

**CONFERENCE PROGRAM**  
**DAY 01 Tuesday (November 25, 2014)**  
**Welcome Reception & Registration**  
**8:00 am – 9:00 am**

**Opening Ceremony (09:00 am – 10:50 am)**  
**Venue: Room 1**

09:00 am - 09:10 am	Welcome Remarks - Ms. Hendrati Dwi Mulyaningsih
09:10 am - 09:20 am	Opening Speech - Dr. Farooq Ahmed Jam (Executive Director Global Illuminators)
09:20 am - 09:40 am	Conference President Speech- Dr. M Yahya Arwiyah, Sh
09:40 am - 10:00 am	Key Note Speech - Dr. Achmad Manshur Ali Suyanto, Ir., MBA., DBA
10:00 am - 10:30 am	Award Ceremony & Group photo

**Grand Networking Session and Tea Break (10:30 am – 10:50 am)**

**DAY 01 Tuesday (November 25, 2014)**

**Session 1 (11:00 am – 1:00 pm)**

**Venue: Room 1**

**Session Chairs: Dr Palti Sitorus & Dr Maryam Davodi-Far**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-101	ASSESSING ORGANIZATIONAL LEARNING CULTURE, LEADERSHIP AND DIALOG IN A LEARNING ORGANIZATION	Muhammad Nurjufri Jaafar
ETAR-14-112	THE EFFECT OF SPIRITUALIZED ORGANIZATION CULTURE AND SPIRITUALIZED LEADERSHIP TO INCREASE WORKERS JOB SATISFACTION	Florentina K Tehubijuluw
ETAR-14-129	THE EMOTIONAL AFFECT OF MULTIMEDIA INDUCED EMOTIONS ON E-LEARNING AMONG POLYTECHNIC STUDENTS	Jeya Amantha Kumar
ETAR-14-184	THE EFFECT OF COMMITMENT TO CHANGE TO TURNOVER INTENTION: COPING WITH CHANGE AS MEDIATION	Ida Bagus Gede Adi Permana,
ETAR-14-187	HEALTH AND SAFETY MANAGEMENT INFLUENCE ON THE EMPLOYEES' PRODUCTIVITY (CASE STUDY AT PT. OIL POWER, BANDUNG-INDONESIA 2013)	Has, Muhammad, Nicky
ETAR-14-203	THE ANALYSIS OF INFLUENTIAL ATTRIBUTES ON STUDENTS SATISFACTION IN ENTREPRENEURSHIP COURSE USING KANO MODEL (CASE STUDY IN BUSINESS ADMINISTRATION MAJOR IN TELKOM UNIVERSITY)	Annisa N. Garmaisa
ETAR-14-205	FACTOR ANALYSIS OF WORK MOTIVATION USING MASLOW'S HIERARCHY OF NEEDS: CASE STUDY ON CIVIL SERVANTS AT BANTEN PROVINCE'S OFFICE OF AGRICULTURE AND LIVESTOCK	Mahendra Fakhri
ETAR-14-213	EFFECT OF TRANSFORMATIONAL LEADERSHIP AGAINST EMPLOYEE PERFORMANCE OF TELKOM VISION REGIONAL OFFICE OF WEST JAVA	Ida Nurnida Relawan

**Lunch Break (1:00 pm – 2:00 pm)**



**DAY 01 Tuesday (November 25, 2014)**

**Session 1 (11:00 am – 1:00 pm)**

**Venue: Room 2**

**Session Chairs: Dr Ridwan Amirruddin & Dr Rezian-na Muhammad**

**TRACK E: HEALTH & MEDICINE STUDIES**

ETAR-14-102	PRACTICE OF “LONG DISTANCE TREATMENT” METHOD AMONG HEALING PRACTITIONERS IN MALAYSIA: ANALYSIS FROM ISLAMIC PERSPECTIVE	Khadher Ahmad
ETAR-14-111	CHROMOSOMAL ANALYSIS AND NORS POLYMORPHISM OF BAGARIUS SUCHUS (SILURIFORMES: SISORIDAE) BY CONVENTIONAL BANDING AND FISH TECHNIQUES	Nuntiya Maneechot
ETAR-14-121	YAHYA IBN ‘ADI ON PSYCHOTHERAPY	Mohd. Nasir Omar
ETAR-14-135	PRETERM BIRTH PREVALENCE AND ITS RELATED RISK FACTORS: A TWO-STAGE STUDY	Reza Chaman
ETAR-14-167	ASSESSING THE POTENTIAL ENVIRONMENTAL AND HEALTH RISKS OF MERCURY IN AQUATIC HABITAT DUE TO ARTISANAL BULADU GOLD MINE IN GORONTALO PROVINCE, INDONESIA	Anwar Mallongi
ETAR-14-275	FACTORS ASSOCIATED WITH MATERNAL BEHAVIOR IN EXCLUSIVE BREASTFEEDING BABY AGES 6 TO 11 MONTHS IN MAWASANGKA DISTRICT BUTON 2014	Fairus Prihatin Idris
ETAR-14-284	FAKTOR RISIKO KEJADIAN KOINFEKSI TB PADA PENDERITA HIV/AIDS DI RSUD LABUANG BAJI MAKASAAR TAHUN 2014	Sri Syatriani
ETAR-14-307	Viral load from tissue brushing and peripheral blood of nasopharyngeal carcinoma from Makassar before and after treatment	Eka Savitri

**Lunch Break (1:00 pm – 2:00 pm)**



**DAY 01 Tuesday (November 25, 2014)**

**Session 1 (11:00 am – 1:00 pm)**

**Venue: Room 3**

**Session Chairs: Dr Yahya Ariwyah & Yusriani**

**TRACK C: PHYSICAL LIFE AND APPLIED SCIENCES**

ETAR-14-160	IT IS NECESSARY TO DEVELOP THE WEATHER DERIVATIVE CONTRACTS: RESEARCH IN VIETNAM	Doan Thanh Ha
ETAR-14-165	DETERMINING CHEMICAL QUALITY OF WATER IN DEEP WELLS OF SIRJAN(AS A DESERT TOWN IN IRAN), BEFORE AND AFTER RAINING	Saman Hajmohamadi
ETAR-14-189	EFFECT OF TEMPERATURE AND TRANSPORTATION ON CATECHOLAMINES AND CORTISOL LEVELS RELATIVE TO STRESS IN GOATS	Mahmoud, I. Y
ETAR-14-190	ESCHERICHIA COLI TETRACYCLINE-RESISTANT-GENES RELATIVE TO ANTIBIOTICS OVERUSE AND THEIR IMPACT ON THE ENVIRONMENT	Al-Bahry, S.N
ETAR-14-197	PCR BASED TECHNIQUE TO IDENTIFY BIOSURFACTANT PRODUCING BACTERIA DIRECTLY FROM OIL-CONTAMINATED SAMPLES	Al-Bahry, S.N
ETAR-14-201	PRODUCTION OF CARBOXYMETHYL CELLULOSE BY A NOVEL CELLULOLYTIC BACILLUS SP. ISOLATED FROM COMPOST	Sivakumar, N
ETAR-14-202	DIAGNOSTICS AND OPTIMIZATION OF CROPS' NITROGEN NUTRITION IN RAINFED CONDITIONS OF THE NORTHERN KAZAKHSTAN	Valentina

**Lunch Break (1:00 pm – 2:00 pm)**

**DAY 01 Tuesday (November 25, 2014)**

**Session 2 (02:00 pm – 03:30 pm)**

**Venue: Room 1**

**Session Chairs: Dr AMA Suyonto & Arry Widodo**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-125	IS THERE A NEXUS BETWEEN SOCIAL EQUITY AND SUSTAINABILITY?	Maryam Davodi-Far
ETAR-14-181	THE BEHAVIORAL APPROACH TO URBAN POVERTY REDUCTION MODEL	Nazief Nirwanto
ETAR-14-215	THE EFFECT OF RUPIAH-USD EXCHANGE RATE VOLATILITY TO STOCK INDEX VOLATILITY	Ika Febriana Habiba
ETAR-14-259	EFFECT OF DEBT TO PROFITABILITY IN TELECOMMUNICATION BASED CDMA IN INDONESIA	Trenggana, Arlin Ferlina
ETAR-14-271	THE EFFECT OF TICK SIZE TO STOCK'S LIQUIDITY IN BURSA EFEK INDONESIA YEAR 2008	Deannes Isynuwardhana
ETAR-14-281	THE RISK IDENTIFICATION ON THE ASSETS OF GREEN MANAGEMENT-BASED CLEAN WATER SERVICES AND THEIR MANAGEMENT PLANS AND STRATEGIES (A STUDY ON CLEAN WATER SERVICES IN JAWA BARAT)	Alfira Sofia

**Tea Break (03:30 pm – 03:45 pm)**

**DAY 01 Tuesday (November 25, 2014)**

**Session 2 (02:00 pm – 03:30 pm)**

**Venue: Room 2**

**Session Chairs: Dr Yahya Arwiyah & Lucy Pujasari Supratman**

**TRACK B: SOCIAL SCIENCES & HUMANITIES**

ETAR-14-107	ASSESSMENT OF COMPETENCY LEVEL OF PRE-SERVICE TEACHERS BASED ON NATIONAL COMPETENCY- BASED TEACHER STANDARDS (NCBTS) IN PUBLIC SCHOOL IN THE NATIONAL CAPITAL REGION (NCR)	Silvia C. Ambag
ETAR-14-108	GENDER EQUALITY IN UNIVERSITIES: PERCEPTIONS OF FUTURE EDUCATORS	Dr. Rovelina B. Jacolbia
ETAR-14-137	HUMANISTIC APPROACH TO NURSING EDUCATION: LIVED EXPERIENCES OF IRANIAN NURSING STUDENTS	Fariba Bolourchifard
ETAR-14-228	LANGUAGE AND CULTURE IN POST-APARTHEID SOUTH AFRICA; HOW LANGUAGE IS USED TO REMIND GROUPS OF DIFFERENCE	Jason le Grange
ETAR-14-241	THE INFLUENCE OF “KUTA KARNIVAL” EVENT AGAINST IMAGE OF BALI AS TOURISM DESTINATION	Martha Tri Lestari

**Tea Break (03:30 pm – 03:45 pm)**

**DAY 01 Tuesday (November 25, 2014)**

**Session 2 (02:00 pm – 03:30 pm)**

**Venue: Room 3**

**Session Chairs: Anwar Mallongi & Doan Thanh Ha**

**TRACK C: PHYSICAL LIFE AND APPLIED SCIENCES**

ETAR-14-220	IS COSMOPOLITAN VALUE A THREAT TO INDONESIAN NATIONALISM? (A SECTIONAL SURVEY RESEARCH ON HIGH SCHOOL IN CIMAHI WEST JAVA)	Halimah, Lili
ETAR-14-225	MODEL IMPACT RESISTANCE OF BIO-TEXTILE FABRICS COMPOSITE FROM AGAVE AND PINEAPPLE LEAF FIBERS	Asmanto Subagyo
ETAR-14-226	AIR POLLUTION AND SHADING AS POSSIBLE FACTOR AFFECTING NUMBER OF ALGAL CELLS (CHLOROPHYTA: COCCOMYXA CONFLUENS)	Asmida Ismail
ETAR-14-274	PARTNERSHIP BETWEEN MIDWIVES AND TRADITIONAL BIRTH ATTENDANTS (TBAS) IN THE WORK HEALTH DISTRICT MINASATE'NE PANGKEP 2014	Yusriani
ETAR-14-306	PRELIMINARY STUDY OF METHANE OXIDATION IN LANDFILL COVER SOIL; THE EFFECT OF MOISTURE CONTENT	Faeiza Buyong

**Tea Break (03:30 pm – 03:45 pm)**

**DAY 01 Tuesday (November 25, 2014)**

**Session 3 (03:45 pm – 05:15 pm)**

**Venue: Room 1**

**Session Chairs: Adhe Irma Susanty & Mahir Pardana**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-127	CUSTOMER VALUE CO-CREATION IN ELECTRONIC BANKING SERVICES	Paschaloudis Dimitris
ETAR-14-148	A SURVEY ASSESSMENT OF CUSTOMER PREFERENCES TOWARDS HEALTHCARE PRODUCTS AND SERVICES	M. Nasser Katib
ETAR-14-173	CLASSIFICATION OF EMPLOYEE USING INTRANET IN INTERNAL COMMUNICATION AS A MEDIA COMPANY (STUDIES IN HUMAN CAPITAL EMPLOYEE CENTER PT. TELKOM BANDUNG)	Refi Rifaldi Windya Giri
ETAR-14-174	FACTORS ANALYSIS AFFECTING CUSTOMER LOYALTY MANDIRI INTERNET BANKING SERVICES AT BANK MANDIRI INDRAPURA SURABAYA BRANCH	Refi Rifaldi Windya Giri
ETAR-14-185	ANALYSIS MAPPING PRODUCT TABLET BASED ON PERCEPTION (STUDY CASE : BANDUNG – INDONESIA)	Refi Rifaldi Windya Giri
ETAR-14-188	EXPERIENTIAL MARKETING STRATEGY ANALYSIS FOR CUSTOMER SATISFACTION AND REPEAT BUYING	Ati Mustikasari

**End of Day One**



**DAY 01 Tuesday (November 25, 2014)**

**Session 3 (03:45 pm – 05:15 pm)**

**Venue: Room 2**

**Session Chairs: Lucy Pujarasi & Arry Widodo**

**TRACK B: SOCIAL SCIENCES & HUMANITIES**

ETAR-14-242	STUDY OF FOOD WASTE USAGE AS RENEWABLE ENERGY	Mukhammad Ramdlan Kirom
ETAR-14-247	CYBER BULLYING MEDIA ON SOCIAL NETWORK DURING THE 2014 PRESIDENTIAL ELECTION	Drs. Hadi Purnama, M.Si.
ETAR-14-268	PRODUCTIVITY OF THE SENIOR CITIZENS IN RURAL AND URBAN AREAS OF BATANGAS PROVINCE: ITS IMPLICATION TO THEIR WELFARE AND COMMUNITY INVOLVEMENT	Noralyn Muria
ETAR-14-248	THE SPORTS BETTING MOTIVES AMONG FOOTBALL FANS IN TAWAU, SABAH	Mustafa Yen
ETAR-14-249	A STUDY OF MOTIVATION FACTORS AND VOLUNTEER'S SATISFACTION DURING THE MAYBANK GOLF MALAYSAN OPEN (MMO) 2014	Mohammad Ali Bin Kimik

**End of Day One**

**DAY 01 Tuesday (November 25, 2014)**

**Session 3 (03:45 pm – 05:15 pm)**

**Venue: Room 3**

**Session Chairs: Dr Palti Sitorous & Astadi Pangarso**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-130	SIMULATION MODEL FOR EVALUATING INTENSIVE CARE UNIT CAPACITY	Trisha Gilang Saraswati
ETAR-14-168	KEY SUCCESS FACTORS OF INNOVATION IN CREATIVE INDUSTRIES FOR INCREASING COMPETITIVENESS: CASE STUDY OF COMPANIES AT BANDUNG - INDONESIA	Yudi Azis
ETAR-14-172	THE ROLE OF BANDUNG DIGITAL VALLEY AS THE INCUBATOR FOR MICRO SMALL MEDIUM SCALE DIGITAL BUSINESS	Hatammimi, Jurry
ETAR-14-177	IMPLEMENTATION OF E-GOVERNMENT STRATEGIC PLANNING TO PROVIDE BETTER SERVICE FOR THE CITIZEN: THE CASE OF THE BANDUNG REGENCY GOVERNMENT	Deden Witarsyah
ETAR-14-180	THE BLUE OCEAN STRATEGY FOR CREATING VALUE INOVATION (STUDY IN “KEDAI DIGITAL “ YOGYAKARTA- INDONESIA)	Marheni Eka Saputri
ETAR-14-204	THE INTERCONNECTION BETWEEN CONTRACTORS’ BIDDING STRATEGIES AND JKR (JABATAN KERJA RAYA) TENDER EVALUATION FACTORS	Fadzida Ismail.

**End of Day One**

**DAY 02 Wednesday (November 26, 2014)**

**Session 1 (09:00 am – 10:30 am)**

**Venue: Room 1**

**Session Chairs: Trisha Gilag Saraswati & Mahir Pardana**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-206	ANALYSIS OF DRIVER FACTORS IN ACHIEVING SUSTAINABLE ENVIRONMENTAL PERFORMANCE IN HOTEL INDUSTRY	Setiawati, Cut, Irna.
ETAR-14-235	THE EFFECT OF FAMILY OWNERSHIP ON FIRM PERFORMANCE IN INDONESIA: A STRUCTURAL EQUATION MODEL ANALYSIS	Ari Kuncara Widagdo
ETAR-14-243	THE EFFECT OF AFFILIATION, LEVEL OF SATISFACTION AND INNOVATION TO KNOWLEDGE SHARING IN ECONOMIC AND BUSINESS FACULTY, TELKOM UNIVERSITY	Silvianita, Anita
ETAR-14-153	HESITATION TO BUY COUNTERFEIT PRODUCTS: AN INDONESIAN PERSPECTIVE	Ayu Hema Ajeng Diwasasri
ETAR-14-257	EXTRINSIC AND INTRINSIC MOTIVATION INFLUENCE EMPLOYEES' PERFORMANCE THROUGH KNOWLEDGE SHARING IN PT ABCD INDONESIA	Ade Irma Susanty,

**Tea Break (10:30 am – 10:45 am)**

**DAY 02 Wednesday (November 26, 2014)**

**Session 1 (09:00 am – 10:30 am)**

**Venue: Room 2**

**Session Chairs: Deden Witarsyah & Rezian Muhammad**

**TRACK D: ENGINEERING**

ETAR-14-164	ROTATING A MEMS IMU FOR A FOOT-MOUNTED PEDESTRIAN NAVIGATION	Khairi Abdulrahim
ETAR-14-175	TEST MANAGEMENT SYSTEM FOR CONCURRENT AND MASSIVE ORAL TEST (CASE STUDY : ENGLISH SUBJECT ON SAS TELKOM UNIVERSITY)	Yahdi Siradj
ETAR-14-176	THE ROLE OF TRANSFORMATIVE IT CAPABILITY ON INCREASING ORGANIZATIONAL INNOVATIVENESS IMPACTED ON SUSTAINABLE COMPETITIVE ADVANTAGE	Teguh Widodo
ETAR-14-198	ARCHITECTURAL FRAMEWORK FOR INDEPENDENT REPORTING SYSTEMS	Laksitowening, Kusuma Ayu.
ETAR-14-211	COMPONENT BASED MODEL FOR GENERAL REPORTING SYSTEM ENGINE	Yanuar Firdaus
ETAR-14-216	INTEGRATED AND EFFICIENT ATTENDANCE MANAGEMENT SYSTEM BASED ON RADIO FREQUENCY IDENTIFICATION (RFID)	Dedy Rahman Wijaya

**Tea Break (10:30 am – 10:45 am)**



**DAY 02 Wednesday (November 26, 2014)**

**Session 1 (09:00 am – 10:30 am)**

**Venue: Room 3**

**Session Chairs: Dr Silvia C Ambag & Arry Widodo**

**TRACK B: SOCIAL SCIENCES & HUMANITIES**

ETAR-14-182	IDENTITY TRANSFORMATION TO THE SELF CONCEPT OF 10 TEENAGERS FROM DIVORCE FAMILY IN ACTUALIZING THEMSELVES TO THE SOCIETY IN BANDUNG CITY, INDONESIA	Lucy Pujasari Supratman
ETAR-14-183	THE MOTIVATIONS AND CONSTRAINTS TOWARD RECREATIONAL SPORT PARTICIPATION AMONG WOMEN POLICE OFFICER IN IPD, SHAH ALAM	Abdul Rahim Mohd Meerah
ETAR-14-240	ANALYSIS OF LEGAL AWARENESS OF THE DORMITORY STUDENT (CASE STUDY ON 1ST- YEAR STUDENT AT THE UNIVERSITY OF X)	M. YahyaArwiyah
ETAR-14-246	PSYCHOLOGICAL FACTORS AFFECTING UNIVERSITIES' STUDENTS FOOD CHOICE	Mohamad Azli bin Razali
ETAR-14-256	PERFORMANCE PROFILING OF YOUNG TENNIS PLAYERS	Mohamad Rahizam Abdul Rahim

**Tea Break (10:30 am – 10:45 am)**

**DAY 02 Wednesday (November 26, 2014)**

**Session 2 (10:45 am – 01:00 pm)**

**Venue: Room 1**

**Session Chairs: Dr Maryam Davodi-Far & Edhe Irma Susanty**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-195	COMMUNICATION ACTIONS IN DEMOCRACY DELIBERATIVE RESEARCH	Dedi Kurnia Syah Putra
ETAR-14-196	THE IMPACT OF BRAND TRUST ON BRAND LOYALTY WITH MEDIATION OF CUSTOMER SATISFACTION AT TOKOBAGUS.COM	Citra Kusuma Dewi
ETAR-14-207	THE INFLUENCE OF KPOP CHRISTMAS FESTIVAL EVENT OF INTEREST TO VISIT IN BALI MALL GALERIA	Purnamasari, Rina, R.A.
ETAR-14-208	BRAND PERSONALITY INFLUENCE TOWARD BUYING INTENTION – THE CASE OF “CONVERSE” FROM STUDENTS’ PERCEPTION IN BANDUNG	Rubiyanti, Nurafni
ETAR-14-209	CUSTOMER SATISFACTION ANALYSIS OF SERVISCAPE IN SIERRA CAFÉ & LOUNGE BANDUNG	Farah Oktafani
ETAR-14-227	THE INFLUENCE OF BRAND AWARENESS AND PERCEIVED QUALITY TO THE PURCHASE DECISION ( CASE STUDY IN CIPAGANTI TRAVEL – BANDUNG )	Iskandar, Dadang
ETAR-14-238	EXPLORING MICROBLOGGING CONTENT BUSINESS OF A SUCCESSFUL MAGAZINE IN INDONESIA	Erni Martini,

**Lunch Break (01:00 pm – 02:00 pm)**



**DAY 02 Wednesday (November 26, 2014)**

**Session 2 (10:45 am – 01:00 pm)**

**Venue: Room 2**

**Session Chairs: Deden Wirarsyah & Dr Rezian Muhammad**

**TRACK D: ENGINEERING**

ETAR-14-218	MAPPING, SEARCHING AND ROUTING TELECOMMUNICATIONS DEVICE USING GOOGLE API	Eka Widhi Yunarso
ETAR-14-219	WEBSITE IN INDONESIAN RADIO BROADCASTING INDUSTRI : LIVE STREAMING AND PODCASTING	Harliantara
ETAR-14-221	ENHANCED SIMPLIFIED HYBRID, ENERGY-EFFICIENT DISTRIBUTED CLUSTERING	Sidik Prabowo
ETAR-14-250	SAFETY CRITICAL COGNITIVE RADIOS WIRELESS SENSOR NETWORK FOR UAV HEALTH MONITORING	Nina Hendrarini
ETAR-14-285	CONFLICT RESOLUTION ANALYSIS OF WASTE-BASED POWER GENERATION CONSTRUCTION PLAN'S CONFLICT IN GEDEBAGE, BANDUNG CITY USING GRAPH MODEL FOR CONFLICT RESOLUTION (GMCR)	Dini Turipanam Alamanda
ETAR-14-304	IMAGE PROCESSING, OPTIMIZATION OF JPEG2000 IMAGE COMPRESSION STANDARD	Zarka Lazuardi

**Lunch Break (01:00 pm – 02:00 pm)**



**DAY 02 Wednesday (November 26, 2014)**

**Session 2 (10:45 am – 01:00 pm)**

**Venue: Room 3**

**Session Chairs: Astadi Pangarso & Lucy Pujarasi**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-229	NEW MODEL OF E-LEARNING BASED ON KNOWLEDGE MANAGEMENT SYSTEM	Nyoman Bogi Aditya Karna
ETAR-14-230	THE EFFECT OF EMPLOYEE SATISFACTION ON CUSTOMERS SATISFACTION	Suryawardani, Bethani.
ETAR-14-237	THE ACCEPTANCE OF TECHNOLOGICAL INOVATION BY THE ACADEMICS (A STUDY ON MBTI LECTURERS – TELKOM UNIVERSITY)	Khairani R Siregar
ETAR-14-244	CORPORATE DIVERSIFICATION AND CASH HOLDING	Noorlaily Fitdiarini
ETAR-14-277	A CONCEPTUAL MODEL OF HOSPITAL ACCOUNTABILITY IN INDONESIA AT HOSPITAL REFORMATION ERA	Indrianty Sudirman

**Lunch Break (01:00 pm – 02:00 pm)**



**DAY 02 Wednesday (November 26, 2014)**

**Session 3 (02:00 pm – 03:30 pm)**

**Venue: Room 1**

**Session Chairs: Dr Trisha Gilag Saraswati & Mahir Pardana**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-239	THE EFFECT OF THE SERVICE QUALITY TOWARDS THE STUDENT LOYALTY AT THE ADVENT UNIVERSITY, BANDUNG	Rolyana Feriniaa,
ETAR-14-251	BUZZ MARKETING ANALYSIS OF EFFECT ON BRAND IMAGE, BRAND AWARENESS, AND PURCHASING DECISION THROUGH TWITTER	Hanifa, Fanni Husnul
ETAR-14-253	THE INFLUENCE OF CUSTOMER SATISFACTION ON REPURCHASE INTENTION THROUGH BRAND PREFERENCE AS INTERVENING VARIABLE	Heppy Millanyani
ETAR-14-258	ANALYSIS OF POLITICAL MARKETING ON LEGISLATIVE ELECTION	AMA Suyanto
ETAR-14-254	RELIGIOUS COMMITMENT AND INDONESIAN MUSLIM CONSUMER BEHAVIOR (CASE STUDY IN BANDUNG, WEST JAVA)	Heppy Millanyani
ETAR-14-255	EFFECT OF TRAINING ON EMPLOYEE PERFORMANCE AT ELECTRICAL STATE OWNED COMPANY IN BANDUNG	Astadi Pangarso

**Tea Break (03:30 pm – 04:00 pm)**

**Closing Ceremony (04:00 pm - 04:30 pm)**

**Venue: Room 1**

**End of the Conference**



**DAY 02 Wednesday (November 26, 2014)**

**Session 3 (02:00 pm – 03:30 pm)**

**Venue: Room 2**

**Session Chairs: Adhe Susanty & Arry Widodo**

**TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

ETAR-14-261	THE ALLURE OF CELEBRITY ENDORSERS AND 'HALAL' CERTIFICATES ON CUSTOMERS' BUYING INTEREST	Putu Nina Madiawati
ETAR-14-264	INFLUENCE OF PERSONALITY FACTORS ON PURCHASE INTENTION OF COUNTERFEIT JERSEY AMONG ENGLISH PREMIER LEAGUE (EPL) FANS	Khairulzaman Hamin
ETAR-14-276	CUSTOMER RELATIONSHIP MANAGEMENT MODEL FOR HIGHER EDUCATION INSTITUTION IN INDONESIA	Erda Guslinar Perdana
ETAR-14-287	CONSUMER COMPLICITY WITH COUNTERFEIT PRODUCTS IN INDONESIA	Sharif, Osa Omar
ETAR-14-267	EMPLOYABILITY OF HOTEL AND RESTAURANT MANAGEMENT GRADUATES FROM SY 2008-2010: BASES FOR COMPETENCY ASSESSMENT AND PROGRAM ENHANCEMENT	Shiela Escartin

**Tea Break (03:30 pm – 04:00 pm)**

**Closing Ceremony (04:00 pm - 04:30 pm)**

**Venue: Room 1**

**End of the Conference**

**DAY 02 Wednesday (November 26, 2014)**

**Session 3 (02:00 pm – 03:30 pm)**

**Venue: Room 3**

**Session Chairs: Dr Rovelina & Dr Silvia Ambag**

**TRACK B: SOCIAL SCIENCES & HUMANITIES**

ETAR-14-154	THE RELIGIOUS LITERACY PROBLEM OF KAZAKHSTAN YOUTH	Nagima Baitenova
ETAR-14-166	FOOD BLOG: A NEW TREND IN FOOD WRITING	Farina Nozakiah Tazijan
ETAR-14-171	DEVELOPMENT OF SYSTEM DYNAMICS MODELING AND SIMULATION FOR SUSTAINABLE FOOD SECURITY POLICY IN INDONESIA	Teten W. Avianto
ETAR-14-260	MOTIVATION, TASK ORIENTATION AND EGO ORIENTATION INFLUENCE PHYSICAL FLOW EXPERIENCE AMONG GOLFER	Dr Rezian-na Muhammed Kassim
ETAR-14-270	AMBIVALENCE AND SUPPRESSED MEMORIES EXPLORED IN JOSEPH BRODSKY'S LESS THAN ONE	Allan D. Tipan

**Tea Break (03:30 pm – 04:00 pm)**

**Closing Ceremony (04:00 pm - 04:30 pm)**

**Venue: Room 1**

**End of the Conference**

## LIST OF CONFERENCE ATTENDEES

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

	<b>Name</b>	<b>Affiliation</b>	<b>Country</b>
<b>1</b>	Budi Lamakka	Hasanuddin University, Indonesia	Indonesia
<b>2</b>	Julia Yunus	Hasanuddin University, Indonesia	Indonesia
<b>3</b>	Muh. Taslim	Hasanuddin University, Indonesia	Indonesia
<b>4</b>	Muh. Jabir	Hasanuddin University, Indonesia	Indonesia
<b>5</b>	Erwin Azizi Jayadipraja	Hasanuddin University, Indonesia	Indonesia
<b>6</b>	Budy Utomo	Hasanuddin University, Indonesia	Indonesia
<b>7</b>	Budi Lamakka	Hasanuddin University, Indonesia	Indonesia
<b>8</b>	Dr. Ridwan Amiruddin	Hasanuddin University, Indoneisa	Indonesia

