management of education in SMK Muhammadiyah 1 Klaten in increasing service to stakeholder tried by applying learning which is based on Teaching Factory, although we have to observe the administration prequirement of teacher education, because of the decreasing number of the teachers who have master title. The SMK Muhammadiyah 1 Klatenteachers has been learning processing which is based on Teaching Factory with considering some matters, those are building of teacher character strongly, learning planning by work sheet, and doing learning which is based on industry and customer needs. In doing learning process, which is based on Teaching Factory, the students are ready before to have skill and good character, as well as give them some competencies so that they will be ready to work or become a businessman after their graduation.

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**Keywords:** Teaching factory, Management, Learning system

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## Investigating Consumer Preferences in Selecting Buffet Restaurants in Davao Region, Philippines

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### Abstract

The buffet restaurant industry players in Davao Region of the Philippines have contributed to economic growth. However, with the influx of national buffet restaurants, the need to revisit the focus of the homegrown buffet restaurant owners and managers has become apparent. Along this is the need to look into the preferences of the buffet restaurant consumers and the segments that patronize the industry. This study primarily sought to identify the attributes consumers in Davao Region would look for in a buffet restaurant. It employed an experimental research design where conjoint analysis as a technique was used. Buffet restaurant profiles were generated based on the attributes of types of food, quality of food, price, and cleanliness. These were rated by the respondents. For uncovering the segments, a two-step cluster analysis was utilized. The results of the study indicate that buffet restaurant consumers in the region placed the highest utility on cleanliness. Both junior and senior professionals have the same order of priority as regards the four buffet restaurant attributes. However, the utility values differ. Moreover, three consumer groups, namely single Junior Professional Oriental food lovers, married Junior Professional Oriental food lovers, and married Senior Professional Oriental food lovers were uncovered.

**Keywords:** Consumer preferences, Buffet restaurant, Conjoint Analysis, Two-step Cluster Analysis, Davao Region

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## Factors Affecting the Collection Efficiency of Ma-a Parish Multi-Purpose Cooperative: Basis for Policy Formulation

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### Abstract

Ma-a Parish Multi-Purpose Cooperative (MPMPC) is mainly engaged in lending operations. As a lending cooperative, collection is integral in its operations. In 2015, past due accounts already comprise 31.28% of the total loans granted. The primary purpose of the study is to recommend policies that will improve the collection efficiency of MPMPC. The study used participatory action research. It also used quantitative and qualitative research methods. Documentary analysis was done using the data available in the office of MPMPC. Then, a survey questionnaire was administered to the members. To validate the result in the survey, two Focus Group Discussions were conducted, one for the borrowers and another for the officers. The study concluded that several factors contribute to the collection inefficiency of MPMPC. These factors include: inconsistency of sending collection letters, payment and spending priority of borrowers, mismatch of payment terms and schedule of payments between borrowers' preference and cooperative practices, borrowers' perception about penalties, borrowers paying habit, and lack of Cooperative Credit and Collection Policy Manual. The research findings and conclusions arrived at led to the following recommendations to the Board of Directors of MPMPC: conducting income generating project seminars, encourage young professionals to join the cooperative, properly monitor the post-dated checks from borrowers, regularly send statement of accounts (SOA) to all borrowers, monitor the business of those who borrowed for business purposes, maximize the services of the collector, review the classification of loans and its respective terms of payment, formulate a credit and collection policy manual, and conduct continuing cooperative members' education.

***Keywords:*** Multi-Purpose Cooperative, Efficiency, Policy Formulation

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## Emotional Labour Tug of War: An Exploration of Emotional Expectations of Family Law Practitioners

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### Abstract

Emotional labour conflict is defined in this study as the conflict one may perceive when he or she is expected to display conflicting or competing emotions to various stakeholders. Family law practitioners may potentially experience a tension in displaying the appropriate emotion especially in relation to complying with expected professional display rules, expected organisational display rules, and the expected informal client display rules. There is a dearth of research relating to emotional labour conflict which is informed by the contradictions of rationalities theory. To add to knowledge in this area of study, I explored the influence of emotional labour conflict among family law practitioners. A phenomenological study was conducted to understand and interpret family law practitioners' workplace experiences. The research design was underpinned by three socio-cultural theories namely dramaturgical theory, social identity theory, and communities of coping theory. Data were collected through semi-structured interviews among 10 family law practitioners defined as paralegals, solicitors, and partners. Thematic analysis formed the basis of data analysis. Initial findings of the study revealed that family law practitioners did perceive emotional labour conflict in their roles. Further, family law practitioners all indicated that being able to participate in communities of coping enabled them to deal with any tensions created by emotional labour conflict.

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**Keywords:** Emotional Labour, Wars, Law Practitioners

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## Building the Technology Standard: The Role of the Unoptimized System Architecture

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### Abstract

The openness of system architecture and consensus about technology between product development companies and suppliers are argued to increased likelihood that such technology will be technology standard. Although valuable, such technology also increased the coordination cost, risk of imitation, making it difficult to utilize this technology for new system especially in the era of network system increased. To resolve this dilemma, this research investigates the conditions of openness of system architecture and the consensus formation between product development companies and suppliers who try to diffuse technology as a standard. Based on the case study of the Smart-grid network system developed in Japan after 2011, this paper argues and demonstrates that unoptimized system hierarchy within the system architecture that has the room to improvement, gives the chance to the companies and suppliers to build the technology standard of the system. Such unoptimized system hierarchy connected with other systems selected because those have the room to improve previous technology system to the new one in the future. This means the introduction period that dominant design with technology has not emerged the system architecture which has the unoptimized hierarchy and has the possibility to be the technology standard. This paper also demonstrated the level of the consensus between product development companies and suppliers. The more detailed technology consensus companies and suppliers have, fewer the companies and suppliers try to use such technology system. These results offer insight into conditions that can facilitate the technology system to become the standard and lead the competitive advantages in innovation era.

**Keywords:** Technology Standard, The System Openness, Unoptimized System Hierarchy, Technology Consensus, Network System

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## The Effects of Corporate Brand Management and the Knowledge Transfer of Subsidiaries in Japanese MNCS

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### Abstract

Corporate brand as a company's marketing resource leads that firms conduct consistent marketing activities. Though differences between corporate brand management in domestic and international markets are revealed from previous research, researches focusing on MNCs' corporate brand are limited. Firm's corporate brand management increases internal member's consistent understanding about corporate brand, thereby prompting effectiveness of use of corporate brand. In this process, strategic fit between corporate brand management and knowledge transfer with subsidiaries may develop customer performance. This assumption was explained based upon synergy effect theory. In testing the hypotheses proposed in this study, survey data were drawn from a sample of Japanese MNCs. The empirical results showed that Japanese MNCs' corporate brand management increases customer performance. Moreover, positive relationship between corporate brand management and customer performance was stronger when firms transfer the knowledge between parent and subsidiaries relevantly because transferring knowledge as to global market customer and competitive improves firms' corporate branding building which develops customer's corporate brand understanding.

**Keywords:** Corporate Brand Management, MNCs, Knowledge Transfer, Customer Performance

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## **TRACK B: SOCIAL SCIENCES & HUMANITIES**



## The Meaning of Bersih Desa, Meteri Sumber and Suroan as Ritual to Preserve Ecological Sustainability of Penanggungan Sites East Java, Indonesia

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### Abstract

Culture and community were two components strongly dependent on each other. They was a mutual relation that made the unique and particular character of community. Value and tradition were highly influenced by their surrounding environment. In Desa Kedungudi and Seloliman, where its location is nearest to the Penanggungan Sites, there are many rituals such as Bersih desa, Suroan, and Meteri Sumber. This article tried to describe the relationship between these local traditions – which are held every year by villagers nearby Penanggungan Sites and the sustainability of archaeological sites and their surrounding environment too. Penanggungan site was a complex of scattered small temples that covered an area from 600 to 1500 meter above sea level. Considering the object of research is cultural phenomenon, qualitative research was used in describing and analyzing the finding. These research methods demand more detailed information of the sequent events, its components, and meanings. Therefore, we begin research activity by observing, describing, interpreting, and reporting every moment in the rituals. In the second stage, the research tried to reveal the past of this area. On the preliminary data, a ritual has played an important role in preserving ecological balance between man and nature. When the people believed to the creed that temples and other archaeological objects have spiritual power and figured out last civilization, they will not make any damages to the soil, cut the trees, and make a fire in the ridge. Any disturbance to their mountain will give the effect on their means of life since most of villagers are rice growers. It also proved that there was a connection between popular belief about sacred place and environment reservation..

**Keywords:** Ecological Sustainability, Indonesia, Bersih Desa, Meteri Sumber

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## The Nongraded Instructional System and Achievement in \*Selected Subjects of Ys-11 Learners in Angelicum College, Quezon City, Philippines

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### Abstract

The purpose of the study was to find out the assessment of the learners on the nongraded instructional system and their level of achievement in Mathematics, Science, and English. The study used the descriptive-correlational method with the survey questionnaire which has three (3) major indicators: the Teaching/Learning Approach, Role of Facilitators, and Evaluation System. Descriptive statistics such as mean and standard deviation and Pearson Product Moment or Correlation Analysis were also utilized. The learners assessed the nongraded instructional system in terms of teaching / learning approach, role of facilitator, and evaluation system. A 50-item achievement test in Mathematics, Science, and English was administered to the learners. The assessment of learners on the nongraded instructional system shows that they agree with a mean of 4.05 on the teaching / learning approach; 4.15 on the role of facilitators; and 4.02 on the evaluation system, with standard deviations that show homogeneous responses among learners. The learners agree on the importance of the nongraded instructional system which is categorized by teaching / learning approach, role of facilitator, and evaluation system. The level of achievement of learners shows a mean of 30.86 in Mathematics; 29.32 in Science; and 34.11 in English, with standard deviations that show variations of scores by about 6 to 9 points. No significant relationship exists between the assessment of the nongraded instructional system and the learner's achievement in Mathematics, Science, and English. It is recommended that the administrators may guide in realizing novel activities or programs that might lead to the vision that through the years, the unique system of instruction in the country would somehow influence higher achievement of the learners in totality.

**Keywords:** Achievement, Instructional System, Learners

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## The Relationship between Gender and WASH Development Projects in Rural Uganda

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### Abstract

The paper explores the relationship between gender roles and development infrastructure projects in the water, sanitation, and hygiene (WASH) sector in rural Uganda, by looking at the influence of various factors such as education and governance. Men and women hold different roles and responsibilities within WASH in rural areas of developing countries, and, therefore, perform different duties. In Uganda, women are the primary managers of water resources at household level, and are the main drivers for sanitation and hygiene practice at household level; men are concerned with the commercial use of water. Insights into developing infrastructure that addresses the needs of communities could emerge from understanding the multiple dimensions of the intrinsic and extrinsic factors that affect the roles that men and women play within the WASH sector. Fieldwork has been undertaken in a number of rural communities in south Uganda, where group discussions and interviews were conducted with key players in the WASH sector, government representatives, and people from the communities. The qualitative data collected provide an understanding of how gender roles are influenced by other factors, as they are dependent on, and formed by, other social structures, and consequently how this relationship influences infrastructure. The findings highlight the importance of good leadership by both men and women at community level, which leads to improvements in WASH infrastructure provision. Moreover, there seems to be a strong relationship between educating women and improved sanitation and hygiene practices. Finally, cultural attributes seem to have a strong influence on the way men and women view water and sanitation tasks, how they perform them, and how they engage with and value the infrastructure.

***Keywords:*** Water and sanitation, gender, Uganda, development

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## Granted Judicial Review Arrangement in the Law (Constitutional Court Case Study)

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### Abstract

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From five Constitutional Court authorities, one of the most common handed is reviewing laws against the Constitution. It is called judicial review. There are 232 granted decisions among 1162 acceptance law cases since 2003 until in the early of July 2017, means that there are 232 of laws interpretation. Those laws interpretations do not only have impact on judicial review applicant but also the people extensively. Through dogmatic legal research, the researcher will answer the question about what has to be done next for the granted judicial review? The research found that the granted judicial review is needed to be arranged in the law through a revision of the law. The article, the verse, or the whole law that has been granted and interpreted by Constitutional Court must be loaded in the law as stipulated in Article 10 (1) point d of 2011 Law 12 on Law Establishment for the purpose of democracy implementation, the law by the people, of the people, and for the people.

***Keywords:*** judicial Review, Constitutional Court, Arrangement

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## The Role of the Maguindanaon Ulama in the Election of Provincial Officials of the Maguindanao Province

**Musa A. Unos\***

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### Abstract

This study was undertaken primarily to find out the political involvement of the Maguindanaon Ulama (religious leader) in the election of provincial officials as perceived by the Maguindanaon Professionals. This study used the descriptive research design, with a questionnaire as its main research instrument. It utilized percentages, averaging and chi-square as tools of statistical analysis. From the total number respondents, the data revealed that the youngest was 21 years old and the oldest respondents were 55 years old. Their mean age was 32.50 years. The respondents were categorized into two, the young and the old. It was found that 119 or 72.56 percent of the respondents were young (21 to 35 years), while only 45 or 27.44% were old. Majority (107 or 65.21%) of the respondents were males. There were 57 or 34.77 percent females. Majority (124 or 76 percent) of the respondents were married, whereas only 40 or 24 percent were single. Majority at 144 or 87.99 percent of the total respondents belonged to low education category with the baccalaureate degree or lower. Only 20 or 12.19% were found to have high educational attainment, with masters degree or higher. Majority at 144 or eighty percent of the respondents were government employees. Only a few at 7 or 4.25 percent engaged in business; 6 or 3.66 percent, farming; and 7 or 4.27 percent were jobless. Since almost all of the respondents were government employees, the monthly income was reflected according to their salary grades. It was found that most of the respondents were in the bracket of salary grades 6 – 10 beginning to the low –income group. Majority of the respondents 136 (82.93) affirmed that there were Maguindanaon Ulama in their communities. Furthermore, the findings disclosed the involvement of these Ulama in the election of provincial officials. Many respondents (70 or 43.0%) said that Ulama did not call clan meeting during pre-election for them to campaign. Those who said the opposite pointed the political rally as the strategy which was participated by the Ulama. Ulama did not also act as campaign managers of candidates as pointed out by majority of the respondents.

Moreover, majority of the respondents (30 or 54.72%) pointed that the Ulama gave moral and spiritual support to the candidates of their choice, more than financial and other material support. The respondents identified five (5) major criteria the Ulama used in selecting provincial candidates whom they would support during election, such as: religiosity, sincerity and dedication, educational qualification, honesty, and commitment. Majority at 52% of the respondents pointed the influence of the Maguindanaon Ulama on the choice of provincial candidates in different political parties. Twenty – six percent (26%) perceived that Ulama had no influence on the choice of provincial candidates, while 23% were uncertain. This Ulama’s influence was attributed to the motive of candidates to bank on the support of the Ulama for endorsement by political and civic leaders. Majority of the respondents (29) pointed the use of community meeting as the effective means of communication used by Ulama for channeling their message.

***Keywords:*** Political Involment, Election, Provincial

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## The Fulfillment of Human Rights Over Land by State as a Justice Requirement of Land Owners (Case Study in Indonesia)

**Setyo Utomo\***

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### Abstract

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The need for land for every human being is one of the basic rights that should be fulfilled by the State. But in the empirical fact that happens, there is a small part of the community who owns most of the existing land. On the contrary, most of the members of the community only own land on a small scale and even do not own the land. Government, as the embodiment of the State, should try how to make justice in land ownership for all citizens to be realized. The objective to be achieved in writing this scientific paper is that the human rights of every citizen to the needs of the land can be fulfilled. The writing method used in this scientific paper is descriptive method of analysis. The conclusion of the writing of this scientific paper is that the redistribution of land as part of land reform is one effort that can be done by the Government in the fulfillment of the human rights of every citizen for the fulfillment of land ownership. The government should not hesitate to redistribute the land to the needy to get the land considering some of the existing legal umbrellas that allow for it.

***Keywords:*** Human Rights, Land Ownership, Redistribution, Land Reform

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## Urgency of the Guarantee of Halal Product Certification in Indonesia Regulation

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### Abstract

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The presence of Act Number 33 Year 2014 About The Guarantee of halal products fulfills halal certification obligations on their products. So it is interesting to study based on philosophical, juridical, and sociological perspectives. This research type is normative juridical research, and the data used for this research are some legislations, documents, and books related to halal certification and investment law. The result of this research revealed that the obligation of halal product certification, as stipulated in the act about halal product guarantee, is the fulfillment of the needs from the philosophical, juridical, and sociological perspectives in Indonesia.

***Keywords:*** Halal Product Certification, Investment Law

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## The Responsibility of Holding Company towards the Subsidiary in Group Company Law in Indonesia

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### Abstract

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The existence of group company in Indonesia allows a company to have one or more subsidiaries that have different businesses. So, it raises the debate about the responsibility of the holding company towards the subsidiary when it suffers from losses or even declared in state of bankruptcy. This research type is normative juridical research, and the data used for this research are some legislations, documents, and books related to group company law. The result of this research reveals that basically, the parent company is not liable for losses suffered by the subsidiary company, unless it can be proven that the holding company, as a shareholder, made a fault based on the principle of piercing the corporate veil.

***Keywords:*** Group Company, Responsibilty, Subsidiary

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## Violence Against Children Mapping in West Kalimantan

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### Abstract

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Convention on the Rights of the Children is ratified by Indonesia. The report of the independent expert for the United Nations Study on violence against children confirmed that “No violence against children is justifiable; all violence against children is preventable.” In fact, violence against children cases increased time by time, including in West Kalimantan. The aim of the research is to make a mapping of violence against children in West Kalimantan to find the most dominan type of violence against children. Through empirical legal research method, the research found that sexual violence is the most dominant in West Kalimantan. So for that, the researcher recommends a countermeasure model of violence against children in West Kalimantan.

***Keywords:*** Violence, Children, Mapping

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## Factors Affecting Users' Behavioural Intention to Adopt Mobile Broadband in Oman

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### Abstract

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The paper intends to explore in detail the factors that affect the users' behavioral intention to adopt mobile broadband Internet in a developing country perspective by focusing on Oman. A Quantitative method based on survey approach is used relating to the attitudinal, normative, and control variables. Regression analysis is conducted to test the role of numerous variables in users' behavioral intentions to adopt mobile broadband in Oman. The results of the study revealed that the behavioural intention of Omani users towards mobile broadband adoption is significantly affected by Hedonic Outcomes and Relative advantage. Practical implications: This study will provide policy makers and broadband service providers in Oman with an insight and understanding about the factors that can have an influence on users' intention to adopt the broadband technology. Originality/value: This paper is useful for providing baseline data for studies on broadband adoption in Oman in general and its impact on information science in specific.

***Keywords:*** Mobile Broadband, Adoption, Behavioural Intention

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## Lesson-Drawing and Policy Diffusion of GCC Countries in the Development of Renewable Energies: The Case of the Kingdom of Bahrain

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### Abstract

The Gulf region is a booming economic region whose fast development depends very much on its natural energy resources. Gas consumption in Saudi Arabia, Qatar, Kuwait, and the UAE surged by 50% between 2002 and 2008. GCC states occupy the top global rankings in carbon dioxide emissions per capita. The comparative study of public policy is concerned with the way in which different governments respond to a common problem. The carbon neutral Masdar city project in Abu Dhabi as well as the choice of Abu Dhabi to be the headquarters for the International Renewable Energy Agency (IRENA) or the \$10bn-endowed King Abdullah University of Science and Technology, which dedicated a research track to clean combustion energies and solar and alternative energy science in Saudi Arabia illustrate how active GCC member states have been in developing renewable energy programs. Some countries are pioneers in the process of adoption of renewable energy policies and some are laggards (Collier and Messick 1975, Börzel 2002). The paper argues that GCC member states used lesson-drawing (Rose 1993) and policy diffusion (Berry and Berry 1999). To test the hypotheses, we use the case study of the Kingdom of Bahrain and check whether Bahrain drew lessons (copying, adapting, making a hybrid, synthesis or inspiration) or not in its renewable energy policies. The data are collected through reports on renewable energy programs, speeches, and interviews with government officials and executives from the energy sector on the strategy of the country in this field. The findings show that Bahrain drew lessons from others in a creative way but also collaborated with other members in developing renewable energy programs.

**Keywords:** Renewable Energy, Gulf Countries, Bahrain, Gulf Cooperation Council, Lesson-drawing, Policy Diffusion

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## Performance in Learning Domains of Kindergartners in Public and Private Preschools in the Philippines

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### Abstract

The study is a comparison of kindergartners' performance in public and private schools in the three learning domains such as cognitive, affective, and psychomotor. The participants are ninety (90) pupils, fifteen (15) each from the three public schools and so from the private schools. The three learning domains were tested based on the 11-20 weeks' times frame within the Second Weekly Plans. A fifteen (15)-item test for the cognitive, as reflected in the Table of Specifications indicating the competencies, was constructed. The affective and psychomotor domains were tested through a five-item test for each. A rubric was constructed to determine the distribution of points. Public schools operated ahead of the private schools. They are bigger in enrollment, class size, and pupil-teacher ratio. In age, all are five years old. There are more female participants in both schools. For birth order, there are ten first born in the public schools against seven in the private. For second, third, and fourth, it was dominated by the private; however, the fifth, sixth, and seventh went to the public schools. On the three learning domains, private kindergartners performed better in the cognitive but were outdone by the public kindergartners in the affective and psychomotor. In the test of difference in their performance against the three domains, the cognitive and affective yielded significant result but not with psychomotor. The correlation of profile of the school and learning domains turned out significant in the following: school type to affective performance, number of years in operation to cognitive and affective, enrolment to cognitive, average class size to affective, and pupil-teacher ratio to affective. On correlation of sex to the domains, cognitive turned out significant. Birth order did not show significant correlations.

**Keywords:** Kindergartners, Performance, Learning Domains

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## Cigarette Smoking: Its Effect on the Academic Performance of the College Students

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### Abstract

Smoking is a practice in which a substance, most commonly tobacco, is burned and the smoke is tasted and inhaled. Uneven skin tone, damaged gums and teeth, stained nails and fingers, cataracts, psoriasis, hair loss, and oral cancer are some of the manifested effects of cigarette smoking. However, an educator would be interested in smoking in relation to students' academic performance. Thus, this study was focusing on utilizing the descriptive survey method of research with the use of questionnaires supported by casual interviews. Almost half of the smoker-respondents are engaged in smoking from one to four (1-4) years already. Twelve (12) or 80% of smoker-respondents could consume five to nine sticks (5-9) of cigarette daily. This represents an average number of sticks as being consumed by majority of the student-smokers. Moreover, the reasons why students smoke is "to help them relax or feel calm" obtained ten (10) or 66.67% of the student-smokers. Finally, there is a significant difference between the smokers' and non-smokers' academic performances. It further implies that the students' academic performance of the non-smokers is better than those of the smokers. In conclusion, cigarette smoking has affected the students' academic performance. Henceforth, the policy on "No Smoking" inside the school campus must be implemented strictly. The harmful effects of cigarette smoking on human health must be integrated into classroom instructions.

***Keywords:*** Cigarette Smoking, Student-Smokers, Academic Performance

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## Using Personality Traits to Predict Dangerous Driving Behavior: Smartphone usage While Driving

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### Abstract

Using mobile phones (e.g., ‘texting and driving’) used to be the largest concern for road safety a decade ago. Today, smartphone usage, which can be more demanding than ordinary mobile phones, has grown to be the largest source of driver’s distraction. Needless to say, most drivers and traffic officials agree that smartphone usage while driving is a cause for automobile accidents. However, while most people are aware of its risk, still many drivers tend to take the risk of using smartphones behind the wheel. In order to explain this behavior, this study attempts to explore and identify psychological factors behind this dangerous behavior. For this study, Sensation Seeking (Zuckerman, 1995) was selected as the possible predictor. Also, the Manchester Driving Behavior Questionnaire (Reason et al., 1990) was employed to find individual’s general tendency of aberrant driving behaviors. A survey consisting of questionnaires mentioned above was conducted, resulting into 190 responses. Results show that among those who use smartphones while driving, applications that require more interaction (e.g., SMS and message applications) were used more than passive ones (e.g., reading text information, viewing video). As a predictor, sensation seeking trait turned out to be a useful indicator of individual’s aberrant driving behavior and smartphone usage while driving. Among the four subcategories of sensation seeking, boredom susceptibility was the largest contributor of such behavior.

**Keywords:** Smartphone Use, Distraction, Sensation Seeking, Aberrant Driving, Driver Behavior Questionnaire

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## Structural Equation Modelling of Reality TV Shows in the Philippines vis a vis People's Phenomenological Views

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### Abstract

This study aimed to test the hypothesized model involving latent constructs such as concepts of artistry, potential commercial value, and merit evaluation with the goal to describe the assumed nature of the reality TV shows in the Philippines. As a study that employed the mixed method approach, this research also attempted to describe and understand the participants' views regarding the complex nature of reality TV shows in the country. The researchers utilized purposive sampling technique to choose 422 respondents from colleges and universities of Davao City. A 5-point Likert researcher-made questionnaire consisting of 47 items was used for the survey. Meanwhile, eight participants were selected for FGD. Findings revealed that the concept of artistry is largely determined by criteria used in reality TV shows, although the credibility of the judges still is a critical factor to consider. Personality of the contender significantly determines his potential commercial value. Merit evaluation is significantly influenced both by acceptance of viewers and preference of TV networks. Moreover, Philippine reality TV shows will remain conscious and sensitive to the views of audience and prerogatives of TV top management as regards the talents who will be given breaks and opportunities for show business industry

**Keywords:** Entertainment, Reality TV Shows, Artistry, Commercial Value, And Merit Evaluation, Structural Equation Modeling, Phenomenological Views, Philippines

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## Elevating the Graduate School Research and Publication Culture: A Practical Action Research

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### Abstract

In this action research, we aimed to develop a plan in answer to the need to maximize the involvement of UIC Graduate School faculty and students in the intensification of the research and publication culture of UIC to parallel the international level of recognition in the field. By qualitative descriptive research design specifically practical action research (PAR) approach, we purposively selected 30 participants who represent the different stakeholders of the School for brainstorming and exploratory sessions designed to answer our research objectives including a) maximization of the research productivity of the graduate school faculty and students; b) establishment of the mentor-mentee publication authorship; c) integration of new research pedagogy approaches into the graduate qualitative and quantitative research process; and d) establishment of an independent journal in preparation for CHED Journal Incentive Program recognition. Through the sessions, we generated problematic issues regarding the School's research and publication status quo. In analyzing the issues, we grouped and sub-grouped them according to which key objective they address and which level (institutional, program leadership, individual members) they affect or can be addressed. Our findings revealed recurring issues affecting all levels and which can overlap in terms of effect and solution. Notable recurring issues include lack of well-articulated policies, area expertise, research experts, research class directions, as well as members' confidence. We formulated several recommendations as outset for the development a strategic plan with the main goal of elevating the Graduate School culture of research and publication.

**Keywords:** Research Management, Publication, Higher Learning, Graduate School, Practical Action Research, FGD, Thematic Analysis, Philippines

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## A Tracer Study on the University of the Immaculate Conception Graduates of Bachelor of Music

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Palmes<sup>5</sup>, Rose Angelli B. Cabigas<sup>6</sup>**

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### Abstract

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The University of the Immaculate Conception (UIC) in Davao City, Philippines is the only school which offers Music degrees in Southern Mindanao, with primary concern of producing graduates fit for human resource needed in the music industry. This tracer study aimed to track the UIC Bachelor of Music graduates from 1996 to 2016 who are employed in different industries in Davao City and outside the city. Utilizing descriptive research design and purposive snowball sampling technique, a total of 31 graduates responded to participate by filling-up the CHED-adapted survey questionnaire. The results revealed that 51.8% of the respondents landed a job within six months after graduation, majority are teachers, hence employed with the academe or studios. Forty two percent are already regular and majority found their job through the recommendation of someone. The respondents find their UIC education influential to their employability, particularly the curriculum and values they have imbibed from the institution. Moreover, the characteristics their employers value about them include the abilities to work with a team, the relational skills, adaptability to different situations, positive attitude, and possession of unique and scarce musical skills.

***Keywords:*** Education, Tracer study, music education, employability, music graduates, Davao City

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## A Study on Assisting New Immigrants from Southeast Asia to Recognize the Pictograms of Medical Departments of A Hospital

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### Abstract

Due to the barrier of verbal and written communication, the new immigrant females from Southeast Asia are difficult to clearly express and receive messages from medical professions about health education and medical information in Taiwan. Medical care-seeking behavior and healthcare utility are lower than other women in Taiwan. Visiting a hospital for medical treatment can be very stressful to them. Visual presentation such as graphics, illustration, and pictograms may improve comprehension and recognition. Good visual communication of health information is now understood to be critical for patient well-being especially for those literacy difficulties. This study interviewed 24 immigrant females from Indonesia and Vietnam to understand their need for medical information and 18 medical department pictograms were designed and evaluated. The aim of this study is to determine whether these pictograms can be effectively understood by the new immigrants which can help them to access medical care and feel more comfortable when visiting a hospital.

**Keywords:** New immigrants, Hospital department, Pictograms, Recognition

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## Study on APP Design of Assisting New Immigrant Women with Healthcare Communication

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### Abstract

The design of auxiliary and visual communication system between patients and medical staff could be applied in clinical doctor-patient communication so as to improve doctor-patient interaction and assist new female immigrants in communication. The main purpose of this project is to develop an interactive medical communication board that would be adaptable both in terms of language and metaphor and which would be tested on different populations as to its efficacy in clinical diagnosis to help new female immigrants and their children. Therefore, this study intends to develop an assistive visualization tool of medical communication to achieve the objective of friendly communication among foreign spouses, ill children, and medical service. Good visual communication of health information is now understood to be critical for patient well-being. Design draft and discussion with users were conducted. This research project focuses on integrating medical and design professional fields to develop medical information and auxiliary communication tool, as well as to design doctor-patient communication APP prototype concept. The study mainly adopted interview, observation, and User Experience Innovation Design (UXID) to carry out interviews with 24 Vietnamese and Indonesian new immigrant women. These firsthand practical data were then transcribed and sorted out. By designing an APP prototype, researchers finally achieved the purpose of assisting new immigrant women in seeking healthcare and expressing their symptoms..

**Keywords:** New Immigrant Women , Healthcare Communication User Experience Innovation , Design, APP prototype

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## Bootstrapped Malmquist Indices of Taiwan's International Tourist Hotels

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Abstract

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Benefited from the expansion of international tourist market, Taiwan's international tourist hotels (ITHs) have expanded rapidly with the support of government policies and aid. Given the simultaneous and perishable nature of hotel service, managing demand from customers and service capacity influences the profitability of ITHs notably. Hence, how to appropriately evaluate the service performance of ITHs attracts the attention of scholars and governments. The Malmquist productivity index (MPI), proposed by Fare et al. (1994) and based on the data envelopment analysis (DEA), is commonly used to measure total factor productivity (TFP). The primary problem is that being a linear-programming-based measure and due to lack of statistical nature, MPI may give incomplete information about TFP and its components and thus, guides incorrect policy and/or managerial implications. Hence, this study uses the bootstrapping approach, proposed by Simar and Wilson (1999) which takes into account the time-dependence structure of the data, to generate the appropriate bootstrap samples for analyzing productivity changes of Taiwan's ITHs.

***Keywords:*** International Tourist Hotel, Malmquist Indices, Bootstrap

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## Research of Third-person Effect in Guangzhou Higher Education Mega Center Security Event Report

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### Abstract

Since the third-person effect proposed by Davison in 1983, numerous scholars verified the main hypothesis, which states that individuals are more likely to overestimate the effect of mass media messages on other people's attitudes and behaviors. Individuals exposed to mass media messages will expect the information to have a greater effect on others than on themselves. Individuals may take actions based on the effect of mass media messages on others. Further discussion on the problems of internal mechanism, condition, and influencing factors of the third-person effect was conducted, such as 'necessity' and 'social distance'. In this study, we start from a series of security events happened in Guangzhou Higher Education Mega Center from June to July 2015 to discuss mechanism and influencing factors of third-person effect. Based on the investigation results, the third-person effect is reflected in the aspects of positive and negative information as well as the information necessity. Faced with security event reports, the males think the effect on the other male is slighter than that on the other female. However, the results from the female reflect reversely with our hypothesis

**Keywords:** Communication, Third-person Effect, Guangzhou Higher Education Mega Center, Security Event Report, Case Study

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## A Dynamic Analysis of Holding Risky Assets Among European Countries

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Kaohsiung, Taiwan

### Abstract

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This study examines the relationship between household's financial resources and probability of holding risky assets through financial crisis in 2008 among 12 European countries. The dynamic analysis for the changes in household's stockholding and monetary factors is followed up by the same household from the Survey of Health, Ageing, and Retirement in Europe (SHARE) based on wave 2 (2006 – 2007) and wave 4 (2010 – 2011). There are four types of financial behavior for the households: without holding risky assets in both waves; holding risky assets in both waves; without holding risky assets after financial crisis (decreasing risky assets type); and holding risky assets after financial crisis (increasing risky assets type). Interestingly, we find that with increasing net wealth, the households are more (less) likely to be the increasing (decreasing) risky assets type, compared to without changing types, either without holding risky assets or holding risky assets in both waves. In addition, both financial resources of income and net wealth have positive and significant relation with holding risky assets of household during the time period of pre and post financial crisis. Our results indicate that the decision of investing risky assets is a function of wealth change.

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**Keywords:** Risky assets, Financial crisis, European countries, Share

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## A Study on the Influence of Vocational High School Graduates' Entering College on the Wage after Employment

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### Abstract

This study examines whether the vocational high school graduates in Korea can get high wages at work by entering college. For this purpose, the data from the 1st (2004) and 11th (2014) wave of the Korean Education Employment Panel (KEEP) conducted by the Korean Research Institute for Vocational Education and Training (KRIVET) were analyzed. Study samples were 605 graduates of vocational high school. This study set up a research model based on the results of previous studies. The average monthly total wage and educational level, which were surveyed in the 11th (2014) wave, were set as a dependent variable and independent variable, respectively. Family and personal variables and school life variables, which were surveyed in 2004(the 1st wave of panel survey) when the samples were in 3rd year of high school, were used as control variables. In the results of regression analysis in this study, the average monthly total wages of vocational high school graduates were affected by education level (-), relationship with father, gender, and grade of vocational subjects. The result was different from the human capital theory. Many of vocational high school students would go to college, thinking vaguely that it could be useful for getting a good job (Ra & Rhee, 2016; Kim, 2013). However, actually this study showed that college graduation of vocational high school graduates gave lower monthly average total wages. The vocational high school graduates should decide whether to go on to college after careful consideration of their necessity of going to college and their aptitude. In a broader social sense, this result also showed that South Koreans' thinking that they must go to college to succeed in Korean society should not be necessarily right now. And the other results of this study were discussed..

**Keywords:** Vocational high school. Wage. Education level

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## Patient Management Information System for University of the Immaculate Conception College Department Clinic

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### Abstract

A study on patient management information system for school clinic is necessary for paper-based or manual record requires a significant amount of storage space compared to electronic health records. In addition, it can be used by one person, one at a time only and it can be easily misplaced or misfiled. Moreover, manual medical recording is more susceptible to errors. This study aimed to create an electronic medical record system for the College Department of University of the Immaculate Conception Clinic Services, which was capable of storing patient information and monitoring the inventory of medicines in the clinic. Specifically, it develops an automated system to monitor patient information and inventory of medicines, design a database for patient information record and medicine inventory report, and generate patient records and medicine inventory reports. This study used iterative and incremental model in the development of the software. In each, it was divided into four stages: the requirement planning, design and development, testing, and implementation stage. Findings from this study revealed that the designed system was able to develop an automated system to monitor patient information and medicine inventory and design a database for patient records and medicine inventory. This helps the efficiency of clinic staff in providing clinical services to patients. With the help of this system, the staff was able to reduce any unpleasant complaints from the patients. Moreover, because of its ability to generate printed output for patient records and medicine inventory report, the staff was able to fulfill his/her requirements to the administrator.

**Keywords:** Medical Records, School Clinic, Patient Management Information System, Electronic Medical Record System

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## Policy Model on Forest and Land Burning Countermeasures in West Kalimantan

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### Abstract

West Kalimantan is one of the biggest palm oil producers in Indonesia, which contributes to domestic and foreign investment improvement. It is not good at all because oil palm plantation land clearing was done by forest burning and, of course, it infringes the rules about forest burning and destruction prohibition. The aim of the research is to analyze the rules about forest burning and destruction prohibition and will be an advocacy material for West Kalimantan Government to accomodate local wisdom of rules-making. Through dogmatic legal research, the research found that forest burning and destruction prohibition in Kalimantan Barat are influenced by the law, community, law enforcer, culture, and infrastructure. The researcher recommends a rule of law model to the West Kalimantan Government in embarcing local wisom for society empowerment in rule-making about forest burning and destruction prohibition.

***Keywords:*** Policy Model, Forest And Land, Burning, Countermeasures

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## Peace and Development Initiatives: The Case of Datu Odin Sinsuat Municipality

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### Abstract

This study explored and described the peace and development initiatives in Datu Odin Sinsuat Municipality from 1990 to 2012. This sought to determine the conflict experiences of the people and the communities in the DOS Municipality and how these being carried out. The development initiatives were: hard infrastructure, capacity building trainings and sustainable development projects. The successes include: convincing the people in the communities that peace does not happen out of nothing, and that there should be concerted efforts among the different sectors to work towards making peace happen in their communities, strengthening of the facilitating actors such as the local government officials and the community, accessing external funding, cooperation by the secessionist and the government forces. The issues and challenges were the lack of sufficient financial support from the municipal government for the environmental protection program and the incompleteness of the process empowerment. Other issues and challenges were provision of water system in coastal and South District of DOS, additional health workers in the interior barangays and the farm to market all weather roads. A framework was developed which includes: the local government officials, community people, the civil society organizations, the NGOs, GOs, the national government represented by the Office of the Presidential Adviser on the Peace Process, and the academe. The activities are: education on the culture of peace, trainings on capacity building and training for intercultural endeavors, disaster preparedness, this means they would have developed their capacity to resolve their own problems by using their own resources. There were many initiatives on peace and development, several of these are sustainable or are still going on, and there are more successes than there are failures in terms of peace initiative results. The government agencies, CSOs, NGOs and the academe had been instrumental in facilitating the peace and development initiatives. They have given valuable support and sufficient contributions for the peace and development efforts in DOS. To be Continued.....

To be Continued.....

External funding has to be accepted as the inevitable reality in peace and development work. To sustain the initiatives, the researcher recommends the deliberate but creative advocacy on the aspiration of Datu Odin Sinsuat.

***Keywords:*** Peace and Development

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## **TRACK C: ENGINEERING & TECHNOLOGY STUDIES**

## FEM Analysis and Experiment of Cold Flaring Process of SUS304 Pipe

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Atsuhiko Aoki<sup>8</sup>, Hideto Harada<sup>9</sup>, Yutaka Sato<sup>10</sup>**  
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### Abstract

This paper describes a production process for experiment and finite element method (FEM) analysis of cold forming of SUS304 pipe. These large diameter pipes such as  $\phi 114.3$  mm are used for a plant as a flow channel of gas and liquid. The connection of pipes is generally welded at the plant. However, the other connecting methods are required from a viewpoint of making the plant environment worse by welding. Therefore, flaring process of large diameter pipes was proposed. This flaring process is one of the methods of pipe flange forming. The formed pipes were connected using the loose flange. Flaring process is generally a hot process, thus it has some problem such as becoming complex of forming machine and accuracy of dimension. In this study, cold flaring process of SUS304 pipe was proposed to satisfy these requisitions. Experiment and FEM analysis of cold flaring process were performed to clarify the optimum forming conditions for the flat length of connecting surface such as a diameter of punch, punch stroke, and taper angle of dies. As a result, a gap between punch and die was needed to match the pipe wall thickness. In optimum conditions, experimental result and analysis result were indicated to have a good match.

**Keywords:** Cold Flaring Process, Plastic Forming, FEM Analysis, SUS304 pipe

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## Horizontal Twin Roll Strip Casting of ADC12, A3003, and A7075

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### Abstract

This paper describes a vertical type twin roll strip casting process for producing aluminum alloy strip of ADC12, A3003, and A7075. Twin roll casting process is able to produce a strip from molten metal directly. Thus, this process has a possibility to reduce total cost of sheet-making compared to conventional rolling process. Aluminum alloy ADC12 is a casting material that is used for die casting. A3003 is known as a wrought aluminum alloy for aluminum can body sheet. The A3003 sheet is generally produced by rolling, so it is effective for reducing the process cost to produce the strip by twin roll casting process. Aluminum alloy A7075 has high tensile strength, and it is known as a material for aerospace application. The sheet is manufactured in small quantities compared to the other sheet aluminum alloy. It is supposed that the demand of high tensile strength aluminum sheet such as A7075 is going to increase for weight saving of structural material. In this study, twin roll casting experiment was performed to produce these three aluminum alloy strips in same experimental conditions. Castability, surface conditions, strip thickness, and microstructure were investigated. It was possible to cast these aluminum alloy strips.

**Keywords:** Twin roll strip casting, Aluminum alloy, ADC12, A3003, A7075

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## Experiment and FEM Analysis of Thin Steel Sheet 180° Bending

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Weimin Lin<sup>4</sup>**

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### Abstract

Aim of this study is to clarify the forming properties such as strain distribution during hemming process by experiment and finite element method analysis. This study is to research the material properties such as strain distribution by the experiment of 180° bending, Vickers hardness, and finite element method analysis. Hemming process is one of the thin metal plate bending processes for joining the outer panel to the inner panel. This process is generally used for producing of the car doors, hoods, and trunks. Hemming process is a simple plastic forming process. However, some defects often are occurred such as creepage, growing, warp, recoil, etc.. Some studies on hemming process are there. However, these occurring mechanisms are not clarified yet. In this study, hemming experiment and finite element method analysis were operated. Hemming process is constructed from three processes that are flange bending, pre-hemming, and final hemming. Experiment material was hot dip galvanize low carbon steel plate with 0.65mm thickness. The relationships between the load and stroke in the three bending processes were measured. Vickers hardness test was operated to determine the strain distribution. Tensile test and polishing test were operated to obtain the flow stress and friction coefficient in preliminary experiment for accuracy FEM analysis. Two-dimensional elasto-plasticity FEM analysis was operated to clarify the bending properties. Experimental value was compared to analysis value. Both tendencies were in good agreement. From this result, coincidence of strain distribution of an experiment and analysis was obtained and it was able to say that it was useful in the FEM analysis of this 180° bending experiment.

**Keywords:** Bending, Hemming, Press, FEM Analysis

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## Recognition of Kinect Operator by using Template Matching

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### Abstract

This paper describes a system that recognition of Kinect operator by using template matching. Kinect can make it easy to obtain RGB images and human skeleton information, thus the application of Kinect is increasing in welfare field. Two or more persons are able to be recognized by skeleton information respectively. However, in the situation that limit the Kinect operator to one person, some problems often caused. For example, errors are caused by misrecognition when multiple people are captured by Kinect at the same time. Therefore, in order to solve the problem, the recognition by using template matching was proposed. The skeleton information obtained by Kinect sensor was used for automatic determination of template image position. Template image was captured from the position of each joint. Template matching was performed by using the obtained template image. Kinect operator was identified by template matching. In template matching, a correlation coefficient between template image and input image was calculated by comparing the average concentration of each image. Optimum threshold value (0.7~1.0) of correlation coefficient and the position of template image for operator recognition were researched. The position of template image was at head and neck. The operator was recognized by using threshold 0.85~0.90 and template image captured at the position of neck.

**Keywords:** Template Matching, Recognition, Kinect, Image Processing

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## A Study of Automatic Drone Flight Control System for Aerial Photography

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### Abstract

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Recently, an aerial photography by drone is being gradually required in a live telecast. However, the aerial photography is not so popular because an expert drone operator is needed to take videography accurately in the specified time and from the specified angles. Thus, in such a case, an automatic drone flight system controlling the velocity and the attitude is strongly required. The aim of this study is to develop such a flight control system by utilizing the conventional FPV (First Person View) system. Then, the position and camera angle control system of drone observing the specified time is proposed. It can be shown that the automatic control system is promising in the drone aerial photography.

**Keywords:** Drone, Automatic Flight Control System, FPV, Time Control, Aerial Photography, Camera Angle

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## **TRACK D: HEALTH AND MEDICINE STUDIES**

## Using A Technology-Enhanced Flipped Classroom Course for the Development of Simulation Trainers

**Barış Sezer<sup>1\*</sup>, Melih Elçin<sup>2</sup>, Eylem Topbaş<sup>3</sup>**  
<sup>1,2,3</sup> Hacettepe University, Turkey

### Abstract

The aim of this study is to determine the benefits of a flipped classroom in a simulation course for trainers. The theoretical content included models in skills training, coaching, cultivation, a test environment, and a scale for measuring ability, simulations, standardized patient applications, debriefing, and constructive feedback. The course was created by four medical educators, in order to present digital material, video, and pdf formats to participants. Electronic materials were distributed three days before class: at that time, the outline was discussed, problem situations were created, and some relevant solutions were suggested. In addition, issues not previously understood were rediscussed and analyzed, along with relevant learner-teacher interactions as well. The course was conducted for five days, and had fifteen registered participants, in which case studies were routinely used as pertinent information. Data collection tools included a structured survey to better understand learners' views about the flipped classroom environment. While examining research results, it was determined that participants worked on all of the material before class, and then conveyed that it had been useful in the learning process (there was no technical content introduced at this point). In our estimation, the flipped classroom environment was perceived positively by learners, as they clearly communicated that it should be used in the future.

**Keywords:** Flipped classroom, educator views, simulation, digital content

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Email: barissezer13@hotmail.com

## Predicting Burnout Syndrome in Professionals in Mental Health Settings

**Maria Efstratopoulou<sup>1\*</sup>, Thomas Dunn<sup>2</sup>, Maria Sofology<sup>3</sup>**

<sup>1</sup> Bishop Grosseteste University, Social Sciences, UK

<sup>2</sup> Aristotle University of Thessaloniki, Greece

### Abstract

Aim of this research study was to explore the factors that could predict burnout in clinicians who are working in different mental health settings in Greece. The Maslach & Jackson Inventory (MBI; Maslach & Jackson, 1981) was used to evaluate burnout syndrome and assess the relationship between demographic factors (age, children, education, & job experience) and each sub-factor (emotional exhaustion, depersonalisation, & personal accomplishment) of the MBI. Results revealed that out of three burnout factors, emotional exhaustion and personal accomplishment demonstrated one significant predictor each whereas depersonalisation showed no significant predictors. In addition, job experience (years in the job) was found to be a significant predictor of emotional exhaustion in clinical staff. Finally, ANOVA results showed no significant differences across job type for emotional exhaustion ( $F(3,85) = 1.80, p = 0.15$ ), depersonalisation ( $F(3,85) = 1.10, p = 0.35$ ), and personal accomplishment ( $F(3,85) = 0.60, p = 0.62$ ). Interpretation of the findings focusing more on prevention strategies for burnout in clinicians working in mental health settings will be discussed.

**Keywords:** Burnout Syndrome, Mental Health

\*All correspondence related to this article should be directed to Maria Efstratopoulou, Bishop Grosseteste University, Social Sciences, UK  
Email: maria.efstratopoulou@bishopg.ac.uk

## Discovery of Synthetic Pathogenicity Genes of Atherosclerosis

**Hsiao-Ting Chen<sup>1</sup>, Yung-Hsin Chen<sup>2</sup>, Pei-Chun Chang<sup>3\*</sup>**  
<sup>1,2,3</sup> Asia University, Taichung, Taiwan

### Abstract

Atherosclerosis is a chronic inflammatory process. In general, it proceeded repeatedly to form a layer of plaque. Atherosclerotic plaques are separated into two broad categories: stable and unstable. Stable atherosclerotic plaque tends to be asymptomatic. It is rich in extracellular matrix and smooth muscle cells. On the other hand, unstable plaques are rich in macrophages and the extracellular matrix may separate from the arterial lumen into circulation and eventually induce thrombus formation in the lumen. This catastrophic event is called an infarction. One of the most common recognized scenarios is called coronary thrombosis of the coronary artery, causing myocardial infarction. The same process in an artery to the brain is commonly called stroke. Therefore, early diagnosis and administration of antithrombotic drugs are crucial to preventing atherosclerosis, especially for the unstable type of atherosclerotic lesions. Synthetic lethality arises when a combination of mutations (or differential expression) in two genes leads to cell death, whereas a mutation in only one of these genes does not. In the past, these genes always lose due to the inference method based on single gene statistical test. Similarly, we proposed a notion of synthetic pathogenicity. Synthetic pathogenicity arises when a combination of mutations (or differential expression) in two genes leads to disease, whereas a mutation in only one of these genes does not. In this study, we discover some potential gene pairs with synthetic pathogenicity for the pathogenic plaque from stable state transfer into unstable state. These genes may be the drug targets for Anti-thrombosis.

**Keywords:** Atherosclerosis, Plaque, Synthetic Lethality, Synthetic Pathogenicity

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\*All correspondence related to this article should be directed to Pei-Chun Chang, Asia University, Taichung, Taiwan  
Email: peichun.chang@gmail.com

## Antibiotic Resistance Profile of Gram Negative Bacilli Isolated from Ants in Selected Level 1 Hospitals in Davao City

**Anna-Lee B. Bandoy\***

University of the Immaculate Conception, Philippines

### Abstract

The occurrence of increasing hospital-acquired infections and the reports of the occurrence of ants in the hospital had become a research focus owing to the exposure of patients and health professionals to risk associated with insects. The study aimed to evaluate the potential of ants as mechanical vectors of pathogenic bacteria and assess the antibiotic resistance profile of gram negative bacilli isolated in selected level one hospitals in Davao City. The study utilized a descriptive design. The researcher collected the ant samples in female, male, and pediatrics ward in the selected level one hospitals. Afterwards, the captured ant species were immersed in double strength TSB for bacterial cultivation. After distinct pure colonies of bacteria were isolated, they were subjected to tests for bacterial identification and antibacterial susceptibility tests using VITEK 2 Systems. The findings of the study suggest that *Tapinoma melacephalum*, *Monomorium pharaonis* and *Anoplolepis gracilepis* are mechanical vectors of opportunistic pathogen which commonly cause hospital acquired infections. Moreover, two (2) isolates of *E. cloacae* from *T. melanocephalum* and one (1) isolate of *E. cloacae* from *M. pharaonis* demonstrated multi-drug resistance. Further, the results also suggest possible poor implementation of sanitation and pest control protocols. The researcher recommends for further identification and profiling of gram positive bacteria and to explore the different hospital areas including critical care units as sampling points.

**Keywords:** Microbiology, antibiotic resistance, ants, hospitals, Davao City

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Email: [abandoy@uic.edu.ph](mailto:abandoy@uic.edu.ph)

## **FUTURE EVENTS**



## INTERNATIONAL CONFERENCE ON

“Dynamics of Social Sciences And Humanities Research”  
(DSSHR-2017)



**Date:** October 20-21, 2017

**Venue:** Istanbul Gonen Hotel, Istanbul, Turkey

**Submission Email:** [dsshr@gissf.com](mailto:dsshr@gissf.com)

**Abstract Submission Date:** October 10, 2017

**Full Paper Submission Date:** October 15, 2017

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

### Conference Main Tracks

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies

For more details visit <http://gissf.com/>

## INTERNATIONAL CONFERENCE ON

“Social And Management Sciences, Theoretical and Practical Approaches” (SMSTPA - 2017)



**Date:** December 15-16, 2017

**Venue:** Hotel Grand Pacific Singapore

**Submission Email:** [smsstpa@gissf.com](mailto:smsstpa@gissf.com)

**Abstract Submission Date:** November 25, 2017

**Full Paper Submission Date:** November 30, 2017

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

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- Business and Management Studies

For more details visit <http://gissf.com/>

## INTERNATIONAL CONFERENCE ON

“Advancements in Social, Business and Management  
Sciences Research (ASBMSR-2018)”



**Date:** February 01-02, 2018

**Venue:** TKP Conference Center, Ichigaya, Tokyo, Japan

**Submission Email:** [asbmsr@gissf.com](mailto:asbmsr@gissf.com)

**Abstract Submission Date:** November 25, 2017

**Full Paper Submission Date:** November 30, 2017

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## INTERNATIONAL CONFERENCE ON

“Global Issues in Social Sciences, Psychology and Business Management (GISSPBM-2018)”



**Date:** March 25-26, 2018

**Venue:** Rydges Camperdown, Sydney Australia

**Submission Email:** [gisspbm@gissf.com](mailto:gisspbm@gissf.com)

**Abstract Submission Date:** December 25, 2017

**Full Paper Submission Date:** December 30, 2017

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## INTERNATIONAL CONFERENCE ON

“Sustainable Development in Information Technology,  
Business and Social Sciences  
(SDITBSS-2018)”



**Date:** April 05-06, 2018

**Venue:** Holiday Inn Bangkok Silom, Bangkok Thailand

**Submission Email:** [Sditbss@gissf.com](mailto:Sditbss@gissf.com)

**Abstract Submission Date:** January 25, 2018

**Full Paper Submission Date:** January 30, 2018

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

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## INTERNATIONAL CONFERENCE ON

“Dynamics of Management and Economic Research  
(DMER-2018)”



**Date:** April 20-21, 2018

**Venue:** Holiday Inn Express Barcelona, Spain

**Submission Email:** [dmber@gissf.com](mailto:dmber@gissf.com)

**Abstract Submission Date:** February 20, 2018

**Full Paper Submission Date:** February 25, 2018

**Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.**

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## INTERNATIONAL CONFERENCE ON

“Law, Business, Education and Social Sciences  
(LBESS-2018)”



**Date:** May 12-13, 2018

**Venue:** Astor hotel, Athens, Greece

**Submission Email:** [lbess@gissf.com](mailto:lbess@gissf.com)

**Abstract Submission Date:** March 10, 2018

**Full Paper Submission Date:** March 15, 2018

**Selected conference papers will be published in special  
/regular issue of ISI/Scopus indexed journals associated  
with this conference.**

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## INTERNATIONAL CONFERENCE ON

“Emerging Issues in Economics , Social Sciences and  
Business Management (EIESSBM-2018)”



**Date:** June 25-26, 2018

**Venue:** The Federal Kuala Lumpur Malaysia

**Submission Email:** [eiessbm@gissf.com](mailto:eiessbm@gissf.com)

**Abstract Submission Date:** May 10, 2018

**Full Paper Submission Date:** May 25, 2018

**Selected conference papers will be published in special  
/regular issue of ISI/Scopus indexed journals associated  
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- Business and Management Studies

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## INTERNATIONAL CONFERENCE ON

“Recent Development in Economics, Business Management  
and Information Technology (RDEBMIT-2018)”



**Date:** July 27-28, 2018

**Venue:** IBIS Astana Hotel Kazakhstan

**Submission Email:** [rdebmit@gissf.com](mailto:rdebmit@gissf.com)

**Abstract Submission Date:** July 10, 2018

**Full Paper Submission Date:** July 15, 2018

**Selected conference papers will be published in special  
/regular issue of ISI/Scopus indexed journals associated  
with this conference.**

### Conference Main Tracks

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- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies

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## 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON

“Academic Research in Social Sciences and Humanities  
(ARSSH-2018)”



**Date:** August 24-25, 2018

**Venue:** Kuntai Hotel Beijing China

**Submission Email:** [arssh@gissf.com](mailto:arssh@gissf.com)

**Abstract Submission Date:** July 25, 2018

**Full Paper Submission Date:** July 30, 2018

**Selected conference papers will be published in special  
/regular issue of ISI/Scopus indexed journals associated  
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# CSR



Environment

Charities

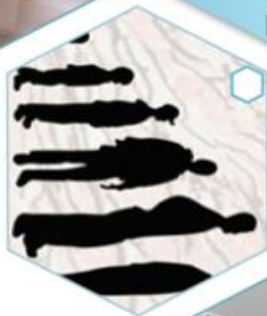
Public Health



Growth and  
Development



Sustainability



## **CSR Activity Conducted By GI Social Sciences Forum: Sport Activation for Children against Negative Impact of Internet & Technology**

In April 2016, GI Social Sciences Forum conducted Corporate Social Responsibility program together with Maestro and the Clover as Sport Facility Provider in Bandung, initiating an event with theme:



### **The Objectives of this event were:**

1. Media of education for parents and children to be aware of digital new era and its impact on children's life
2. Facilitate and promote futsal as one of the kinds of sports activation that can be alternative activity for children against the negative impact of internet
3. Social activity and charity engaging orphans to enjoy sports activities together with their friends
4. Corporate Social Responsibility of Company to contribute to the society especially to solve one of the social problems in Bandung.

**Highlights of CSR Activities are given below:**



## **GI Social Sciences Forum Malaysia Team conducted its Latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children Home**

GI Social Sciences Malaysia Team conducted its latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children home. The children home ministry provides care for orphans and single parent children, their homes and activities aim to create a suitable environment to enable children to grow. They help to provide spiritual direction, education, and counselling for the children. Emphasis was given to fellowshiping and spending time with the children over refreshments, as well as presenting them with small gifts and the organizing of special entertainment programmes for the children such as a special game segment. One of the other highlights of the evening was the goodie bags distribution programme carried out by GI Social Sciences Forum





## **GI Social Sciences Forum Indonesian Team conducted its Latest CSR activity in Ramadan for Local Community Welfare, Sharing Happiness and developing Orphan Children**

GI Social Sciences Forum Indonesian team conducted its latest CSR activity in Ramadan for orphans. The purpose of this activity was to give happiness and develop orphans with the support of more than 60 volunteers and distribute iftar to more than 400 beneficiaries (yateem, orphans, and dhuafa). GI Social Sciences Forum Indonesian team spent time with children and conducted different activities for their moral self-development.

Highlights of this activity are given below:









# CSSR-2017

## September 29-30, 2017

Venue: Holiday Inn Bangkok Silom, Bangkok Thailand

As we are persistently constructing the values to promote the human rights so to promote these rights our thoughts and works reflects our approach to complex human development challenges. With a research and development viewpoint we are able to work across a broad set of disciplines to deepen our understanding of complex issues. We can deliver solicitous, evidence-based and modified responses. We can stimulate innovation. The research and development through quality research contributions and innovation perspective embodies the anticipation and the assurance of redefining the possibilities of human development.



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