

2nd International Conference on "GLOBAL TRENDS IN ACADEMIC RESEARCH" (GTAR-2015)

2nd **Global Trends**
In Academic Research
International Conference On

GTAR GTAR GTAR GTAR

Bandung, Indonesia
April 20-21, 2015.



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PROCEEDINGS
BOOK OF ABSTRACTS
GTAR-2015

2nd International Conference on
“GLOBAL TRENDS IN ACADEMIC
RESEARCH”
(GTAR- 2015)
Bandung Indonesia.

**Global Illuminators,
Kuala Lumpur Malaysia**





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GTAR 2015

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“GLOBAL TRENDS IN ACADEMIC RESEARCH”
(GTAR- 2015).BANDUNG INDONESIA.**

Venue: The Trans Luxury Hotel, Bandung,
Indonesia

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CONFERENCE CHAIR MESSAGE

Farooq Ahmed Jam (PhD)



International Conference On “Global Trends in Academic Research” (GTAR-2015)” 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.

Thank you

Farooq Ahmed Jam (PhD)

Conference Chair GTAR 2015

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KEYNOTE SPEAKER

Prof. Ir.Mochamad Ashari, M.Eng., Ph.D
(Rector Telkom University – Indonesia)



Prof. Dr. Mochamad Ashari was born in 1965. He spent his childhood in Sidoarjo, East Java. Mr. Mochamad Ashari received the bachelor of electrical engineering from Institut Teknologi Sepuluh Nopember (ITS), Surabaya, Indonesia in 1989. Then, he joined ITS as a junior lecturer after graduation. He received the Master and PhD of electrical engineering both from Curtin Univ, Australia in 1997 and 2002 respectively. He was elected as the head of electrical engineering department for 2 periods in 2003-2011. Award for the best head of department in Indonesia was received in 2009, held by the ministry of education and culture. He also gained 2 awards of the government employee faithful from the president of Republic Indonesia in 2004 and 2009. Mr. Ashari has been the professor in power electronics and renewable energy in 2009 for the department of electrical engineering ITS. He got the best researcher in energy field in ITS 2010. Prof. Ashari was also the founder and the president of electrical engineering higher education forum of Indonesia (Fortei) 2010-2012. Recently, professor Ashari has promoted as the Rector of Telkom University, Bandung, Indonesia, since August 2013 for 4 years. His research interests include power electronics for converters, power quality, on-grid and off-grid power system, and renewable energy technology.

DR. Usman Raja
Associate Professor
Brock University Canada



Dr. Usman Raja is a tenured Associate Professor of Management at School of Business, Brock University, Canada. Dr. Raja holds a Ph.D. in Organizational Behavior from John Molson School of Business, Concordia University Canada. He has over seven years of industry experience in Pakistan as well as ten years of training and teaching experience in Canadian and Pakistani universities. Apart from teaching, he provides trainings and consultancy services to various national and multinational organizations. Dr. Raja has been engaged in several capacity building initiatives for public, private and multinational firms. He has published many papers in world renowned peer-reviewed journals such as Academy of Management Journal, Journal of Management, Journal of Business Ethics, and Human Relations among others. Dr. Raja has presented his research papers at leading scholarly conferences across the world. He has served as ad hoc reviewer for several renowned journals such as Journal of Business Research, Journal of Organisational Behavior and Human Relations among others. Moreover, he is a member of Academy of Management which is the world's largest professional association in the field of business and management. He is among the main advisors of Global Illuminators to provide his visionary support towards promotion of research culture through out the globe and specifically he is concerned towards improving research quality in developing countries. His views and thoughts on Global Trends in Academic Research 2015 Bandung will be inspiring the future researchers from developing countries to produce high impact research in local context. Dr. Raja is based in Ontario, Canada.

CONFERENCE PROGRAM

DAY 01 Monday (April 20, 2015)

Welcome Reception & Registration

7:30 am – 8:45 am

Opening Ceremony (09:00am – 10:20 am)

Venue: Ball Room 1

09:00 am – 9:05 am	Welcome Remarks – Ms Trisha Gilang Saraswati
09:05am - 09:20am	Performance by Telkom University Students
09:20am - 09:30am	Opening Speech – Dr Farooq Ahmed Jam (Conference Chair) (Executive Director Global Illuminators)
09:30am - 09:40am	Welcome Speech by Conference President – Dr. Jafar Sembiring M.Ed.M.
09:40 am – 10:00 am	Keynote Speech by Rector of Telkom University - Prof. Ir.Mochamad Ashari
10:00 am - 10:10 am	Award Ceremony
10:10 am - 10:20 am	Group Photo

Grand Networking Session and Tea Break (10:20 am – 10:35 am)



10:35 am – 10:40 am	Welcome Remarks – Ms Trisha Gilang Saraswati
10:40am - 10:50am	Performance by Telkom University Students
10:50 am – 10:55 am	Moderator and Panelist Profile Video
10:55 am – 11:55 am	<p>Seminar / Talkshow / Panel Discussion. Intenational Seminar on <i>"Optimalizing Human Resources as a Source of Competitive Edge in Regional and Global Perspective: Road Map To Indonesian Vision 2020</i> Moderator:Dr. Ade Irma PhD</p> <p>Invited Panelist</p> <ol style="list-style-type: none"> 1) Prof. Prof. Ir.Mochamad Ashari, Rector of Telkom University 2) Herdy Rosadi Harman. SH., LLM., MBA,Director of Telkom Corporate 3) Prof. Dr Usman Raja Brock University Canada 4) Dr. Farooq Ahmed Jam, PhD, Executive Director Global Illuminators
11:55 am - 12:10 am	Award Ceremony

City Tour

Departure from Hotel Lobby: 2:00 PM
(Trans Hotel Bandung, Indonesia)

Drop Back to Hotel Lobby: 9:00 PM

End of Day 01

DAY 02 Tuesday (April 21, 2015)
Session 1 (9:00 am – 10:45pm)
Venue: Room 1

Session Chairs: Dr. Jafar Sembiring M.Ed.M.& Prof. Dr. Umi Narimawati

Track A: Business & Management Economics Studies

GTAR-15-112	The Influence Of Crude Oil Price, Consumer Confidence, Exchange Rate, And Gdp Growth Rate Toward Sales Number Of Pt Toyota Astra Motor Period 2006 – 2012	Liviana Tio
GTAR-15-125	The Influence Of Firm Size, Profitability And Financial Leverage On Income Smoothing	Larisha Resty Famelia
GTAR-15-132	Understanding Factors That Affect Level Of Oral Communication Apprehension Between Accounting And Non-Accounting Students: A Literature Review	Shahida Shahrudin
GTAR-15-143	Economic Burden Of Psoriasis: Review Of Literature	Nor Azmaniza Azizam
GTAR-15-144	Stress Management And Oncology Nurse Behaviours: An Association In Nursing Profession.	Nor Intan Shamimi Bt Abdul Aziz
GTAR-15-200	Managerial Characteristics and Perception Factors in Export Readiness.	Herwina Rosnan

Tea Break (10:45-11:00 am)

DAY 02 Tuesday (April 21, 2015)

Session 1 (9:00 am – 10:45 pm)

Venue: Room 2

Track A: Business & Management Economics Studies

Session Chairs: Dr. Chandra Setiawan&Nadia Moelyono, S.Sos

GTAR-15-210	Business Model Innovation In Public Television Station	Farah Alfanur
GTAR-15-217	Analysis Of Telco Branchless Banking Strategy In Indonesia	Iradianty, Aldilla
GTAR-15-222	Earnings Management And Performance Analysis Company Doing Initial Public Offering In Indonesia Stock Exchange	Yoppy Palupi Purbaningsih
GTAR-15-238	The Factors Affecting Employees' Performance In Pt. Jakarta Outer Ring Road (Pt. Jl)	Waseso Segoro
GTAR-15-239	Banking Fragility Sector Index And Determinants: A Comparison Between Local-Based And Foreign-Based Commercial Banks In Malaysia	Noryati Ahmad
GTAR-15-307	Green Production of Batik Industry Based on MTS Model in Solo Indonesia	Taufiq Immawan

Tea Break (10:45-11:00 am)



DAY 02 Tuesday (April 21, 2015)

Session 1 (9:00 am – 10:45 pm)

Venue: Room 3

Track A: Business & Management Economics Studies

Session Chairs: Ir. Syarifuddin, MM & Dra. Ade Irma Susanty

GTAR-15-347	Incorporating Word of Mouth Effect on Customers Purchasing Decision in Small Business	Trisha Gilang Saraswati
GTAR-15-352	Modelling of Poverty Panel Data in Java with Spatial Durbin Model	Agusti, Rakhmi
GTAR-15-355	Transformational Leadership and Its Impact to Lecturers Intellectual Capital Factors in Telkom Economics and Business School Telkom University	Yuliani Rachma Putri
GTAR-15-358	Local Brand Strategy in Global Competition Winning	Oktafani, Farah
GTAR-15-359	Study About Human Resource Information System In Developing Decision-Making Process	Mahir Pradana

Tea Break (10:45-11:00 am)

DAY 02 Tuesday (April 21, 2015)

Session 1 (9:00 am – 10:45 pm)

Venue: Room 4

Track B: Social Science & Humanities

Session Chairs: Reni Nuraeni & Dr Dewi K. Soedarsono

GTAR-15-139	Impact Of Post Tsunami Recovery Process On The Livelihoods Of The Survivors In The Coastal Area Of Ampara District	ML. Fowzul Ameer
GTAR-15-140	Impacts Of Agroforestry In Nintavur Area	ML. Fowzul Ameer
GTAR-15-150	Mental Health Relationships Influence Academic Achievement Higher Institution Student	Pua Poh Keong
GTAR-15-159	Entanglement Between Visitor And Attractions Through Sensory Experiences Perspective In The Context Of Cultural Heritage Tourism	Nur Hidayah
GTAR-15-167	The Important Of Balance Diet To The Human Capital Formation On Physical And Mental Fitness	Azhani Che Ibrahim
GTAR-15-341	Study of Psycho-social condition of the bullying victims : case study in “X” Junior High School Bandung	Abdurrachman Fauzi
GTAR-15-193	Creativity And The Tendency Of Choosing A Career As An Entrepreneur Among Metro Polytechnic Students In Malaysia	Sri Sumarwati

Tea Break (10:45-11:00 am)

DAY 02 Tuesday (April 21, 2015)

Session 1 (9:00 am – 10:45 pm)

Venue: Room 5

Track D: Engineering & Technology Studies

Session Chairs: Dr. Gatot Yudoko & Dedy Rahman Wijaya

GTAR-15-126	Education And Research Trends In Engineering Asset Mangement	Joe Amadi-Echendu
GTAR-15-128	Remote Sensing Image Compression Using Dual Tree Complex Wavelet Transform In JPEG2000	Zarka Lazuardi
GTAR-15-188	Geographic Information System With Decision Support System To Help Prevention Of Disaster In Indonesia	Angga Hidayah Ramadhan
GTAR-15-215	An Economical Perspectives: The Asean Power Interconnection Projects	Z.H.Bohari
GTAR-15-253	Integrated Ground System Application Security System Framework	Nina Hendrarini
GTAR-15-257	Electromagnetic Radiation From TELCO Towers: Health Effects And Public Opinion	Adlina Suleiman

Tea Break (10:45-11:00 am)

DAY 02 Tuesday (April 21, 2015)

Session 1 (9:00 am – 10:45 pm)

Venue: Room 6

Track A: Business & Management Economics Studies

Session Chairs: Herry Irawan & Lucy Pujasari Supratman

GTAR-15-176	The Effect Of The New Logo And Brand Image Towards The Customer Loyalty Of Starbuck, Jakarta	Arif Partono Prasetyo
GTAR-15-199	Theorizing Attitude Towards Islamic Financing Adoption In Integrative Model Of Behavioral Prediction – A Proposed Conceptual Framework	Purnomo M Antara
GTAR-15-247	Impact Of Dividend Policy On The Shareholders' Wealth: Shariah Vs Non-Shariah Companies	Farazida Mohd Akit
GTAR-15-249	The Influence Of Composition Of Independent Board Of Commissioners, Audit Committee Size, And Company Size Towards Enterprise Risk	Hikmi Fauziah Maulani
GTAR-15-258	Commitment To Stay Of Faculty In Technology And Applied Science Fields: How Significant Of Personal And Institutional Factors In Affecting Staying Intention?	Wu, Ming-Jiuan

Tea Break (10:45-11:00 am)

DAY 02 Tuesday (April 21, 2015)

Session 1 (9:00 am – 10:45 pm)

Venue: Room 7

Track A: Business & Management Economics Studies

Session Chairs: Wa Ode Likewati & Citra Dwi Setiawati R

GTAR-15-175	The Effect Of Capital Structure On Corporate Performance: Evidence In Vietnam	Hoang Thi Thanh Hang
GTAR-15-360	Gross Regional Domestic Product In 113 Distics/ Cities In Java In 2010, Indonesia	Febriyanti Azzikra
GTAR-15-362	Social Media As An Effective Media Promotion That Affect Consumer Decision Making Process	Zuliestiana, Dinda Amanda
GTAR-15-363	Entrepreneurship Innovation Strategy In Business Communication: A Case Study In The Achievement Of Growth Pt Edu Media Komunika	Muhammad Sufyan Abdurrahman
GTAR-15-260	Review On Recording Of Account Receivables At Pt. Pindad Mitra Sejati	Debbie Christine
GTAR-15-344	Dependence Of Sugar Prices In The Regions Of Java, Sumatra And Kalimantan In Indonesia	Kumara Jati

Tea Break (10:45-11:00 am)

DAY 02 Tuesday (April 21, 2015)

Session 2 (11:00 am – 12:45 pm)

Venue: Room 1

Track A: Business & Management Economics Studies

Session Chairs: Dr. Ir Eddy Soeryanto Soegoto-& Ir. Ama Suyanto

GTAR-15-278	The Role Of Marketing Environment Audit In Marketing Performance Through Index Of Services Marketing Excellence (ISME) In Bandung Indonesia Stars Hotel	Wa Ode Likewati
GTAR-15-291	Development And Validation Of The Success Potential Inventory For Female Agri-Entrepreneurs	Glenn Medallon Calaguas
GTAR-15-295	Competitiveness Strategy Model For Effective Organizational Structure Of Higher Education In East Kalimantan	Fajar Apriani
GTAR-15-299	A Study On The Performance Of Permanent Lecturers Of Management Department In Private Higher Education In Bandung Indonesia	Fetty Poerwita Sary
GTAR-15-305	Consumer Preference Analysis On Choosing Minimarket With Convenience Store Concept In Bandung (Study In Circle K, Indomaret And Alfamart In 2014)	Citra Dwi Setiawati R.

(Lunch Break: 12:45- 1:45)

DAY 02 Tuesday (April 21, 2015)

Session 2 (11:00 am – 12:45 pm)

Venue: Room 2

Track A: Business & Management Economics Studies

Session Chairs: Dr. Palti MT. Sitorus&Purwanto, SE., MM

GTAR-15-265	The Influence Of Smartfren Andromax Bundling Products On Purchasing Decisions (Study At Students Or University Students In Bandung 2014)	Damayanti
GTAR-15-266	The Analysis Of Organizational Performance Using Balanced Scorecard In Pt. Bank Jabar Banten	Herry Irawan
GTAR-15-268	Test Of Arbitrage Pricing Theory: Evidence From Indonesia	Winarto, Jacinta
GTAR-15-275	Customer Loyalty Determinants For Full Service Airlines (Fsa)	Reni Heviandri Riandarini
GTAR-15-327	Consumer Attitudes Analysis Toward Green Product Sariayu Martha Tilaar And The Body Shop(A Study Of University Students In Bandung)	Rubiyanti, Nurafni
GTAR-15-323	Contribution Of Credit For Indonesia National Economic Growth From 2000 Until 2013	Harrie Lutfie

(Lunch Break: 12:45- 1:45)

DAY 02 Tuesday(April 21, 2015)

Session 2 (11:00 am – 12:45 pm)

Venue: Room 3

Track B: Social Science & Humanities

Session Chairs: Ir. Syarifuddin, MM. & Dra. Ade Irma Susanty

GTAR-15-183	Employer Perceptions Toward Implementation Phase Technical Skills Among Students Vocational Flow Based Industrial Supplies.	MOHD NUR HAFIZ BIN FAUZI
GTAR-15-185	Implementation Of Harmonize Elements In Modern Urban Housing Development	Radzi Ismail
GTAR-15-189	Human Perception Model For User Interface Using Participatory Analysis	Mohd Maizolakmal Bin Haron
GTAR-15-230	How E-Zakat Has Changed The Way Muslims Pay Their Zakat	Minda Indrani
GTAR-15-232	Smoking On Campus: A Review Of Communication Among Students Smoker	Rita Destiwati
GTAR-15-349	Case management protection of violence against disabled children	Hanif Az Zahrawani
GTAR-15-350	Development of Community-based Disaster Risk Reduction : an adaptation to climate change	Uut Hanafi Rochman

(Lunch Break: 12:45- 1:45)

DAY 02 Tuesday (April 21, 2015)

Session 2 (11:00 am – 12:45 pm)

Venue: Room 4

Track D: Engineering & Technology Studies

Session Chairs: Zarka Lazuardi&Nina Hendrarini

GTAR-15-274	Virtual Class Using Web And Smartphone As Supporting Tool For Successful Computer Networking Course	Mia Rosmiati
GTAR-15-331	Mobile Electronic Nose Architecture For Beef Quality Detection Based On Internet Of Things Technology	Dedy Rahman Wijaya
GTAR-15-336	The Combination Of Agglomerative Clustering And K-Means Algorithm For Website Visitor Segmentation	Indwiarti
GTAR-15-356	Measurement The Level Of The Knowledge Management System Implementation On People, Structure, Culture, And Technology Factor Using Analytical Hierarchy Process (Ahp) Method At Telkom University	Arifanto , Yogi
GTAR-15-361	Face Tracking Using Particle Filter In Augmented Reality Environment	Ajie Tri Utama
GTAR-15-262	Properties Of Micro Fine Quarry Dust Concrete	Nur Hanani Abdul Rahim

(Lunch Break: 12:45- 1:45)

DAY 02 Tuesday (April 21, 2015)

Session 2 (11:00 am – 12:45 pm)

Venue: Room 5

Track E: Health & Medicine Sciences

Session Chairs: Panjasaram Naidoo (PhD) & Shamsinar Ibrahim

GTAR-15-279	Detection Of Cervical Cancer Disease Using Adaptive Thresholding Method By Image Processing	Eggi Intan Putri
GTAR-15-322	A Comparative Study On Healthy City Capacity Mapping: Indonesia And Korea	Sukri Palutturi
GTAR-15-324	Professional Challenges To Strengthen Partnerships In The Implementation Of Healthy Cities In Indonesia: A Case Study Of Makassar	Sukri Palutturi ,
GTAR-15-233	Kemuning: An Analysis Of Anthropology Of Health	Dr. Junardi Harahap
GTAR-15-234	Bekam Treatment: Cheap, Holistic And Changes Paradigm	Dr. Junardi Harahap

(Lunch Break: 12:45- 1:45)

DAY 02 Tuesday (April 21, 2015)

Session 2 (11:00 am – 12:45 pm)

Venue: Room 6

Track A: Business, Management and Economics Studies

Session Chairs: Prof. Dr. Umi Narimawati & Yopy Palupi Purbaningsih

GTAR-15-277	Q Methodology As Innovative Research Method In Knowledge Management	Dr. Andri Ottesen
GTAR-15-308	The Test Of Gender Diversity Financial Structure And Market Perception To The Cost Of Financial Distress: Evidence From Indonesian's Family Business	Farida Titik Kristanti
GTAR-15-325	Generic Entrepreneurship Education Program Design At Universities	Susilarningsih
GTAR-15-326	Demand Forecasting For Economic Order Quantity In Inventory Management Of Wooden Toys Manufacture	Marheni Eka Saputri
GTAR-15-343	Analysis Effect Of Website Quality To User Satisfaction And It's Impact Of Intention To Revisit	Krishna Kusumahadi

(Lunch Break: 12:45- 1:45)

DAY 02 Tuesday (April 21, 2015)

Session 3 (2:00-3:30)

Venue: Room 1

Track A: Business & Management Economics Studies

Session Chairs: Dr. Jafar Sembiring M.Ed.M.-& Prof.Dr. Dwi Kartini Yahya

GTAR-15-313	Profitability And Its Influence On Share Prices	Trenggana, Arlin Ferlina M
GTAR-15-317	Design Control Procedures Nonconformity, Corrective And Preventive Action Under Clause 8.3, 8.5.2, 8.5.3 Of Iso 9001: 2008 And Clause 4.5.3 Of Iso 14001: 2004 At Cv Gradient Using Business Process Improvement Method	Iqbal, Muhamad
GTAR-15-318	Market-Based Strategies To Meet The Demands Of Industry, Small And Medium Enterprises	Pradana, Mahir
GTAR-15-320	The Association Between Traits And Work Engagement: Can HR Elements Be A Moderator?	Raida Abu Bakar
GTAR-15-321	The Analysis Of Perception Of Useness, Ease, Social Influence,Believe And Cost And The Effect On The Interest Of Using Online Transaction By Smartphone	Mustikasari, Ati

(Tea Break: 3:30-3:45)

Closing Ceremony: 4:00-4:30pm

DAY 02 Tuesday (April 21, 2015)

Session 3 (2:00-3:30)

Venue: Room 2

Track A: Business & Management Economics Studies

Session Chairs: Dr. Palti MT. Sitorus & Nadia Moelyono, S.Sos

GTAR-15-328	Factors Influencing Green Purchasing Behavior (A Study Of University Students In Bandung)	Rubiyanti, Nurafni
GTAR-15-330	Analisis Entrepreneurship Knowledge, Training Students Home Industry Of Intention Entrepreneur	Dr. Endang Ruswanti
GTAR-15-332	The Analysis Of Perception Of Useness, Ease, Social Influence, Trust, And Cost And The Effect On Interest Of Using Alfa Online.	Mustikasari, Ati
GTAR-15-334	The Analysis Of Coopetition Strategy Of Joint Venture Zocha In Garut Indonesia Using Value Net	Ayu Ardhillah Yuliartha Rachman
GTAR-15-342	Green Marketing Strategy Analysis To Brand Trust Through Marketing Mix Approach (Study On The Body Shop Users In Bandung, West Java)	Suryawardani, Bethani
GTAR-15-346	EFFECTS OF GREEN MARKETING ON PURCHASED DECISION BY CONSUMER PERCEIVED VALUE (Study On Honda Injection Motorcycle)	Nurafni Rubiyanti

(Tea Break: 3:30-3:45)

Closing Ceremony: 4:00-4:30pm

DAY 02 Tuesday (April 21, 2015)

Session 3 (2:00-3:30)

Venue: Room 3

Track B: Social Science & Humanities

Session Chairs: Dr. Endang Ruswati & Dr Dewi K. Soedarsono

GTAR-15-240	Towards Predicting the Walkability of Pedestrian Rail Commuters in Kuala Lumpur Conurbation	Hamid, Norlida, Abdul.
GTAR-15-259	Identification the Quantity of Student' The Effectiveness of Theistic Spiritual Counseling in Improving Students' Intrapersonal Competency (Quasi Experiment Research on Student of STKIP Singkawang Year 2013/2014).	Iip Istirahayu
GTAR-15-276	A Study of Effectiveness of Management Development Program	Endah Nuranaini
GTAR-15-280	Lecturers perception of the soft skills of engineering students in Malaysian polytechnics	Ahmad bin Esa
GTAR-15-301	The impact of new media on child socialization " Applied research on basic education schools in Muscat – Oman	Dr. Emad Farouk Saleh
GTAR-15-340	Implementation of public policies in female- single parent with disability : In the perspective of social Innovation in public sector	Ika Nugrahaeni
GTAR-15-300	A Comparative Analysis of Islamisation of Science in Indonesia and Malaysia.	Maisarah Hasbullah

(Tea Break: 3:30-3:45)

Closing Ceremony: 4:00-4:30pm

DAY 02 Tuesday (April 21, 2015)

Session 3 (2:00-3:30pm)

Venue: Room 4

Track C: Physical Life and Applied Sciences

Session Chairs: Dr Muhammad Abbas

GTAR-15-250	The Three Tier-Test for Identification The Quantity of Students' Misconception on Newton's First Laws.	Yudi Kurniawan
GTAR-15-264	Bark Ph as A Factor Affecting Number Of Algal Density Of Epiphytic Terrestrial Algae In Putrajaya, Malaysia	IHSAN ALWI
GTAR-15-357	Identification of Quantity Students' Misconceptions on Hydrostatic Pressure with Three Tier-Test	Riski Muliyani,
GTAR-15-309	Land Productivity And Cost Production Of Food Crop Farms As Land Institutions And Farm Environment In Sub-Watershed Upstream Solo In Indonesia	Suwarto
GTAR-15-243	The Role of Sample Size in Scientific Research Studies	Philip AE Serumaga-Zake

(Tea Break: 3:30-3:45pm)

Closing Ceremony: 4:00-4:30pm

DAY 02 Tuesday (April 21, 2015)
Session 3 (2:00-3:30)
Venue: Room 5
Track E: Health and Medicine Studies
Session Chairs: Eggi Intan Putri & Sukri Palutturi

GTAR-15-114	Evaluation Of Clinics On The Provision Of Youth Friendly Services In The Ethekwini Metro Of Kwa Zulu Natal	Panjasaram Naidoo (Phd)
GTAR-15-153	Managed Care: What Do Private General Practitioners (Gps) Think?	Shamsinar Ibrahim
GTAR-15-270	Transformation Study Of Implementation Of National Health Insurance (Nhi) At Mamuju Regency, Indonesia	Muh. Kardl Rais
GTAR-15-271	Fraud Prevention In National Health Insurance Implementation In Kendari City, Indonesia	Suhadi
GTAR-15-272	Analysis On National Health Insurance Financing At Jeneponto Regency, Indonesia	Zainuddin

(Tea Break: 3:30-3:45)
Closing Ceremony: 4:00-4:30pm

DAY 02 Tuesday (April 21, 2015)

Session 3 (2:00-3:30)

Venue: Room 6

Track B: Social Science & Humanities

Session Chairs: Dr Bambang Rudito & Anggraeni Permatasari

GTAR-15-304	Designing And Producing Multimedia Learning Prototype To Enhance EFL Students' English Presentation Skills In Tertiary Education	Kusmayanti
GTAR-15-348	Development of Emergency Response System to the Child in Need Special Protection : an evidence of social Innovation in public sector	Ika Putri Nawangsari
GTAR-15-168	Soft Skills Construct For Architecture Graduate In Accordance With Industries Requirement.	Padil, Suhaili
GTAR-15-169	A Discussion On The Risk Management Of Outdoor Education	Abidah Ainah Binti Mohamed Jamal
GTAR-15-314	Cyber Ethics Issue On Spreading News Link Trough Social Networks – Case Study On Indonesian Cyber Community	Kusuma Ayu Laksitowening
GTAR-15-269	A Case Study Of Classroom Seating Arrangement To Promote Students Communication Interactivity In Telkom University	Lucy Pujasari Supratman

Tea Break: (3:30-3:45)

Closing Ceremony: 4:00-4:30pm



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.

	NAME	AFFILIATION	COUNTRY
1	Prof.Setou Mitsutoshi	Hamamatsu University School of Medicine	Japan



Globalilluminators

**ABSTRACT PROCEEDING BOOK
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**TRACK A: BUSINESS MANAGEMENT &
ECONOMICS**



Understanding Factors That Affect Level of Oral Communication Apprehension between Accounting and Non-Accounting Students: A Literature Review

Shahida Shaharuddin^{1*}, Farah Amalina Md Nawi², Maslina Mansor³

^{1,2,3}University Sultan Zainal Abidin, Malaysia

Abstract

The world's changing economic development demands graduates equipped with generic skills such as communication. The new business environment also contributes to the expansion of accountants' role from just a stereotypical number cruncher to a much wider range of duties (Jones and Abraham, 2007). The tasks perform by accountants go beyond bookkeeping. This is somehow changing the expectation of employers towards accounting graduates where communication skill becomes one of the important skills needed. However, there is a trait to communication which known as communication apprehension (CA). Mc Croskey et al. (1985) defined communication apprehension as "individual's level of fear or anxiety associated with either real or anticipated communication with another person or persons". Most of studies shows that communication apprehension is exist among both accounting and non-accounting students (Tun Lee, 2011; Ameen et. al., 2010; Byrne et. al., 2010; Joyce et. al., 2006; Hassall et. al., 2000) with the most critical is found to be among accounting graduates (Tun Lee, 2011; Jones and Abraham, 2007) This is somewhat worrying since the shifting landscape of business needs accountant to have good communication skills. Before the remedies could be find, it is good to know the cause of this trait. The requirement of accounting students to improve communication skills can be fulfilled when the factors affecting communication apprehension can be identified. This paper mainly discuss on several factors that is believed to contribute to the level of communication apprehension by reviewing prior literatures

Keywords: Communication apprehension, Accounting Education, Students

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Economic Burden of Psoriasis: Review of Literature

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Norazirah Md Nor⁴, Zafar Ahmed⁵**

¹Centre for Administration and Management Studies, Faculty of Business Management, Universiti Teknologi MARA, Selangor, Malaysia, ²Department of Community Health, Faculty of Medicine, Universiti Kebangsaan Malaysia Medical Centre, Malaysia, ³Department of Health Informatic, Universiti Kebangsaan Malaysia Medical Centre, Malaysia, ⁴Medical Department, Universiti Kebangsaan Malaysia Medical Centre, Malaysia, ⁵International Center for Casemix and Clinical Coding, Faculty of Medicine, Universiti Kebangsaan Malaysia Medical Centre

Abstract

Psoriasis is a chronic inflammatory skin disease that primarily affects the skin and joints. Although the disease is known to be non-life threatening, psoriasis patients usually need lifelong care, which equals lifetime expenses.. Therefore, a systematic literature review was done to gain a comprehensive understanding of the economic burden of psoriasis throughout the world. Observational studies and randomized controlled trials (RCTs) published in the period 2000 to 2014 and reporting on the direct and indirect costs of psoriasis was included. The search for literatures in the PUBMED database using keyword “economic burden of psoriasis”, “direct cost” and indirect cost” has produced 182 articles. Of all the articles identified, 37 reports studies have met the inclusion criteria. Direct costs were found to be higher than indirect costs, with hospitalization, medication prescription, travel, and treatment costs as significant aspects. Loss of productivity and wage (indirect costs borne by the patient) is not uncommon among psoriasis patients, accounting for 30-50% of the total cost, with an average of 2.2 work hours lost due to psoriasis. The limited information on such cost analysis justifies the need for future studies that address the cost of psoriasis therapies so as to provide the necessary transparency to guarantee reasonable medical care that takes into account the cost-benefit ratio and the best outcome for the patient's quality of life.

Keywords: Psoriasis, Direct Cost, Indirect Cost, Economic Burden

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Stress Management and Oncology Nurse Behaviours: An Association in Nursing Profession

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^{1,2}Universiti Teknologi MARA, Selangor, Malaysia

Abstract

Workplace stress which is associated with some superfluous behaviour has consequently affected negatively on human's health status. The researcher has identified several types of behaviours that were closely in nursing profession namely turnover, absenteeism, presenteeism and violence. Therefore, the purpose of this paper is to investigate the relationship between workplace stress and oncology nurse behaviours. This study was initiated to resolve the behaviour issue among nurses especially those involved in treating chronic disease patient. The data collection method used in this study was initiated by designing a questionnaire. After a few weeks, the researchers collected all the answered questionnaires. It has been disseminated using convenience method, by definition, is one of the most common methods of sampling that go under various titles. It often uses the respondents that are easily accessible (Muhammad Rozi Malim & Faridah Abdul Halim, 2011). From the findings, stress emanated more from turnover, absenteeism and presenteeism,. In conclusion, the stress intervention measures should also focus on stress prevention for individuals. Future research is needed to highlight the role of health care employees especially for this critical unit and position in health care delivery.

Keywords: Stress, Behaviours, Oncology Nurses

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The Effect of Capital Structure on Corporate Performance: Evidence in Vietnam

Hoang Thi Thanh Hang*

Banking University of Ho Chi Minh city, Vietnam

Abstract

This article aims to investigate the influence of capital structure on corporate performance by using data from 150 Vietnamese listed manufacturing firms from 2008 to 2012. Comparing the results of random effects model (REM) and fixed effects model (FEM), the more appropriate model will be discussed some empirical results. The study found that the capital structure has significant and positive relationship with corporate performance in associated with debt to assets and short-term debt to assets. In contrast, corporate performance is insignificantly influenced by long-term debt to assets. On this basis, the article establishes the policy implications for companies, including: increased use of financial leverage, attention to effective exploitation of assets, interest in the conflict of interest between shareholders and creditors.

Keywords: Capital Structure, Corporate Performance, Manufacturing Firms, Vietnam

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Earnings Management and Performance Analysis Company Doing Initial Public Offering in Indonesia Stock Exchange

Yopy Palupi Purbaningsih*

STIE EKUITAS , Bandung Indonesia

Abstract

This study aims to prove whether the company doing an IPO in year 2012 made a practice of earnings management before the IPO then whether companies doing an IPO in year 2012 the company experienced a decline in performance. Analysis of statistical data to test one sample test of earnings management (discretionary accruals) and a decrease in the performance of the stock (stock returns) then paired sample test to test the decline in financial performance (Return On Equity).The results showed that companies that do not indicate an IPO earnings management practices by way of increasing income in 1 year prior to the IPO. IPO companies that do not indicated to the income earnings management in a way that does not degrade increasing financial performance in the year after the IPO. Because companies doing an IPO is not indicated to practice earnings management by way of increasing income so as not to increase the performance of the stock in the three months after the IPO, but the company did an IPO indicated to management profit by increasing income so that does not degrade the performance of the stock in the years after the IPO.

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The Factors Affecting Employees' Performance in PT. Jakarta Outer Ring Road (PT. JLJ)

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Abstract

The performance of employees in PT. JLJ greatly affects the performance of the company which is improving to provide world class services. The problem that often arises is the long service time of PT. JLJ's employees resulting in frequent long queues at highway gates. The company's revenue decreased because of the frequent congestions at each highway gate. This study aims to investigate the effect of compensation (x1), motivation (x2), discipline (x3), training (x4), and working environment (x5) on the performance of employees both partially and simultaneously, and to determine the variable with greater influence on the performance of PT. JLJ's employees. The respondents were 100 employees chosen by the convenience sampling method. The data analysis technique used was the linear regression. The results of the analysis showed that the compensation, training, and working environment variables had a significant effect on employees' performance partially. Meanwhile, the motivation and discipline variables had no significant effect on the performance of the employees. The training variable was the most dominant in influencing the performance of the employees because based on the partial T test calculation, it had the greatest value.

Keywords: Compensation, Motivation, Discipline, Training, Working Environment, Employees' Performance

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Banking Fragility Sector Index and Determinants: A Comparison between Local-Based and Foreign-Based Commercial Banks in Malaysia

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Abstract

Series of crises have led to banks' liabilities and assets side into be fragile and ultimate in a bankruptcy state. It is pertinent that banks are able to recognize the early distress stage and identify factors influencing their fragility. In addition, using the Banking Fragility Sector Index, this paper also intends to identify the determinants of bank fragility of these groups of banks. The study covers the period between 1996 until 2011. A sample of seven local-based commercial banks and eight foreign-based commercial banks are identified. Information gathered from the BSF index constructed indicates that the local-based commercial banks are in more fragile phase during the financial crisis of 1997 relative to the world crisis of 2008. On the contrary, foreign –based commercial banks operated in Malaysia are hardly affected by the financial crisis of 1997. In fact, the world crisis of 2008, particularly between 2010 until 2011 appears to have an impact on these banks. The estimated results of the Pooled Ordinary Least Square (POLS) regression model suggest that asset quality management, management quality and sensitivity to the market risk are the main factors of bank fragility for local-based commercial banks while none of factors studied has an impact on the foreign-based commercial banks' fragility. The fragility of both groups of banks is unaffected by the macroeconomic variables (interest rate and gross domestic product).

Keywords: Bank Fragility Sector (BSF) Index, Asset quality management, Management quality

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Impact of Dividend Policy on the Shareholders' Wealth: Shariah vs Non-Shariah Companies

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Abstract

This study examines the impact of dividend policy on the shareholders' wealth of Shariah and non-Shariah compliance companies listed in Bursa Malaysia main market. A sample of 274 Shariah compliance companies and 129 non-Shariah compliance companies listed on Bursa Malaysia for the period of 2004 to 2013 has been selected. The results are obtained through two-way Fixed-Effect Generalized Least Squares (GLS) regression for Shariah compliance companies and random-effect GLS regression for non-Shariah compliance companies. The identified determinants are dividend per share (DPS), retained earnings per share (REPS), return on equity (ROE), lagged price earnings ratio (PER_{t-1}), financial leverage (DTE) and firm's size ($\ln TA$). The results indicate that the measurements for dividend policy (DPS and REPS) are significant determinants of shareholders' wealth for both Shariah and non-Shariah compliance companies. On the other hand, it is revealed that financial leverage is an influential determinant of shareholders' wealth for non-Shariah compliance companies but not for Shariah compliance companies.

Keywords: Shareholders' wealth, Dividend policy, Shariah compliance, non-Shariah compliance

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Commitment to Stay of Faculty in Technology and Applied Science Fields: How Significant of Personal and Institutional Factors in Affecting Staying Intention?

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Abstract

Most nations rely heavily on knowledge-intensive and high-technology industries for their economic growth. For over three decades, intensive development of technology and applied science in Taiwan has helped this nation transforming its economy knowingly...How committed to stay of the faculty affects not only their daily efforts made for their students, institutions, and society but also their own well-being. This study aimed to explore: 1. status of faculty's commitment to stay and 2. Significance of personal factors and institutional type of university in affecting commitment to stay. A total of 3,501 names of full-time faculty in departments of technology and applied science of 27 universities were collected through schools' official web sites. This study applied stratified random sampling method. There were 293 professors completed the survey (24% of returning rate). The result indicated commitment to stay of faculty with their organizations was not strong, with average mean 4.92 in 7-scale measures. Regression model indicated connection of commitment to stay and personal factors and institutional type of university was significant. It had adjusted $R^2 = 10.6$, with $F(7, 285) = 5.96$, $p < .001$. Despite theoretically significant results expected, this study found personal factors of gender, marital status, or academic rank were unrelated to commitment to stay of faculty. Nonetheless, institutional type of university was crucial for commitment to stay. Faculty in private university of all types was significantly less committed to stay with their universities. The result implies concerns for higher education policymakers.

Keywords: Commitment to Stay, Institutional Type of University, Personal Factors

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Review on Recording of Account Receivables at Pt. Pindad Mitra Sejati

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Abstract

Receivables at PT. INTI PINDAD MITRA SEJATI arises because of the credit sales transactions made by the company to the consumer. Credit sales itself aims to be able to retain existing customers and attract new customers, so the value of the receivables have that be the main thing in the company. Where the registration procedure on the PT. INTI PINDAD MITRA SEJATI straight starts of sort receivables based on invoice number and invoice date. Then these transactions are recorded manually by sequentially into book sales after the accounts in the book. The recording was made of the opening of the recognition of the sale date. Based on the analysis, the authors can explain that the recording made by PT. INTI PINDAD MITRA SEJATI classified as non-current receivables due to the average repayment in more than 1 year or by exceeding the time the accounting cycle. While the company's policy to handle of doubtful accounts has not been yet by the company itself so that the company did not recognize the receivables.

Keywords: Account Receivable, Uncollectible Account Receivable, Account Receivable Records.

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Test of Arbitrage Pricing Theory: Evidence from Indonesia

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Abstract

This study uses quarterly data, from March 2009 to December 2013 on 25 liquid stocks listed in the Indonesian Stock Exchange. The aims from this study is to investigate whether variations in stock returns are sufficiently explained by the Arbitrage Pricing Theory. In addition, the study uses prespecifying macrovariables approach and added gold as a independent variable. The results indicate that the APT model is quite robust and only inflation and exchange rate has significant and negative effects on the variations in the stock.

Keywords: Liquid, Arbitrage Pricing Theory, Prespecifying Macrovariables Approach

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Green Production of Batik Industry Based on MTS Model in Solo Indonesia

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Abstract

This study aims to contrive batik industry with the concept of green productivity because the more the damage to the environment due to activity companies that dispose of waste without being processed. Batik industry is one industry that produces waste and directly discharged into rivers. In general , type of batik production is mts , mto , eto, and a combination of both 2 or 3. The economic aspect uses the SCOR method , while the aspect of environmental use the basis of a requirement of the Indonesia environmental ministry th 2010. The result of scor analysis shows that the responsiveness shows a figure 30 percent of the target including a score that bad. Other score are Reliability 77%, Agility 97.5%, Cost 92% and Asset Management 72% from the target. While the analysis of the environment shows that the achievement of the cod 54.3 % , bod 100 percent , tss 8 percent , 37.7 % acidity , and temperature 100 percent .

Keywords: Green Production, Batik, MTS, SCOR Model

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Customer Loyalty Determinants for Full Service Airlines (FSA)

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Abstract

A very competitive market in the Indonesian commercial airline industry, where lots of airlines provide similar flight packages. An airline's public image is one of the variables that plays an important part in differentiating one airline with other airlines. Service quality, product prices, and customer satisfaction are the main foundations in building a company's public image, which are then, leads to customer loyalty. By using *Structural Equation Modelling* (SEM), this paper tests the causal construct connections between service quality, ticket prices and customer satisfaction towards Full Service Airline (FSA)'s public image, as well as their customer loyalty. The research conducted for this paper shows that service quality and prices are affecting customer satisfaction. A positive customer satisfaction also resulted in a better public image among passengers towards the airline. Compared to the ticket prices, service quality actually has a higher effect concerning customer satisfaction. Service quality also has an effect on FSA's public image. This service quality's effects on public image are much higher and more significant compared to the effects towards customer satisfaction. Moreover, this research found that FSA's public image is not affecting their customer loyalty.

Keywords: Service Quality, Customer Satisfaction, FSA Public Image

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Q Methodology as Innovative Research Method in Knowledge Management

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Abstract

Knowledge management for the provision of health information services is an under-developed field of research and therefore needs to be informed by applied research. The current study was conducted with healthcare professionals and general public in Australia to capture and distil their views in regard to a developing a web-based information service.. This research explores the use of Q methodology as an integrated and practical approach to the acquisition and sharing and creation of knowledge in an organizational health context. The aim is to scope the relevant issues to the problem at hand, which is to maintain and innovate better web based health care information system, from wide selection of stakeholders (qualitative). The second step of the process is to sort, group, rate and priorities these issues (quantitative), in order to give the health care information system designers relevant information in order of importance. The use of Q methodology is somewhat established in several social research communities including psychology, political science and health research. The current manual method of concourse can be difficult in demanding environments, such as, health care services. Thus, this study uses a technology called Zing, which partially automates the concourse process, and thereby enhances and integrates the process of knowledge management.

Keywords: Knowledge Management, Q Methodology, Zing Technology, Healthcare Information Systems

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The Role of Marketing Environment Audit in Marketing Performance through Index of Services Marketing Excellence (ISME) in Bandung Indonesia Stars Hotel

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Abstract

The purpose of this paper is to explain the marketing performance of Stars hotel in Bandung city– Indonesia through variables Marketing environment Audit in which their effects are mediated through variable Services Marketing Audit known as Index of services marketing excellence ISME, (Berry, Conant and Parasuraman, 1991). The Population in this study consist of 73 hotels with various stars i.e 3 star hotels, 4 and 5 in the city Hotel in Bandung. From this population 30 stars hotels were collected randomly in which 15 of them are 3- stars hotel, 11 are 4- stars hotel and 5 are 5- stars hotels. Other than that, some informan were interviewed to form a qualitative aspect of this study. To analyze the quantitative data we used Partial Least Squares, using SmartPLS-2 and Maxqda-11 to analyzed the qualitative data. The results of the study show that the influence of marketing audit services (ISME) to the hotel's marketing performance is not significant, Both variable in marketing environment audit significantly affect the marketing performance, but Macro Environment audit is not significantly affect the ISME, whereas task environment audit significantly affect the ISME. Thus there is no indirect effect of Marketing Environment to the marketing Performance.

Keywords: Marketing audit, marketing performance, Marketing Environment. ISME

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Development and Validation of the Success Potential Inventory for Female Agri-Entrepreneurs

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Abstract

The study focused on the development and psychometric properties of an inventory that measures success potential among female agri-entrepreneurs. Extant literature on characteristics associated with successful entrepreneurs and responses from 23 female agri-entrepreneurs served as bases for the construction of a 76-item initial inventory. A total 10 female agri-entrepreneurs participated during the trial-run of the initial inventory and 104 female agri-entrepreneurs participated during the final administration of the inventory. Results from the study showed that there were six dimensions of successful agri-entrepreneurs. These dimensions identified in the inventory possess the psychometric properties of internal consistency and validity. The internal consistency estimate of the sub-scales using Cronbach coefficient α ranged from .45 to .95 while the overall internal consistency estimate of the scale was .95. On the other hand, validity was evaluated using Factor Analysis with items having factor loadings of .50 and above retained. Thus, the resulting Success Potential Inventory for Female Agri-Entrepreneurs (SPIFAE) is a psychometrically-sound inventory.

Keywords: Development, Female Agri-Entrepreneurs, Initial Validation, Inventory, Success Potential.

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Competitiveness Strategy Model For Effective Organizational Structure Of Higher Education In East Kalimantan

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Abstract

This research aims to analyze higher education organization competitiveness strategy model in East Kalimantan. This is a deductive-qualitative research by data collecting through observation and semi-structure interview to the organizational strategy apex and its middle line in organizational plan. This research was conducted in three universities at East Kalimantan. The research focuses are included the strategy formulation stages and the organizational transformation process. The research result showed that East Kalimantan Higher Education were not competitive in competition. In addition, there has to be an addition of strategy in the formulation of competitiveness strategy that has been used to erasing the restricting factors of competitive advantage that has possess by the organization. East Kalimantan Higher Education need to prepare their human resources including leaders, lecturers, academic and administration elements, and another supporting elements, especially from the quality aspect in order to reach it vision to be an international institution of higher education.

Keywords: competitiveness strategy, higher education, strategic management process, organizational design.

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The Association between Traits and Work Engagement: Can HR elements be a moderator?

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Abstract

Most studies on work engagement have examined only its direct associations of traits towards engagement. However, a significant factor – Human Resource (HR) elements - seems likely to influence the relationship between work engagement and traits. In relation to HR, the aim of this research is twofold: first, to determine whether or not HR elements can affect an employee's level of engagement; second, to fill the apparent void in past studies with respect to the differences of individual HR experiences. Some studies have concluded that not all employees participate in HR management (Danford, Richardson, Stewart, Tailby, Upchurch & Campus, 2004) and that employee traits may affect the probability of participating in HR management. The notion of individual differences in this research is important in promoting how best HR elements can be fully utilised and implemented for individual employees. Ultimately, the aim of this paper is to seek clarification on the relationships and develop propositions that emphasize the effect of HR elements, as a moderating factor, on the relationships between traits and work engagement. The study provides a more comprehensive approach to the search for understanding of how HR elements may moderate traits-work engagement associations.

Keywords: Traits, Work Engagement, HR elements

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Generic Entrepreneurship Education Program Design at Universities

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Abstract

Entrepreneurship education has been implemented by most universities in Indonesia, and has been well developed by several universities which are highly committed to development of entrepreneurial culture. Variety of entrepreneurship education implementations at universities has also reaped various results. Although the development of an entrepreneurial culture through entrepreneurship education has been developed more than a decade, its results still need to be attained more. The objective of this research is to analyze the implementation of entrepreneurship educational program at the university so as to find the conceptual framework for designing entrepreneurship education program as a generic model that is applicable at universities. It can be an alternative model for universities in developing entrepreneurship education. This research used a case study approach which involved four universities in Indonesia. The data of research were analyzed by using within-case and cross-case analysis. The result of research shows that entrepreneurship education program which has currently been implemented at universities shall be reconsidered. In designing the entrepreneurship educational program, universities should involve university management factors, namely: university commitment, university values and beliefs, entrepreneurial climate on campus, infrastructure and facility, main activities, supporting activities, and cooperation. In its implementation, entrepreneurship education program should be done gradually, sustainably, and integratedly.

Keywords: Entrepreneurial Culture, University Management, Entrepreneurship Education Phasing.

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Dependence of Sugar prices in the regions of Java, Sumatra and Kalimantan in Indonesia

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Abstract

Understanding of dependence of sugar prices among different regions in Indonesia is important to policy makers. We investigate the conditional correlations of three main regions (Java, Sumatra and Kalimantan) using Dynamic Conditional Correlations (DCC) model. The correlations between these regions more evolved and volatile in the year 2010 compare with 2011 and 2012. However the low conditional correlations among those regions indicates that prices of these regions are not integrated and it may be due to locations and distribution of sugar.

Keywords: Correlations, Sugar Price, Multivariate GARCH, DCC Framework, Indonesia.

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The Influence of Firm Size, Profitability and Financial Leverage on Income Smoothing

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Abstract

Income smoothing is an engineered of revenue that is designed to eliminate the volatility (ups and downs) series of income. In this strategy, managers increase or decrease in reported earnings to reduce fluctuations. Many companies assume that their stock prices will maximized if net profit to grow at a constant rate each year. Large companies tend to undertake the management of the profit when a high profit. To attract investors in making investment, ineffective management will result in profitability. Management does not want to be considered a failure, it will try to increase corporate profits and earnings stability..This study aimed to analyze the effect of firm size, profitability and financial leverage on income smoothing practices at the company. This research is classified into this type of research is descriptive verification of causality. Samples were taken from companies listed on the index Kompas 100 for the years 2010-2012, the selection of the sample using purposive sampling, and data used in this study is a secondary data analysis methods using logistic regression analysis. The results of this study simultaneously shows the size of the company, profitability and financial leverage significant effect on income smoothing. Partially firm size significantly influence income smoothing, the larger the size of the firm, the greater the tendency of companies to practice income smoothing. Profitability and financial leverage is not significant effect on the practice of corporate income smoothing.

Keywords: company size, profitability, financial leverage, and income smoothing

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The Effect of the New Logo and Brand Imagetowards The Customer Loyalty Of Starbuck, Jakarta

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Abstract

The changes in people's lifestyles and the development of a coffee shop business happened rapidly. These affect the Starbucks to continuously transform their business to meet the customer's needs. On March 2011, Starbucks launched their program with the introduction of a new logo to welcome the new era of Starbucks Corporation. The logo change led the protests from their fanatic customer. The protest not only happened in Indonesia but also worldwide. This negative perception can affect the Starbucks brand image and can lower the customer loyalty. Starbucks should communicate the logo changes as a new corporate identity so that the new brand image can be formed on the public perception. The research analyzed the response of Starbucks customers in Jakarta towards the new logo and brand image, and finally to determine how much the new logo and brand image Starbucks influence the Starbucks customer loyalty in Jakarta. The method used in the research was an explanatory survey method with 400 Starbucks customers in Jakarta as respondents. We analyzed the data using scoring technique to measure the response of the respondents. The Structural Equation Modeling used to describe the direct and indirect influence of the logos and brand image. The results showed that the customer perceived the new Starbucks logo as dissatisfactory (68%), the new Starbucks brand image perceived as in the high category (78.73%), and the Starbuck customer loyalty in Jakarta was at 77.8%. The logo changes positively affect the customer loyalty in the amount of 15.4% and the brand image positively affects the customer loyalty at 125.5%.

Key Words: Logo, Brand Image, Customer Loyalty, Starbuck

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Business Model Innovation in Public Television Station

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Abstract

Televisi Republik Indonesia (TVRI) West Java is a public television station, founded by TVRI of west java region in 2007. TVRI is a public television station owned by Government and located in Bandung city. TVRI duties are providing service task information, education and positive entertainment, social control, and preserving the culture of the nation for all citizen benefit through the television broadcasting reach in all regions of Indonesia. Currently, contents offered by TVRI are less oriented to the needs of the market and are not able to take the market segmentation of different ages. This study aimed to know the current TVRI's business model with its strength, weakness, opportunity, and threat (SWOT) to proposed new business model with some innovation using business model canvas. The research methods are descriptive and qualitative while data collections are using interview, questionnaire, and observation. From the results of this study, it can be concluded that TVRI West Java has a weakness in customer segments, key resources, key activities, and cost structure where these blocks are need innovation.

Keywords: Public television station, strategy, innovation, SWOT, business model, business model canvas

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Analysis of Telco Branchless Banking Strategy in Indonesia

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Abstract

Branchless Banking service has now been adopted by more than 100 countries with the aim of expanding the range of financial services. In our State Bank of Indonesia made a series of policies related to the increase in Branchless Banking in the hope of people who have not been affordable banking services have the ease in gaining access to banking services in order to improve the movement of the local economy that contribute to the national economy. In addition, the increasing sales and use of mobile phones in Indonesia and the development of technology, the integrated telecom service with banking services seems suitable to be developed in Indonesia, with a high population and the spread of a spacious residence Telco Branchless Banking or abbreviated to T-Bank became one of a very attractive alternative because the public can make transactions just by exchanging information phone account number and also can withdraw funds at offices close to the residence or place of business is located. This topic is very interesting given that the collaboration between the two industries, namely the telecommunications industry and the banking industry so this paper will be analyzed strengths, weaknesses, opportunities, and threats telco branchless banking services in Indonesia.

Keywords: Branchless Banking, T-Banking, Telecommunication, Bank, SWOT

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The Influence Of Composition Of Independent Board Of Commissioners, Audit Committee Size, And Company Size Towards Enterprise Risk Management Adoption(An Empirical Study of Banking Sector Company Listed Indonesian Stock Exchange and Malaysian Stock Exchange year 2009-2014)

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Abstract

Deterioration due to the impact of the global economic crisis of 2008, requires banks to implement an integrated risk management and strengthen the corporate governance principles. Enterprise Risk Management has become a risk management framework that is widely used in the enterprise. In banking, ERM carried out in line with the principles of Basel. This study aimed to analyze the influence of the composition of the independent board, the size of the audit committee, and the size of the company towards the adoption of ERM and its differences in Indonesia and Malaysia which adopts a different board system. Samples of this study is 20 Indonesian banks and 7 Malaysian banks that listed in Indonesia Stock Exchange and Malaysia Stock Exchange in 2009-2013. Method of data analysis of this study is logistic regression and independent sample t-test. The result on Indonesian banking shows that audit committee size and company size are significantly affect on the adoption of ERM, while composition of independent board of commissioners did not significantly affect on the adoption of ERM. Result on Malaysian banking shows that composition of independent board of commissioners and audit committee size are significantly affect on the adoption of ERM, while company size did not affect significantly on the adoption of ERM.

Keywords: ERM, Basel, Banking, Independent Board of Commissioners, Audit Committee, Company Size

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The Influence of Smartfren Andromax Bundling Products on Purchasing Decisions (Study at Students or University Students In Bandung 2014)

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Abstract

Telecommunication technology in Indonesia is experiencing rapid development one of which is mobile technology. The level of the tight competition in the telecommunications industry pushed some of CDMA operators to leave CDMA and switch to 4G LTE technology. Shift from CDMA to 4G LTE operators do not affect Smartfren to immediately leave the CDMA technology. Smartfren using bundling product strategy or package Smartfren Andromax to maintain this study uses four independent variables of bundling product is a product (X1), price (X2), promotion (X3), and distribution channels (X4) (Sari and Rusli, 2009:116) and the dependent. The methods used in this research are descriptive and causal. The researcher using incidental sampling technique in collecting data which consists of 385 respondents. The analysis of data using multiple linear regression analysis. The response of respondents to the bundling product strategy included in the category of good with the average score is 77.39%, while the results from 76.5% of purchasing decisions are included in both categories. Simultaneously, the bundling product influence Smartfren Andromax purchasing decision significantly. Smartfren Andromax purchasing decisions are influenced by 57.3% bundling product, while 42.7% of remaining are influenced by other variables which cannot be described in this study. The partition and promotion of the product have a significant influence on purchasing decisions, while the price and distribution channels do not have a significant influence on purchasing decisions of Smartfren Andromax bundling products.

Keywords: product bundling, purchasing decisions, CDMA, telecommunications

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The Analysis of Organizational Performance Using Balanced Scorecard in Pt. Bank Jabar Banten

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Abstract

In the era of rapid business competition, the company is required to take strategic step to compete at any state. Performance measurement with this system can lead the company to the orientation that only focuses on short-term profits and tend to ignore the continuity of company in the long run. Therefore, this study is intended to measure the whole performance using Balanced Scorecard, which have four perspectives to measure the company performance. Type of this research is sequential exploratory, which is combination of qualitative data collection and analysis, followed by a phase of quantitative data collection and analysis. This research covered performance analysis of PT. Bank Jabar Banten throughout four perspectives of Balanced Scorecard. The four perspectives are financial perspective, customer perspective, internal business process perspective and learning and growth perspective. Primary data collection is used to measure customer satisfaction in customer perspective and employee satisfaction in learning and growth perspective, and the rest use secondary data collection. Analytical Hierarchy Process is used in weighting process on each perspectives and its variables. The standardization is needed to create a standard scale of each variable that being used. The standardization is done by using Snorm. Population of this research are customers and employees of PT. Bank Jabar Banten, and the sample is 400 customers and 100 employees of PT. Bank Jabar Banten.

The research result shows that PT. Bank Jabar Banten obtained the final score at 82.45, which is categorized as good performance. In the future, this score can be a standard for PT. Bank Jabar Banten if similar research occurs.

Keywords: Balanced Scorecard, Analytical Hierarchy Process, Bank Performance Measurement, Snorm normalization

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Consumer Preference Analysis on Choosing Minimarket with Convenience Store Concept in Bandung (Study in Circle K, Indomaret and Alfamart in 2014)

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Abstract

Today, minimarket competition in Bandung is very tight. It can be seen that minimarket in Bandung had overload or exceed the maximum tolerance by Dinas KUKM Perindag of Bandung. Until December 2013, Dinas KUKM Perindag of Bandung has registered number of minimarket in Bandung about 615 units. While the maximum tolerance number of minimarket in Bandung is only 360 units. This research aims to understand consumer preference of minimarket with convenience store concept in Bandung. Attributes on this research based on retail mix elements by Levy and Weitz (2009:21), that are merchandise assortment, price, communication mix, store design and display, customer service and location. Data analysis technique used in this research was conjoint analysis that produces the value of utilities and important of any attributes and level. Data collection is done by spreading the questionnaire to 400 respondents. The result showed that preference of consumers in choosing minimarket with convenience store concept is convenience store which sets the low price, having adequate of parking area, comfortable store, do discount program, always available product on shelf/ refrigerators and the servants serving personally.

Keywords: Consumer Preference, Convenience store, Retail mix, and Conjoint Analysis.

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Profitability and Its Influence On Share Prices
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Abstract

Investors generally prefer the company trusted and have high profitability, so the purpose of this research was to look at how much influence the profitability of share prices in a Public Bank Persero (State-Owned Enterprises The Government / SOEs). Profitability is represented by the return on assets (ROA), return on equity (ROE), and earnings per share (EPS). The data used are secondary data derived from the financial statements for the period 2009-2013. The data panel is used as a tool of analysis, with the result that the profitability of both simultaneous and partial has no effect on the share prices, because each has a value of $Prob > 0.05$. The adjusted R-squared is 0,085263 which means profitability only affects 8,52% share price, while the remaining 91,48 were influenced by other factors not examined.\

Keywords: ROA, ROE, EPS, Bank

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The Test of Gender Diversity Financial Structure and Market Perception to The Cost of Financial Distress: Evidence from Indonesian's Family Business

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Abstract

This article examines effect of Gender diversity, financial structure and market perception to the indirect cost of financial distress as it applies to family business in Indonesia. By estimating these model through ordinary least square regression, using a sample of Indonesian's family Business that listed in Indonesian Stock Exchange period 2008-2012 , I have obtained results that a business's family leverage affect to the indirect cost of financial distress . Furthermore, gender diversity and market perception do not impact to the cost of financial distress in family business in Indonesia.

Keywords: gender diversity, cost of financial distress, family business, leverage, price to book value equity

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Design Control Procedures Nonconformity, Corrective And Preventive Action Under Clause 8.3, 8.5.2, 8.5.3 Of ISO 9001: 2008 And Clause 4.5.3 Of ISO 14001: 2004 At CV Gradient Using Business Process Improvement Method

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Abstract

CV Gradient is a company engaged in the manufacture of spare parts of motor vehicles. requirements. The use of two documents ISO 9001: 2008 and ISO 14001: 2004, in implementation it creates inefficiency that needs to combine two standard documents. This paper describes how to design control procedures nonconformity, corrective and preventive action by clause 8.3, 8.5.2, and 8.5.3 in ISO 9001: 2008 and clause 4.5.3 in ISO 14001: 2004 and perform improvement procedures using Business Process Improvement method. The use of Business Process Improvement method begins by describing control procedures nonconformity, corrective and preventive actions based on ISO 9001: 2008 and ISO 14001: 2004. The next stage is to improve procedure Incompatibility Corrective Action and Preventive Action. Improvement procedures performed in two stages, the first stage perform activity analysis to identify value added of each activity, so the results of the analysis of activity are any activity in the process can be grouped into RVA (Real Value Added), BVA (Business Value Added), or NVA (Non Value Added). Activities are included in the group NVA will be eliminated, which is included in group activities BVA will be minimized, and the activities included in the RVA group will be simplified. The second phase is to simplify (streamlining) control procedures Nonconformity, Corrective and Preventive Action. Streamlining of existing 12 tools, used two tools are upgrading and standardization. The result of improvement using Business Process Improvement method is the control procedures nonconformity, corrective and preventive actions are effective and efficient based on Quality Management System ISO 9001: 2008 and Environmental Management System ISO 14001: 2004.

Keywords: Designing, procedures, corrective actions, preventive actions, Quality Management System, Environmental Management System.

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Market-Based Strategies to Meet the Demands of Industry, Small and Medium Enterprises

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Abstract

Amid the controversy against the provincial minimum wage (*Upah Minimum Provinsi*), the Government's role is very important, especially for small and medium enterprises. Building industry sectors in the era of globalization necessarily requires the right strategy and consistency, to embody the formidable and powerful industrial competitiveness both on the domestic market as well as in the global market. It is expected to encourage the economic growth, create jobs, increase people's income and eventually reduce poverty. Based on data from West Java central database, the construction analysis of the city of Bandung, especially up to the year 2011, showed that the city has 10.701 business units of the small and medium industry. The number of business units is large enough to boost people's income in West Java, especially in the city of Bandung. The advantages of small and medium industry sector that are contributing to the absorption of labor, are capable in creating added value in the higher range of produced commodities.

Keywords: Small and Medium Industry

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The Analysis of Perception of Useness, Ease, Social Influence, Believe and Cost and the Effect on the Interest of Using Online Transaction By Smartphone

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Abstract

Indonesia became one of the main targets of the smartphone manufacturers, because in addition to the high number of population, the nature of consumers also tend consumptive, always follow the development in technology, as well as the increased of needs to unlimited Internet access such as access for social media, browsing and online transactions . This opportunity is captured by one of the e-commerce businesses, X.com, but then develop a mobile version, m-commerce with the aim of making the consumer more easily access the X.com in smartphones. The purpose of this study was to examine factors such as perceptions of usefulness, perception of ease, perception of social influences, beliefs, and costs affect interest in using m-commerce applications on smartphones. This study is a replication and development model of the Technology Acceptance Model (TAM) from a previous study by Wei et.al (2009). Data collected by questionnaires given to the respondents. The respondent in this study is university student in Bandung who use the smartphone. Data analysis in this research is using path analysis, the X1 variable is perception of usefulness, X2 variable is perception of ease, X3 variable is perceptions of social influence, X4 variable is trust, X5 variable is perception of costs and Y variable is Interests of use. The results of this study are expected to factors such as perceived usefulness, perceived ease, risk perceptions and beliefs can influence the interest of using m-commerce applications on smartphones.

Keywords: Technology Acceptance Model (TAM), perceived usefulness, perceived ease, perception of social influence, trust, perception of costs, interest in the use of m-commerce

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The Analysis of Coopetition Strategy of Joint Venture Zocha In Garut Indonesia Using Value Net

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Abstract

This study aimed at mapping the value net Zocha and designing the coopetition using PARTS to create New Value Co-Creation. The method used was qualitative involving the UKM (Small Medium Enterprise) in Garut City Indonesia in the period from September to December 2014. The data collection process was conducted by interviewing the player who was an informant pertaining to Zocha business process. The result shows that the element changes in PARTS including Player, Added Value, Tactics and Scope emerge in implementing new value co-creation while Rules are still the same as the existing value co-creation condition. This study gives the implication in improving the Zocha roles as the value co-creator in Garut, and even guides to the collaboration of some potetial SMEs to make business value bigger both for Garut and other cities.

Keywords: Coopetition, PARTS, Value Co-creation, Value Net, Zocha

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**Green Marketing Strategy Analysis to Brand Trust
Through Marketing Mix Approach (Study On The Body
Shop Users In Bandung, West Java)**

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Abstract

Many disasters that recently occurred in Indonesia nowadays, have made the society become more aware of environmental protection, not least in the world of business. Increasingly fierce competition makes companies vying to create products that are safe and environmentally friendly, this company's strategy is called the Green Marketing Strategy, which is a potential strategy to win the competition.

This study aimed to analyze the effect of the application of Green Marketing Strategy to Customers Brand Trust in choosing The Body Shop cosmetics. Data collection methods in this study is using the survey method through questionnaires. The population of this research is The Body Shop Cosmetics Customers in Bandung, West Java. Sampling technique using in this study is purposive sampling. Data processing and hypothesis testing is by using multiple regression.

The results of this study are expected that the price, product, place and promotion variable of green marketing concept effect on consumer trust in brand selection. The Body Shop must maintain consumer trust to remain all their product that has the concept of green marketing and The Body Shop need to pay attention to the quality of products to compensate the higher pricing strategy.

Keywords: Green Marketing, Brand Trust, The Body Shop.

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Analysis Effect of Website Quality to User Satisfaction and It's Impact of Intention to Revisit

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Abstract

One of the developments of technology that serves as a means of modern communication is the Internet, Internet users in Indonesia from year to year is increasing. Website which commonly known as the web is a page of that contain information provided via Internet that could be access from around the world over the network as long its connected to the Internet. Website already known in Indonesia since 1998, only large companies can afford to have it. Now, there are billions of pages on the website of the virtual world. Most of these websites are commercial web for business and trade purposes. The website is one of the most important media campaigns, lately many companies using websites as a promotional media. Good quality website is needed which can provide benefits for users, it will lead them to re-visit the website. The purpose of this study is to determine the effect of website quality on user satisfaction as well as its impact on the intention to revisit. The method used in this research is descriptive and causal research by collecting primary and secondary data. The sampling technique in this study was non-probability convenience sampling. This study uses SEM (Structural Equation Modeling), a multivariate statistical analysis techniques that analyze structured relationships. This technique is a combination of factor analysis and multiple regression analysis. The results of this study are expected to be useful for development of science and needs for business, especially in the field of marketing.

Keywords: Website Quality, User Satisfaction, Intension to revisit

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Effects of Green Marketing on Purchased Decision by Consumer Perceived Value

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Abstract

Charter and Polonsky (1999) state that Green marketing is the marketing or promotion of a product based on its environmental performance or an improvement thereof (Charter and Polonsky, 1999). Honda injection is one example of environmentally friendly products, where the injection system is used to inject fuel into the combustion chamber, by changing the fuel particles into the fog. This study aims to determine the effect of green marketing on purchased decision by consumer perceived value of Honda motorcycles injection. This research used Green Marketing theory by Singh(2010) which is influence the perceived value (Kotler & Keller, 2012) and affected purchased decision (Mohammad, 2012). The main instrument of data collection was a questionnaire that measured with Likert scale. This research took 400 respondents who are consumers of Honda motorcycles injection. The analytical method used is the Path Analysis (Ghozali, 2009). The results shows that green marketing has a significant influence on perceived value in the purchasing decision Honda motorcycles injection.

Keywords: Green Marketing, Consumer Perceived Value, Purchased Decision

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Incorporating Word of Mouth Effect on Customers Purchasing Decision in Small Business

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Abstract

Small businesses using multiple options to advertise a product or service. These range from traditional media to newer and out-of-the-box method to get the word out. You can find out what method works by tracking which campaigns generate sales. One of them is word of mouth. Word of mouth has been recognized for many years as a major influence on what people know, feel and do. It involves hiring people to talk about your product or service in a public place in a way that other people overhear them. Happy customer can steer dozens of new ones your way and bring more profit. Word of mouth also an easy and cheap ways to advertise the products or services. Key to make word of mouth effective is you must have a good product or service for word-of-mouth to work in a positive way. Many research said that consumers are more influenced by word of mouth in buying decisions than by print media, TV and movies, brand websites and even social media. Roti Gempol and Kopi Anjis is one of the small business that using word of mouth as their marketing strategy. This cafe is a new comer in Bandung – Indonesia, but has managed to attract the market. It can be seen from the high intensity of customer visits. The objective of this study is to determine how implementation of word of mouth in this cafe and how word of mouth effects on consumers buying decision. This study was using quantitative methods. Data collected through questionnaires with sample of 100 people. Data analyzed with simple linear regression analysis using SPSS 22. Findings will shown that word of mouth simultaneously affecting the buying decisions in Roti Gempol dan Kopi Anjis. The company needs to improve the products and services quality in order to create more powerful word of mouth to increase the buying decisions.

Keywords: Advertising, Marketing, Small Business, Word Of Mouth.

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Transformational Leadership and Its Impact to Lecturers Intellectual Capital Factors in Telkom Economics and Business School Telkom University

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Abstract

Telkom Economics and Business School is an institution with various experience of changes, started from the initial status as independent institution under the Education Foundation to the part of Telkom University. As the consequence, there has been a transformation process in management as well as in leadership. Due to these changes, the style of leadership in Telkom Economics and Business School can be categorized as transformational leadership style. The purpose of this study was to determine the effect of transformational leadership style in Telkom Economics and Business School towards the factors of Lecturers' intellectual capital. The intellectual capital is the most important thing that should be owned by the lecturers. The sampling technique used in this study is saturated sampling method with 68 permanent lecturers in Telkom Economics and Business School who already have a service life of more than two years as the respondents. The analytical method used is simple linear regression. The results show that transformational leadership style according to the judgment of the faculty is in the good category with the score of 63.95%, while the intellectual capital factors perceived by the lecturers are in good category as well with the score of 67.34%. Meanwhile, the results of the analysis indicate that transformational leadership style in Telkom Economics and Business School has a significant influence on the lecturers' intellectual capital factors of 40.3%.

Keywords: leadership, leadership style, transformational leadership style, intellectual capital factors.

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Business Model Innovation in Public Television Station

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Abstract

Televisi Republik Indonesia (TVRI) West Java is a public television station, founded by TVRI of west java region in 2007. TVRI is a public television station owned by Government and located in Bandung city. TVRI duties are providing service task information, education and positive entertainment, social control, and preserving the culture of the nation for all citizen benefit through the television broadcasting reach in all regions of Indonesia. Currently, contents offered by TVRI are less oriented to the needs of the market and are not able to take the market segmentation of different ages. This study aimed to know the current TVRI's business model with its strength, weakness, opportunity, and threat (SWOT) to proposed new business model with some innovation using business model canvas. The research methods are descriptive and qualitative while data collections are using interview, questionnaire, and observation. From the results of this study, it can be concluded that TVRI West Java has a weakness in customer segments, key resources, key activities, and cost structure where these blocks are need innovation.

Keywords: Public Television Station, Strategy, Innovation, SWOT, Business Model, Business Model Canvas

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Contribution of Credit for Indonesia National Economic Growth from 2000 until 2013

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Abstract

This study was to analyze whether the bank loans granted by banks to the type of credit that working capital loans, investment loans and consumer loans significant impact or not either totally or respectively to the economic development of Indonesia, as well as the extent of their sensitivity or elasticity - each type of credit against the Indonesian economic growth. This study uses analysis and quantitative descriptive (verification), which descriptive study is describes the development of bank credit and the Indonesian economy by using secondary data obtained from the Central Bureau of Statistics BPS) and Bank Indonesia (BI). Variable used in this study is total lending, types of credit (working capital loans, investment loans and consumer credit as independent variables, and the dependent variable is the economic development (GDP) and economic growth. The analysis model used is a simple linear regression, multiple linear regression and elasticity. The results of this study gave the possibility that in total bank credit or each type of credit can provide significant impact on the economic development of Indonesia, with a sensitivity or positive elasticity for each type of credit but are inelastic to economic development.

Keywords: Working capital loans, investment loans, consumer loans, Economic Development And Elasticity

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Demand Forecasting For Economic Order Quantity in Inventory Management of Wooden Toys Manufacture

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Abstract

The key decision in business both manufacturing and retail is how much inventory to keep on hand. Inventory is important part and usually a business's largest asset. Purezento is a Indonesia gift shop company which engaged in the manufacture of wooden toys. Demands in Purezento is increasing every year, but to determine the purchasing decisions or ordering of raw materials is still based on the estimation or prediction of owner. To avoid surplus or shortage of raw materials, forecasting and safety stock will be necessary to manage the procurement of raw material needs. Forecasts of future demand will determine the quantities that should be purchased, produced and shipped. It is necessary that the existence of inventory policies can be applied in the company and will suppress the inventory cost and ordering. Therefore to minimise the inventory cost, Economic Order Quantity (EOQ) analysis can be applied. EOQ is an inventory control techniques that minimize the total cost of ordering and storage Type of Quantitative Descriptive approach is used in this research where the method of data collection is obtained from interview and observation. Research will using internal data of Purezento such as cost of placing an order, annual demand for the item, annual cost of carrying one unit of inventory in stock to calculate EOQ, safety stock and ordering frequency. Conclusion has been made that the implementation of forecasting and EOQ method will assist the company to make a decision regarding their inventory. This method will also help the company in saving cost of raw material and taking control of raw materials which will all lead to support the production activities.

Key words: Economic Order Quantity, Inventory Management, Forecasting

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**Consumer Attitudes Analysis towards Green Product
Sariayu Martha Tilaar And The Body Shop (A Study Of
University Students In Bandung)**

Rubiyanti, Nurafni^{1*}, Widodo, Arry² and Yulianti, Kiki, Rizky³

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Abstract

Many companies create and offer environmentally friendly products which are often referred to green product as a form of social responsibility and the impact of environmental incessant care issues. One of these products is cosmetic in which the sales increasing in Indonesia. From various kinds of cosmetic brand of green products, Sariayu Martha Tilaar and The Body Shop are the ones that first appear in Indonesia and remain consistent in implementing environmental awareness campaigns and environmental issues. The purpose of this research is to determine how consumer's attitudes toward the two brands of green products by using the theory of attitude multiatribut fishbein. Sumarwan (2011: 180) explain that the attitude of consumers toward products are largely determined by the attitudes of consumers towards the attributes evaluated and determined by evaluating two things, which are the importance of product attributes and the believe of product attributes. This research used eleven attributes from Johri and Sahasakmontri (1998) that involved 400 university students in Bandung as respondents. This research used a descriptive and analytical models multi attribute Fishbein attitude with Microsoft Excel data processing equipment and SPSS version 20. The results show that green product Sariayu Martha Tilaar get a total score of 30.69 analyzes of consumer's attitudes that go into the category of a positive attitude and green product The Body Shop get a total score of 35.27 analyzes of consumer's attitudes that go into the category of a very positive attitude.

Keywords: Consumer Attitudes, Green Product, Multiatribut Fishbein

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Factors Influencing Green Purchasing Behavior (A Study of University Students In Bandung)

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Abstract

The activity to increase awareness in green living is showing a progress in Bandung. The phenomenon shows that university students also participate in some environmental activities. The purpose of this research is to investigate whether these university students in Bandung support green purchasing behavior or not. This research used 7 influence factors of green purchasing behavior theory from Kaman Lee (2008). They were social influence, environmental attitude, environmental concern, perceived seriousness of environmental problems, perceived environmental responsibility, perceived effectiveness of environmental behavior, and concern of self-image in environmental protection. This research would identify those influence factors of green purchasing behavior of university students in Bandung using convenience sampling. The research took 400 university students in Bandung to be respondents. The research used quantitative method and the data used statically analyzed by multiple regressions. The results of this research were as follows: (1) social influence, environmental attitude, environmental concern, perceived seriousness of environmental problems, perceived environmental responsibility, perceived effectiveness of environmental behavior, and concern of self-image in environmental protection simultaneously affecting green purchasing behavior by 36,8% (2) but it was concluded that only social influence, environmental attitude, perceived seriousness of environmental problems, and perceived effectiveness of environmental behavior had partially significant affected green purchasing behavior.

Keywords: Green Marketing, Green Consumer, Green Purchasing Behavior

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Modelling of Poverty Panel Data in Java with Spatial Durbin Model

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Abstract

Poverty is a key issue in Indonesia national development. According to Statistics Indonesia (BPS) in 2012, more than half of Indonesia's poor are concentrated in Java (55.33%). Studies of poverty is part of economic study that in recent years concern to the spatial econometric using panel data. Most of those studies are still limited to the spatial effect on the dependent variable. In fact, the spatial effect can also occurs in the independent variable. The solution for this problem is using Spatial Durbin Model (SDM). The objective of this research is modeling panel data of poverty of all regencies/cities in Java in 2008-2012 using the SDM, with two types of spatial weight matrix: contiguity and inverse distance. The result shows that the SDM with fixed effect using the inverse distance weight matrix has the smallest AIC, and the largest R-square (76.63%). The significant indicators that determine the number of poor people in Java are spatial lag of the poor, Human Development Index (HDI), Unemployment Rate (UR), spatial lag of HDI, and spatial lag of UR.

Keywords: Panel Data; Spatial Durbin Model; Poverty; Fixed Effect; Invers Distance

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Theorizing Attitude towards Islamic Financing Adoption in Integrative Model of Behavioral Prediction – A Proposed Conceptual Framework

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Abstract

Halal food and Islamic finance industry in Malaysia was reported to be the two fastest growing Shari'ah-compliant industries with an annual growth rate at 15% to 20%. Even though Malaysia is the largest market in Islamic finance, there is still low penetration of Islamic financing among Halal business operator. Besides, there is still limited empirical research on the linkage between halal food industry and Islamic finance industry. It is important to examine the linkage between those two industries. Besides, the study on attitude of business operator towards Islamic financing is important to identify what are the factors influencing attitude of Halal business operator to choose its financing method either using conventional or Islamic financing. This study aims to theorize attitude towards Islamic financing adoption using Integrative Model of Behavioral Prediction. The study was proposed eight salient beliefs that influence attitude of food service business owner towards Islamic financing adoption including religion obligation, awareness, cost benefits, business support, reputation, service experience, Halal literacy and Islamic financial literacy.

Keywords: Attitude, Halal Literacy, Islamic Finance, Islamic Banking, Islamic Financial Literacy

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The Influence of Crude Oil Price, Consumer Confidence, Exchange Rate, and GDP Growth Rate toward Sales Number of PT Toyota Astra Motor Period 2006 – 2012

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Abstract

Automotive industry has become one of the most contributing industries to an economy, including Indonesia. Therefore, factors affecting it are carefully being identified. In this quantitative study, the researcher would like to analyze the influence of several economic factors. There are crude oil price, consumer confidence, exchange rate, and GDP growth rate toward sales number of automotive industry. In this study, the researcher uses case study of PT Toyota Astra Motor as representative from Indonesia's automotive industries. The time period is from year 2006 to 2012. The total observation is 84 observations, derived from 7 years on monthly basis. This research uses SPSS version 20 as the statistical tool. Moreover, multiple regression analysis is used to analyze the influence. The result of this study is that crude oil price, consumer confidence, exchange rate, and GDP growth rate have positive significant influence toward sales number of PT Toyota Astra Motor altogether. The most significant factor is exchange rate. All of the factors are found out to influence sales number by 78.8% while other remaining 21.2% of sales number is influenced by other factors outside the regression model.

Keywords: Crude Oil, Consumer Confidence, Exchange Rate, GDP, Sales Number, Automotive Industry

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Analysis Entrepreneurship Knowledge, Training Students Home Industry of Intention Entrepreneur

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Abstract

The purpose of this study was to determine the effect of entrepreneurial knowledge and training of home industry on the intention student entrepreneurship. Research gap is difficult to grow and develop new, highly educated entrepreneurs to meciptakan business units, no more than 5% of students interested in becoming entrepreneurs. While Indonesia is expecting college graduates into wirausahayang reliable. If the realities associated employment opportunities and the availability of jobs than job seekers continues to increase each year, including from a group of highly educated (Kopertis V, 2012). This study uses the respondent amounted to 137 students comprised 73 female and male respondents 64 respondents. Nalisa tool used multiple regression and purposive sampling technique. The results showed that the entrepreneurial knowledge and training of home industry has positive influence on student entrepreneurship intentions. Contribution to the University is giving the impression that entrepreneurship courses in addition to face to face, need to be supplemented with training home industry so that students have an entrepreneurial spirit and confidence to self-employed after graduation degree.

Keywords: Entrepreneurship Knowledge, Training, Home Industry, Intention Entrepreneur

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Local Brand Strategy in Global Competition Winning

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Abstract

This study aims to analyze how the business strategy of a local brand can win the global competition. Competition food and beverage industry in Indonesia will be very strict with the ASEAN Economic Community by the end of 2015 that freed foreign brands into the Indonesian market. local brands should be able to maintain or even become a market leader in their own country. One of the many local brands is JCO. Donuts & Coffee which won many awards. This study used a descriptive method that describes the business strategy undertaken by JCO. JCo.was chosen as sample selected by judgmental sampling technique. The analysis technique used SWOT analysis. This research found that: (1) Jco presents the concept of different donuts using open kitchen concept, (2) variations in flavor and unique naming makes it more interesting donut, and (3) JCO attention to materials and production processes so that the flavor, fragrance, shape also quality donuts generated is maintained and meet health standards. This research concludes that the business strategies roomates Become the key success of JCO as a local company is strategies that maintain internal strength with consistent SOP and strength in adopting advanced technology from abroad to produce innovative products that make JCO achieve global competitiveness.

Keywords: Business Strategy, Global Competitiveness, Local Brand.

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Study about HumanResource Information System In Developing Decision-Making Process

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Abstract

This study examine the problem in Management Information System using the approach of business administration, especially concerning in Human Resources Information System. Given the problems that were examined with regard to management decision making, the underlying concepts is the human resources information systems, decision-making and associations.

Consequently, HR information system will be effective if it is able to produce a healthy human resource decisions. These systems typically use advanced technology to process the data so that the result can reflect the daily activities of a corporation, organized in the form of information to facilitate decision-making process. Therefore, the search for as much information as possible is necessary to achieve planned expectations from the beginning, as well as a source of information on the development of an organizational evaluation.

The development of such a rapid development of information should be followed if we do not want to be left behind from the scene of a global movement. The world feels more cramped by the development of advanced information. What is happening today in the world anywhere, at this ytime, can be accessed with proper technology. Considerations regarding the process of Human Resource Information System is a matter of top priority within a company.

Keywords: Management Information System, Personal Management, Online Business

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Gross Regional Domestic Product in 113 Districts/ Cities in Java in 2010, Indonesia

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Abstract

Spatial Model Autoregressive (SAR) is one type of spatial modeling which indicate that the response variable has a spatial dependence. SAR modeling has one weakness that the heterogeneity of variance is unknown. Spatial Autoregressive Quantile Regression (SARQR) Model is a combination of SAR models and Quantile Regression (QR). This is an alternative model to solve the problems of heterogeneity in SAR models. In addition, not only solve an issue of spatial heterogeneity, SARQR modeling can also be a solution to handling problems in non-normality data caused outliers. The purpose of this study is to establish a modeling Gross Domestic Regional Product (GDRP) in 113 districts/ cities in Java in 2010 by using a model SARQR to obtain some homogeneous models for each particular quantile. In the case of GDP in Java can be concluded that the heterogeneity that occurs in SAR modeling can be overcome by establishing a model SARQR. This result is shown by significant value in Breusch Pagan test. SARQR Modeling which produces several models separately for each particular quantile also interpretation models required for some districts/ cities which have a value of GDP is far from the average value of the overall GDP in Java.

Keywords: Heterogeneity, Spatial Autoregressive, Quantile Regression, Spatial Autoregressive Quantile Regression.

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Social Media as An Effective Media Promotion That Affect Consumer Decision Making Process

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Abstract

Social media becomes an important communication tool that people use to connect to other people or organization. People use social media to share their experiences, review, information, or any kind of issued that are interesting to their friends. Social media is used as an advertising for the marketer. Marketers take this advantage and create marketing strategy, which in turn could help them gain more customer. Twitter, Facebook, or Instagram has an example of social media. The number of social media users growing have attracted marketers. Marketers have recognized that social media marketing as an important part of their marketing communication strategies. Also social media help marketers determine customer needs. The object of this research are entrepreneur in Bandung that using social media for promotion their product. The objective of the research is to explain why, when, and how social media has impacted on consumer decision process. The theoretical framework rests on literature of consumer decision making process, social media, as well as previous studies relating to social media marketing. Quantitative research method is adapted for the purpose of this research. The empirical data was gathered by sending out question to individuals in Bandung. This research gives explanation on how individuals are attending, processing, and selecting the information on social media before a purchase goods or services. Findings and conclusions presented in the research are only valid within the population selection and cannot not to be generalized elsewhere due to the differences in environmental factors.

Keywords: Social media, promotion, consumer decision

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Entrepreneurship Innovation Strategy in Business Communication: A Case Study In The Achievement Of Growth Pt Edu Media Komunika

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Abstract

When there is a change in the business structure of communication and mass media in Indonesia, the original constraints of the entrance (entry barrier) complex and tiered especially during the Orde Baru era, then the post-Reformation in 1999 became accessible to anyone, then the business was born the mighty tight competition (hypercompetition). On the other hand, when the urgency and the use of science communication and entrepreneurship in Indonesian society in recent years rose sharply, it is necessary to the proper application of the medium, so that the benefits of both these sciences are increasingly widespread. Therefore, in order that the company exists to compete and especially expanding the growth of the business and science, so communication businesses should deploy strategy all fronts, including application of entrepreneurial innovation strategy. This innovation strategy, at least by PT Edu Media Komunika throughout 2014, had proved to be able to create added value, update the product / service, the update process, and update marketing innovation, which then creates a significant increase business performance and capabilities birth-new portfolio companies. This study was able to explain entrepreneurial innovation strategy could provide a strategy for the business enterprise communications through the discovery of new knowledge; Improving existing products or services; and Finding different ways of providing more goods and services with fewer resources).

Keywords: Entrepreneurship, Communication Corporation Business, Innovation

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Managerial Characteristics and Perception Factors in Export Readiness.

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Abstract

This paper is a conceptual paper that develops a theoretical model depicting the importance of managerial characteristics and managerial readiness perceptions on export intentions. Previous study argued that managerial characteristics, being internal factors to the firm is much more important to the decision to export than external or exogenous factors such as trade barriers and the intensity of domestic competition. The theoretical model developed depicts the propositions of the managerial entrepreneurial characteristics components and managerial readiness perceptions in terms of financial, resource and knowledge readiness with export intensifying intentions. The study is based on small and medium-sized enterprises in Malaysia.

Keywords: Export readiness, Managerial Characteristics, Export intentions.

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A Study on the Performance of Permanent Lecturers of Management Department In Private Higher Education In Bandung Indonesia

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Abstract

Lecturers' performance in implementing the three responsibilities of higher education can determine the overall performance of an institution. Many variables can influence lecturers' performance such as leadership, organizational culture, job satisfaction, and motivation. Therefore, this study aims to analyze the influence of head of department/ study program's leadership, organizational culture, job satisfaction, and motivation either partially or simultaneously on lecturers' performance and to recommend lecturers' performance improvements hypothetical model in Bandung. The method used is a survey research. The sample is 165 permanent lecturers of Management Department of 21 private universities in Bandung. The analysis technique used is path analysis. The study concluded that the lecturers' performance of higher education in Bandung is still average. This is because the implementation of the three responsibilities of higher education is still not balanced. The variables of leadership, organizational culture, job satisfaction, and motivation simultaneously or partially affect the lecturers' performance. This study offers a hypothetical model of development of lecturers' performance and recommendations. The given recommendations for the improvement of the lecturer's performance are a proportional and fair working time management, equitable remuneration system, planning of lecturers' scientific expertise, and institutional capacity building.

Keywords: lecturers' performance, leadership, organizational behaviour, job satisfaction, motivation.

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TRACK B: SOCIAL SCIENCES & HUMANITIES



Implementation of public policies in female- single parent with disability : In the perspective of social Innovation in public sector

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Abstract

According to the Center for Data and Information (PUSDATIN) Ministry of Social Affairs in 2009 the number of persons with disabilities as many as 1,541,942 people. In everyday life they are seen as the inferior, marginal and minority people and dicriminated againts among others of being their condition. They also close to the stereotype as single parents by negative labeling, sexual harassment and violence. Regarding with gender equality and disability, Indonesian government has already concerned about it and made policies in the form of regulations. These regulations are Act number 4 of 1997 on Persons with Disabilities, Act number 19 of 2011 on the Ratification of the Convention on the Rights of Persons with Disabilities (CRPD), West Java Provincial Regulation number 7 of 2013 on the Implementation of the Protection of Persons with Disabilities. Problem identification in this research is achieving social functioning by government and how the implementation of regulations on disability in improving social functioning of single parent dissabled women. This study is using qualitative approach for its methodology research. This research aims to identify and assess the living conditions of women with disabilities. The research location is in the city of Bandung. Data collection is using in-depth interview techniques and literature study. Conclusions of this research show that despite government efforts to give attention to the society especially dissabled people by providing regulations and policies , however its implementation has not been touched to the whole society, and even found many government assistance programs that are not targeted. Official social worker under Ministry of Social Affair has already assigned to help society to achieve social functioning. Hence in this case there are some limitations of these official social workers as the representative of government in disseminating the government program such as in this issues.

Keywords: Gender Equality, Disability, Judicial Review, Social Innovation, Social Functioning

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Impact of Post Tsunami Recovery Process on the Livelihoods of the Survivors in the Coastal Area of Ampara District

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Abstract

The terrible Asian Tsunami as the natural disaster has come to devastate the coastal zone of the Ampara District in Sri Lanka in December 2004. It has its' considerable impact on the livelihood of the affected people and others living with them and also the future generations in Ampara. It's affects in the social livelihood is considered, the most devastating than any other aspects. Those who have lost their lives have been ignored or considered unfortunate. The remaining individuals, children, widows and others who survived, have come to face various setbacks in their lives. They could not get back to their normal livelihoods as they are placed in a damaged environment in Ampara District. So, bringing the Socio-Economic problems under control is beyond possibility and is in question. Leaving aside the political risk, the need of Tsunami affected people are not satisfied or met fully. The benefits of the Post-Tsunami recovery process do not sufficiently reach these people. They are not properly guided or assisted. Most of them remain innocent of the Government or NGOs assistance to resurrect their livelihood. They are found helpless. As a result, the society is found unstable or disrupted economically.

Keywords: Impact, Post-Tsunami, Recovery, Livelihood, Survivor

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Impacts of Agroforestry in Nintavur Area

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Abstract

Agro forestry is an integrated approach of using the interactive benefits from combining trees and shrubs with crops and/or livestock. It combines agricultural and forestry technologies to create more diverse, productive, profitable, healthy and sustainable land-use systems. According to the World Agroforestry Centre, Agroforestry is a collective name for land use systems and practices in which woody perennials are deliberately integrated with crops and/or animals on the same land management unit. The integration can be either in a spatial mixture or in a temporal sequence. There are normally both ecological and economic interactions between woody and non-woody components in agroforestry. Agroforestry has an important role to play in the research area both for food and wood security and the conservation of the environment. By integrating tree growing with crop production, the problems of poor agricultural production, worsening wood shortages and environmental degradation can be addressed. Furthermore, Agroforestry technologies/practices are seen as an opportunity to take pressure off the remaining natural forests and to increase the diversity of vegetation on existing farms.

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A Discussion on the Risk Management of Outdoor Education

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Abstract

This paper discusses risk management in outdoor education to provide and ensure a safe environment for each event. It is driven by the emergence of a number of issues such as the occurrence of accidents in outdoor education. However, there are some organizers who failed to control the element of risk in outdoor education program due to their negligence, site activity which is not secure and low quality coaching. Indirectly, this will cause various effects that will lead to the termination of a number of outdoor education programs that has been available to be completed. Outdoor education should be used as the main medium for educating students, educators and administrators about the techniques of dealing with risk in outdoor education program such as the United States, Great Britain, New Zealand and Australia make outdoor education as the main medium for educating the public about the safety of the nature. Risk management in outdoor education is very important in a balanced human development and harmony as outlined by the National Education Philosophy (Philosophy of Education). Risk management has become an awareness in the management field but it is not given the widespread understanding of when, how, where and who should be held responsible. Risk management is also defined as an area of activity that wants to eliminate, reduce and control the risks in general and to improve the benefits and avoid harm from risk. This study aims to identify the constructs of risk management in outdoor education based on literature review. Interests and needs of risk management in outdoor education in producing knowledgeable students also will be discussed.

***Keywords:* Human Development, Outdoor Education, Risk Management**

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Lecturers perception of the soft skills of engineering students in Malaysian polytechnics

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Abstract

Soft skill is one of the skills needed by graduates to be effective and efficient as the preparation to joining the working environment apart from technical skills. Lack of skills among graduates reported as a reason for employers uninterested to hire them. Therefore, this study was conducted to explore the application of soft skills of engineering students in Malaysian polytechnic based on lecturers' perception. Questionnaire was distributed to 475 lecturers from selected polytechnics and was analysed using descriptive statistics. Finding show that soft skills level of engineering student was high and lecturers state that teamwork skills was the highest soft skills applied by students. This study also found that there is no significant difference of soft skills level of student based on engineering courses and region. The high level of soft skills applied by engineering student should be maintained to increase the employment rate of engineering graduates.

Keywords: Soft skills, engineering courses, Malaysian polytechnics, lecturer perceptions.

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Soft Skills Construct for Architecture Graduate in Accordance With Industries Requirement.

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Abstract

In line with the requirements of the job market, implementation of soft skills according to the field of study is important in order to help graduates understand. Construction industry is one of the major industries that affect the development of a country. The emphasis of soft skills aspect among architecture's graduates is one of key elements in producing graduates who are competitive, efficient, durable and flexible when dealing with situations in the workplace. However, employers nowadays are dis-satisfied with the quality of graduates that not meet the requirements of the current job market thus become one of causes for incompetence graduates. This was proven by the number of unemployed graduates in Malaysia especially for architecture's graduate that still high despite the increasing of job vacancies. One of the main reasons for this issues arise because of a mismatch between the elements of soft skills required by employers and soft skills possessed by graduates. This study aims to identify the constructs of soft skills for graduates of diploma in architecture in Malaysian polytechnics according to industries requirement based on literature review. Seven constructs of soft skills for architecture's graduate was listed including communication skills, career development skills, interpersonal skills, problem solving skills, computer skills, design skills and entrepreneur skills. The importance and needs of soft skills in producing highly skilled architecture's graduates will also be discussed.

Keywords: Soft skills, architecture graduate, industry requirement, literature review.

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Mental Health Relationships Influence Academic Achievement Higher Institution Student

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Abstract

This review paper to study the relationship of mental health that influence the academic achievement of university students. Mental health well-being can realize their potential, abilities cope their pressure well, can perform productive and contribute to the country. Analytical results of study related to mental health element are depression, anxiety and stress. Serious mental health problems will affect their academic performance. The role of parents and teachers need to be concerned about the state of mental health of students to ensure a healthy condition. Therefore, the discussion covers the definition of mental health, mental health and relationship elements of mental health and academic achievement of students in educational institutions in Malaysia.

Keywords: Mental Health, Academic Achievement, Students

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Entanglement between Visitor and Attractions through Sensory Experiences Perspective in the Context of Cultural Heritage Tourism

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Abstract

The evolution of visitor studies for the past 20 years has developed into a contemporary orientation towards individual travellers, involving their inner feelings towards the tourism destination and its attractions. In the Malaysian context, alongside the wealth of multi-ethnicity (different cultures and customs) and values of unique architecture and history, Melaka and Penang have been recognized as part of UNESCO World Heritage Site (WHS) in 2008. Due to this, this branding will trigger visitors' decision-making to explore the historical and cultural values in Melaka and Penang. However, there is still a limelight in the current research that shows the quality of visitor experience in terms of cultural heritage tourism comprising five (5) senses (visual, auditory, olfactory, tactile, and gustatory). Thus, the beginning of this paper discusses the problems and issues related to the tourism research involving sensory modes and including the methods that have been used on the previous studies (qualitative, quantitative and eclectic methods) to form better findings through the stimulation of senses, followed by looking into those problems and issues in the context of Melaka and Penang UNESCO WHS. The study of sensory experiences can give a new perspective in evaluating the quality of visitor experience and enhancing the understanding of the attachment between visitors and attractions. Thus, this paper will further discuss on this linkages which then formed a tourist space and consists of three main elements (senses, behaviour and quality experience) that uniquely emphasized this entanglement in the context of cultural heritage tourism.

Keywords: Sensory Experience, Tourist Experience, Cultural Heritage Tourism, Experience Quality, Melaka and Penang UNESCO World Heritage Site

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The Important of Balance Diet to the Human Capital Formation on Physical and Mental Fitness

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Abstract

In order to achieve developed nation status, first class mind of human capital is an important asset to the country. In moving towards an era of globalization and modernization, human capital should be knowledgeable, confident, dynamic, innovative, creative, as well as physically fit and active. Balanced diet can have a positive impact for productive workforce and meet the criteria of the first class minds which are working agility, accuracy of work and employment success. That is why high income, good health and the formation of values and good habits will give prosperity to one's life. Thus, a lifestyle and a balanced diet is one important element in maintaining the health and vitality of human capital. Physical and mental human development was also influenced by the type and pattern of their diet. A balanced diet is a practice that is important for maintaining mental and physical health for a long time. Apart from maintaining mental fitness, healthy diet can also prevent individuals from chronic diseases such as diabetes, obesity, diabetes and heart problems. Therefore, this paper discusses the influence of nutrition on human capital formation covering aspects of physical and mental fitness as well as forming a community of excellence in education and social lifestyle. In this study, researchers will conduct monitoring in the defined population survey questions will be distributed to students at four technical universities in Malaysia. It is hoped that this research study can be a guideline for university students in controlling diet taken, once constitute a vibrant human mental and physical labor to meet the needs of first-class mind.

Keywords: Balanced Nutrition, Human Capital, First-Class Mind

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Employer Perceptions toward Implementation Phase Technical Skills among Students Vocational Flow Based Industrial Supplies

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Abstract

In accordance with needs of the nation's development, energy source that is competent becoming basis in ensuring quality and in added value industrial sector. Employer demand on technical expertise energy is increasing due to Negara economy's rapid expansion. Due to this, educational institution should play role that is important and take opportunity was provided by industry in development of manpower resources and national economy to ensure Negara able to compete in current globalisation era. As how very important is the education nowadays to producing workforce that is partial skilled professional and professional, government designed various comprehensive new education plan. Due to this, to fulfil workforce requirement that is skilled highly to country, numbers of schools, skill college, polytechnic and public higher learning institution and private must be added to train skilled labour force in various fields ventured like administration, medical, engineering, teaching and support others. Hence, this working paper carried out is to identify industry perception on technical expertise level among vocational school student which attend industrial training. This study also aimed to assess how much students' ability in doing work.

Keywords: Skill, Technical Expertise, Institution, Industry.

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Implementation of Harmonize Elements in Modern Urban Housing Development

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Abstract

In modern trends, human needs, harmonize life without crime in their housing area. The most desirable life for the community should be both mentally and physically. There is a basis of existence of their lives. Harmonize refers to the happiness of life. Harmonize also defines as doing well with everything in their mind without any interference. This paper examines on the harmonize criteria of housing development in urban areas by applying the security and safety elements in the projects. Method of study in this research is by reviewing the recent researchers in developed and developing countries. This study found that four main components in harmonize of housing development areas, there are; security and safety, facilities, garden meeting, and cooperation. The first element in harmonizes is security and safety that related to the planning and design of any housing development. That element becomes main objectives of this study. The elements under security and safety are natural access control, natural surveillance, and territorial reinforcement. The implementation of all elements of the funding will improve the quality of life, productivity, and also to unify the human community. The finding most is suitable for developers, practitioner, housing community, house buyers, and academia in modern urban development to look into deeply the harmonize elements in their housing development area.

Keywords: Housing Scenario, Human Need, Harmonize Elements, Security and Safety, Crime Prevention

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How E-Zakat Has Changed the Way Muslims Pay Their Zakat

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Abstract

Nowadays everything is surrounded by information technology (IT) or better-known as the 'Internet of Things (IoT).' This increasing trend has impacted all part of our lives, including zakat collection. Zakat is supposed to promote the welfare of all people but in reality it is not. Two obstacles that hamper Muslims to settle their zakat are; first, whether or not their zakat will be given to the right people (poor and needy) which gives rise to the issue of accountability and second, the easiness of paying zakat. This paper aims to reveal the viewpoint on E-Zakat implementation that has changed the way Muslims in Indonesia pay their zakat, in this case is zakat al-fitr and also the impact that it has on modern society. We utilize the qualitative method by searching through academic literatures, holding Focus Group Discussion, interviewing to collect data, spreading questionnaires and finally presenting our analysis by tables and figures. We sincerely hope to be able to contribute our findings to parties involved with E-Zakat which are: banks, academicians, the giver, the recipient and Muslims in Indonesia

Keywords: Welfare, E-Zakat, Zakat Al-Fitr, Accountability

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Identification the Quantity of Student' The Effectiveness
of Theistic Spiritual Counseling in Improving Students'
Intrapersonal Competency (Quasi Experiment Research
on Student of STKIP Singkawang Year 2013/2014)

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Abstract

The aim of this research is to examine the effectiveness of Theistic Spiritual Counseling in improving students' intrapersonal competency. The approach used in the research is quantitative with quasi experiment method with non-equivalent group design by using pretest-posttest. The research was conducted by doing preliminary study, pretest, giving intervention of theistic spiritual counseling in four times session, posttest, and analyzing the data. The result from preliminary study of intrapersonal competency toward 314 students shows that 214 of them are in average category. Then 47 students are in high category, the rest of them, 53 students, are in low category. Theistic spiritual counseling is effective in improving almost all of the aspect of intrapersonal competency student, except to the indicator of conscious of suffering feeling, create the situation for filling own need, own accepting as capable person, and own accepting as righteousness person.

Keywords: Intrapersonal Competency, Theistic Spiritual Counseling

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A Study of Effectiveness of Management Development Program

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Abstract

The purpose of this study was to analyze the effectiveness of MDP training focused on: (1) analyze the effect of training in the classroom (in class training = ICT) to the training project assignment (action learning = AL), and (2) analyze the effect of MDP training on individual performance. Object of research used in this study is a company that has developed its human resources through management development program (MDP). The data used in this research is secondary data obtained from the results of the participants during the training. The approach used in this study is the approach to quantitative analysis of secondary data such as the results of the evaluation during training MDP. The data were then analyzed using SEM-PLS PLS Smart software. The findings of this study indicate that ICT significant positive effect on the AL, while ICT and AL no effect terhadap individual performance (IP). The most indicator reflect ICT is a comprehensive value a value that indicates the ability to analyze. And the value of implementing an indicator that gives the largest contribution in measuring variables AL. The benefits of this research is in practice can be used as a reference company in conducting training MDP.

Keywords: Action Learning, Training Evaluation, In Class Training, Management Development Program, Partial Least Square.

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The impact of newmediaon child socialization Applied research on basic education schools in Muscat – Oman

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Abstract

The problem of the current research represents an attempt to identify the positive and negative effects of new media on the socialization process of the Omani children through a number of core dimensions: language, identity, values and religious practices. Also the research included some main concepts such as: new media, Internet, social networks and socialization as well as some sub-concepts such as: language, identity, values and religious practices. The research aims to identify the impact of the new media on the socialization process of the Omani children. This is an exploratory research. It depends on the descriptive method, and uses a social survey questionnaire administered to a sample of 270 pupils from 9 primary schools in Muscat. Finally, the research is expected to come out with some important findings concerning to the impacts of exposure pupils to new media on the basis of which the research will make

Keywords: New Media – Social Networks- Socialization- Language - Identity - Values - Religious Practices.

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Smoking on Campus: A Review of Communication among Students Smoker

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Abstract

Campus is a place that is used as a teaching resource. This place is a sacred place of the terms with different rules, to be obeyed. One of the rules that are made is to provide rules banned smoking on campus. The research was conducted among students Telkom University using qualitative methods, by making the question of how students view the smoking to this rule. How is that done when they are not desperate to smoke, what is done by the student to fulfill the desire of smoking? The results stated student looking for an alternative to withstand smoking with heating candy, or done by going to the shop and also to the cafeteria. There also were asked permit and out of the classroom and find local smoking area. In addition, there are students who refrain from smoking. Unable to stand the desire of smoking there is doing to steal with smoke in the cafeteria or the bathroom or in the toilet. Or there is also a desire to channel smoke with another activity or if not stand also went to boarding. If not bear to smoke some are asking permission to people around and suggestions surge to smoke again.

Keywords: smoking, communication, hold, and students.

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A Case Study of Classroom Seating Arrangement to Promote Students Communication Interactivity In Telkom University

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Abstract

Telkom University has many facilities to support teaching and learning activity at class. The facilities are wide space classes, projector with its screen in every class, air conditioner, writing pad chairs, CCTV and Wi-Fi internet connection. Beyond the complete facility, the amount of students in each Communication Department class is forty students. So, it needs the strategy for the lecturer to make the material he/she delivers effective to the students. I found that the seating arrangement is an effective strategy to make the students involve in teaching and learning process. I took my own class to adapt this seating arrangement for doing this research. I use descriptive case study to analyze a class of Communication Management at Second Semester in Communication Department, Telkom University. The observations run for Two Months in Six Meetings (January 2015-February 2015) with Three Hours of Credit Semester each week. The result found that students progress were very active in delivering their ideas. They could see their friends' expression about a topic to be discussed. The lecturer could also directly see students' responses on giving feedback of lecturing. Seating arrangement was made into three cycles: Big Circle Seating Arrangement - Small Circle Seating Arrangement - Army Row Seating Arrangement.

Keywords: Classroom Seating, Students Communication Interactivity

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Designing and Producing Multimedia Learning Prototype to Enhance Efl Students' English Presentation Skills in Tertiary Education

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Abstract

For non-native English learners, particularly false beginners, performing English presentation brings anxiety mainly due to pressures of becoming the center of attention. Large classes also hinder students to seek assistance to their teachers since they tend to be reticent in class. This study examined the development of Interactive Multimedia for Academic English Presentation Skills (IMPAS) for individual learning enhancement. This is a two-year study implementing ADDIE model with two phases: (1) designing and producing, and (2) implementing and evaluating. The study employed qualitative method to examine student's need analysis, develop content design and learning model, and testing the prototype. It was discovered that students had lack of understanding pertaining academic speeches, struggled with producing proper formal expressions, and performed overall presentation poorly. Thus, the goal of IMPAS is to assist students to perform better English presentation. IMPAS content's design incorporated Mayer's principles of multimedia, Bentracourt's principles of animation and interactivity, Dickinson's design for self-instruction materials, Hoven's screen layout considerations, and Schwier's and Misachunk's notions about students' controls and options. The production of IMPAS involved comprehensive processes involving material designers, illustrators, audio and video technicians, and software programmers. In the pilot implementation, students discovered that IMPAS provides them useful examples and exercises to sharpen their presentation English skills. The final IMPAS consists of seven features: academic texts, signposting, informative presentation, demonstrative presentation, persuasive presentation, essential body language, and effective slideshows.

Keywords: EFL, academic presentation, interactive multimedia

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Cyber Ethics Issue on Spreading News Link Trough Social Networks – Case Study on Indonesian Cyber Community

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Abstract

Participation of Indonesian citizen in the virtual world is increasing from year to year. Indonesia has become country with highest number of social networks users in the world. Undeniably, the role of the virtual world has increased the movement of political issues and image building. Throughout 2014, Indonesia online news sites routinely released news related to general elections, presidential elections, the struggle for power in the parlement, and performance of elected president. For Indonesian people, spreading online news on social networks becomes a common. But actually, there are ethical problems in this phenomenon. It risks national integrity and can lead to disputes. This study examined the cyber ethics issue regarding this phenomenon and tried to suggest a way to create healthy cyber environment. This study attempted to develop a series of steps that are needed to be concerned by individual, government, and community. There are three things to note in this phenomenon, namely: social network ethics, regulation and responsibility. Individual and social ethics in everyday real life needs to be applied as well as the norms when using social networks. It must be supported by a global regulation to govern the behavior of social network users. Each social networking user also has the responsibility of maintaining the virtual environment. The community is expected to play an active role in ensuring security and convenience in social networks and other virtual application.

Key words: cyber ethics, ethics, news, online media, social networks

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Development of Emergency Response System to the Child in Need Special Protection: an evidence of social Innovation in public sector

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Abstract

Children's rights are an integral part of human rights. The Convention of the United Nations Convention on the Rights of the Child regulated civil rights, political, economic, social, and cultural children. Countries through various policy measures have also been doing a guarantee of the rights and welfare of children. This research is using a descriptive qualitative approach. In accordance with the objectives of this research it self is getting more complete data, more depth, credible, and meaningful about research problems. This study also makes a description in a systematic, factual and accurate information on the facts and the relationship between the phenomena investigated, namely the situation of children who need special protection (Child in Need Special Protection) of crime and violence in the form of arbitrariness, such as abuse, neglect, and exploitation in Bandung city Indonesia. Data collection techniques used in the determination of research informants using purposive sampling technique. Data was collected through in-depth interviews, observation, and documentation. The data in this study has been tested its validity through the test of credibility, transferability, dependability, and confirmability. Children who experienced crime and abuse, such as being neglected and being exploited require special protection. The impact of this abuse situation could emerge physically and emotionally painful and threatening to the safety of children, and psychosocial. In his own field situations of violence and violations of children's rights is still difficult to be revealed, still little information and reports in a variety of community settings on the matter, so that the response handling is done is when the child has become a victim. Many cases are difficult to disclose and obtain treatment, one reason because it is done by a caregiver such as a parent.

Keywords:Emergency Response, Special Protection, Social Innovation

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Towards Predicting the Walkability of Pedestrian Rail Commuters in Kuala Lumpur Conurbation

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Abstract

The issue of climate change and global warming have brought significant impact on human lives. One industry that contributes to the present global warming is the transportation industry.. In line with this and towards increasing the public transport patronage, there need to be more focus on a more environmental-friendly form of transportation. For the pedestrian commuters who walk to the rail stations and continue their work trip by rail, good quality walkways and weather also play an important role towards influencing their travel decisions and their willingness to walk. Accordingly, the main objective of this study is to measure the extent of the relationship of physical environment, weather, safety and the rail level of service to the walkability of rail pedestrian commuters to transit station. This cross - sectional study examines the travel behaviour of the commuters who walk from their apartments to the commuter stations located within the Transit Planning Zone (TPZ) area of the Kuala Lumpur Conurbation (KLC). By conducting a purposive sampling on 296 respondents and through regression analysis, the study found that rail level of service makes the largest impact on walkability ($\beta=0.423$, $p<0.05$) followed by physical environment ($\beta=0.210$, $p<0.05$) and weather ($\beta=0.168$, $p<0.05$). Safety however was not a significant predictor for walkability ($\beta=0.076$, $p>0.05$). It is hoped that with these findings, the planning of the future TPZ concepts will allow a better incorporation of the needs of pedestrians and its influence on the demand of rail services thereby leading to a more sustainable and integrated form of transport system.

Keywords: Walkability, pedestrian rail commuter, multiple linear regression

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Human Perception Model for User Interface Using Participatory Analysis

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Abstract

This research proposed to come out with a new approach on Human Perception Model for User Interface as to help users to make a better judgement while handling the system. As the technology system becomes more complex in order to accommodate the role of human as the main user of the system, the ease of use of a system is needed in order to support learnability process among users. Ability to understand the system will help users minimise human error. In fact, in line with cognitive research, there is still limited number of researchers that focus on User Interface as a mediator in system interaction. Therefore, the role of User Interface is crucial in providing input for users to make correct judgements in handling the system.

Keywords: Human Perception, Interface, participatory

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Study of Psycho-social condition of the bullying victims : case study in “X” Junior High School Bandung

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Abstract

Children are the future generation that is in their hands the future of this nation is at stake.. There is still widespread occurrence of bullying behavior affecting students in school. The culprit is not only fellow students, but teachers also consciously or unconsciously do so. If a child is constantly receiving bullying from the surrounding environment, it will affect the child's psychosocial conditions. Impact of bullying behavior causes the child to lose the spirit of learning, insomnia or frequent nightmares. It can also affect the physical casualties such as abdominal pain recurring headaches, acute asthma, especially if the victim receives a physical attack. Students who are victims of bullying also be difficult to get along, moody and lack of confidence can even cause depression and dropouts. This research was conducted in Junior High School “X” in Bandung. Background-determined Junior High School “X” Bandung as a test site because there was school bullying cases that affecting students there. In examining the psychosocial conditions of child victims of bullying, this research used a qualitative approach with descriptive methods. Data collection techniques in this study conducted by observation, in-depth interviews, and literature study. According to Act No. 23 of 2002 on the protection of children, state that every child has the right to live, grow, develop, and participate fairly in accordance with human dignity, as well as protection from violence and discrimination. Child should be maintained and protected. School age children should not be victims of violence and discrimination. When the development phase is interrupted, it will affect their psychosocial conditions in the future and it could even lead to fatal trauma in later life. This is a task for all of us as observers of children and the care of children so that they are spared and protected from bullying behavior that is very detrimental to them.

Keywords: Psycho-social condition, Junior High School student , Bullying

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Development of Emergency Response System to the Child in Need Special Protection : an evidence of social Innovation in public sector

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Abstract

Children's rights are an integral part of human rights. The Convention of the United Nations Convention on the Rights of the Child regulated civil rights, political, economic, social, and cultural children. Children whose rights are violated or are in a difficult situation also includes abandoned children, Children with disabilities, children who are in prisons, orphanhanage children and the children who work in the formal and informal sectors. This research is using a descriptive qualitative approach. In accordance with the objectives of this research it self is getting more complete data, more depth, credible, and meaningful about research problems. This study also makes a description in a systematic, factual and accurate information on the facts and the relationship between the phenomena investigated, namely the situation of children who need special protection (Child in Need Special Protection) of crime and violence in the form of arbitrariness, such as abuse, neglect, and exploitation in Bandung city Indonesia. Data collection techniques used in the determination of research informants using purposive sampling technique. Data was collected through in-depth interviews, observation, and documentation. The data in this study has been tested its validity through the test of credibility, transferability, dependability, and confirmability. Children who experienced crime and abuse, such as being neglected and being exploited require special protection. The impact of this abuse situation could emerge physically and emotionally painful and threatening to the safety of children, and psychosocial. In his own field situations of violence and violations of children's rights is still difficult to be revealed. Many cases are difficult to disclose and obtain treatment. Through the development of response systems are cases of emergency (emergency response) are made in the community, and it should ideally made up in village level. The development of emergency response is intended for handling cases of violence and violations of children's rights through the process help in social work carried out by social workers. It is expected to be in the prevention efforts and provide protection for children from violence, crime and abusive.

Keywords: Emergency Response System, Child in Need Special Protection, Social Innovation, Public Sector.

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Development of Community-based Disaster Risk Reduction : an adaptation to climate change

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Abstract

Indonesia is a country prone to natural disaster caused by climate change. Indonesia's forest damage reached 3,8 million hectares/year and caused critical river flow area and water deficit in many areas. Indonesia has already loss 72% of its original forest. Climate change is a phenomenon changes in earth's atmosphere and weather. These changes will affect the survival of living things on earth within a certain time. And these changes can also cause natural disaster, non –natural disaster and also probable social disaster. Risk disaster management is needed in anticipating this disaster that can be risen from these changes. The problem identification in this research is lack of knowledge of the society about the cause of the disaster from these changes. This study using descriptive methods with a qualitative approach by reviewing and examining previous literature about pertaining to a climate change adaptation and in-depth observation in the phenomenon of the climate change . Unit analysis of this research is a community placed in Lembang Bandung Regency Indonesia. Officially, the responsibility of disaster risk reduction is belong to government, private and the community. The shift paradigm of emergency response (if the disaster has already happened) to disaster risk reduction (better prevent from disaster) should become a part of our awareness especially the community who stays at the forefront of disaster area.

Keywords: Disaster risk reduction, Community-based, Vulnerability, Climate change Adaptation

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Creativity and the Tendency of Choosing a Career as an Entrepreneur among METrO Polytechnic Students in Malaysia

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Abstract

Entrepreneurship is a key driver in the economic development of a country. Creativity is closely related to entrepreneurship because to succeed in running a business, an entrepreneur must be creative. Linked to this, students are assets for any country on improving the country's economic progress.. The purpose of this research is to investigate the creativity and the tendency of choosing a career as an entrepreneur among METrO Polytechnic students in Malaysia. A total of 42 third semester METrO Polytechnic diploma students were selected as research samples using random sampling method. The research instrument contains questions that have been modified from TTCT to identify the level of creativity and other questionnaires to identify the level of tendency on choosing a career as an entrepreneur. The data were analyzed using frequency, percentage, T-Test and Pearson correlation, then was performed with SPSS version 16. This study found that the level of creativity and the tendency of choosing a career as an entrepreneur among METrO Polytechnic students were at the moderate level. In addition, male students are more creative and more likely to choose a career as an entrepreneur than female students. The results show that the exposure to entrepreneurial career by informal subjects/course does not necessarily affect the tendency of a student to become entrepreneur. This study also shows that there is a significant relationship between creativity and the tendency of choosing a career as an entrepreneur. In conclusion, the results found that an increasingly high level of creativity among METrO polytechnic students will also increase the high level of tendency on choosing a career as an entrepreneur and vice versa.

Keywords: Creativity, Career, Entrepreneur, METrO Polytechnic.

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A Comparative Analysis of Islamisation of Science in Indonesia and Malaysia

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Abstract

The revival of Islam in the Malay world beginning in the 1970's, saw various attempts to bring Islam into the mainstream in various fields, such as politics, economics, law, and science. We attempt to look at the epistemological challenges of Islamisation of knowledge and science as a response to modernity in Malaysia, and Indonesia, from philosophical and sociological perspectives, as well as further research on the practical level of Islamisation of science. This abstract aims to introduce the theoretical ideas and framework underlying the Islamization of science in Malaysia and Indonesia; and also general picture of Islamisation of knowledge in both countries. It will be followed by describing some key elements of Islamization of science including institutions, organisations and educational systems that act as agents or vectors for Islamization agenda in Malaysia and Indonesia. The methodology of the study were based on systematic review of the relevant literature and 'focused interviews' on selected individuals, institutions, and key actors who are instrumental in the generation, propagation, dissemination, and reception of ideas on Islamisation of Knowledge and Science in Malaysian and Indonesia. Our thesis is that the Islamisation project can be viewed as a form of 're-enchantment of knowledge', as a result of the secularisation of knowledge and the attempt by Muslims to re-appropriate contemporary knowledge in modern life (Ali Zaidi 2010, Chai Choon Lee 2010). Apart from viewing the Islamisation of Knowledge as a form of re-enchantment, we will also attempt to go beyond 're-enchantment' and look at some of the more practical attempts, such as with the "Islamisation of Science" and its practical application in Malaysia and Indonesia.

Keywords: Ismisation of Science, comparative analysis

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Case management protection of violence against disabled children

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Abstract

Indonesia's total population of approximately are 240 million and 84 million people or 35% of the total population are children. 44.3 million of them are children in a poor family environment, where the condition of those children are vulnerable to be abused in the form of abuse, exploitation, neglected and violence.. Sometimes the lack of knowledge by parents as the main reason for parents in caring for their children, so that parents automatically give maltreatment to child with disabilities. Parents feel confusion in caring for their disabled children Problems faced by children with disabilities require ongoing treatment comprehensive and focusing on the best interest of the child. Handling is done using the approach of social work with stages ranging from engagement, assessment, plan of intervention, intervention and termination. Stages are commonly referred to "case management".The methodology used in this study is a qualitative approach . This study is using in depth interview to explore more about the violence done by the disabled children's parents and provide action in the form of handling cases related to violence against disabled children. This research was conducted in Bandung Regency. The findings in Bandung regency, there are some disabled children who experienced abuse and neglected from their parents. These disabled children are not considered in hygiene, compliance nutritional abandoned, even also being victims of sexual violence committed by his biological parents. One motive of doing violence by their parents because parents are upset with their spouses , and the other conventional reason about giving discipline to their disabled children by giving to child maltreatment.

Keywords: Case Management Protection , violence, disabled children

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



Bark Ph as A Factor Affecting Number Of Algal Density Of Epiphytic Terrestrial Algae In Putrajaya, Malaysia

**Ihsan Alwi¹, Asmida Ismail², Siti Khairiyah Mohd Hatta³,
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Abstract

Epiphytic terrestrial green algae normally favour an environment with higher pH level. High sorption capacity of the microalgae makes it easy to accumulate atmospheric pollutants in their cells immediately. Habitats of epiphytic terrestrial algal mostly characterized by aridity, and/or levels of temperature and light intensity. Bark pH of the tree surfaces has been considered as one of the most important factors affecting the community structure of corticolous biocells. The present work were designed to assess the effect of bark pH towards the number of algal cells inhabiting 15 standing trees from the sampling station located in the Central Region of Peninsular Malaysia, Putrajaya. Several methods were conducted including field sampling, algal quantification, algal identification and measurement of bark pH. The study revealed that the density of epiphytic terrestrial algae were found to be significant with the bark pH (p-value= 0.001). This positive correlation (r-value= 0.762) showed that bark pH does play an important role in the health of algal cells. The algae are believed to be able to tolerate with higher bark pH. The alkaline medium helping in the alteration the microalgal composition. As a conclusion, bark pH positively affect the algal density of epiphytic microalgae.

Keywords: Epiphytic, Bark pH, Terrestrial Algae, Temperature, Light Intensity

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Identification of Quantity Students' Misconceptions on Hydrostatic Pressure with Three Tier-Test

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Abstract

The aim of this paper is to reveal the number of students who have misconceptions on Hydrostatic Pressure concept. These are four misconceptions founded in this paper. This research was a descriptive research and the sample has taken by purposive sampling technique. Therefore, all of students on the 9th grade in that school with the total numbers are 186 students has participate as sample. To achieve the goal, students' has been to fill the questions about Hydrostatic Pressure in the three tier-test format. These answers had analyzed and calculated in percentage. The result of research is a description of quantity students' misconceptions in the high categories on the magnitude of hydrostatic pressure is inversely proportional to its surface area. Conversely, the lowest quantity of students' misconception is the hydrostatic pressure on the communicating vessels are different because its depth different too. The result of this paper could be prior data for future researcher to decrease this quantity student' misconceptions.

Keywords: Hydrostatic Pressure Concepts, Misconception, Three-tier Test, The Quantity of Student's Misconceptions.

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The Three Tier-Test for Identification the Quantity of Students' Misconception on Newton's First Laws.

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Abstract

The aim of this paper is to reveal number of students who have misconceptions on Newton's First Laws. The Newton's First Laws concept distributed to five sub-concepts. This research was a descriptive research with the sample has taken by purposive sampling technique. In order to reach the goal, the student must answers the question (in three-tier test format) about Newton's First Laws on the answer sheet. The students' answers analyzed with an adaptation of normalized-gain and classified in the three categories (low, medium and high). The result had shown that the highest quantity of students' who had misconceptions is when a passenger is sitting on the seat in the rest bus and suddenly the bus give an acceleration, so the body of passenger is tend to the backward that caused a backward force. The finding of this research could be prior data to the next researcher to find its solution or to find its causal.

Keywords: Newton's First Laws concepts, Misconception, Three-tier Test, The Quantity of Student's Misconceptions.

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The Role of Sample Size in Scientific Research Studies

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Abstract

This paper uses Monte Carlo simulation to demonstrate the role of sample size in scientific studies. It is found that, after a certain point, additional sample size can increase the cost but not necessarily the accuracy. It is recommended that in research, it is always better to report the sample size, the effect size, level of significance and whether the effect size is significant or not.

Keywords: Sample Size, Scientific Research Studies

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Land Productivity And Cost Production Of Food Crop Farms As Land Institutions And Farm Environment In Sub-Watershed Upstream Solo In Indonesia

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Abstract

Production theory states that the productivity of farm lands is the same at every land institutions. However, another theory does not state so because of the optimal use of farm inputs may be different for each farmer based on the appropriate land institutions. The study aims to analyze the factors that affecting land productivity and cost production of food crops farm as land institutions and farm environment. This research conducted the survey in Sub Watershed Upstream Solo, in Indonesia. There are totally 112 food crops farm households from poor village area in two hamlets as respondents taken by complete enumeration,. The primary data were collected with interview during August 2014 to October 2014 and the data were analysed by regression. The results of the research show that the land productivity of owner-cultivator farmers is lower than the land productivity of other farmers. There is no deference between land productivity of tenant farmers and the land productivity of other farmers, and there is no deference between land productivity of farmers who relatively closer to the reservoir and the land productivity of other farmers. The cost of production owner-operator farmers is lower than the cost of production farmers on the land of other institutions. The cost of production the farmers who relatively closer to the reservoir is larger than the cost of production of other farmers.

Keywords: Land Productivity, Cost Of Production, Land Institutions, And Farm Environment.

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TRACK D: ENGINEERING & TECHNOLOGY



Remote Sensing Image Compression Using Dual Tree Complex Wavelet Transform in JPEG2000

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Abstract

In this paper, will be compared compression based on DTCWT (Dual Tree Complex Wavelet Transform) method with JPEG2000 for remote sensing image compressing. In the JPEG2000 standard encoding, core processes using DWT (Discrete Wavelet Transform) method, while on the other hand there are DTCWT method which has better compression performance. Based on these facts, the results of this study will be compared between the JPEG2000 image compressions, which uses DTCWT, with the existing JPEG2000 standards, using DWT.

Keywords: DWT, DTCWT, JPEG2000.

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The Combination of Agglomerative Clustering and K-Means Algorithm for Website Visitor Segmentation

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Abstract

Clustering is an important aspect in the use of website mining for web visitor segmentation. In this writing, we classify visitors using hierarchical and non-hierarchical clustering methods on academic website log data. Hierarchical and non-hierarchical classification methods employed in this final project are Agglomerative Clustering and K-Means. While Agglomerative Clustering is used to determine the total number of clusters, K-Means is employed for the segmentation. According to the grouping results and detailed observation on webpage accessed by each cluster, it is found that from 2 clusters, menus accessed by users are registration menus and student academic menus. Furthermore, the most frequently accessed registration menus include fee payment invoice, late registration and registration process. On the other hand, most often accessed student academic menus are schedules, attendance, and syllabus. Menu services in those two clusters are accessed in the period of student registration and at the beginning of study term. From 3 clusters, menu services accessed by users are academic menu services. The most frequently accessed menus in this cluster are registration process and final project. Menu services in those 3 clusters are accessed in the period of study plan amendment.

Keyword: Clustering, data mining, website log data, segmentation.

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Geographic Information System with Decision Support System to Help Prevention of Disaster in Indonesia

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Abstract

Indonesia is a country that many experienced disasters every year. During in 2014 there are 1.525 disasters in Indonesia, even Indonesia Government establish a special organization named BNPB (Badan Nasional Penanggulangan Bencana ALam) to deal with disasters in Indonesia. Although it has formed a special organization, disaster handler is still considered weak. This is caused by a lack of communication between BNPB in areas that should provide information in real time and appropriate to BNPB national. This study is establishing the system information which can bridge between national and local BNPB communication, to provide realtime information and fast, so the national BNPB can take a decision as soon as possible. This System information Based in the Geographic Information System (GIS), that have a province layer, and other attribute layer. This system how giving priority to the disaster that occurred in Indonesia every province, define needs, and other purposes, which will each information inputted by any responsible of each province BNPB then the information process by BNPB in national whose have a authority make a decision to give a assistance, prevention, and decisions. With this system can exchange of information becomes faster and will automatically make quick and appropriate prevention. To make decision for priority of the system use Simple Additive Weighting (SAW) method based on the weighting that have decision by BNPB to help make a decision and criteria like number of victims, refugees, loss, and the type of disaster. Besides that this system can also provide information to the public and national BNPB about disaster events such assistance needed which previously at input by BNPB responsible of each area.

Keywords: GIS, SAW, Communication, Disaster Prevention.

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Face Tracking Using Particle Filter in Augmented Reality Environment

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Telkom University, Indonesia

Abstract

Visual markers have been widely used in existing Augmented Reality (AR) applications in last years. The performance depends highly on the tracking method for visual marker detection, pose estimation and has limited interactive. Nowadays AR is transitioning to markerless experiences. In this paper, face tracking and recognition using particle filter algorithm in AR environment is presented. The system caught a movement of face (markerless tracking) using particle filter algorithm, and then make it as a marker in AR. Particle filter uses color probability as a base for tracking the object, which is using Hue, Saturation, Value (HSV).

The experimental results showed that the lighting and the number of particle does not greatly affect the performance of the particle filter tracking using the HSV color space. The system can distinguish between objects in an object-tracking with others during a collision and interference colors.

Key Words: Face Tracking, Particle Filter, Augmented Reality

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Education and Research Trends in Engineering Asset Management

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Abstract

Engineering assets feature across all industry sectors of human endeavour. A large scale engineering asset such as an airport will comprise a wide range of immovable infrastructure and plant, as well as movable components, equipment and systems. Such an engineering asset base encompasses extensive knowledge derived from many conventional or traditional academic disciplines, as well as knowhow from practice. This paper examines trends in education, certification, and research in the emergent multi-disciplinary endeavour of Engineering Asset Management.

Keywords: Engineering Asset Management, Multidisciplinary Education Trends · Interdisciplinary Research Trends

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An Economical Perspectives: The ASEAN Power Interconnection Projects

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Abstract

This paper proposed the HVDC grid line connecting west Malaysia to east Malaysia. A High- Voltage Direct Current (HVDC) system converts electrical power from AC to DC at the transmitting end and from DC to AC at the receiving end. HVDC is most advantageous for long distances, without intermediate taps, and high amounts of energy, considering investments and losses. A plan for power grid interconnections in Southeast Asia has been elaborated under the support of the Associations of South East Asian Nations (ASEAN). This plan initially included fourteen countries. The project is supported by national power utilities ASEAN. The project is from Johor to Sabah through South China Sea which accumulates distance of 670KM. This paper also describe more detail in term of economic between HVDC system and HVAC System as well as bulk electricity delivery, long-distance transmission and environment.

Keywords: HVDC, Economical Efficiency, Reliability, System Interconnection, Project Cost

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Electromagnetic Radiation from TELCO towers: Health Effects and Public Opinion

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Abstract

There has been increasing public concern on the effects of electromagnetic field radiation (EMR) from telecommunication towers (TELCO). These towers have been constructed in housing areas, school compounds, apartment and multi-storey shop-lot rooftops and within compounds of mosques throughout Malaysia and other countries. On 31st May 2011, the International Agency for Research on Cancer (IARC), a part of WHO designated cell phones as "possible human carcinogen" [Class 2B]. They found evidence of increase in glioma and acoustic neuroma brain cancer for mobile phone. This paper will discuss four unpublished studies on public concern of EMR that was conducted at Petaling Jaya, Taiping and Penang residential areas among people exposed and not exposed to electromagnetic radiation from TELCO towers in Malaysia since 2008. The author will discuss how the studies have evolved from epidemiological studies using questionnaires to the more complex blood studies and explain the reason for the change in methodology. The intention of this paper is not to dismantle TELCO towers in housing areas, instead it serves to create awareness on the health effects of EMR and to suggest a change in policy that would convince operators to reduce transmitted power from 20W/carrier to max. 1 -2 W in dense urban area or to observe a minimal distance of people from cellular phone base stations that is < 300 m."

Keywords: Electromagnetic Radiation, TELCO, Health Effects, Public Opinion

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Properties of Micro Fine Quarry Dust Concrete

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Abstract

Excessive extraction of raw material for the production of cement causes the depleting of the raw material besides damaging the landscape. Therefore, an alternative solution needs to be looked into in order to reduce the usage of cement in the construction industry. With that in mind, Micro Fine Quarry Dust (MFQD) material which is a white material from the quarry is introduced to replace cement. In this paper, the replacement of cement by MFQD in concrete mixture is seen to be as reliable source in terms of strength and its rate of water absorption. There were 5 percentages level of replacement of cement with MFQD which are 3%, 5%, 10%, 15% and 20% and tested at 7, 28, 60 and 90 days of water curing. The concrete grades prepared were Grade 30 and Grade 60. The results showed that the replacement of MFQD up to 15% can improved the strength of the concrete, since the strength for both grade achieved the targeted strength. While, in term of water absorption, the highest MFQD replacement is at 20% in which the rate of water absorption was below than 10% by mass. From this study, it shows that about 20% of cement can be replaced.

Keywords: Micro Fine Quarry Dust, Cement Replacement, Compressive Strength, Water Absorption.

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Mobile Electronic Nose Architecture for Beef Quality Detection Based on Internet of Things Technology

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Abstract

Food is the most basic human needs. One of popular type of food is beef. Beef is source of protein that can broke easily if it is treated improperly. The poor quality beef leads to the poisonous food and health problem if it is consumed. General way to detect beef quality is using the sense of smell however that way cannot be relied on. That is because human's sense of smell is easily tired and subjective property. Therefore, in this research beef quality detection instrument using mobile electronic nose (MoLen) is proposed. MoLen concept is the development of conventional e-nose. It applies Sensing as a service (S2aaS) paradigm which tries to increase conventional e-nose ability thorough mobile technology adoption and Wireless Sensor Network (WSN) as the main key in the Internet of Things (IoT) technology. The uses of mobile technology and WSN as an e-nose sensor gas offer scalability and flexibility advantages. MoLen architecture has been defined. It consists of four layers such as: sensing layer, network layer, cloud layer and application layer. Each of the layers has their own specific functions and challenges

Keywords: Mobile electronic nose (MoLen), Sensing as a service (S2aaS), Wireless Sensor Network (WSN), Internet of Things (IoT).

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Integrated Ground System Application Security System Framework

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Abstract

At this timethe airtransportationis needed. The number offlightsdue tomeet theneeds of the communitymustalso be accompaniedby keeping theflightperformance. The situation iscertainlysupportedbygoodcostmanagement. Settingthe airtrafficroliableandaccuratesupportaviationperformance in order to increase the efficiencyandeffectiveness ofthesupervision. Software application as user interface electronicsolutionsenable to assistair traffic control. Therefore a web-based integratedgroundsystem was created, in hopes of reducingthe complexity ofthe work. This technologyalsohas the vulnerability, such as openingthe possibility ofattackson thesecurity system. Hence,this paperproposes framework thatcan provide guidancein solvingproblems. In this paper was discussed about a case related to the role base security systemisweb applicationscrosstie scripting attack thatcanbe solvedwithspecificmitigationtechniquessuch asfiltersandverification, ending withvalidation.

Keywords: AirtrafficControl, IntegratedGroundSystem, Security Framework, Role Base, Cross SiteScripting

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Virtual Class using Web and Smartphone as supporting tool for successful Computer Networking Course

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Abstract

Teaching process is one of the crucial factors in education which is important for human being. However, most of the teachers still have difficulties in dealing with many learning styles as most of the students behave differently. This limitation generally comes up because teacher has limited time to deliver materials meanwhile materials that have to be delivered are way too much. This situation impacts the success ratio not reaching 100 %. This paper proposes Virtual class as a solution to that limitation especially for computer networking course at Telkom University. Virtual class is an e-learning platform that serves material outside the class that is accessed via web on mobile or desktop devices. Moreover, virtual class can expand the communication between students and lecturer outside the class using social media and blog. Virtual class is implemented as supporting tool to accompany students understand the course with android application as the gateway to the course web. The app is augmented with materials, quizzes, scores, allowing students to enjoy the lesson with their own learning styles efficiently and effectively. The result has shown that the virtual class has improved the students' understanding about Computer Networking course which can be seen from questionnaire analysis. The questionnaire is used to picture the effectiveness of virtual class which resulting 89 % satisfaction.

Keywords: Virtual class, network computer, aplikasi android, Student Centre learning.

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Measurement the Level Of The Knowledge Management System Implementation On People, Structure, Culture, And Technology Factor Using Analytical Hierarchy Process (AHP) Method At Telkom University

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Abstract

Knowledge management system required by Telkom University to create business value and generate competitive advantage continuously. Igracias a knowledge management system that used in Telkom University. Igracias measurement is necessary for implementing of knowledge management system at telkom university can be an effective and efficient. Measurement of implementing knowledge management system has two stage. The first stage using Analytical Hierarchy Process (AHP), to see the weight of indicators priority of knowledge management system. The second stage is implementing knowledge management system was measured by Aydin and Tasci scale (2005). Based on measurement using greid klein matrix has show that the indicators used to measure tends to high impact, this means readiness indicators used have a major impact if it is not implemented. This research resulting the order of priority as culture, technology, people and structure. Aydin and Tasci scale (2005) concluded that Telkom university at second categories, which means not ready and still need some improvement.

Keywords: Knowledge Management System, Measurement, Aydin and Tasci scale, AHP method

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Global Illuminators

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TRACK E: HEALTH & MEDICINE STUDIES



A Comparative Study on Healthy City Capacity Mapping: Indonesia and Korea

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Abstract

The Healthy City approach toward addressing a variety of urban health challenges is increasingly important in the context of urbanization and globalization. For successful Healthy City implementation and to help planners and decision makers, as an initial step WHO introduced a tool, - capacity mapping, which aims to identify existing resources and assess capacity needs. Countries like Japan, Korea, and Australia, as well as some European and American countries have mapped their national capacity. However, for specific cases like Healthy Cities, mapping capacity is rarely undertaken. Therefore, through a comparative study, this paper maps the Healthy City capacity in two selected countries: Indonesia and Korea, in order to assess comparative needs and improve Healthy City development. Based on an extensive literature review and government documents, this study found that Indonesia and Korea have similarities in the historical development and national agenda of their Healthy Cities implementation, but have differences in organizational structure, regulation, and funding support. It appears that Indonesian national policy is stronger than Korean policy; Indonesia has joint regulation by the MOHA and the MOH, which provide national guidelines for the Healthy Cities implementation, while Korea only utilizes general guidelines. However, in terms of funding availability, Korea's Healthy City program is stronger than that of Indonesia. Korea benefits from self-financing by each city, a membership fee from the KHCP, and support from the Health Promotion Foundation, while Indonesia has limited funding and no specific membership fee.

Keywords: Healthy City, capacity mapping, Indonesia, Korea

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Professional challenges to strengthen partnerships in the implementation of Healthy Cities in Indonesia: A case study of Makassar

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Abstract

For successful implementation of the global Healthy Cities movement, WHO recognises that working in partnership with different sectors, organisations and backgrounds is a key ingredient. Current literature has shown various challenges to partnerships, particularly professional challenges. However, little research demonstrates evidence based on real practice example. This study examined the professional challenges for effective partnerships in the implementation of Healthy Cities in Indonesia, especially in Makassar Healthy City (MHC). Based on in-depth interviews of 24 informants from the members of Healthy City Advisory Team (HCAT) and Healthy City Forum (HCF), this research identified several professional factors for effective partnerships. They included poor understanding and view point, lack of commitment, lack of opportunities for staff development and lack of time. The finding indicates there is a need for stakeholder involvement for effective partnerships.

Key words: Healthy Cities; partnerships; professional challenges and needs

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Evaluation of clinics on the provision of youth friendly services in the Ethekwini Metro of Kwa Zulu Natal

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Abstract

There are many barriers that prevent young people from accessing health services that are pertinent and friendly to them. The objective was to determine if the selected clinics provided youth friendly services and if any barriers existed at these clinics for young people to access health care. A descriptive cross-sectional study using anonymous questionnaires was conducted amongst young people visiting two primary health care clinics and one community healthcare centre in the eThekwini Metro of KwaZulu Natal. Of the 152 participants, two thirds were females, the majority being between 18-24 years. Over 42% (n=64) stated that the waiting periods were too long ($p < 0.05$), whilst fifty three respondents (35%) complained of the short consultation times. Forty two percent felt that the staff was judgmental towards them when they sought reproductive health services, whilst 15% felt discriminated against. Twenty one percent felt their privacy was not honored. A third of the participants stated that no awareness programs / group discussions existed within the clinic to inform them about HIV/AIDS, STI, though 73% responded that educational materials on HIV are available. Only 8% were treated by a doctor, but 87% preferred treatment by a doctor, and to be seen by the same person every time they came to the clinic. Small percentage of 16% rated the clinic services as excellent.

Keywords: Youth Friendly, Ethekwini, Metro, Kwa Zulu Natal

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Managed Care: What do Private General Practitioners (GPs) think?

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Abstract

Generally, managed care embedded their roles in most of general practitioners setting where most portion of population seek their primary medical treatment. The aim of this study was to determine the perception of Private General Practitioners (GPs) towards managed care and factors influence those perception. This study participated by 157 GPs works within the vicinity of Kuala Lumpur and Putrajaya. The result of the study shows age factor has an influenced to perception score. This study found no differences in any of GPs' criteria factors and perception scores. Quality of care was spotted to have a positive, fair correlation with perception score and this relationship is statistically significant. Extended analysis of multivariate indicated race, GPs' years of practice, GPs clinic duration and quality of care as predictors succumb to 20% variance in perception score. Overall, majority of 102 GPs reported a negative, low perception towards managed care arrangement which is the finding consistent with previous studies. Managed care is yet to be seen it major effect in local healthcare industry, though, the trend was already transparent and this might due to the exposure from the external influence. Therefore, potential agencies, policy maker, as well as GPs need to hop in actively to start a measurement and collaboration for better healthcare delivery and promote healthy communication.

Keywords: Managed Care, Perception, Health Plans, Private General Practitioners.

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Kemuning: An Analysis of Anthropology of Health

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Abstract

Studies that talk about the Anthropology of Health, will be dealing with one of the very interesting study is the study of Ethnomedicine. The study of this case involves a variety of treatments that have been rooted in the Indonesian archipelago. This study is focused on the example on the number of medicinal plants are rooted in ethnic culture in the archipelago. One interesting medicinal plants studied in the Sunda region is *kemuning* flowers are plants that have good efficacy of the community and the public health aspects of medicine, of course, the case is very attractive from the perspective of Ethnomedicine studies in Anthropology of Health. This study departs from the research question of how the efficacy of *kemuning* flowers from the perspective of Anthropology of Health. The study was conducted with qualitative methods, field studies and also performed with the scientific literature researches. A review found that, this study turns *kemuning* flowers to the beauty it brings to the user, and also for slimming. For reproductive health benefits of this relationship is perceived naturally *kemuning*, with processing in accordance with tradition. It is also of course a lot of diseases that can be cured with *kemuning* flowers. In the study of Anthropology of Health also *kemuning* flowers, roots of folklore regarding *sagakemuning* flowers are then adds an important and urgency of these *kemuning* flowers utilization Anthropology of Health. In scientific studies also *kemuning* flowers consuming aspects is also good health and not dangerous.

Keywords: Kemuning, Anthropology of Health, Ethnomedicine, folklore, and medicinal plants.

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Detection of Cervical Cancer Disease Using Adaptive Thresholding Method by Image Processing

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Abstract

Cervical cancer is one of the cancer disease caused by human papilloma virus type 16 and 18, attacking woman cervix. The cervical cancer detection method which frequently used is Pap-Smear. But, error often occurring this method in diagnosing the level of cervical cancer. Therefore, a system is needed that is able to help identifying the result of Pap-Smear. In this study has designed a system to detect the symptoms of cervical cancer using Matlab 2009a software to solve these problems. The image processing starts from converting the type of image, thresholding, noise removal using filter, until the image is ready to be detected. For thresholding process, used Adaptive Thresholding method, thresholding used lokal threshold value. This system is able to classify the image into two types, normal and abnormal (precancerous). For abnormal type divided into three types, that are mild, moderate, and severe. This system used 500 test images, 250 for training and 250 for testing. Based on testing process, obtained an accuracy rate of 100% and the average time to process this system is 25.4 seconds with WS value is 10 and C value is -2.

Keywords: Cervical Cancer, Pap Smear, Image Processing, Threshold

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Bekam Treatment: Cheap, Holistic and Changes Paradigm

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Abstract

Healthy living to be the desire of all people, and become the desire of many people, based treatment and chemical treatment with modern drugs have risks as well as an expensive boarding. Needed an inexpensive treatment, holistic health and also brings inwardly and outwardly. Treatment is done in the community based on religious views brought to the treatment solution. One of the Islamic religion-based treatments is the treatment of cupping (bekam) that the Islamic concept of cupping in the view of Islam is called *al hijamah*, which has the effect to the followers of Islam. This study took questions about the views and the benefits of cupping treatment (bekam) to the people who practice it. Research carried out by the method qualitative done with observation and interviews conducted in the city of Bandung. The results showed that treatment of cupping Islam (bekam) leads to remarkable results, and leads to healing and health benefits are tremendous, many informants who had been treated with various diseases one of which is cancer. The result is a bruise has brought changes to the practice paradigm treatment with *bekam* method.

Keywords: Treatment, Islam, Cupping, *Al Hijamah*, *Bekam* and Holistic.

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**Transformation Study Of Implementation Of
National Health Insurance (Nhi) At Mamuju
Regency, Indonesia**

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Abstract

The National Health Insurance Program is generally created to facilitate the community in accessing the health services and obtaining the quality health services. Transformation became the important vocabulary since the last seven years in Indonesia, precisely since the enactment of the Social Security Acts on October 19th, 2004. The transformation will present the new identity in the social security program implementation in Indonesia. The Acts of Social Security Organizing Board (SSOB) establishes two Social Security Organizing Boards, namely the Health SSOB and Employment SSOB. The research aimed to identify the implementation of the National Security Insurance program viewed from the program transformation aspect. This was a qualitative research. Informants in the research were the Hospital Head, SSOB Head, Health Office, PHC at Mamuju Regency. Samples were taken by the Purposive Sampling Rational technique namely by selecting the informants who comprehended the problem clearly, were reliable, were able to be the data resources, were prepared and were able to express their opinion well and correctly. The research result indicates that the officials have no idea concerning the regulation of the national health insurance program implementation in the level of health service providers (HSP), participation administration in the online system in the level of HSP, they are not ready, the claim payment model has not been comprehended by the officials of HSP.

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Fraud Prevention in National Health Insurance Implementation In Kendari City, Indonesia

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Abstract

By the enactment of the National Health Insurance (NHI) on January 1st, 2014, the fraud incident potential will be found. The finding of the Indonesian Corruption Watch (ICW) between 2006-2008, there were 54 cases with the state loss reached Rp.128 billion. The fraud mode is in the forms of the fund mark up, drug manipulation, data embezzlement, fund corruption, fictive drugs and health instruments, authority abuse, and bribery. In 2008, PT. Askes marked up the claim as much as Rp.1.2 trillion. In the Regional General Hospital of Bau-bau City, South East Sulawesi Province, it is obtained that the drug claim reached Rp.66 million for patients who were hospitalized in the long stay ward for one day. The research used the qualitative approach. The research was conducted in the hospital, PHC, BPJS, private clinic, and patients in Kendari City in 2014. The research informants included the Hospital Director, PHC Head, BPJS head, clinic doctors, and patients. The research result indicates that the fraud potential and perpetrators are discovered in the Health Service Providers (HSP) and patients, while in BPJS, they do not exist. For the hospital fraud indications, 12 cases are discovered in Kendari City. they are not discovered in PHC. The discovery and prevention of the fraud indications can be carried out through the administrative and medical verifications. The research concludes that generally, the fraud potential is discovered in HSP and patients, it is not found in BPJS. The discovery and prevention of the fraud indications can be carried out through the administrative and medical verifications.

Keywords: Prevention, Fraud, National Health Insurance.

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Analysis on National Health Insurance Financing At Jeneponto Regency, Indonesia

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Palutturi⁵**

unhas and Staff of Labuang Baji Hospital Makassar, Indonesia

Abstract

The health service funding by Social Security Organizing Board (SSOB) is generally carried out by the prepaid method for PHC and post paid method for the hospital. Meanwhile, the Health Service Providers (HSP) undergoes the difficulty in the budgeting of the National Health Insurance (NHI), primarily the claim disbursement in the form of the claim disbursement felt to difficult and complicated, claim file problem, subsequent claim magnitude, tariff incongruity proposed by the hospital with the INA CBGs tariff or being paid by the Health SSOB, disease diagnosis coding peculiarity, or the delay of the claim payment by Health SSOB. The research informants included the hospital head, PHC head, SSOB head, clinic doctors, and patients. The research result indicates that the NHI financing still has problem in terms of the vagueness of the health service real value and the hospital inability in assessing the adequacy level of the NHI fund in line with the necessity, lack of comprehension of the hospital management concerning the NHI fund utilization. The research concludes that generally the NHI fund has been carried out properly, however, there are still problems in terms of fund adequacy, fund management comprehension, fund disbursement delay, the delay of the claim verification result, the PHC claim procedure difficulty of one payment in four months, and some other problems.

Key-words: Financing, National Health Insurance.

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FUTURE EVENTS

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(NDMRP- 2015)



Date: May 12-13, 2015

Venue: Istanbul GONENHotel, Istanbul, Turkey.

Conference Email: ndmrp2015@globalilluminators.org

Abstract Submission Date: April 25, 2015

Full Paper Submission Date: May 10, 2015.

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Abstract Submission Date: May 15, 2015

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Date: July 29-30, 2015

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Conference Email: miar2015@globalilluminators.org

Abstract Submission Date: May 25, 2015

Full Paper Submission Date: May 30, 2015.

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Conference Main Tracks

- Business , Management and Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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INTERNATIONAL CONFERENCE ON
“Multidisciplinary Academic Research & Global Innovation”
(MARGI-2015)



Date: August 25-26, 2015

Venue:Hotel Novotel Beijing, China.

Conference Email: margi2015@globalilluminators.org

Abstract Submission Date:June 20, 2015

Full Paper Submission Date:June30, 2015.

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

Conference Main Tracks

- Business , Management and Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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2nd INTERNATIONAL CONFERENCE ON
“Multidisciplinary Trends in Academic Research”
(MTAR-2015)



Date: September 29-30, 2015

Venue: Holiday Inn Bangkok Silom, Bangkok Thailand.

Conference Email: mtar2015@globalilluminators.org

Abstract Submission Date: July 20, 2015

Full Paper Submission Date: July 30, 2015.

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

Conference Main Tracks

- Business , Management and Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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“Regional Challenges to Multidisciplinary Innovation”
(RCMI-2015)



Date:October 05-06, 2015

Venue:HotelGrand Flora Dubai, UAE.

Conference Email:RCMI2015@globalilluminators.org

Abstract Submission Date:June 15 2015

Full Paper Submission Date:May 15, 2015

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

Conference Main Tracks

- Business , Management and Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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2nd INTERNATIONAL CONFERENCE ON
“Innovative Trends in Multidisciplinary Academic Research”
(ITMAR-2015)



Date: October 20-21, 2015

Venue: Istanbul Gonen Hotel, Istanbul, Turkey.

Conference Email: mtar2015@globalilluminators.org

Abstract Submission Date: August 20, 2015

Full Paper Submission Date: August 30, 2015.

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

Conference Main Tracks

- Business , Management and Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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2nd INTERNATIONAL CONFERENCE ON
“Emerging Trends in Academic Research”

(ETAR-2015)



Date: November 25-26, 2015

Venue:Trans Resort & Hotel, Bali, Indonesia.

Conference Email: etar2015@globalilluminators.org

Abstract Submission Date:September 20, 2015

Full Paper Submission Date:September 30, 2015.

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

Conference Main Tracks

- Business , Management and Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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3rd INTERNATIONAL CONFERENCE ON
“Innovation Challenges in Multidisciplinary Research &
Practice” (ICMRP-2015)



Date: December 15-16, 2015

Venue: Novotel Hotel, Singapore.

Conference Email: icmrp2015@globalilluminators.org

Abstract Submission Date: October 20, 2015

Full Paper Submission Date: October 30, 2015.

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

Conference Main Tracks

- Business , Management and Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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2nd INTERNATIONAL CONFERENCE ON
“Global Issues in Multidisciplinary Academic Research”
(GIMAR-2016)



Date:February 01-02, 2016

Venue:Hotel Grand Flora Dubai, UAE.

Conference Email: gimar2016@globalilluminators.org

Abstract Submission Date:October 30, 2015

Full Paper Submission Date:December 15, 2015.

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

Conference Main Tracks

- Business , Management and Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

2nd INTERNATIONAL CONFERENCE ON
"Multidisciplinary Innovation In Business Engineering
Science & Technology"
(MI-BEST 2016)



Date:February 23-24, 2016

Venue:Century Park HOTEL Manila Philippine.

Conference Email: mibest2016@globalilluminators.org

Abstract Submission Date:October 30, 2015

Full Paper Submission Date:December 15, 2015.

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

Conference Main Tracks

- Business , Management and Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
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2nd International Conference on

“GLOBAL TRENDS IN ACADEMIC RESEARCH”

(GTAR 2015)

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