

RBESSE 2019

INTERNATIONAL CONFERENCE

Research Methodology for
Business Economics,
Social Sciences and
Entrepreneurial Studies

Bali,
Indonesia

November
27-28, 2019

2019

Organized by



International Conference on “Research Methodology for Business
Economics, Social Sciences and Entrepreneurial Studies (RBESE-2019)”
(November, 27-28, 2019)
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GI Social Sciences Forum, Kuala Lumpur, Malaysia.



RBESE 2019

Conference Proceeding

Book of Abstracts

**International Conference on
“Research Methodology for Business Economics, Social
Sciences and Entrepreneurial Studies
(RBESE-2019)”**

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Editor:

Dr. Ahmad Saddam Ph.D.

Country Director (Global Illuminators Iraq)

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Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



International Conference on “Research Methodology for Business Economics, Social Sciences and Entrepreneurial Studies (RBESE-2019)” 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 key note 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 RBESE Papers

For this year, RBESE 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.

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In RBESE, 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.

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Full Research Papers				
Submitted Papers	Accepted Papers	Withdrawn	Unqualified papers	Acceptance Rate
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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 RBESE 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 RBESE tradition.

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

Dr. Abhishikta Ghosh Roy Anthropologist (Physical)



Dr. Abhishikta Ghosh Roy has obtained her Bachelor of Science Honours Degree in Anthropology and Masters of Science in Anthropology from the University of Calcutta with National Merit Scholarship. She continued her research with the prestigious Junior Research Fellowship offered by Anthropological Survey of India, Ministry of Culture and was awarded PhD Degree by University of Calcutta for her research on Breast Cancer, the first of its kind from West Bengal, India. She has long term research experience in Cancer Genetics. Her long term research interests include Breast Cancer of Female and Male respectively. She focused on how environment interacts with Genetic Variants to influence susceptibility to Hormonal Cancers. Dr. Ghosh Roy has contributed to GenBank, NCBI with novel mutations having disease associations. Her laboratory work intends primarily on the discover and characterization of Genetic Biological Markers to assess disease susceptibility in human cancers. She is having numerous international publications in peer-viewed journals of repute. She holds editorial board membership with few International and National Journals. Her varied research interests include Biological Anthropology in general with special focus

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on Medical Genetics, Forensic Anthropology, Public
Health with reference to genes, Population Genetics,
Cancer Biology.

Ms. Banita Behera (Anthropological Survey of India)



Banita Behera has done her Masters and M.Phil in Social and Cultural Anthropology. Currently working as an Assistant Keeper, Officer in charge of Zonal Anthropological Museum of Anthropological Survey of India, Andaman & Nicobar regional Centre, Ministry of Culture, Govt. Of India. In performing the role as a curator since a decade to preserve the Tangible and Intangible Heritage of India in Cultural sector, she has conducted several tasks such as acquiring / preserving the rare objects for the museum from various sources and performed several activities to disseminate their value to the masses. Since a decade she worked as a young Curator in research and exposition wings at Museum of Tribal Research Institute and National Museum of Mankind she has also helped in formulating an extensive interactive plans and programs for Museum Sector with reference to protect and promote tangible and intangible cultural heritage of India through the interactive and inclusive exhibits and anthropological field works. She also taught Tribal Culture of India to the Master degree in Social Work students for some period. Started her career as Field Officer at Social Organization for Rural Development she worked for different women’s Health programs and projects.

Despite organising many Exhibitions, Outreach activities in collaboration with different Organization to extend the value of Culture in Global Context, her contribution in fieldworks in the toughest parts of India like Leh-ladakh and Himalayan region to document the High Altitude Cultures and now among the Tribes of Andaman and Nicobar Islands specifically the Jarawas are some of her extensive contribution to the National Museum of Mankind and Anthropological Survey of India respectively to disseminate unreachable culture to the masses through their exhibitions. Collections of numerous rare vanishing objects and tribal youth dormitory for open air exhibition to the reserve collections of National Museum of Mankind is a major contribution during her period. She has participated and presented papers in many National and International Conferences and has bagged in the way many honors and awards of repute. Her noteworthy contribution to the field of academics has been published in many International Journals. Recently her talk on High Altitude Culture at a Conference in Rome, Italy gathered many inquisitiveness and comments.

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RBESE 2019 Tracks’ Chairs

Business, Management, Economic, Social Sciences and Humanities Studies

Dr. Arsenio T. Bignotia, Mariusz Próchniak, Michał
Bernardelli, Bartosz Witkowski

RBESE 2019 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

Martapura River Water Leads to Hepar Alteration In Rats

Ida Yuliana¹, Husnul Khatimah², Lena Rosida³, Nika Sterina Skripsiana⁴

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Evaluation of the University Consultation Hours in the Learning Journey of College Students of SPU Manila SY 2018-2019

Dr. Arsenio T. Bignotia¹, Cesar Abadiano², Claudine M. Alhambra³

^{1,2,3} St. Paul University Manila, Philippines

A Study on Building Information Model for Architectural Heritage Preservation and Restoration

Shang-Chia Chiou¹, Hsiao-Chien Kao²

^{1,2}National Yunlin University of Science and Technology, Taiwan

Cancer and Anthropology: A Multidisciplinary Approach To Today's Enigma

Abhishikta Ghosh Roy

Anthropological Survey of India, Ministry of Culture, Government of India

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**Counter Radicalization as an Implemented Strategy in
Educational Institutions in Indonesia**

Ambarsari, Khory Wandira^{1}, Risman, Helda²*

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RBESE 2019 Best Paper Award Winner

Evaluation of the University Consultation Hours in the Learning Journey of College Students of SPU Manila SY 2018-2019

*Dr. Arsenio T. Bignotia¹, Cesar Abadiano², Claudine M.
Alhambra³*

^{1,2,3} St. Paul University Manila, Philippines

Cancer and Anthropology: A Multidisciplinary Approach to Today’s Enigma

Abhishikta Ghosh Roy

Anthropological Survey of India, Ministry of Culture,
Government of India

International Conference on “Research Methodology for Business
Economics, Social Sciences and Entrepreneurial Studies (RBESE-2019)”
(November, 27-28, 2019)
RBESE© 2019 Bali, Indonesia
GI Social Sciences Forum, Kuala Lumpur, Malaysia.

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CONFERENCE PROGRAM

DAY 01 Wednesday (November 27, 2019)

Welcome Reception & Registration

08:00 am – 08:20 am

Opening Ceremony (08:30 am – 09: 35 am)

Venue: Room 1

08:20 am – 8:30 am	Welcome Remarks – Ms. Novia	Conference Coordinator ETAR-2019
08:30 am – 8:40 am	Opening Speech – Dr. Farooq Ahmed Jam (Ph.D.)	Executive Director Global Illuminators
08:40 am – 08:55 am	Keynote Speech- Ms. Banita Behera	Zonal Anthropological Museum, Anthropological Survey of India, Andaman & Nicobar Islands, India
08:55 am – 09:05 am	Keynote Speech- Dr. Abhishikta Ghosh Roy	Anthropological Survey of India, Ministry of Culture, Government of India
09:05 am – 9:20 am	Group Photo & Award Ceremony	



Grand Networking Session and Tea Break (09:20 am – 09:35 am)

DAY 01 Wednesday (November 27, 2019)

Session 1 (09:35 am – 11:30 am)

Venue: Room 1

Session Chair: Dr. Arsenio T. Bignotia & Mariusz Próchniak

Track A: Business Management, Economics, Social Sciences & Humanities

ETAR-19-102	Trust And Leadership Styles In Ecuador: Divergent Perspective By Managers And Subordinates	Espinoza Solis, Eduardo
ETAR-19-109	Analysis of the consumer behaviour of the members of the savings and credit cooperatives for the integration of electronic financial services in the city of Guayaquil	Eduardo Guzman Barquet
ETAR-19-111	Evaluation of the University Consultation Hours in the Learning Journey of College Students of SPU Manila SY 2018-2019	Dr. Arsenio T. Bignotia
ETAR-19-114	A Study on Building Information Model for Architectural Heritage Preservation and Restoration	Prof. Kao Hsiao Chien
ETAR-19-110	Martapura River Water Leads To Hepar Alteration In Rats	Ida Yuliana
RBESE-19-101	Towards the similarity of the countries in terms of business cycle synchronization and income level equalization – empirical analysis	Mariusz Próchniak
RBESE-19-102	Impact of local data smoothing methods on the identification of business cycle turning points via hidden Markov model	Michał Bernardelli,

RBESE-19-103	Convergence Testing with the Use of a New Measure of Time Series Similarity	Bartosz Witkowski
RBESE-19-108	Tourist Sites and Management in Jordan (from the Perspective of the Workers in These Sites)	Mohammad Nayef Alsarayreh
ETAR-19-105	The Future of Our Past: Issues and Tensions in Heritage Management of Indian Archipelago	Banita Behera
ABSEIT-NOV19-BI102	Oil and Gas Industry: Evidence from the Russian Stock Market Before and After Crisis	Darko Vukovic
ETAR-19-120	The Economic Analysis between Vertical Integration and Horizontal Integration	Yu-Chieh Chang



DAY 01 Wednesday (November 27, 2019)

Workshop Session (11:30 am – 01:00 pm)

Venue: Room 1

“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.



Lunch Break: (1:00 pm – 02:00 pm)

DAY 01 Wednesday (November 27, 2019)

Session 2 (02:00 pm – 4:30 pm)

Venue: Room 1

Session Chairs: Michal Bernardelli, Bartosz Witkowski

Track A: Business Management, Economics, Social Sciences & Humanities

ETSBS-119-ANI101	The Economic Analysis of Product Substitutability and the Degree of R&D Investments’ Specificity on Horizontal Integration	Yu-Chieh
ETAR-19-106	Cancer And Anthropology : A Multidisciplinary Approach To Today’s Enigma	Abhishikta Ghosh Roy
ETAR-19-103	Determinants of Attitudes Toward Research and Plagiarism: Empirical Study From a Developing Country	Nasreen Hussain
ETAR-19-104	Successful Aging from Filipino Lesbian, Gay and Bisexual Older Adults Perspective	Dr. Calvin Dave D. Ganub, Rgc
ETAR-19-107	Mingle Model To Improve Speaking Skills For Introvert Student’s Based On Theory Of Constructivism	Uril Bahrudin
ETAR-19-118	Counter Radicalization As An Implemented Strategy In Educational Institutions In Indonesia	Ambarsari, Khory Wandira
ETAR-19-119	The Impact of Regulation on Banking Efficiency in Former Socialist Countries of the European Union: A Post Crisis Evaluation	Assist. Prof. Edward Bace



ETAR-19-122	Preservice Teachers Perception toward Summative Assessment in Mathematics Class	Chumaedi Sugihandardji
ETAR-19-123	Indonesian National Education System: A current observation	Assist. Prof. Ahmad
ETAR-19-124	Measuring The Volatility of Market Risk of Viet Nam Banking Industry After The Low Inflation Period 2015-2017	Dinh Tran Ngoc Huy

Track B: Engineering, Technology & Applied Sciences

PPEIT-19-102	Prediction and Recommender System Using Knowledge Discovery in Database. Case: Chatbots Services in a University	Rianto, S.Kom., M.Eng.
PPEIT-19-103	Software process improvement and software development methodologies: A roadmap	Dr. Haroon Tarawneh
PPEIT-19-108	A Deep Learning Approach to Identifying Devices Based on the Smart Space Data for an AAL	Mohammad Helal Uddin

Closing Ceremony (4:00 pm – 04:15 pm)



DAY 02 Thursday, (November 28, 2019) **“CITY TOUR”**

Gathering of Participants at the Lobby of The Trans Resort Bali, Indonesia,
at 08:45am Departure: 09:00 am for City Tour.

Drop Back at The Trans Resort Bali, Indonesia at 6:00 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.





Book

Abstract Proceeding

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TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES





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Trust and Leadership Styles in Ecuador: Divergent Perspective by Managers and Subordinates

Espinoza Solis, Eduardo^{1*}, Elgoibar, Patricia²

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Abstract

Trust is a key to develop effective interpersonal relationships in organizations. However, many places such as Ecuador show low indicators of organizational trust and leadership and studies on those topics are required. Which type of trust is promoted by the leaders? Which one is perceived by the employees? How are they linked to each other and to the leadership style? The present study aims to analyze empirically the relationship between cognitive and affective trust and the leadership style of managers. To carry out this study, two samples were collected a) the perception of the managers (n = 341) and b) of the employees (n = 314). Through a structural equation model (SEM) methodology the hypotheses were tested. Results show that from the managerial perspective, both types of trust and leadership styles are significantly and positively related to a different extent. In addition to that, cognitive trust mediates the relationship between leadership styles and affective trust. On the contrary, the employees' perspective shows no relationship between these variables. Finally, theoretical and practices implications and suggestions for future research are proposed.

Keywords: Trust and Leadership, Ecuador.

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Analysis of the Consumer Behavior of the Members of the Savings and Credit Cooperatives for the Integration of Electronic Financial Services in the City of Guayaquil

Eduardo Guzman Barquet*
Universidad de Guayaquil, Spain

Abstract

Currently, the use of services that can be marketed online is almost a mandatory strategy that companies must incorporate to generate customer loyalty to the institution. The research deals with the study of the behavior of the members of the Savings and Credit Cooperatives with respect to the integration of electronic financial services. The research is of exploratory and descriptive scope whose approach is mixed. Techniques were applied such as: (a) observation of the cooperatives to evaluate the technological progress of the financial services they currently possess; (b) interviews with managers of certain entities in the sector; (c) a focus group for certain stakeholders; and (d) a questionnaire of closed questions to members of different savings and credit cooperatives in the city of Guayaquil. Among the most important results, the following stand out: (a) 43% use the smartphone to access the internet; and (b) 82% have ever used an electronic financial platform.

Keywords: Consumer, Economic Behaviour, Market Research, Finance, Technology Transfer.

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Evaluation of the University Consultation Hours in the Learning Journey of College Students of SPU Manila SY 2018-2019

Dr. Arsenio T. Bignotia^{1*}, Cesar Abadiano², Claudine M. Alhambra³

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Abstract

There are several theories that explain how an individual gain, retain and recollect knowledge. An understanding of these theories can help school administrators and teachers identify the best tools and strategies best suited that will promote meaningful learning. The study is anchored on the Humanistic theories of learning (1960). Proponents of humanism include Carl Rogers and Abraham Maslow. Humanism believes that learning is student centered and personalized, and the educator's role is that of a facilitator where the goal is to develop self-actualized people in a cooperative and supportive environment. The study was conducted in response to the need of the university system, St. Paul University, to address student care as part of the Paulinian Formation objectives. The research aimed to evaluate the effectiveness of the implementation of the consultation hours in relation to students' academic journey. The researchers looked into the perception of the students, the monitoring of academic managers, execution of faculty members, and issues and challenges in the implementation. Interviews and survey questionnaires were used to gather the needed data. We found that the students had a very positive feedback about their experience in consulting with their teachers. They also have a positive perception on how their teachers handled their concerns. On the perspective of academic managers, they said that consultations are properly monitored, especially since they also see this as an effective tool in student care. On the part of the faculty, despite the effectiveness of this activity, they revealed some issues and challenges on the implementation such as random consultations due to conflict of schedule and the unavailable rooms for one-on-one discussions.



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Keywords: Student Care, Consultation Hours, Key Result Area, Learning Journey.

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A Study on Building Information Model for Architectural Heritage Preservation and Restoration

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Design, National Yunlin University of Science and Technology,
Taiwan

Abstract

Information Modeling for preserving and restoring architectural heritage by using the similar characteristics of dynamic information within the Building Information Modeling (BIM) as our case study, letting the strategies of the preservation and restoration is consistent in every stages, including the preserving value, the ethics of preservation, authenticity, etc. Diachronicity of a single architectural heritage, such as information of changes in the restoring stage of architectural components, or the new discovery while getting the different historical information, both can be reinterpreted by time-spatial Building Information Modeling. Research, planning along with design, construction records and management as well as maintenance are the four main stages in Taiwanese Architectural heritage preservation. The planning stage for the research of restoration and reusing is to evaluate the establishment and value of basic information, it is an important reference for next steps which is repairing with design and construction. For that, the importance in this study is to integrate the scattered information through HBIM (Historical Building Information Modeling). This study will use Tekla to conduct the establishment of "Information model for preservation and restoration of the Datun County Office and the Taichung State Hall", by the mean to explore restoration information at all stages of the project, recording the process of strategies as well as constructions, possible with the integration concept. In addition to this, apart from the basis for constructing a digital preservation method for authenticity of cultural heritages, it will also can help to ensure that value of cultural assets can be thoroughly implemented in the process of restoration and decision making.



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Keywords: Architectural Heritage, Architectural Life Cycle, Information Model, Assited Preservation and Restoration.

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The Economic Analysis between Vertical Integration and Horizontal Integration

Yu-Chieh Chang^{1*}, Assoc. Prof. Shu-Yi Liao²

^{1,2} National Chung Hsing University, Taiwan

Abstract

This study applied the modified Cournot duopoly model proposed by Buehler & Schmutzler (2008) and Milliou & Pavlou (2013) to analyze and compare the economic efficiency of vertical integration model and horizontal integration. For the industry of downstream R&D, this model examines the effect of market size, product substitutability and the nature of R&D on the economy output. The results suggest that comparing the efficiency between vertical and horizontal integration, the vertical integration firm will gain more economic efficiency if they have stronger R&D specification and higher product substitutability. While the market size becomes bigger, the benefit is further enhanced as a consequence. On the other hand, the horizontal integration firm will gain more economic efficiency if they have less R&D specification and lower product substitutability.

Keywords: Cournot Model, Vertical Integration, Horizontal Integration, Downstream R&D.

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Book

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Towards the Similarity of the Countries in Terms of Business Cycle Synchronization and Income Level equalization – empirical analysis

Mariusz Próchniak^{1*}, Michał Bernardelli², Bartosz Witkowski³
^{1,2,3} SGH Warsaw School of Economics, Poland

Abstract

According to the convergence hypothesis, less developed countries exhibit faster economic growth than more developed ones, that leads to the equalization of income levels between countries. This analysis uses Viterbi paths to assess Poland's similarity in relation to the other 27 EU countries, taking into account 12 macroeconomic variables. The growth rate of total real GDP and the level of GDP per capita at PPP are included to assess the degree of cyclical convergence and income level equalization. Other variables (inflation rate and the unemployment rate, GDP components, financial sector time series) allow for a broader assessment of the similarities of Poland against the EU27 group. One of the elements of novelty and originality is the inclusion of weighted averages that are used to aggregate individual states of the Viterbi paths, which gives more economically reliable results than averaging using the arithmetic mean. The study confirms, among others, the existence of economic divergence during the global crisis and strong nominal convergence of inflation rates between Poland and the EU27 group.

Keywords: Convergence, Catching Up, Hidden Markov Models, European Union, Viterbi Path.

JEL: C61, E32, O47, O52.

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Impact of Local Data Smoothing Methods on the Identification of Business Cycle Turning Points via Hidden Markov Model

Mariusz Próchniak¹, Michał Bernardelli², Bartosz Witkowski³
^{1,2,3} SGH Warsaw School of Economics, Poland

Abstract

Hidden Markov modeling has proved to be an effective method of analyzing economic time series, like turning point identification, evaluation of business cycles synchronization or early warning signaling. The main advantages of this method are weak assumptions of applicability and ease of interpretation. However, due to the relative nature of the mechanism of turning points identification, some peaks or troughs of smaller amplitudes may be omitted in the face of changes of larger magnitude. In this paper, the parametrized method of proportional, local smoothing is presented. Depending on the smoothing parameter additional business cycle turning points approximation can be found. This kind of precomputing step allows improving the accuracy of the analysis performed with the use of the HMM approach. The concept of local smoothing was verified on the monthly industrial production time series with different length periods. The results of the research may be used as a contribution to the time series analysis, construction of composite indicators, or simply a time series pattern recognition, but most of all as a useful tool of the business cycle turning points identification.

Keywords: Hidden Markov Models, Viterbi Path, Turning Point Identification, Local Smoothing, Business Cycle.

JEL: C63, E32, E37.

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Convergence Testing with the Use of a New Measure of Time Series Similarity

Mariusz Próchniak^{1*}, Michal Bernardelli², Bartosz Witkowski³
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Abstract

Assessing the dependence between time series is the common dilemma, which is often solved by the use of Pearson's correlation coefficient. Unfortunately, sometimes the results may be badly misleading. There is, however, an alternative, new measure based on hidden Markov models and Viterbi paths, called HMM coefficient. The proposed method is in no way universal but seems to give quite an accurate image of the similarities between time series, by disclosing the periods of convergence and divergence. Advantages of this method are definitely: the weak assumptions of applicability, ease of interpretation of the results, the possibility of generalization, and high effectiveness in assessing the dependence of different time series of an economic nature. In this article, the HMM coefficient is used to determine periods of convergence and divergence among 28 EU countries, taking into account 12 macroeconomic variables. The empirical analysis was done on the example of Poland. Results are compared with the literature as well as with the results of another method based on Viterbi paths. For most of the real-life macroeconomic variables the global convergence was confirmed, with some local economic divergence during the global crisis.

Keywords: Convergence, Dependence Measure, Correlation, Hidden Markov Model, Viterbi Path.

JEL: C63, E24, C18.

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Tourist Sites and Management in Jordan (from the Perspective of the Workers in These Sites)

Mohammad Nayef Alsarayreh*
Al-Balqa Applied University, Jordan

Abstract

The importance of this study emerges from highlighting, clarifying and drawing attention to the role of the touristic sector and specifically the management of touristic sites in Jordan, as tourism is one of the main supporters of the Jordanian economy. The study focuses on the problems facing the management of tourism sites in Jordan and the future vision towards investment, which provides equal opportunities, relies on self-efforts, and benefits from marketing and information in tourism. As the lack of access to infrastructure such as archaeological, religious, medical, cultural and recreational sites and to stadiums and sports facilities will lead to the loss of the Jordanian economy, therefore negatively affect the national income of the state. This study belongs to the exploratory analytical studies and adopts the method of collecting and analyzing data to reach the results. The population of the study comprised the workers in touristic sites in Jordan, the researchers have distributed 200 copies of the questionnaire, the returned copies were 160 and 20 copies were excluded. Therefore, the sample of the study is composed of 140 individuals whose questionnaire copies were returned and used. The study concluded that there are problems in the methods of building tourism awareness towards the management of touristic sites in Jordan and the competitiveness of the sector. The study recommended providing touristic training courses for all workers in touristic sites in Jordan and granting them language courses.

Keywords: Management, Tourist Sites, Tourism, Heritage.

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The Economic Analysis of Product Substitutability and the Degree of R&D Investments' Specificity on Horizontal Integration

Yu-Chieh^{1*}, Shu-Yi Liao²

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Abstract

This study is based on the Cournot oligopoly competition model, and carries out simulation from the perspective of firms pursuing profit maximization. Under the circumstances where the downstream firms have technological R&D, we build two economic models based on two different strategies, separation and horizontal integration, so as to discuss the economic benefits of horizontal integration carried out by the downstream firms. Three factors are added to the models, they are the market size, product substitutability and the degree of R&D investments' specificity, for the purposes of discussing these factors' economic benefits to integration. The results show that the downstream firms' economic benefits (profits) will increase after horizontal integration. The larger the product substitutability and the degree of R&D investments' specificity are, the higher the benefits of horizontal integration get, moreover, with growth of market size, the benefits expand more and more. This means that when firms who produce similar products are carrying out horizontal integration, if it is easier for the integrated subject's R&D technologies to be expanded to apply to different factories or production lines, then it is better for the integrated firms.

Keywords: Downstream R&D, Horizontal integration, Product substitutability, The degree of R&D investments' specificity.

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Oil and Gas Industry: Evidence from the Russian Stock Market Before and After Crisis

Darko Vukovic^{1*}, Svetlana Sofronova²

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² National Research University Higher School of Economics, St. Petersburg School of Economics and Management, St. Petersburg, Russia

Abstract

This research is dedicated to the analysis of stock returns of oil and gas companies operating in the Russian Federation before, during and after the crisis of 2008. Based on the research, the risks of returns were evaluated and an effective frontier of the optimal portfolio was built. The paper reveals the topic of various methods of assessing the risk of return on stocks, depending on whether the returns are subject to the law of normal distribution. Different methods of risk assessment are also compared and based on the results; a decision is made to exclude insignificant companies from the optimal portfolio. In the process of the research the volatility of stock return, the connection between this volatility and oil price variability were investigated, the analysis of normal distribution of stock returns by several methods was carried out, the risk of returns was assessed and an optimal portfolio with different target characteristics was created. This study will be useful for investors studying time-varying effects, including the volatility of stock returns and their dependence on oil price volatility. This research will help to understand how the stock returns of Russia's and the world's largest oil and gas companies changed before, during and after the 2008 crisis comparing with changing of oil price, and also the research consists different ways of estimating risk of stock returns depending on their market position. On the basis of the obtained results it is possible to create a hedging strategy, which will not only prevent negative fluctuations of



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returns, but also will be a clear algorithm for action in the conditions of shock situations of the economy.

To be Continued...

To be Continued...

Keywords: Oil Prices, Crisis, Volatility Stocks, Risk of Return, Value at Risk, Dynamic Conditional Correlation.

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TRACK B: HEALTH AND MEDICINE STUDIES



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Martapura River Water Leads to Hepar Alteration in Rats

Ida Yuliana¹, Husnul Khatimah², Lena Rosida³, Nika Sterina S⁴

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⁴Public Health Department, Faculty of Medicine, Lambung Mangkurat University, South Kalimantan, Indonesia

Abstract

Objective: Martapura is an area in South Kalimantan, Indonesia that is passed by the Martapura River. This river has been polluted by various pollutants, triggering various organ disorders including hepar. To prove this, this research was conducted

Subject and Methods: The goal of this study to evaluate alteration macroscopic and microscopic of hepar rats. Design of this study was experimental laboratory with totally 32 research subjects of male rats (*Rattus novergicus*) divided into 2 groups, namely the group given aquades (control) and the group given river water (treatment) for 30 days. On the 31st day the rats were sacrificed and hepar organ were made histologically with HE staining, analyzed by microscope

Results: The results showed significant alteration of hepar size ($p = 0.385$), increasing number of hepatocytus ($p = 0.036$) and central vein ($p = 0.000$) and also sign of inflammation process in treatment group (odem and congesty in parencim)

Conclusion: Administration of Martapura river water can cause alteration macroscopic and microscopic in rats hepar

Keywords: Martapura river water, Alteration, Hepar, Hepatocytus, Central Vein.

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TRACK C: SOCIAL SCIENCES & HUMANITIES





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The Future of Our Past : Issues and Tensions in Heritage Management of Indian Archipelago

Banita Behera

Zonal Anthropological Museum, Anthropological Survey of India,
Andaman & Nicobar Islands, India

Abstract

The paper draws the Andaman Islands case studies to examine the challenges facing for conserving the cultural heritage of values embarking it in Museums and other national heritage. Some of them are from aristocratic society to the public domain has been a long ignored history. When the heritage began passing down from the cabinet to the reach of common people, it began to develop as an institution, meant for educational and academic purposes. UNESCO's report questioned why the Museums and other heritage sites of India are poor in terms of public interaction? Why the Museums do not meet the International standards? If the verdicts of National Museums of India are below International standard than who will survive the small regional Museums and heritages of small archipelago holding thousands of treasures in it? In this digital era there are so many Museums and heritage sites in our country which are unable to connect with the world through social media because of their geographical isolation; during such phases the young dynamic curators as a penchant adopts some unusual collaborations to represent for preservation of their heritage but behind that success lots of Intra-institutional collaborations were adopted to preserve the vanishing cultural heritage and make themselves as a custodian of the communities. Issues and tensions relating to the management of natural and cultural heritage also needs to highlight. When you're in such places where you are even not able to connect digitally and technologically how some mitigational strategies can be developed which may influence aspects that may be the future presenter of such heritage. With lot of cultural importance roughly among 300 islands, the Andaman Islands create very important and challenging role in the field of curatorship. And due to administrative apathy it becomes more enforcing to develop some new coping mechanisms to avoid the worst threat. It is time to convert the Callousness towards Museums and





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heritage into sensitivity to preserve the islands' history and its identity, and the influence of islandness on heritage management.

To be Continued...

To be Continued...

Keywords: Museum Anthropology, Cultural Heritage, Challenges, Ethnography, Mitigational Strategies, Collaboration, Andaman.

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ISBN: 978-969-9948-88-6

Cancer and Anthropology: A Multidisciplinary Approach to Today's Enigma

Abhishikta Ghosh Roy

Anthropological Survey of India, Ministry of Culture, Government of India

Abstract

An accentuated systems approach has been considered in Medical Anthropology with respect to theoretical and institutional methodologies to health, illness and healing. Marked changes in distribution, incidence and prevalence of disease, are all related to changes in life expectancy and living patterns, though the latter is related to globalization mainly, significantly among all types of diseases, non-communicable ones are rising with cancer predominating of all. According to WHO, by 2020, there is expected to be some 20 million new cancer cases worldwide. Anthropology has a major role to play in many aspects of cancer, which includes aetiology and protection, epidemiology and prognosis. Human beings are bestowed with a finest gift named culture, which is a significant tool to influence peoples understanding and acceptance of preventive measures. Social and cultural factors needs to be planned in such a manner so that it can be implemented for cancer control programmes ensuring success. Unadventurously, anthropology has pursued to assimilate the biological and physiological with cultural and social parameters. paying attention to the continuous cultural conformations of cancer that exist 'before cancer' will increase understanding of how the public health construction of 'cancer awareness' relates to everyday health practices such as symptom experience and health care seeking. In todays date when it is becoming more warning to fight cancer, anthropologists seek to answer to many questions pertaining to its growth and proliferation. The responsibility of a Medical Anthropologist lies in the fact to identify the causes and a better understanding of its prognosis, and if anthropologists come up with explanations, it can be a great measure for prognosis and thus the burden may be lowered and we can win over mortality. The present paper will seek to answer to all the above mentioned facts taking Breast Cancer research as model.





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To be Continued....

To be Continued....

Keywords: Cancer, Epidemiology, Prognosis, Anthropology.

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Preservice Teachers Perception toward Summative Assessment in Mathematics Class

Assist. Prof. Chumaedi Sugihandardji¹, Assist. Prof. Ahmad²
^{1,2} Universitas Muhammadiyah Purwokerto, Indonesia

Abstract

This research was aimed to investigate the preservice teachers' perception toward summative assessment. A descriptive survey study was used in this study with subjects were a preservice teacher at the Mathematic Department of Faculty of Teacher Training and Education, Universitas Muhammadiyah Purwokerto. A closed questionnaire was used as the main instrument to gain the data of this research and analysis using descriptive statistics. The results of this study hopefully will affect the educational institution's awareness towards choosing an appropriate assessment for students and give a better insight on how to conduct a summative assessment as a guideline for teaching Mathematics.

Keywords: Preservice, Teacher, Perception, Mathematics.

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Indonesian National Education System: A Current Observation

Assist. Prof. Ahmad*

Universitas Muhammadiyah Purwokerto, Indonesia

Abstract

Education is a major factor in human life that requires the development of an education system nationally, especially in Indonesia which is in accordance with the demands of the globalization era that can help the Indonesian government get out of a state of rising and falling education so that it can become the vanguard of national development. National education system development efforts are specifically reflected in government policies such as providing a means of legislation, increasing the education budget, and also completing various regulations issued to improve national education.

Keywords: Education System, Indonesia.

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TRACK D: COMPUTER, ENGINEERING, TECHNOLOGY & APPLIED SCIENCES



Prediction and Recommender System Using Knowledge Discovery in Database. Case: Chatbots Services in a University

Rianto, S.Kom., M.Eng.^{1*}, Muhammad Fachrie, S.T., M.Cs.²
^{1,2}Universitas Teknologi Yogyakarta, Indonesia

Abstract

Indonesia has educational levels, namely primary, secondary and higher education (university). Higher education focuses on producing higher quality human resources. Every student in a university is accompanied by an academic supervisor to give recommendations and solutions if students have academic problems. However, other tasks of an academic supervisor often become obstacles for students to meet. The purpose of the research is to develop a tool that can play a role as an academic supervisor to provide predictions or recommendations. The tool called a chatbot that will serve students for 24 hours. The technique used for predictions and recommendations is Knowledge Discovery in Database (KDD). Data were analysed using the C4.5 algorithm to provide recommendations and predictions. Chatbots testing in predictions and recommendations uses the black box testing method by finding an error rate <5%. The results of the study are chatbots to provide academic predictions and recommendations for students based on exploration of academic information systems data at Universitas Teknologi Yogyakarta.

Keywords: Academic Problems, Knowledge Discovery in Database, Chatbot.

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Software Process Improvement and Software Development Methodologies: A Roadmap

Dr. Haroon Tarawneh*

Karak University College Al-Balqa Applied University, Jordan

Abstract

This research reviewed the current literature related to software process improvements and development methodologies. We suggested a simple model explains the relationship between software process improvement and development methodology. The suggested model focused on the current trend of development and software methodologies. The model based on the literature explains how software firms can benefit from software process improvement to enhance the quality of software quality.

Keywords: Software Process, Software Development, Practices, CMMI

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A Deep Learning Approach to Identifying Devices Based on the Smart Space Data for an AAL

**Mohammad Helal Uddin¹, MD. Abdullah Al Zubayer², Prof.
Sang-Hyun Yang^{3*}**

^{1,2,3}Department of Electronic Engineering, Kwangwoon University
Seoul 139-701, Republic of Korea

Abstract

In the era of data science and data revolution, it is important to reduce the dependency over devices as much as possible in the application level. By giving more focus on data and data analysis in the application level, it is possible to make more effective and more dependency less system for an AAL. Identifying or recognizing devices based on only smart space data is challenging. The deep learning algorithm multi-layer perceptron's (MLP) has proven that one of the most accurate and reliable algorithm and also self-learning system has a wide range of applicability and flexibility. We proposed a deep learning approach to identifying devices using smart space data for an AAL. We included a template alongside with the deep learning to make the system fast and to improve the accuracy level. Through the interaction of template, the proposed system has the ability to improve its identification ability by updating and adding new features and classes. So that if there is a new device in the smart space that means the system has no previous knowledge about this device, in that situation the system just needs an update of the template. As a result, the types of device that it can be identified become more and more. Besides identifying percentage is also gets high rate. The deep learning algorithm multi-layer perceptron's (MLP) is

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used for identifying the devices. The output from MLP is observed whether it's a new class for the system or not. Also, the system observed whether it identifying the wrong devices. In both cases, the template provides the possible solution based on features and data. The proposed model has achieved significantly better identification performance with an average of 93% accuracy.

Keywords: AAL, Devices identifying system, Deep Learning, MLP, Template.

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Email: shyang@kw.ac.kr

FUTURE EVENTS

3rd INTERNATIONAL CONFERENCE ON

“Advancements in Social, Business and Management
Sciences Research (ASBMSR-2020)”



Date: February 22-23, 2020

Venue: Hotel Mystays Ochanomizu Conference Center
Tokyo, Japan

Email: asbmsr@gissf.com

Abstract Submission Date: February 05, 2020

Full Paper Submission Date: February 10, 2020

**Selected conference papers will be published in the 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/>

3rd INTERNATIONAL CONFERENCE ON

“Global Issues in Social Sciences, Psychology and Business Management (GISSPBM-2020)”



Date: March 21-22, 2020

Venue: Mercure Hotel Amsterdam City, Netherlands

Email: gisspbm@gissf.com

Abstract Submission Date: February 25, 2020

Full Paper Submission Date: March 10, 2020

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

Conference Main Tracks

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

- For more details visit <http://gissf.com/>
3rd INTERNATIONAL CONFERENCE ON

“Sustainable Development in Information Technology,
Business and Social Sciences (SDITBSS-2020)”



Date: April 04-05, 2020

Venue: Regal Oriental Kowloon, Hong Kong

Email: sditbss@gissf.com

Abstract Submission Date: March 15, 2020

Full Paper Submission Date: March 20, 2020

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

Conference Main Tracks

- Social and Community Studies
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- Environmental Studies
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- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies

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3rd INTERNATIONAL CONFERENCE ON
“Law, Business, Education and Social Sciences
(LBESS-2020)”



Date: June 14-15, 2020

Venue: Novotel London Waterloo Hotel, UK

Email: lbess@gissf.com

Abstract Submission Date: May 15, 2020

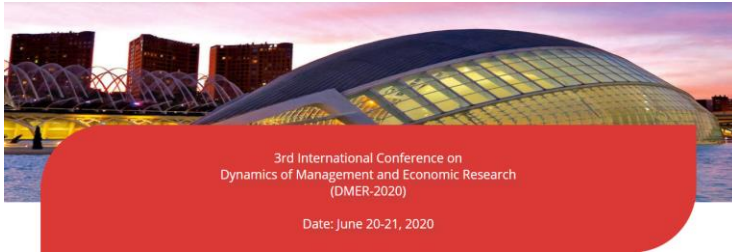
Full Paper Submission Date: May 30, 2020

Selected conference papers will be published in the 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/>
3rd INTERNATIONAL CONFERENCE ON
“Dynamics of Management and Economic Research
(DMER-2020)”



Date: June 20-21, 2020

Venue: Novotel Barcelona Sant Joan Despi, Spain

Email: dmer@gissf.com

Abstract Submission Date: June 05, 2020

Full Paper Submission Date: June 10, 2020

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

Conference Main Tracks

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

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3rd INTERNATIONAL CONFERENCE ON

**“Emerging Issues in Economics , Social Sciences and
Business Management(EIESSBM-2020)”**



Date: July 11-12, 2020

Venue: The Federal Kuala Lumpur Malaysia

Email: eiessbm@gissf.com

Abstract Submission Date: June 25, 2020

Full Paper Submission Date: June 30, 2020

Selected conference papers will be published in the 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

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3rd INTERNATIONAL CONFERENCE ON

“Recent Development in Economics, Business Management
and Information Technology (RDEBMIT-2020)”



Date: August 15-16, 2020

Venue: The Howard Plaza Hotel Taipei, Taiwan

Email: rdebmit@gissf.com

Abstract Submission Date: July 10, 2020

Full Paper Submission Date: August 05, 2020

Selected conference papers will be published in the 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/>
4th INTERNATIONAL CONFERENCE ON

“Academic Research in Social Sciences and Humanities
(ARSSH-2020)”



Date: August 29-30, 2020

Venue: Leisure Inn Hotel Le Shu Shanghai, China

Email: arssh@gissf.com

Abstract Submission Date: August 10, 2020

Full Paper Submission Date: August 14, 2020

Selected conference papers will be published in the 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

CSR



Environment

Charities

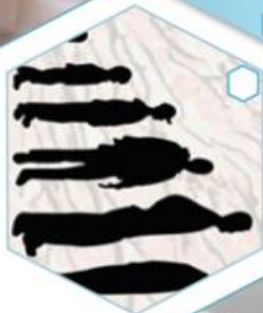


Public Health

Growth and
Development



Sustainability



CSR Activity Conducted By Global Illuminators: Sport Activation for Children against Negative Impact of Internet & Technology

In April 2016, Global Illuminators 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:



Global Illuminators Malaysia Team conducted its Latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children Home

Global Illuminators 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 fellowship 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 Global Illuminators.



Global Illuminators Indonesian Team conducted its Latest CSR activity in Ramadan for Local Community Welfare, Sharing Happiness and developing Orphan Children

Global Illuminators 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). Global Illuminators Indonesian team spent time with children and conducted different activities for their moral self-development.

Highlights of this activity are given below:





RBESE 2019

INTERNATIONAL CONFERENCE

Research Methodology for Business Economics, Social Sciences and Entrepreneurial Studies



VISION

Researching and Developing
to Promote Innovation



MISSION

Capacity Building, Learning of
New Insight and Innovation.



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