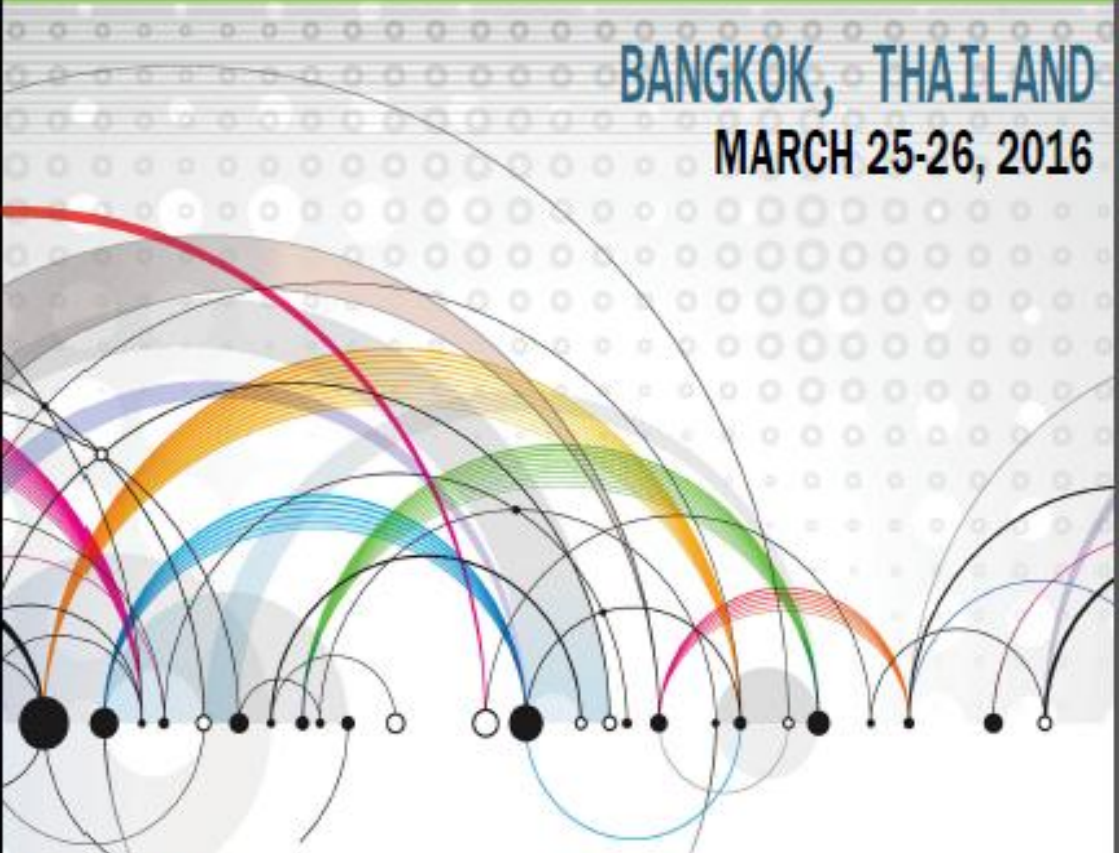


3rd International Conference On
Trends in Multidisciplinary
Business and Economic Research
TMBER

BANGKOK, THAILAND
MARCH 25-26, 2016



Organized by:



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Researching and Developing for Humanity

3rd International Conference on Trends in Multidisciplinary Business and
Economic Research (TMBER-March, 25-26, 2016)
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Global Illuminators, Kuala Lumpur, Malaysia.



TMBER 2016

Conference Proceeding

Book of Papers

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Trends in Multidisciplinary Business and Economic
Research**

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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 (PhD)

3rd International Conference on “Trends In Multidisciplinary business &Economic Research” (TMBER-2016) serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the regional and global challenges faced by our societies. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe, these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face and interact with other renowned scholars for possible future collaborations.

I am really thankful to our honourable 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 back 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 for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Type of TMBER Papers

For this year, TMBER has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researcher and reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute in the scientific body of knowledge. Contrary, Inside papers meet the needs of policy makers and professionals and reviewed on the basis of high practical standards. The objective of the Insight is to identify the real world problems and how can solve with the help of information systems.

Reviewing Criteria

In TMBER all papers are used to judge on the criteria (relevance, significance, originality, validity and clarity). However some criteria differ between the Research papers and Insight papers.

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

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

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

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

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

Acceptance Rates

Full Research Papers				
Submitted Papers	Accepted Papers	Withdrawn	Unqualified papers	Acceptance Rate
62	32	5	3	51.6%

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Acknowledgment

A huge numbers of people helped in conducting the conferences. First of all thanks to all the members of the Conference and Program Committee and representatives of the TMBER board and their helpers. We also want to thank all the Track Chairs, Track Co-Chairs and reviewers, as well as all the member 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 TMBER tradition.

Farooq Ahmed Jam (PhD), Tariq Iqbal Khan (PhD)
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TMBER 2016 Keynote Speakers

Asst. Prof Dr. Pornthipa Ongkunaruk



Dr. Pornthipa Ongkunaruk is Assistant Professor in the Department of Agro-Industrial Technology of the Faculty of Agro-Industry, Kasetsart University, Thailand. Established in 1943 to promote subjects related to agricultural science, the Kasetsart University was the first agricultural university in Thailand. She graduated in Agro-Industrial Product Development with a first class honors from the Faculty of Agro-Industry, Kasetsart University. She got her master in Industrial Engineering from Asian Institute of Technology (AIT) with James A. Linen III Memorial Prize. Then, she got her Ph. D. in Industrial and Systems Engineering at Virginia Polytechnic Institute and State University in 2005. Her teaching and research interests are agri food supply chain management and simulation.

Her publications are in Supply Chain Management, Operations Research and Simulation in Agro-Industry area. She has authored and contributed to many research such as A genetic algorithm for a joint replenishment problem with resource and shipment constraints and defective items, The study of business process and decision support of raw milk blending for a collecting centre in Thailand, Productivity Improvement Based Line Balancing: A Case Study of Pasteurized Milk Manufacturer, Coconut sap pickup problem with time windows: a case study, An ECRS-Based Line Balancing Concept: A Case Study of a Frozen Chicken Producer, Simulation for Transport Pallet Cost Reduction in Pet

Food Manufacturing: An Empirical Case Study, EOQ models for a coordinated two-level international supply chain considering imperfect items and environmental impact, Logistics Cost Structure for Mangosteen Farmers in Thailand, The Asymptotic Worst-Case Ratio of the Bin Packing Problem by Maximum Occupied Space Technique, Quality and Safety Aspects in HORECA Supply Chain, A Study of Large Scale Food Services Best Practices in Thailand: a Case Study of HORECAs, A Strategic Warehouse Decision: a Case Study for a Thai Exporter in the US, Business Process Analysis and Improvement for a Raw Milk Collection Centre in Thailand, Best Practices for Thai Farmers to Improve Coconut Sap Quality Using Experimental Design.

TMBER 2016 Track's Chairs

Business Management & Economic Studies

Sonto Maputle & Abu Taher, Naoufel Kraïem & Yung-Lan Yeh

Social Science & Humanities

David Ramamonjisoa & R.A.S. Weerasiri

Health and Medicine Studies

Abdul Aziz Bin Mohd Azoddein & Firmansyah

Engineering & Technology Studies

Abu Taher & Dr. Cheung Chun-Ho Terence

Physical, Applied and Life Sciences

Abu Taher & Dr. Cheung Chun-Ho Terence

TMBER 2016 Panels

Theoretical and Analytical Issues in Business & Economic Research

Moderator: Dr. Pornthipa Ongkunaruk, Dr. Farooq Ahmed Jam

Formulation of dynamic theories and processes is a crucial component in Business and Economic research. In this Panel Discussion these issues and various dimensions of processes will be conferred. These dimensions are continuity, magnitude of change, rate of change, trend, periodicity and duration. Further Panellists are encouraged to investigate the dynamic relations between sets of variables including rate of change, magnitude of change, lag and permanence.

There will be multiple scholars from different area of interests who will explore researchers' opinions and experiences about typology of analytical alternatives for studying dynamic processes and longitudinal research data.

Best Paper Nominee List

Bases of Market Segmentation Success: A Marketing Decision Makers Perspective

Visser, Johannes Hendrik, Ngwane, Tommy
University of South Africa (UNISA)

Factors Influencing on Purchase Intention of Organic Food Products in Sri Lanka

Weerasiri, Ranasinghe Arachchige, Sudath, Maldeniya Dharshana*
University of Kelaniya, Sri Lanka

The Determinants of Effective Fund Utilization to Improve the Organizational Performance of Small and Medium Sized Enterprises (SMEs): The Study Based on ADB funded SMEs in Sri Lanka

Dilesha Perera,
University of Kelaniya, Sri Lanka

An Intentional Approach for Service-oriented Computing

Naoufel Kraïem, Zuhoor Al-khanjari*
University Sultan Qaboos, Muscat, Oman

An Overview of Potential Artificial Intelligence (AI) Application Areas

Ahmad Salahuddin
University of Zimbabwe, Harare, Zimbabwe

Integrated Production and Distribution with Perishability Management in Logistics System

Minh Ho Ngoc^{}, Narameth Nananukul*

School of Manufacturing Systems and Mechanical
Engineering, Sirindhorn International Institute of Technology

Descriptive Study of Health Insurance Coverage in Village to Mpobulu, Rumbia Sub District, Jeneponto, Indonesia

Nurauliah Rahmah

Hasanuddin University, Makassar, Indonesia

The Management of Disaster in Indonesia

Siti Fatmala Rezeki^{}, Nur Arifah*

Hasanuddin University, Makassar, Indonesia

Knowledge, Attitude and Behavior about Hand Washing of Using Soap Before and After Health Promotion On 3-5 Graders of Kassi-Kassi Elementary School Jeneponto Regency South Sulawesi

Nur Indahsari

Hasanuddin University, Makassar, Indonesia

Effect of Mercury Concentration on *P. putida* Growth in Mercury Removal

Abdul Aziz Bin Mohd Azoddein^{}, Rosli Bin Mohd Yunus, Nik
Meriam Bt Nik Sulaiman, Ahmad Bazli Bin Bustary, Faten
Ahada Mohd Azli*

University Malaysia Pahang, Malaysia

**Sustainable City: Unlock the Hidden Cradle of
Community Well-being and Happiness in Urban
Residents in Putrajaya Malaysia**

Mohd Rusli Jacob, Musa Haruna^{}, Ahmed M. Abdullah,
Mohd Y Ishak*

Universiti Putra Malaysia, Serdang, Selangor, Malaysia

**Curriculum Linked Video (CLV) as a Tool for English
Language Teaching (ELT) at Secondary School
Classrooms in Bangladesh**

*Abu Taher, Dr. Prithvi N. Shrestha, Mizanur Rahman,
A.K.M Iftekher Khalid*

Treasurer, Bangladesh Open University, Bangladesh

Tmber 2016 Best Paper Award Winners

Effect of Mercury Concentration on *P. putida* Growth in Mercury Removal

Abdul Aziz Bin Mohd Azoddein, Rosli Bin Mohd Yunus, Nik Meriam Bt Nik Sulaiman, Ahmad Bazli Bin Bustary, Faten Ahada Mohd Azli
University Malaysia Pahang, Malaysia

Factors Influencing on Purchase Intention of Organic Food Products in Sri Lanka

Weerasiri, Ranasinghe Arachchige, Sudath, Maldeniya Dharshana
University of Kelaniya, Sri Lanka

The Management of Disaster in Indonesia

Siti Fatmala Rezeki, Nur Arifah
Hasanuddin University, Makassar, Indonesia

Sustainable City: Unlock the hidden cradle of Community Well-being and Happiness in Urban residents in Putrajaya Malaysia

Mohd Rusli Yacob, Musa Haruna D., Ahmed M. Abdullah, Mohd Y Ishak
Universiti Putra Malaysia Serdang, Selangor, Malaysia

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CONFERENCE PROGRAM

DAY 01 Friday (March 25, 2016)

Welcome Reception & Registration

8:15 am – 9:00 am

Opening Ceremony (09:00am – 10:30 am)

Venue: Room 1

09:00 am – 9:15 am	Welcome Remarks – Mr. Metha Shahi
09:15 am – 9:25 am	Opening Speech – Dr Farooq Ahmad Jam - Conference Chair- TMBER-2016 Executive Director- Global Illuminators
09:25 am – 9:45am	Keynote Speech- Prof Dr. Pornthipa Ongkunaruk - Agro-Industry, Kasetsart University, Thailand
09:45 am - 10:30 am	Group Photo & Award Ceremony

Grand Networking Session and Tea Break (10:30 am – 11:00 am)

DAY 01 Friday (March 25, 2016)

Session 1 (11:00 am – 1:00 pm)

Venue: Room 1

Session Chairs: Sonto Maputle & Abu Taher

Track: Business, Management & Economic Studies

TMBER-16-134	Bases of Market Segmentation Success: A Marketing Decision Makers Perspective.	Johannes Hendrik Visser
TMBER-16-139	Analysis of the Japanese Central Bank Monthly Reports and Nikkei 225 Index Monthly For Future Prediction	David Ramamonjisoa
TMBER-16-142	The Impact of Manufacturing Efficiency on the Indonesian Economic and Welfare	Firmansyah
TMBER-16-146	The Gap of Resources Allocation And Income Inequality	Nikensari, Sri, Indah
TMBER-16-151	Factors Influencing on Purchase Intention of Organic Food Products in Sri Lanka	R.A.S. weerasiri
TMBER-16-152	Strategic Approach for Sustainable CSR Initiatives in A Civil War Affected Society: A Sri Lankan Perspective	Ajith Medis

Lunch Break (1:00 pm – 2:00 pm)

DAY 01 Friday (March 25, 2016)
Session 1 (11:00 am – 1:00 pm)
Venue: Room 2

Session Chairs: Farooq Ahmed Jam & Cheung Chun-Ho Terence

Track: Engineering, Technology, Physical and Applied Sciences

TMBER-16-112	Integrated Production and Distribution with Perishability Management in Logistics System.	Minh Ho Ngoc
TMBER-16-133	CFD Simulation of S1210 High-Lift Wing Aerodynamic Properties for UAV	Yung-Lan Yeh
TMBER-16-140	A Novel Chord-Based Safety Data Sharing and Search Mechanism in VANET	Chia-Sheng Tsai
TMBER-16-141	Effect of Mercury Concentration on <i>P. putida</i> Growth in Mercury Removal	Abdul Aziz Bin Mohd Azoddein

Lunch Break (1:00 pm – 2:00 pm)

DAY 01 Friday (March 25, 2016)
Panel Discussion Session (2:00 am – 3:00 pm)

Venue: Room 1
Panel Discussion on

“Theoretical and Analytical Issues in Business & Economic Research”

Panellists	Dr. Farooq Ahmed Jam
	Dr. Pornthipa Ongkunaruk
Participants	All Participants

DAY 01 Friday (March 25, 2016)

Session 2 (3:00 am – 4:30 pm)

Venue: Room 1

Session Chairs: Naoufel Kraïem & Yung-Lan Yeh

Track A: Business, Management, Economic & Social Sciences

TMBER-16-153	The Impact of Digital Marketing Tools on Customer Buying Decision: An Empirical Study in Sri Lankan Fashion Retail Industry	W.M.C.B. Wanninayake
TMBER-16-154	The Determinants of Effective Fund Utilization to Improve the Organizational Performance of Small and Medium Sized Enterprises (SMEs) : The Study Based on ADB funded SMEs in Sri Lanka	Dilesa Perera
TMBER-16-136	Curriculum Linked Video (CLV) as a tool for English Language Teaching (ELT) at Secondary School Classrooms in Bangladesh	Abu Tahir
TMBER-16-122	Evaluation Of Faculty Employment Policies Using Hybrid Markov Chain Model	Rahela Abdul Rahim

Tea Break: 4:30 pm – 4:45 pm

DAY 01 Friday (March 25, 2016)

Session 2 (3:00 pm – 4:30 pm)

Venue: Room 2

Session Chairs: Abdul Aziz Bin Mohd Azoddein & Firmansyah

Track: Health and Medicine Studies

TMBER-16-116	Negative Correlation Between Age of Subjects and Length of the Appendix In Bangladeshi Males	Sheikh Muhammad Abu Bakar
TMBER-16-127	Views of Married Women Regarding Condom Use Within Marriage Life at Selected Clinics of Vhembe District, Limpopo Province, South Africa	Sonto, Maputle
TMBER-16-157	The Management of Disaster In Indonesia	Siti Fatmalarezeki,
TMBER-16-158	Knowledge, Attitude and Behaviour About Hand Washing of Using Soap Before and After Health Promotion on 3-5 Graders of Kassi-Kassi Elementary School Jeneponto Regency South Sulawesi	Nur Indahsari
TMBER-16-160	Descriptive Study of Health Insurance Coverage in Village Tompobulu, Rumbia Sub District, Jeneponto, Indonesia	Nurauliah Rahmah

Tea Break: 4: 30 pm – 4:45 pm

DAY 01 Friday (March 25, 2016)

Session 3 (4:45 – 5:45pm)

Venue: Room 1

Session Chairs: Farooq Ahmed Jam & Pornthipa Ongkunaruk

Doctoral Colloquium

Closing Ceremony: 5:45 to 6:15pm

TMBER-16-155	The Impact of Celebrity Endorsement toward Brand Image with Special Reference to Men's Wear Apparel in Sri Lanka	Rashinda, Nissanka Arachchige Don, Malshan
TMBER-16-112	Integrated Production and Distribution with Perishability Management in Logistics System.	Minh Ho Ngoc
TMBER-16-143	Behaviour of Job Seekers Model At Labour Market in Central Java Province	Fx Sugiyanto & Dody Setyadi
TMBER-16-157	The Management of Disaster In Indonesia	Siti Fatmalarezeki,
TMBER-16-158	Knowledge, Attitude and Behaviour About Hand Washing of Using Soap Before and After Health Promotion on 3-5 Graders of Kassi-Kassi Elementary School Jeneponto Regency South Sulawesi	Nur Indahsari
TMBER-16-160	Descriptive Study of Health Insurance Coverage in Village Tompobulu, Rumbia Sub District, Jeneponto , Indonesia	Nurauliah Rahmah

LIST OF CONFERENCE ATTENDEES

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

ID	Name	Affiliation	Country
TMBER-16-109A	Vdovichenko Yurii Petrovich	Member correspondent of National Academy of medical Sciences of Ukraine	Ukraine
TMBER-16-161A	Cheung Chun-Ho Terence	University of Hong Kong	Hong Kong

DAY 02 Saturday, (March 26, 2016)

“CITY TOUR”

Gathering of Participants at the Lobby of Holiday Inn, Bangkok Silom,
Thailand at 2:00 pm

Departure: 2:30 pm for City Tour

Drop Back at Holiday Inn, Bangkok Silom, Thailand, 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 on day 1 of conference.



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TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES



Bases of Market Segmentation Success: A Marketing Decision Makers Perspective

Visser, Johannes Hendrik*

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Abstract

Market segmentation, as an important instrument in strategic marketing and regarded as a key element of marketing strategy (Palmer and Millier 2004) (Hooley, Piercy, and Nicoulaud 2012). It is viewed as a basis for superior financial performance (Cravens and Piercy 2013). In marketing literature, it is often also referred to as marketing's Segmentation, Targeting and Positioning (STP) process. For a while now, there is criticism against market segmentation's usefulness to marketing practitioners by marketing academics. For instance, Foedermayr and Diamantopoulos' (2008) analysis of market segmentation practices indicated a need for market segmentation research that could be generalized with more confidence. Their literature review revealed that most segmentation research deals with how it should be done and not with how it is actually done. (Reibstein, Day, and Wind 2009) asserted that marketing academics neglect to develop applicable models for critical and strategic marketing issues and have created a vacuum between academics and their marketing counterparts in practice. After his research (Quinn 2009) concluded that there is little practical advice in marketing literature for marketers on how to choose variables, identify segments, controlling performance in segments or how to follow a process in doing all this. The research was based on segmentation practices from apparel retail managers in the United Kingdom. Lastly, Harrison and Kjellberg (2010) concluded that there could be other ways to segment markets than what the segmentation literature process suggests. While marketing theory suggests that market segmentation is a determinant of marketing success, it is not clear to what extent marketing decision makers share this sentiment.

Keywords: Market Segmentation. Application of Theory. Management Practice

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The Impact of Manufacturing Efficiency on the Indonesian Economic and Welfare

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Abstract

The manufacturing is a leading industry in the Indonesian economy. Within the framework of linkages between industries, the manufacturing has a high linkage to other industries. One of the important issues faced by the manufacturing industry is the un-optimal level of technical efficiency. These conditions have an impact on the ineffectiveness of the manufacturing industry in supporting macroeconomic performance, especially acceleration of economic growth, employment and social welfare. By a dynamic recursive - Computable General Equilibrium (CGE) model for the Indonesian economy, this study estimates impact of the increase of efficiency in manufacturing industries, and the combination with the increase of efficiency in transportation industries toward the macroeconomic and industrial performance in 2025. The simulation results demonstrates that the more efficient the Indonesian manufacturing industries, the higher the macroeconomic performance, but accompanied by prices increase and exchange rate appreciation, The increase of efficiency in manufacture and transportation industries lead the increase of the welfare of all groups of households, and the decline in employment in all types of labor except the operator.

Keywords: Computable General Equilibrium; Efficiency; Manufacture; Economic Impact; Indonesia.

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Behavior of Job Seekers Model at Labour Market in Central Java Province

Dody Setyadi^{1*}, Fx Sugiyanto², Firmansyah³
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Abstract

This study aims to determine the model of the behaviour of job seekers to determine the influence of age, gender, status as head of household, income for job seekers looking for work, education levels and wages to the duration. The approach used is srch theory which assumes that job seekers during the search for work will pay the cost of looking for work, menenrima income as job seekers in order to sustain such charges, received a number of job offers and will stop the job search if the additional cost of searching for cooperation with the additional revenue that will be received or offered wages equal to the reservation wage set the job seekers (Stigler, 1962; Mc Call, 1970; Fitzgaard, 1998). Results from this research suggest that age, pedapatan job seekers, education level and the market wage is a positive effect, otherwise the status as head of the family and gender negative effect means semakin old age, the higher the income, the higher education and the higher market wage will be longer individuals are on time for work. Instead of job seekers male and status as head of the household would sooner be on time for work. Of the independent variables are involved, there are two variables that are not significant to a long search for work is the variable age and education categories graduated from high school. The implications of this research shows the importance of stakeholders easier access to job information, facilitate the maintenance requirements of jobseekers, giving knowledge and skills renewal encourage the opening of the business climate for job seekers who want to be entrepreneurs, to help job seekers in shortening the long search for a job.

Keywords: Model the Behaviour of Job Seekers, Search Theory and Duration of Unemployment.

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The Gap of Resources Allocation and Income Inequality

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Abstract

In recent years, many countries have a Gini index above 0.4, a quantity index that get warning limit by UNDP. According to the development of the theory of welfare economics (first theorem), income inequality occurs because the allocation of resources in a country is not distributed equitably. Research with the data from Indonesia, aims to prove that the increase in resource allocation gap will increase income inequality. There are Education Gap, Labor Skill Mismatch and Credit Allocation Gap that are developed and derived from the gap of resources allocation.

Using data from all provinces in Indonesia during 2007-2013, the results of data processing of each variable indicates that the gap of resources allocation has increased during the years of the study. The results of the panel data analysis shows that all independent variables have a positive effect on income inequality. The results of this study prove that in achieving welfare, it is necessary to allocate resources efficiently (first theorem) and equitably, especially for the lower levels of society. The results also proved that to look at the causes of income inequality in the process of economic growth, we recommend using a variable gap.

Keywords: First Theorem, Income Inequality, Gap of Resources Allocation.

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Factors Influencing on Purchase Intention of Organic Food Products in Sri Lanka

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Abstract

Organic food industry currently has become one most emerging markets around the world. Considering the recent economic growth in Sri Lanka, agricultural sector inclusive of organic food industry, holds a significant portion over the contribution to economic growth. However Sri Lanka being one of the largest exporters in agricultural sector, understanding the potential behaviour of the consumers regarding organic food products is vital to expand the industry. Hence the aim of this study is to analyse and discuss the organic food market and customer purchasing intention in Sri Lankan context. This research study is descriptive in nature and data has been collected from 150 respondents. Secondary data were collected through rigorous literature review. Primary data were collected through a consumer survey conducted in western province using a structured questionnaire. Stratified random sampling method was used to select the respondents for the survey. Collected data were analysed using mean analysis, frequency measures and regression. SPSS version 16.0 was used as software package to analyse the data. However based on the research outcome, marketing mix and pre purchase related factors have a clear positive relationship with the customer purchasing intention of organic foods. Hence the recommendation and insights for strategies have been provided via the study that can be used by organic food manufacturers in accordance with their business situation to maximize benefits for their business.

Keywords: Purchase Intention, Marketing Mix, Organic Food, Sri Lanka

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The Impact of Digital Marketing Tools on Customer Buying Decision: An Empirical Study in Sri Lankan Fashion Retail Industry

W.M.C.B. Wanninayake*

University of Kelaniya, Sri Lanka

Abstract

In present-day, millions of tweets are sent, millions of contents are shared on Facebook, and millions of search queries are made on Search engines like Google and Yahoo etc, millions of videos are uploaded to Youtube, thousands of websites are created. Businesses see immense new opportunities and are eager to tap in to the trend, whereas consumers are put at the centre in the business world due to digital marketing tools. There are plenty of studies which explain the reasons to tap into digital marketing platforms and achieving better position in exchanging messages, but very few intend to study from the customer's perspectives. This difference is because oftentimes, customers feel differently from what marketers think about these digital marketing platforms. The objective of this research is to find how, why, when and where digital marketing tools can impact on customer buying decision process. The common online marketing tools such as Social media Marketing, E-mail Campaigns, Online banners, Mobile Applications, and Website marketing were considered as independent variables for the study and consumer buying decision was considered as dependent variable. Accordingly quantitative research method was adapted and the data was gathered among 100 regular fashion customers via a survey using a questionnaire. As the study was designed to vindicate how digital marketing tools influence on customer buying decision at each stage in the buying process, correlation analysis was employed as main statistical tool for testing hypotheses. The findings indicate that individuals actively enrol with all digital platforms in each step in the buying decision process. Finally, researcher has given some recommendations for improving performances of fashion retailers by effective application of digital marketing tools.

Keywords: Digital Marketing, Customer Buying Decision, Social Media Marketing, Mobile Applications, and Website Marketing

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The Impact of Celebrity Endorsement toward Brand Image with Special Reference to Men's Wear Apparel in Sri Lanka

Rashinda, Nissanka Arachchige Don, Malshan^{1*}, Weerasiri, Ranasinghe Arachchige, Sudath²
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Abstract

The working men take a significant role in the function of wearing formal wear apparel for day to day office. Number of factors affects the working men in selecting fashionable, quality apparel in order to fulfil their daily clothing needs. The clothing gives men confidence, more personality and more winning attitude for their day-to-day office work. Celebrities have been endorsed in modern apparel advertisements in order to thrive these needs and pass the level of confidence through celebrities. This study attempts to measure the impact of celebrity of endorsement on brand image with reference to men's wear formal apparel brands. For this research, 150 male respondents were selected by using systematic random sampling method. The data analysis was done using correlation, regression, and rank order by with the help of SPSS package version 23.0. According to the findings, celebrity endorsement and brand image are positively correlated. The study was conducted of focusing on three main attributes of celebrities. Those celebrity attributes were attractiveness, expertness and trust worthiness. When considering the research findings, it shows how the preferences towards men's wear apparel products (Shirts, ties, trousers) have been shifted over time in the modern era. The research findings reveal the most preferred local apparel brand in Sri Lanka, Namely 'Emerald'. Further it suggests changing the celebrities time to time, rather depending only on cricketers, where the cricketers have been always used for other advertisements as well and suggests moving on towards musicians and actors in order to give the same message with different personalities.

Keywords: Celebrity Endorsement, Brand Image, Men's Wear Apparel

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Analysis of the Japanese Central Bank Monthly Reports and Nikkei 225 Index Monthly for Future Prediction

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Abstract

In this paper, we present the result of our experiment on finding the correlation between the monthly report issued by the Central Bank of Japan and the Nikkei 225 index monthly summary. We collected all monthly reports available online from December 1997 (around 30 years) and extracted several features concerning the content (term frequency, specific economics and financial terms, n-grams). For the Nikkei index, we put the data as monthly moving average and categorize each month into two classes (positive or negative) for moving up or down. We train a classifier such as Support Vector Machine (SVM) to assign the reports into Nikkei index class (0 for negative and 1 for positive). Then we use the classification model to predict the Nikkei index class giving a monthly report. We achieve 60% accuracy for 12 months period of test reports on Japanese language reports and above 90% on training data on English report texts. Our first conclusion is that the central bank reports analysis can give some hints to Nikkei index trends. The reports should be added to other indicators in global economy to further enhance the results.

Keywords: Japanese Central Bank reports, Nikkei 225 index, Prediction, Analysis.

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Strategic Approach for Sustainable CSR Initiatives in A Civil War Affected Society: A Sri Lankan Perspective

Ajith Medis*

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Abstract

With many developments among scholars in the world, one school of thoughts believe CSR should be used mainly as a social endeavour and the others think it should be linked to the corporate strategy for financial performance. In this context, this paper aims to observe how strategic approach of CSR initiatives leads to sustainability specially an environment where economic wounds are been settling and new opportunities are been evolving after a 30 year long civil unrest in a society. The strategic antecedents recognized in this model are resource mobilization, market development and customer orientation and the study attempts to identify the core strategic focus of those in building CSR initiatives for sustainability. Accordingly, total of 360 shareholders/investors and managers among 40 corporates who were involved in CSR activities during 05 years after a long civil war in Sri Lanka was sampled. It has found that implementing CSR initiatives strategically aiming both resource mobilization and market development tend to support sustainability of those initiatives but aiming customer orientation has less impact otherwise. In conclusion, it is advisable for corporates to approach CSR initiatives strategically gaining a return to both the society and for them and also it is important that governments too support those initiatives in rebuilding process.

Keywords: Strategic CSR, Sustainability, Rebuilding, Resource Mobilization and Market Development.

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The Determinants of Effective Fund Utilization to Improve the Organizational Performance of Small and Medium Sized Enterprises (SMEs) : The Study Based on ADB funded SMEs in Sri Lanka

Dilesha Perera*

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Abstract

The Small and Medium Enterprises (SME) sector has been identified as an important strategic sector to promote economic growth and social development in Sri Lanka where SME constitute 80 – 90 % of the total number of establishments and 20% of industrial value added. They accounts for 70% of employment generation in the business sector and play a key role in the economic development of the country, (Lin, 2009). When compared with statistics of other countries it is clear that Sri Lankan SME sector also holds an immense potential to enhance the present level of contribution made towards the economy. There are various donor agencies that are working in coordination with Government/CBSL to improve the access to finance for the SME sector. Although there had been various funding lines made available for the SME sector, the contribution made by such funding lines to the enhancement of the SME sector had not been properly evaluated. Accordingly the purpose of this study was to identify the key determinants of effective funds utilization to improve the organizational performance of SME sector in Sri Lanka. In order to achieve the purpose of the study the researcher adopted Quantitative research approach and survey method. The sample size of this study is randomly selected 50 SME's who have obtained credit facilities through ADB funding which routed through Sampth bank PLC. Data collected through a self-administrated questionnaire were analysed using both descriptive and inferential standard techniques (Mean, percentages, variations, standard deviation, correlation and regression analysis etc).According to the findings, there is a strong positive relationship between Market orientation, Leadership qualities, Perceived risk and effective funds utilization and organizational performance of SME's in Sri Lanka.

Keywords: Effective utilization, ADB funds, SMEs, Sri Lanka

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TRACK B: SOCIAL SCIENCES AND HUMANITIES



Curriculum Linked Video (CLV) as a tool for English Language Teaching (ELT) at Secondary School Classrooms in Bangladesh

**Abu Taher^{1*}, Prithvi N. Shrestha², Mizanur Rahman³,
A.K.M Iftekher Khalid⁴**

^{1,2,3} Treasurer, Bangladesh Open University

Abstract

The aim of this study is to assess the prospect of implementing Curriculum Linked Video (CLV) for effective English Language Teaching (ELT) at secondary school classrooms in Bangladesh. Video materials are widely used in many countries for ELT, which has a positive influence to improve students' communication/language skills. Currently, GoB (Government of Bangladesh) has made an effort to implement this idea as part of teaching strategies in English Language classroom practice. However, due to the weak theoretical foundation for this practice, there are numerous delicate issues in classroom practice which entails careful thoughts and reflections. This paper attempts to explore the effectiveness/impact of implementing curriculum linked video (CLV) for English Language Teaching (ELT) to propose a framework of teaching principles, strategies and tips on specific techniques of using CLV materials to facilitate ELT for secondary school classrooms in Bangladesh. The finding shows that the CLV is an essential tool for qualitative changes in the English language teaching and learning system at secondary school level of Bangladesh. The practical implication of the study was that the innovative approach to teach English using CLV lessons ultimately helps to enhance English language teaching and learning where teachers have played their role as facilitators during English language learning journey of secondary school students of Bangladesh. Finally, direction for future research is also highlighted.

Keywords: ELT (English Language Teaching), Curriculum Linked Video (CLV), Teaching Strategies, Secondary School Classroom.

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Evaluation of Faculty Employment Policies using Hybrid Markov Chain Model

Rahela Abdul Rahim^{1*}, Haslinda Ibrahim², Sahubar Ali

Nadhar Khan³, Shafawati Saad³

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Abstract

A hybrid model based on Markov chain and data interpolation is proposed for evaluating the faculty recruitment policy in higher learning institutions. The model is developed and analysed on Excel spreadsheet. New estimation of transition state for each category of manpower driven by interpolation technique is devised. The recruitment policy changes require some data needs modification while other data remains. The revised transition matrix of Markov chain can be substituted by an interpolated data for which its transition probability matrix can be used as an equation solver to calculate mean time estimation for each category of faculties. The hybrid model results are then compared to the classical Markov chain result for both old and new policies by means of mean time estimation. Two scenarios were considered in the study; scenario 1 was based on historical data pattern between year 1999 – 2014 and scenario 2 was based on the new policies. The results showed the possibility average length of stay by position for both scenarios. The hybrid model shows the projection number of faculties in order to reduce the mean time at each category, if the new policies were to introduced. This study analyse the result of mean time estimation for faculties using classical Markov chain and hybrid Markov chain model. The numerical results showed that the hybrid Markov chain model presented lower mean time estimation than the classical Markov chain model.

Keywords: Markov Chains, Excel Spread Sheet, Matrix Transition Diagram, Interpolation

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TRACK C: ENGINEERING & TECHNOLOGY STUDIES



Integrated Production and Distribution with Perishability Management in Logistics System

Minh Ho Ngoc^{1*}, Narameth Nananukul²

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Abstract

In a competitive business, perishability management is a critical role of supply chain in a variety of industries such as food and agriculture industries. Hence, the consideration of freshness of products in perishability management system is a key element for producers to improve customer satisfaction and gain more competitive advantage. In order to satisfy customers' demands of multiple perishable products in the planning horizon, a Production-Inventory-Routing problem (PIRP) that considers shelf life dependent loss function is proposed. In this research, a Mixed-Integer-Linear Programming (MILP) model is developed to handle the integration of production problems and distribution problems with perishability consideration. The objective model is to minimize loss of product value caused by deterioration and the supply chain costs such as setup and productions costs, inventory and delivery costs. The model can be used to determine optimal solution for production plan as well as distribution plan for each perishable product over the planning horizon. Numerical results are provided in order to show the applicability of the proposed model.

Keywords: Perishability Management, the Integrated Production and Distribution with Perishability, Multiple-Product Planning, PIRP.

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A Novel Chord-Based Safety Data Sharing and Search Mechanism in VANET

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Abstract

In recent years, the VANET (Vehicular Ad-hoc Network) technique is important and extensively discussed in many applications. In this paper, a novel file searing mechanism of VANET is presented. This mechanism contains two major issues: the overlay network and the packets situation. The presented mechanism focuses on file search in the overlay network. This paper employs the Chord protocol and then uses Agent and clustering techniques to reduce query message and more efficiently provide files on a Chord ring. Our file search mechanism is based on Chord algorithm which is proposed by MIT. In packets situation issue, this paper present discussions about the effect of the proactive and reactive routing protocols. The proposed scheme can be used to share driving video records of each vehicle when these vehicles are neighbored the locations of traffic accidents for accident investigation. The driving video records can be more easily obtain through our proposed Chord-based scheme. Besides, the proposed scheme also can be employed to other vehicle file sharing and search applications and can obtain more performance than traditional schemes. In experiments, NS2 is used to simulate a vehicle which is downloading the file from another vehicle in the city environment. The simulation results show that the presented mechanism can work well in the peer to peer (P2P) or vehicle to vehicle (V2V) communication.

Keywords: VANET, File Sharing, File Search, Chord, Peer To Peer (P2P), Vehicle To Vehicle (V2V)

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CFD Simulation of S1210 High-lift Wing Aerodynamic Properties for UAV

Yung-Lan Yeh^{1*}, Lu-Qi Zhang², Tang-Cheng Chen³
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Abstract

The performance of traditional wing used for UAV flying in low-speed and bad weather is not well especially in rescue work. It is also limited to its material and production work. For special mission requirement, UAV must fly in bad weather and high head wind. Because of its obvious camber effect, the performance in low-speed is better. The type of S1210 airfoil is now used for task-based UAV in present work. And it will be well studied via CFD simulation and real fly test. The wing model will be simulated by CFD method to know its aerodynamic performance. The velocity distribution at variance Reynolds number and angle of attack is mainly adopted to analysis flow structure at upper wing surface. In present work, the high-lift wing is also verified by real fly test including takeoff distance and load testing. Pressure distribution results indicated the large pressure difference of up and down surface. That means the produced lift is more than other typical airfoil. And the flow pass through the wing surface smoothly even at high angle of attack. Velocity results are also confirmed this argument. There is one special finding in the condition of low speed and low angle of attack. Because of greater curvature of S1210, the ground effect will more obvious and shorten the takeoff distance.

Keywords: CFD, High-Lift Wing, UAV, Ground Effect

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TRACK D: PHYSICAL LIFE AND APPLIED SCIENCES



Effect of Mercury Concentration on *P. putida* Growth in Mercury Removal

Abdul Aziz Bin Mohd Azoddein^{1*}, Rosli Bin Mohd Yunus², Nik Meriam Bt Nik Sulaiman³, Ahmad Bazli Bin Bustary⁴, Faten Ahada Mohd Azli⁵, Ilocos Norte⁶
^{1,2,3,4,5,6} University Malaysia Pahang

Abstract

Mercury is a toxic pollutant that is emitted from industrial sectors to environment and distributed globally. Biological technology using *Pseudomonas putida* (*P. putida*) are applied because of its potential in treating mercury. Effect of mercury concentration on the growth of bacteria and also mercury removal was determined. Modification on optimum operating condition in shake flask and bioreactor could bring to a better result. Optimum conditions for growth of *P. putida* in shake flask is identified: acclimatization time 24 hours, orbital shaker speed 180 rpm, temperature 37 °C, pH 7 and nutrient concentration 8 g/L. The removal efficiency obtained is 99% for 1 ppb, 99.8% for 6 ppb and 98.6% for 19 ppb. For 1000 ppb mercury, the removal efficiency is 92% for 1 hour and 98 % for 28 hours. In 2L bioreactor, same condition as shake flask is applied with agitator speed is 180 rpm and aeration time of 0.50 vvm. For 1300 ppb and 3000 ppb, the removal efficiency is 89% and 94% respectively. The findings of this study can be used as reference for future application in industrial wastewater treatment plant.

Keywords: *Pseudomonas Putida*, Mercury Removal, Bacteria Growth, Bioreactor

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TRACK E: HEALTH AND MEDICINE STUDIES



Negative Correlation Between Age of Subjects and Length of the Appendix in Bangladeshi Males

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Abstract

The anatomy of the vermiform appendix shows variations in its macroscopic dimensions some of which have potential to influence the clinical aspects of the appendix. Anatomical studies on the appendix using people in Bangladesh as a sample are limited and fall short of producing any standardized anthropometric data. This study is predominantly a cross-sectional observational study which also uses some statistical analysis to understand the relationships amongst variables. Fifty-six adult male postmortem appendices and adnexa were examined for macroscopic features. Possible interrelationships among the variables were assessed through statistical analysis. The age of the samples ranged from 18 to 67 years. The most common position of the appendix was retro colic (53.57%) followed by pelvic (30.35%), postileal (12.5%), and subcaecal (3.5%). In most cases (62.5%) the mesoappendix did not reach the tip of the appendix. The appendicular length varied from 6.00 cm to 16.30 cm with mean (\pm SD) and median value of 10.21 ± 2.50 cm and 10.00 cm respectively. The base of the appendix was 1.90 to 3.80 cm away from the ileocaecal junction. The other macroscopic measurements of the appendix were taken at the base, at the midzone and at the tip of the appendix and the mean of the three measurements was considered as the overall value. Thus, the overall external diameter varied between 0.32 cm and 0.83 cm. Assessment of possible correlations amongst different variables revealed a significant negative correlation between the age of the subjects and the length of the appendix. The data of the present study may provide a baseline along with some previous data in the standardization of the anthropometric information regarding the vermiform appendix of Bangladeshi males.

Keywords: Vermiform Appendix, Cross-Sectional Observational Study, Adult Males,

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Views of Married Women Regarding Condom Use Within Marriage Life at Selected Clinics of Vhembe District, Limpopo Province, South Africa

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Abstract

Condom use by married or cohabiting couples in populations with high rates of HIV infection has become a significant public health issue. The needs of married and cohabiting couples have been neglected despite the fact that HIV epidemic and more infections occur within marital and cohabiting unions because of either prior infection by one partner or infidelity. This study explored the views of married women regarding condom use. The context was selected clinics in Vhembe District, Limpopo Province, South Africa. The study employed a qualitative approach, using descriptive and explorative designs. Population comprised of all married women who consulted the clinics with sexually transmitted infection between the month of January and April 2012. Non-probability purposive sampling was used to select clinics and 12 participants for the study. An in-depth one-to one semi-structured interview was used to collect data. Tesch's eight steps of open coding qualitative data analysis were used. Measures to ensure trustworthiness and ethical issues were observed. The findings revealed that women possessed extensive knowledge on condom use, however its acceptability and use within marriage life remains very low. It was recommended that awareness of condom use should be increased, and more intensive couple counselling on their proper use should be offered to married couples.

Keywords: Views, Married Woman, Condom Use, Marriage Life

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The Management of Disaster in Indonesia

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Abstract

The health sector plays important role in preparedness and response toward disasters. Nearly 80 percent of natural disasters in the Asia region were resulted by global climate change. Indonesia consists of thousands small islands and a coastline of 80 thousand kilometres. Those disasters have caused diseases, disabilities and deaths. The purpose of this research was to describe the concept of disaster management in Indonesia. Literatures study was the methodology in this research. It was used to find theories, concepts and research from a variety of references such as papers, books, and journals. This action was followed by combining some relevant data with the topic. One of study about the implementation of disaster management indicate that the Province of West Sumatra is one of the provinces in Indonesia that is highly vulnerable to disasters. There are seven districts/cities that are disaster-prone areas, especially the threat of tsunami for around 921.349 inhabitants citizens residing in the red zone. Meanwhile, other studies show that the eruption of Mount Merapi in 2010 has caused nearly 200 people died in Magelang, Klaten and Boyolali and in Jombang, East Java, floods and tornados increased dramatically in 2012. The disasters that occurred in Indonesia has caused loss of many lives and properties. The disaster management in Indonesia is regulated by Law No. 24, 2007. In an effort to implement this policy, Province of West Sumatra has made local regulations (Perda). This marked with the issued of Regulation No. 5 In 2007, on Disaster Management. Moreover, mitigation is also one form of disaster management that is run in several hospitals in Indonesia. However, those efforts have not been able to cope with natural disasters. To be more precise, the application of early warning systems, disaster risk alertness and disaster management skills remain not optimum. Data about the natural disasters occurred in Indonesia shows that disaster management in Indonesia is still weak. It needs more significant improvement especially for areas that are prone to natural disasters.

Keywords: Disaster, Preparedness, Climate Change

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Knowledge, Attitude and Behavior about Hand Washing of Using Soap before and After Health Promotion on 3-5 Graders of Kassi-Kassi Elementary School Jeneponto Regency South Sulawesi

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Abstract

Hand washing using soap is one of clean and healthy living behavior and has been proven scientifically to prevent Infection distribution of disease .ex: Diarrhea, Acute Respiratory Infection and H5N1 virus. Globally, the correct hand washing using soap reduces the diarrhea incidence of 45%. Health Promotion is one effective measure could prevention of disease. This research aims to find out difference of knowledge, attitude, and behavior before and after Health Promotion about Hand washing using soap on 3-5 Graders of Kassi-Kassi Elementary School Jeneponto Regency South Sulawesi. The research method was a quasi-experimental approach with One Group Pretest and Posttest design. The samples were taken with Exhaustive sampling technique with 30 respondents, and the research instrument was questionnaire. Based on t statistic value of knowledge variable was 7,077 using Paired samples t-test with p value = 0, 000, ($p < 0, 05$), t statistic value of attitude variable was 3,808 with p value= 0, 001, ($p < 0,05$), and behavior variable was 13,730 with p value= 0,000 ($p < 0,05$) there were difference between knowledge, attitude and behavior before and after health promotion about hand washing using soap. There were difference knowledge, attitude and behavior before and after Health promotion about hand washing using soap on the 3-5 Graders of Kassi-Kassi Elementary School Jeneponto regency South Sulawesi. Certainly, giving information and Health promotion is needed by another student at other location.

Keywords: Hand Washing, Soap, Knowledge, Attitude, Behavior, Learning Experience

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Descriptive Study of Health Insurance Coverage in Village Tompobulu, Rumbia Sub District, Jeneponto , Indonesia

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Hasanuddin University, Makassar, Indonesia

Abstract

National Social Assurance System is a program that aims to provide certainty protection and social welfare for all the people of Indonesia. The Government applied Law Number 40 of 2004 on National Social Assurance System (SJSN), with one of the program is the National Health Insurance (JKN). It's expected with JKN, public health care financing system implemented in the insurance and JKN into the insurance systems that are "mandatory" for the whole community (Universal Health Insurance coverage). The purpose of this study is to describe the community health insurance coverage in village Tompobulu, Rumbia sub district, Jeneponto, Indonesia. This research is a households survey with descriptive design and whole sampling technique. The study population was the whole village community which numbered 346 households with 1491 people, which also became the subject of this research. The result showed that, the majority of the population in the village Tompobulu still many who do not have health insurance that is by 43,9%. As for health insurance coverage card type BPJS / Askes there is a percentage of 7,8%. The highest users are the community health insurance (JAMKESMAS) by 44,4%. Then the regional health insurance (JAMKESDA) of 1,6%. As for the role in a category that included in other health insurance is private health insurance by 0,1%. This suggests that the need of equalization ownership of health insurance coverage in the village Tompobulu. Therefore, it needs good cooperation from various parties including governments and providers of health insurance coverage that socialization can be accepted by people in the village Tompobulu evenly.

Keywords: Health Insurance Coverage, Health Insurance

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Date: April 20-21, 2016

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Email: gtar@globalilluminators.org

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Full Paper Submission Date: April 12, 2016

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Abstract Submission Date: April 30, 2016

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Email: miar@globalilluminators.org

Abstract Submission Date: April 30, 2016

Full Paper Submission Date: July 10, 2016

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Abstract Submission Date: April 30, 2016

Full Paper Submission Date: July 30, 2016

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Email: itmar@globalilluminators.org

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Full Paper Submission Date: September 30, 2016

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Date: November 25-26, 2016

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Email: etar@globalilluminators.org

Abstract Submission Date: September 30, 2016

Full Paper Submission Date: October 30, 2016

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Venue: Hotel Grand Pacific Singapore

Email: ICMRP@globalilluminators.org

Abstract Submission Date: October 15, 2016

Full Paper Submission Date: November 30, 2016

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