



ABSTRACT
PROCEEDING | 2018

International Conference

Emerging Issues in Economics,

Social Sciences and

Business Management

EIESSBM-2018

June 25-26, 2018



International Conference on “Emerging Issues in Economics, Social Sciences and Business Management” (EIESSBM- June 25-26, 2018)
EIESSBM© 2018 Kuala Lumpur, Malaysia
GI Social Sciences Forum,, Kuala Lumpur, Malaysia.



EIESSBM 2018

Conference Proceeding

Book of Abstracts

**International Conference on
Emerging Issues in Economics , Social Sciences and
Business Management (EIESSBM-2018)**

Venue: The Federal Kuala Lumpur Malaysia

Editor:

Dr. Ahmad Saddam Ph.D.

Country Director (Global Illuminators Iraq)

ISBN: 978-969-695-012-7

Printed and Published by: Global Illuminators Malaysia

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Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



International Conference on “Emerging Issues in Economics , Social Sciences and Business Management” (EIESSBM - 2018) serves as a platform that aims at helping 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 EIESSBM Papers

For this year, EIESSBM 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 Empirical studies 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 high 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 EIESSBM, all papers are judged on the same criteria (relevance, significance, originality, validity, and clarity). However, some criteria differ between the Empirical 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 empirical 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, and 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
50	21	10	19	42%

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

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.),
Muhammad Abbas
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KEYNOTE SPEAKER

Dr. NG Boon Kwee



NG Boon Kwee is Senior Lecturer at the Department of Science and Technology Studies, University of Malaya where he teaches Technological Innovation Management and Science and Technology Policies.

He obtained his Ph.D, in the field of Technological Innovation Management from University of Malaya in 2011. He is currently the programme coordinator of the Master of Sustainability Science – a taught programme at Science Faculty, University of Malaya. His research primarily focuses on Policy and Management of Science and Technology. Special areas of interest include industrial science and technology policies, cluster innovation, and innovation for inclusive development. Most of his published works highlight the important roles of social networks and embeddedness for national and regional innovation systems. He is currently leading research projects on “Malaysia’s Inclusive Development Movement” and “Technology Entrepreneurship and Network in University Incubators”. Besides, he has been engaged in a number of consultancy projects with both international and national agencies, such as Organisation for Economic Co-operation and Development (OECD), International Development Research Centre Canada (IDRC), Economic Research Institute for ASEAN and East Asia (ERIA), Ministry of Science, Technology and Innovation (MOSTI), Institut Darul Ridzuan Perak (IDR), and Academy of Sciences Malaysia.

EIESSBM 2018 Tracks’ Chairs

Business, Management, Economic

Natcha Mahapoonyanont & Roslina Ismail

Social Sciences and Humanities

Junghwa Hong & Ashley Keshwar Seebaluck

Engineering and Technology Studies

Farooq Ahmed Jam & Charlyna S. Purba

EIESSBM 2018 Research Workshop

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

Trainer: Dr. Farooq Ahmed Jam (Ph.D.)

In this workshop, we will discuss how to improve the quality of a research article and get it 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 for in a research article, what editors are expecting from the authors, major reasons of article rejection in good journals, steps and tips to improve article’s quality and content, and finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about the publication process.

Best Paper Nominee List

The Effect of Consumer Ethnocentrism on the Purchase Intention of Local Beer In Mauritius

Dr. Mridula Gungaphul^{1}, Priya Luxmee Veerasawmy²*

^{1,2} University of Mauritius, Mauritius

Optimization of Shelf Space Allocation Problem in Product Display Shelf With Genetic Algorithm

Christine Natalia^{1}, Agustinus Silalahi², Bunga Isty Rumondang Dondha³*

^{1,2,3} Atma Jaya Catholic University of Indonesia, Indonesia

The Influence of User’s Behavior Pattern through Workplace Culture

Kleubmongkol Karuna

King Mongkut's University of Technology Thonburi, Thailand

Modelling the Powertrain Configuration of Electric Vehicle for Reducing Energy Consumption

Mayank Srivastava^{1}, Debraj Bhattacharjee², Manish Chandra³, Pranab K Dan⁴*

^{1,2,3,4} Indian Institute of Technology, Kharagpur, India

Vertical Integration for Smart Manufacturing—The Dynamic Capability Perspectives

Cheng Mei Tung

Feng Chia University, Taiwan

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How Well the Upper Middle and High Income Countries of the Muslim World Perform on Environmental Issues? A Comparative Analysis Using Environmental Performance Index

Roslina Ismail

Universiti Malaysia, Malaysia

Business Acumen and Entrepreneurial Orientation, an essential trait for Academic Leaders in Private Higher Education Institutions in Malaysia.

Shanker Sathivellu

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EIESSBM 2018 Best Paper Award Winner

Vertical Integration for Smart Manufacturing—The Dynamic Capability Perspectives

Cheng Mei Tung

Feng Chia University, Taiwan

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Editor

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ISBN: 978-969-695-012-7

Printed and Published by: Global Illuminators Malaysia

CONFERENCE PROGRAM

DAY 01 Monday (June 25, 2018)

Welcome Reception & Registration

08:00 am – 08:30 am

Opening Ceremony (08:30 am – 09: 40 am)

Venue: Room 1

08:30 am – 8:40 am	Welcome Remarks – Mr Wilson	Conference Coordinator EIESSBM-2018
08:40 am – 8:55 am	Opening Speech – Dr Farooq Ahmed Jam (Ph.D.)	Executive Director Global Illuminators Conference Chair EIESSBM-2018
08:55 am – 9:10 am	Keynote Speech- Dr. NG Boon Kwee (Ph.D.)	Senior Lecturer at the Department of Science and Technology Studies, University of Malaya, Malaysia
09:10 am - 9:25 am	Group Photo & Award Ceremony	

Grand Networking Session and Tea Break (09:25 am – 09:40 am)



DAY 01 Monday (June 25, 2018)

Session 1 (09:40 am – 12:15 pm)

Venue: Room 1

Session Chairs: Junghwa Hong & Ashley Keshwar Seebaluck

Track A: Social Sciences and Humanities Studies

MISG-18-109	A Solution For Uncertainty Honorary Staff Legal Status	Charlyna S. Purba
MISG-18-124	Successful Comprehensive Assessment in Action.	Natcha Mahapoonyanont
MISG-18-139	Vertical Integration for Smart Manufacturing—The Dynamic Capability Perspectives	Cheng Mei Tung
MISG-18-151	Use of Non-Disclosure Agreement As Legal Protection in Trade Secrets to Ensure Investment Security	Daniel Hendrawan
MISG-18-152	The Effect of Service Marketing Mix to Customer Loyalty (Surveys to Gojek customers at Bandung, Indonesia)	Thomas Budhyawan Yudhya
MISG-18-153	Business Acumen and Entrepreneurial Orientation, an essential trait for Academic Leaders in Private Higher Education Institutions in Malaysia.	Shanker Sathivellu
EIESSBM-18-108	Small Talks of Javanese Female Students: A Cultural-Based Gender Phatic Speech Act of Modern Women for Global Social Networking	Yuli Widiana
EIESSBM-18-111	Study on the Relationship between Audience Cognition and Dance Creation from the Perspective of Reception Aesthetics: Taking Nanyin Eurhythmic as an Example	Yuan Zhang,
EIESSBM-18-116	How Well the Upper Middle And High Income Countries of the Muslim World Perform on Environmental Issues? A Comparative Analysis Using Environmental Performance Index	Roslina Ismail
EIESSBM-18-121	Islamic Radicalisation in the Maldives: An Analysis of the Role of Religious Networks and Proliferation of Different Religious Narratives	Aishath Shama



DAY 01 Monday (June 25, 2018)

Session 2 (12:15 pm – 1:00 pm)

Venue: Room 1

Session Chairs: Farooq Ahmed Jam & Charlyna S. Purba

Track B: Engineering and Technology Studies

MISG-18-126	A Pilot Study of Gait Detection Using SEMG for Trans femoral Amputees	Taekyeong Lee
MISG-18-136	The Influence of User’s Behavior Pattern through Workplace Culture	Kleubmongkol Karuna,
MISG-18-150	Modelling the Powertrain Configuration of Electric Vehicle for Reducing Energy Consumption	Mayank Srivastava

Lunch Break (1:00 pm – 2:00 pm)



DAY 01 Monday (June 25, 2018)

Workshop Session (2:00 pm – 3:30 pm)

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

Trainer	Dr. Farooq Ahmed Jam (Ph.D.)
Participants	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.

Tea Break: (03:30 pm – 03:45 pm)



DAY 01 Monday (June 25, 2018)

Session 2 (3:45 pm – 05:15 pm)

Venue: Room 1

Session Chairs: Natcha Mahapoonyanont & Roslina Ismail

Track B: Business, Management, and Economic Studies

MISG-18-101	A Study on the Work-Life Balance of the Employees in the Banking Sector of Mauritius	Ashley Keshwar Seebaluck
MISG-18-102	The Effect of Consumer Ethnocentrism on the Purchase Intention of Local Beer in Mauritius	Mridula Gungaphul
MISG-18-110	Assessing the Receptiveness of Industrial Design Students to Business Programs: A Framework for Reinforcement and Implementation	Jayson Lannu,
MISG-18-128	Optimization of Shelf Space Allocation Problem in Product Display Shelf with Genetic Algorithm	Christine Natalia
MISG-18-138	Macro Analysis of Export Demand for Top Ten Commodities for India	Mahua Paul
EIESSBM-18-119	Would Marketing And Network Influence Business Performance? The Case of Bumiputera Online Entrepreneurs In Malaysia	Dewi Izzwi A.M.
EIESSBM-18-123	An Exploration of Grit and Resilience and Mentoring in Entrepreneurs	Ellen Ensher

Closing Ceremony: (05:15 pm – 5:30 pm)



LIST OF CONFERENCE ATTEDEES

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
MISG-18-148	Junghwa Hong	Korea University	Korea

DAY 02 Tuesday, (June 26, 2018) **“CITY TOUR”**

Gathering of Participants at the Lobby of Hotel The Federal Kuala Lumpur Malaysia at 01:00 pm Departure: 01:30 pm for City Tour.

Drop Back at Hotel The Federal Kuala Lumpur Malaysia at
9:00 pm

Important Note: This tour is organized by Global Illuminators 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 one day before the tour.





TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES



A Study on the Work-Life Balance of the Employees in the Banking Sector of Mauritius

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Lomendra Vencataya³, Komul Diya Beeputh⁴**
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Abstract

This article focuses on studying the work-life balance of the employees of the banking sector of Mauritius. The literature on work-life balance was reviewed. A quantitative approach was used. A survey was conducted among a convenience sample of 150 employees from nearly all the banks in Mauritius using a questionnaire designed based on literature review. The SPSS software was used to analyse the data collected. There is low job satisfaction, high level of stress, and poor work-life balance in banks in Mauritius as is generally the case elsewhere. Due to time and cost constraints, a quantitative study of the work-life balance of a relatively small sample size of bank employees was conducted. Further research is required on this topic in banks in Mauritius. It is highly desirable that bank managers in Mauritius promptly take remedial measures to ensure a better work-life balance of their employees for a sustainable development of the banking sector in Mauritius. There has been limited research carried out to date on the state of work-life balance in banks in Mauritius.

Keywords: Mauritius, Banks, Employees, Work-Life Balance

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The Effect of Consumer Ethnocentrism on the Purchase Intention of Local Beer In Mauritius

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Abstract

The removal of many trade barriers has encouraged many firms to enter foreign markets to better segment and target their products worldwide. As such, consumers are exposed to more choices for both local and imported products. Consumer ethnocentrism can help marketers to better know their customers' choices towards these products. In this vein, this study aims at analysing the effect of consumer ethnocentrism and the purchase intention of local products in the Mauritius context and the product chosen for this study is the local beer. This study has adopted the Shankarmahesh (2006) model where the relationship of the 3 of the socio-psychological (Patriotism, Cosmopolitanism, and Collectivism) and the demographics variables (age, gender, income, and ethnic groups) was established, in relation to consumer ethnocentrism. A convenience sample consisting of 200 respondents was chosen to collect data. SPSS 20.0 was used to analyse the data obtained from the questionnaire. The findings showed that consumers tend to have low ethnocentric tendencies, are more patriotic and cosmopolitan. It was also found that consumer ethnocentrism has a strong positive relationship with the purchase intention of local beer. However, the relationship was negative between consumer ethnocentrism and their attitudes toward foreign beers. Implications of the findings were discussed and directions for future research were provided.

Keywords: Consumer ethnocentrism, local beer, purchase intention, Mauritius

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Assessing the Receptiveness of Industrial Design Students To Business Programs: A Framework for Reinforcement and Implementation

Jayson Lannu*

De La Salle- College Of Saint Benilde, Philippines

Abstract

The Industrial Design Program of the De La Salle- College of Saint Benilde envisions graduates of the program who are not just design-inclined but also competent individuals who are equipped with technical business skills utilizing their strong design foundation in building business empires that promote economic progress to communities they belong to. In this light, the proponent sees an opportunity to further affirm this contention by establishing how students of the program assess business subjects as influenced by how they perceive their professors' qualifications and competencies and how these translate to a better appreciation on the relevance of these subjects to their profession as industrial designers. The results of the study affirm a high level of technical qualifications among the professors of the program having displayed above par competencies and employed methodologies that deliver an effective learning experience to students. On the other hand, the receptiveness of students was at a certain level influenced by how professors exude their expertise in business concepts and its relevance to the design practice. Preferences in improving students' appreciation of the business programs were also given emphasis, specifically a proposal on business organization exposure local or abroad, alignment of professors' credentials to business, and relaying experiential knowledge in business. The paper intends to integrate a student-centered approach in enhancing the current curriculum of the Industrial Design program and improving the competencies of business professors to promote a deeper appreciation on the relevance of business programs to the practice of the design profession. With these results, students and school administrators would have a better gauge and understanding on factors that affect perceptions and how these can be influenced to further enrich learning among students of the program.

Keywords: Business Professors, Business Programs, Competencies, Curriculum, Industrial Design

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Optimization of Shelf Space Allocation Problem in Product Display Shelf With Genetic Algorithm

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Abstract

Intensed competition in the retail industry requires today's demanding retail industry players to be able to implement an efficient operational management system in order to attract customers and maximize profits outlets. In addition to the service quality, advertising, and other promotional programs, operational tactics that can be used include the retail product assortment, the layout of the store, as well as planning the allocation of space for each product. The allocation of space is an issue that is very significant for retail management, given the resources that display limited shelf space but the variety of products constantly increasing. This study discusses the optimization of products on shelf space allocation display in grocery retail outlets called Shelf Space Allocation Problem (SSAP) with the completion of the genetic algorithm method. The results of this study indicate that the method used to provide the value of the packaged tea sample product categories gives an advantage of 7.76% better than current condition. This result is obtained based on the profit of the amount of the facing allocation obtained by MATLAB program compared to facing today. Policy analysis of in-store shelf replenishment will be reviewed using the general model reorder point (ROP)..

Keywords: Facing, Shelf Space Allocation Problem, Genetic Algorithms, Tea Packaging

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Macro Analysis of Export Demand for Top Ten Commodities in India

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Abstract

Measurement of income and price elasticities of foreign trade, especially in developing countries, has received a great deal of attention because of its implications on trade policy and balance of payments issues. Accordingly, price and income elasticities of export demand become important for investigating the foreign demand and effects of depreciation and appreciation on trade balance. Based on this statement, the aim of this study is to find the price and foreign income elasticities of sectoral export demand for select commodities by making use of export demand equation. Export trends of ten major commodities are analysed. Annual data (1999 to 2008) for India and also separately for the years 2009-10, 2010-11, and 2011-12 have been used. The results of the empirical analysis help us to trace the impact of exchange rate on exports. The simulation based on econometric model resting on panel data analysis has been attempted. Higher price elasticities will show enhanced competitiveness. This has been the case with some commodities. The rise or fall in the world income has relatively negligible impact on Indian exports. The appreciation and depreciation have marginal impact on some commodities and it has little impact on inelastic export products. The export policies implemented by the Government of India have shown positive impact on the growth of exports. There are problems from the export supply capabilities which ought to be addressed by and large. By and large, the promotional policies are in place. The basic change needed to occur is shift from primary-oriented products to manufacturing. The recent decline in the share of manufactured products in total exports is a cause of concern

Keywords: Macro, Export Demand, Commodities

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Would Marketing and Network Influence Business Performance? The Case of Bumiputera Online Entrepreneurs in Malaysia

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Abstract

The rapid development of information communication technologies has created business opportunities for individuals to create wealth, where these individuals may or may not be employed by organizations. Online business has gained popularity as it allows individuals to generate income at their convenience, regardless of their age, marital status or ethnicity. Nevertheless, not all individuals are successful with their online business. The performance differences were found to be present among Bumiputera online entrepreneurs, which then raised the question of what factors contributed to such differences. Using resource-based view as the underpinning theory, this research argued that marketing capability and network resource would be the contributing factors towards their business performance. Hence, this research was conducted to determine the relationship between marketing, network resource, and performance of Bumiputera online entrepreneurs. Using face-to-face and online survey, a total of 158 responses was collected from Bumiputera online entrepreneurs throughout Malaysia. Results from regression analysis found that both marketing and network had direct relationship with most of the performance indicators. However, the influence of network as the moderator was not significant, and needs to be further explored. The findings of the research can be useful to the online entrepreneurs, and contribute to the content development of entrepreneurship programs. It is recommended to strengthen measurements for marketing capability and network resources of online entrepreneurs for future research.

Keywords: Online Entrepreneurs, Performance, Marketing, Network Resource, Bumiputera

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An Exploration of Grit and Resilience and Mentoring in Entrepreneurs

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²Westminster College, US

Abstract

The current study investigated the antecedents of mentoring relationship satisfaction through developing a new scale to measure the expectations or schemas that mentoring partners hold. The fifteen-item Mentoring Prototypes Dimensions scale (MPDS) was newly constructed using the results of an earlier qualitative study (Ensher & Murphy, 2005). Participants in this study (n= 300) were part of a web-based survey panel Zoomerang which consisted of managers and professionals from a variety of industries in the United States. An exploratory principal components factor analysis using oblique rotation revealed a four-factor solution with the following four factors: 1) Instrumental (i.e., “A mentor should place protégé in important assignments), 2) Protective/supportive (i.e., “A protégé should be able to share information in confidence with a mentor,” 3) Exchange (i.e., “The best way to characterize mentoring is that it is just a transaction between a protégé who wants career assistance and mentor who wants to feel good about him or herself,” and 4) Communal (i.e., “A successful mentoring relationship is one in which both the mentor and the protégé benefit.” Results indicated that a match between mentors and protégés in their expectations impacted satisfaction. The MPDS can be used a tool to increase our knowledge of what impacts the mysterious alchemy of mentor matching even before a relationship begins, which can be helpful for individuals engaged in mentoring as well as organizations with formal mentoring programs.

Keywords: Mentoring, Mentors, Mentees, Mentoring scale, Prototypes, Schemas, Careers

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TRACK B: SOCIAL SCIENCES & HUMANITIES





A Solution For Uncertainty Honorary Staff Legal Status

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Abstract

The purpose of the study was to give the honorary staff legal status analysis which had been omitted by the 5th Indonesian Law of 2014 on Civil State Apparatus establishment. The type of the research is dogmatic legal research. Phase of research is exploratory research through unstructured method and then hypothesis building. Data were collected by qualitative method. The purpose of the study is to explore a solution for uncertainty honorary staff legal status. The study found that a honorary staff legal status was not stated by the 5th Indonesian Law of 2014 regarding Civil State Apparatus. The scope of the research is Indonesia Law related to honorary staff legal status. This study gave a recommendation in order to provide a strong legal certainty for honorary staff. It could be done by the 5th Indonesian Law of 2014 regarding Civil State Apparatus revision. It could be started by Article 6 which had to mention clearly that honorary staff is also one of government employees without going through the 11th Indonesian Government Regulation of 2017 on Civil Servants Management as an appointment procedure. All the selection processes are based on the 5th Indonesian Law of 2014 regarding Civil State Apparatus. In addition, a provision about the prohibition must be stated that any government agencies/institutions are prohibited to recruit any employee without any recommendation from central government. Everyone who is breaking the law will be punished by administrative sanction, i.e., deprived of his job as a civil servant.

Keywords: Honorary Staff, Uncertainty, Legal Status

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Successful Comprehensive Assessment in Action

Natcha Mahapoonyanont*
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Abstract

One study that triggered interest in raising students' learning achievements by using measurement and assessment concepts in classes among academic experts throughout the world is the "Inside the Black Box: Raising Standards through Classroom Assessment" study by Black and Wiliam in 1998 who found formative assessments to have an effect size of 0.40 – 0.70 on capabilities and learning achievement while also finding formative assessment to have the greatest effect size among variables related to educational development. Furthermore, Stiggins (2008) has mentioned that if we want to raise learning achievements, we have to emphasize the development of assessment systems in classes and balance the importance of assessment of learning (AOL) and assessment for learning (AFL). Many academics in the field of educational evaluation and assessment are currently showing greater interest and support for students, education guides, and school executives to implement "assessment for learning" concepts and methods in classes rather than emphasizing only "assessment of learning" in line with the specifications of central education agencies. Moreover, the findings of Mahapoonyanont et al. in 2017 show that teachers in Thailand wish to implement good formative assessment, but lack the necessary knowledge and from the initial studies found that teachers had not changed their assessment methods and a later study found that although teachers have positive views of authentic assessment, they lacked the knowledge and skills needed to successfully implement it in each of its stages. To improve education outcomes and increase the impact of assessment results, teachers and school leaders need both a theoretical and a practical understanding of the learning and assessment processes. This research finding would be recommended how the concept of assessment for learning could be working in classroom.

Keywords: Successful, Assessment of Learning, Students' Learning

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Vertical Integration for Smart Manufacturing—The Dynamic Capability Perspectives

Cheng Mei Tung*
Feng Chia University, Taiwan

Abstract

Industry 4.0 or smart manufacturing uses digitalization to change manufacturing methods. However, there is little empirical research into the benefits of smart manufacturing, though some studies point out that latecomers will lose competitiveness. This research uses a case study to explore how an aerospace company implemented smart manufacturing in practice. The company uses emerging technology to build up the smart manufacturing process and vertical integration. In its vertical integration, the company uses sensors to collect the manufacturing data for analysis. The results can be displayed on a mobile system immediately for managers and operators controlling the manufacturing process and productivity. The company faced challenges in launching its vertical integration in smart manufacturing, including operators' information communication technology (ICT) skills and knowledge, linking the ICT systems of new and old facilities, and big data analysis capabilities.

Keywords: Industry 4.0, Smart Manufacturing, Cyber-Physical System, Vertical Integration

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Use of Non-Disclosure Agreement as Legal Protection in Trade Secrets To Ensure Investment Security

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² Maranatha Christian University, Indonesia

Abstract

The world of investment and business is growing very rapidly. These developments occur both in Indonesia and internationally. Many investment actors want to keep the secrecy of the products or services they trade. Most of the things that these investors have are novelty, but there are also not necessarily new things but not many people who understand and understand how to get the results obtained. For that reason, things like this need to be protected so that the creators of those things remain protected. To develop this secret, business needs to be protected without being registered; in Indonesia, it is known as a trade secret. In practice, however, sometimes the secret trade-trafficker must share this secret with others in order for the undertaken business to flourish. The protection of this secret shall be made by making a non-disclosure agreement in which this Agreement is required not to notify anything contained in the business of either the business or the investment and the contents of the agreement to the other party.

Keywords: Trade Secrets, Non-Disclosure Agreement, Investment

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The Effect of Service Marketing Mix on Customer Loyalty (Surveys to Gojek Customers at Bandung, Indonesia)

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Abstract

Now at Bandung City, Indonesia, many people use Gojek (taxi bike) as their transportation. This number increased drastically in the year 2018 compared to previous years. This shows that Gojek becomes one of the vital transportation tools. The purpose of this study is to determine the effect of service marketing mix on loyalty either simulate or partially. The method used in this research is causal research method. Methods of data analysis used in this research are descriptive analysis method and multiple linear regression analysis. The data processing is using computer software SPSS 18 for Windows. The results show that: First, the service marketing mix together has a significant effect on the Loyalty. Second, the service marketing mix has a significant effect on the Loyalty, there is only one variable that has an insignificant effect on loyalty that is promotion variable.

Keywords: Service Marketing Mix, Loyalty, Promotion

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Business Acumen and Entrepreneurial Orientation, an Essential Trait for Academic Leaders in Private Higher Education Institutions in Malaysia

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Abstract

The main driving force and performance measure for public universities is to fulfil the national education agenda; on the contrary, the Private Higher Education Institution (PHEI)'s driving force is anchored on fulfilling the shareholders' aspiration and achieving the projected targets and financial performance. The Ministry of Higher Education (MOHE) is mandated to transform Malaysia into a regional education hub for education and subsequently into a global attraction (MOHE, 2007). This is a strategic feat that requires planning and timeline management involving elements of excellent managerial control, innovation, ideation, and the entrepreneurial orientation for the education industry (MOHE, 2007). In all these processes, business acumen and entrepreneurial orientation challenge the academic leaders' ability to grasp and transform the decisions involving a sequence of problem statements or body of knowledge into implementable outcomes (Oke, Prajogo, & Jayaram, 2013). The main purpose of this research is to establish the importance of business acumen and entrepreneurial orientation with managerial control being the moderating effect in relation to the successful conduct of higher education in Malaysia. Key Academic leaders, being at the forefront, must continuously build leadership capabilities while maintaining the focus on long-term goal achievement.

Keywords: Business Acumen, Managerial Orientation, Entrepreneurial Orientation, Academic Leaders, Private Higher Education Institution

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Small Talks of Javanese Female Students: A Cultural- Based Gender Phatic Speech Act of Modern Women for Global Social Networking

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Abstract

Small talks among Javanese female students have peculiar characteristics which is interesting to discuss. This research scrutinizes the kinds, the functions, and the strategies of phatic speech act of Javanese female students based on gender, cultural, and politeness point of view. The data for this qualitative research are collected by observation method with the technique of open role play, Discourse Completion Tests, and in-depth interview. The kinds of phatic speech acts are classified into greetings, gossiping, congratulating, complimenting, and giving phatic advice. Phatic speech acts of Javanese female students may function to express hospitality, to show solidarity, to encourage others, to console others, and to give attention. Regarding the politeness principles, Javanese women preserve Javanese politeness in showing deference to older acquaintances by addressing them with particular terms of address. However, Ngoko, the low Javanese speech level is used to any age which is against the Javanese politeness. Small talks among Javanese female students are conducted by performing different kinds of phatic speech acts to maintain a social bond. Despite the gender stereotype of female small talks as unimportant talks full of gossip and rumors, a Javanese female phatic speech act is more than just small talks since its function is to strengthen social networks among them. Moreover, small talks may not only preserve local cultural identity of modern Asian women but may also be applicable for social networking

Keywords: Javanese Female, Small Talks, Phatic, Speech Act, Politeness

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Study on the Relationship between Audience Cognition and Dance Creation from the Perspective of Reception Aesthetics: Taking Nanyin Eurythmics as an Example

Yuan Zhang*

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Abstract

As a way of activity in human social life, dance includes creation activity and acceptance activity of the works in the society. The intermediary of dance returning to the society is dance acceptance. This study adopts an empirical research method and obtains data by literature collection, questionnaire, in-depth interview, and video analysis. In a qualitative method, audiences are studied from the perspective of reception aesthetics to explore the relationship between audiences and creation in dance activity. This paper holds that the meaning and value of dance works are created by dance creators and audiences. Quantitative analysis is based on the data of Nanyin Eurythmics as a case by independent-sample T-test, variance analysis, and multiple regressions, correspondingly demonstrating and echoing the topics of qualitative research. Thus, the differences between the cognitive results of the audiences under in-depth interviews and the universal conclusions are checked. From this study, the following conclusions can be made. (1) There are significant differences in “cognition” of Nanyin Eurythmics audiences’ assessment elements on the overall comments of the work, which reflect the audiences’ acceptance and recognition of the work. (2) “Horizon of expectation” makes the audiences have different cognition. Creators should create works beyond the audiences’ “horizon of expectation” so as to promote the creation and aesthetic horizon in the era in the interpenetration and blending of the works and the audiences. (3) Taking audience aesthetics as an aesthetic thought in an empirical study, we should emphasize the status of audiences in the construction of dance activity when constructing the research framework of dance activity, which provides new ideas for the research of dance disciplines.

Keywords: Audience cognition, Dance creation, Horizon of expectation, Reception aesthetics, Nanyin Eurythmics

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How Well the Upper Middle and High Income Countries of the Muslim World Perform on Environmental Issues? A Comparative Analysis Using Environmental Performance Index

Roslina Ismail*

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Abstract

The Muslim world shares a common commitment towards the core principles of the Organization of Islamic Cooperation. However, do they share commitments towards protecting the environment in their environmental practice? This paper presents a comparative analysis of environmental practices among the upper-middle and high-income economies of the Muslim world using the Environmental Performance Index (EPI) data provided by the Yale University between 2006 and 2018. The analysis aims to identify the ranks and trends on how well the upper-middle and high-income economies of the Muslim world perform on high-priority environmental issues in two broad policy areas: protection of human health from environmental harm and protection of ecosystems. This paper found that the EPI rank reveals the upper-middle and high-income economies of the Muslim world are assigned to the roles of a laggard in environmental performance. The intermediate scores on the EPI are indicative of the moderate trend in sustainability efforts on the national and international environmental issues, which comes under tension from economic development. Good monitoring and evaluation of the environmental foreign policy emerge as the necessary cause required to keep in place these diverse dimensions of sustainability.

Keywords: Environmental Performance Index, Muslim World, Middle-Income Country, High-Income Country, Environmental Foreign Policy

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Islamic Radicalisation in the Maldives: An Analysis of the Role of Religious Networks and Proliferation of Different Religious Narratives

Aishath Shama*

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Abstract

The Maldives is experiencing a rise in non-violent and violent forms of Islamic radicalization as well as the task of dealing with returning Jihadists. This study explores the role of religious NGOs and proliferation of different religious narratives in creating an enabling environment for the penetration of radical interpretations of Islam and how these factors further contribute to radicalization of vulnerable individuals in the Maldives. The findings of the study reveal that in the context of the Maldives, fragmentation of religious narratives, paucity of balancing counter-arguments against radical ideologies, lack of monitoring of content with extreme views, and relevant action against local religious networks disseminating such views create an enabling environment for religious radical ideologies to flourish.

Keywords: Islamic Radicalization, Maldives, Religious Networks, Radical Interpretation of Islam, Jihad

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TRACK C: ENGINEERING & TECHNOLOGY STUDIES





GI Social Sciences forum

Abstract Proceeding Book
EIESSBM- June 25-26, 2018
Kuala Lumpur, Malaysia
ISBN: 978-969-695-012-7





A Pilot Study of Gait Detection using Ssemg for Transfemoral Amputees

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Abstract

Many investigations have been performed to understand the biomechanical relationship using biosignal. EMG signal is particularly interesting part for human rehabilitation system in order to detect the gait intention and widely studied in the field of rehabilitation system. Intention detection of gait initiation using EMG for human under dynamic condition is essential to understand mechanisms of movement control, and joint mechanism in areas of clinical research, such as rehabilitation medicine, orthopaedic, and sports. The purpose of this study is development of gait prediction algorithm using adaptive filter and ANN to be aware of the various walking environments. EMG signal was acquired on transfemoral amputee part (Rectus and Biceps femoris) of 2 male subjects. Walking process was occupied each 3 times of statements for level walk, stair walk (ascent and descent), and slope walk (ascent and descent). EMG signal processing was digitally filtered and features were extracted before the classification process began. Due to the large number of inputs and randomness of the signal, it is impractical to feed the EMG signal directly to the classifier. Therefore, it is necessary to create the feature vector, where sequence is mapped into a smaller dimension vector. In this study, time series parameters of AR coefficients was used as a feature, because the time series parameters include information of how the EMG signals change with time. Then, linear discriminant analysis was used for classification, and it was used as input for ANN (Artificial Neural Network) to gait intention prediction. The results of estimated gait statement using ANN were verified by Bland-Altman plot. Standard deviation was ± 3.13 at level-slope estimation, while standard deviation was ± 5.66 at level-stair estimation.

Keywords: sEMG, ANN, Gait, Signal Processing

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The Influence of User's Behavior Pattern through Workplace Culture

Karuna Kleubmongko*

King Mongkut's University of Technology Thonburi, Thailand

Abstract

Working culture is normally very unique in each organization. It depends on many factors, such as organization principles, management policies, nature of business, and also working environment. This should be taken into account when the designers design a workplace in order to meet the ultimate goal of a workplace itself as well as to enhance the character and image of each organization. Environmental design, especially interior design, basically plays a major role to support or encourage certain behavior and also working culture by unconsciously influencing the 'user-user' and 'user-environment' interactions. The research aims to investigate the behavior of users, which is greatly influenced by workplace. Interview and observation show that traditional office environment can create and encourage users to work creatively. Many users realize that many creative ideas and good conversations have occurred when they accidentally meet, for example, in the elevators, pantry, and walkway. The issues based on 'accidental meeting' are kept in their mind, digested and later become critically considered in the official meeting. Pattern analysis was used to understand the users in order to create design identity and provide more opportunities in their environment. Users' unmet-needs were systematically classified. Cultural-based design plays an important role in providing more chances of creating conversation naturally. The design elements make users stop and then have a small conversation that is strongly recommended. 'Just-in-time' small comfortable set of furniture should be provided along the walkway in case the users need to continue or finish their valuable conversation. The workstation is comfortable enough for people to stop by and have some short conversation while standing. The key elements are not necessary to be so comfortable but they need to have sense of welcoming and inviting the users who stop by.

Keywords: Accidental Meeting, User Behavior, Office Culture

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Modelling the Powertrain Configuration of Electric Vehicle for Reducing Energy Consumption

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Abstract

This research aims to model the powertrain of an electric vehicle by optimising its components in order to minimize the energy consumption in a particular driving cycle. A typical electric vehicle powertrain consists of an electric motor, gearbox, and the electric storage battery as power source, besides auxiliary components. Gear ratios, motor power rating, and electric storage battery capacity are considered as parameter values for configuration optimisation of powertrain for reduced energy consumption. The mathematical expression derived for energy requirement in the driving cycle is used as the objective function for the optimisation problem and is solved with particle swarm optimization, an evolutionary optimization technique. The result shows a significant reduction in energy consumption, for an example case of powertrain with configuration values, retrieved from literature.

Keywords: Electric Vehicle Powertrain, Driving Cycle, Particle Swarm Optimization, Energy Consumption Reduction

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FUTURE EVENTS

INTERNATIONAL CONFERENCE ON

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



Date: July 27-28, 2018

Venue: The Howard Plaza Hotel Taipei, Taiwan

Submission Email: 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

- Social and Community Studies
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- Business and Management Studies

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2nd 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

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 with this conference.

Conference Main Tracks

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2nd INTERNATIONAL CONFERENCE ON

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



Date: September 27-28, 2018

Venue: Holiday Inn Bangkok Silom, Bangkok Thailand

Submission Email: cssr@gissf.com

Abstract Submission Date: September 5, 2018

Full Paper Submission Date: September 10, 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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INTERNATIONAL CONFERENCE ON

“ Innovation in Global Business, Social Sciences &
Economics (IGBSSE-2018)”



Date: October 5-6, 2018

Venue: Hi Seoul Youth Hostel Seoul, South Korea

Submission Email: igbsse@gissf.com

Abstract Submission Date: September 20, 2018

Full Paper Submission Date: September 20, 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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2nd INTERNATIONAL CONFERENCE ON

“Dynamics of Social Sciences and Humanities Research
(DSSHR-2018)”



Date: October 19-20, 2018

Venue: Istanbul GONEN Hotel, Istanbul, Turkey

Submission Email: dsshr@gissf.com

Abstract Submission Date: September 25, 2018

Full Paper Submission Date: October 10, 2018

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
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INTERNATIONAL CONFERENCE ON

“Strategy Theories in Business and Social Science
(STBSS-2018)”



Date: October 29-30, 2018

Venue: Mecure Banjarmasin, Indonesia

Submission Email: stbss@gissf.com

Abstract Submission Date: October 5, 2018

Full Paper Submission Date: October 10, 2018

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Conference Main Tracks

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- Business and Management Studies

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INTERNATIONAL CONFERENCE ON

“Research Methodology for Business Economics, Social Sciences and Entrepreneurial Studies (RBESE-2018)”



Date: November 27-28, 2018

Venue: The Trans Resort Bali

Submission Email: rbese@gissf.com

Abstract Submission Date: September 25, 2018

Full Paper Submission Date: October 10, 2018

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- Social and Community Studies
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2nd INTERNATIONAL CONFERENCE ON

“Social and Management Sciences; Theoretical and Practical Approaches (SMSTPA-2018)”



Date: December 15-16, 2018

Venue: Hotel Grand Pacific Singapore

Submission Email: smstpa@gissf.com

Abstract Submission Date: October 10, 2018

Full Paper Submission Date: October 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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- Social and Community Studies
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2nd INTERNATIONAL CONFERENCE ON

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



Date: February 24-25, 2019

Venue: TKP Tokyo Ekimae Conference Center, Tokyo, Japan

Submission Email: asbmsr@gissf.com

Abstract Submission Date: January 10, 2018

Full Paper Submission Date: January 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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- Business and Management Studies

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2nd INTERNATIONAL CONFERENCE ON

“Global Issues in Social Sciences, Psychology and Business Management(GISSPBM-2019)”



Date: March 23-24, 2019

Venue: Rydges Camperdown, Sydney Australia

Submission Email: gisspbm@gissf.com

Abstract Submission Date: February 25, 2018

Full Paper Submission Date: March 05, 2018

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

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- Social and Community Studies
- Arts
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- Business and Management Studies

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2nd INTERNATIONAL CONFERENCE ON

“Sustainable Development in Information Technology,
Business and Social Sciences (SDITBSS-2019)



Date: April 05-06, 2019

Venue: Holiday Inn Bangkok Silom, Bangkok Thailand

Submission Email: sditbss@gissf.com

Abstract Submission Date: March 15, 2019

Full Paper Submission Date: March 20, 2019

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

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- Social and Community Studies
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- Business and Management Studies

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2nd INTERNATIONAL CONFERENCE ON

“Dynamics of Management and Economic Research
(DMER-2019)”



Date: April 20-21, 2019

Venue: Novotel Barcelona Sant Joan Despi, Spain

Submission Email: dmer@gissf.com

Abstract Submission Date: April 05, 2019

Full Paper Submission Date: April 12, 2019

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

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2nd INTERNATIONAL CONFERENCE ON

“ Law, Business, Education and Social Sciences
(LBESS-2019)”



Date: May 11-12, 2019

Venue: Hilton London Heathrow Airport Terminal 5 ,
London United Kingdom

Submission Email: lbess@gissf.com

Abstract Submission Date: April 15, 2019

Full Paper Submission Date: April 20, 2019

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

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- Social and Community Studies
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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 an 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 Forum 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, orphan, 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:





Vision

Researching and developing to promote innovation

Core Values

Capacity building, learning of new insights and innovation.

Mission

Our mission is to persistently nurture the values to promote the institutional and academic development through quality research contributions.



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