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*Singapore*

CONFERENCE  
PROCEEDINGS

BOOK OF ABSTRACT  
BESSH-2015

**International Conference on  
“Business Economic, Social Science & Humanities”  
(BESSH-2015), Singapore**

# **Book of Abstracts Proceedings**

**International Conference on  
“BUSINESS ECONOMIC, SOCIAL SCIENCE &  
HUMANITIES”  
(BESSH-2015)  
Singapore**

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“**Business Economic, Social Science & Humanities**  
**(BESSH-2015)**”

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**International Conference on  
“Business Economics, Social Science & Humanities  
Singapore”**

**Venue: Grand Pacific Hotel Singapore**

**ORGANIZING COMMITTEE**

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## **PROGRAM COORDINATOR MESSAGE**

**Ms. Ani Wahyu**

International Conference on Business Economic, Social Science & Humanities” 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 challenges faced by our societies globally. 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.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. 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.

**Ms. Ani Wahyu**

Program Coordinator

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BESSH-2015



# CONFERENCE PROGRAM

DAY 01 Thursday (December 17, 2015)

Welcome Reception & Registration

08:30– 9:00 am

Opening Ceremony (09:30 – 10:00 am)

Venue: Room 1

09:00 – 9:20 am	Introduction of Participants
09:20 – 9:30 am	Welcome Remarks – <b>Felicia Chong</b> – Conference Chair Academic Fora
09:30 – 09.45 am	Group Photo Session

**Grand Networking Session and Tea Break (09:45– 10:00 am)**



**DAY 01 Thursday (December 17, 2015)**

**Session 1 (10:00 am – 12:00 pm)**

**Venue: Room 1**

**Session Chair: Alkhaliel, Adeeb Abdullah**

**Track A: Business Management and Economics Studies**

BCS-1215-114	Brand Extension: An Overview of the Concept and Research	Chin-Chiung Kuo
BCS-1215-123	Methodology To Study Sustainable Competitive Advantages For Ecotourism Development Of PHU Quoc Island	Pham Huy Hoang
BCS-1215-128	Comparative Analysis of Display Position in Smart Car among Countries	Hoonsik Yoo
BCS-1215-132	Web-based Analytic Hierarchy Process(AHP) Assessment Model for Information Security Policy of Commercial Banks	ShinaaMing Wu
BCS-1215-140	Low Cost Airlines Operating In The Ghanaian Airspace	Charles Andoh
BCS-1215-117	The Extent of the Internal Control Disclosure, the Executive Compensation, and the Timeliness Financial Reporting (A Case Study at Manufacturing Companies Listed at The BEI Jakarta 2013)	Julianti Sjarief
ECS-1215-126	A Case Study on Product Development Strategy in Consumption Value Structures	Soo Ah Cho

**Lunch Break (12:00 - 1:00pm)**

**DAY 01 Thursday (December 17, 2015)**

**Session 1 (10:00am – 12:00 pm)**

**Venue: Room 2**

**Session Chairs: Dr Paramanatham & Deni Yasmara**

**Track D: Medical, Medicine & Health Sciences**

MCS-1215-102	Design and Evaluation of AR-Based Serious Games with Clinical Knowledge for Promoting Health Fitness	Liao, Min-Wen
MCS-1215-103	Mitochondrial ROS manage the LPS-induced pro-inflammatory response in microglia cells by controlling MAPK and NF- $\kappa$ B pathways	Un-bin chae
MCS-1215-104	Iron overload induces neuronal death via mitochondrial fission through Drp1-S637 dependent manner in HT-22 cells	Donggil Lee
MCS-1215-105	Peroxiredoxin/JNK axis regulate Stemness during neurogenesis from Embryonic stem cells	Jungbae Seong
MCS-1215-106	Depletion of mitofusin 2 is related to amyloid beta-mediated mitochondrial fragmentation and Cdk5-induced oxidative stress in neuron cells	Mi Hye Kim
MCS-1215-107	Peroxiredoxin 5 prevents amyloid-beta oligomer-induced neuronal cell death by inhibiting ERK-Drp1-mediated mitochondrial fragmentation	Bokyung Kim
MCS-1215-111	The influence of the knowledge about young women's cervical cancer screening who are doing physical activities on the screening attitude	Yun-Hwa Ko

**Lunch Break (12:00 - 1:00pm)**

**DAY 01 Thursday (December 17, 2015)**

**Session 2 (01:00 – 02:30 pm)**

**Venue: Room 1**

**Session Chair: Hoonsik Yoo**

**Track A: Business Management and Economics Studies**

BCS-1215-126	Discussion: Diversity in Malaysia New Media Art	Suhana Nordin
BCS-1215-147A	Factors Affecting Consumers Decision to Purchase Vietgap Vegetable in Hanoi, Vietnam	Nhung Thi Thai
BCS-1215-103	Labour Legislation And Performance Of Small Enterprises in Gauteng Province of South Africa	Akhabue A Okharedia
BCS-1215-152	Education Inequality in Indonesia: Using Education Gini Index Measurement	Lilik Sugiharti
BCS-1215-153	Accelerating Economic Development Strategy through Trade Sector Development In Surabaya City	Nurul Istifadah
BCS-1215-154	Technical efficiency and productivity growth: case of Indonesia's food and beverage manufacturing sector	Martha R Primanthi
ECS-1215-130	The Study on the Structural Changes of the Supplier Value Chain in the Convergence Industry	EunYoung Park

**Tea Break (02:30 – 02:45pm)**

**DAY 01 Thursday (December 17, 2015)**

**Session 2 (01:00 – 02:30 pm)**

**Venue: Room 2**

**Session Chair: Tzu-Wei Lin**

**Track B: Engineering & Technology, Computer, Basic & Applied Sciences**

ECS-1215-120	Influence of Irradiance of a Dental Curing Unit on the Hardness of Light-Activated Resin Composites	Decky Joesiana Indrani
ECS-1215-124	Design and Evaluation of Secure Digitally Signing Solutions for Hospital Consents	Wei-Cheng Wei
ECS-1215-134	Development of Miniature Planar Spring for Electrodynamics Vibration Energy Harvesting using Extra Thin Printed Circuit Board	Gandi Sugandi
ECS-1215-128	Application two-stage clustering method selected core functions of business and Recruitment and promotion of research	Jiun-Yi Li
ECS-1215-112	Design and Implementation of a Secure Cloud Platform for Protecting and Managing Healthcare Medical Information	Bo Yu Huang
ECS-1215-135	YII Framework Security Implementation on Application Study of Energy Efficiency	Dewi Rosmala

**Tea Break (02:30 – 02:45pm)**

**DAY 01 Thursday (December 17, 2015)**

**Session 3 (02:45 – 04:00 pm)**

**Venue: Room 1**

**Session Chair: Pheni Chalid**

**Track C: Social Sciences & Humanities**

BCS-1215-110	An examination of Students' Attitudes and Opinions Toward Showrooming	Pola B Gupta
BCS-1215-122	Accreditation of Study Programmes and its Problem in New Emerging Countries	Putriesti Mandasari
BCS-1215-129	Comparative and Competitive Challenges of Active Learning in Indonesian University: What and How to Fix it	Pheni Chalid
BCS-1215-138	The Effects of Using Creativity-based Learning on develop Ability of writing learning management plan based of Teacher Students	Siriporn Srichantha
BCS-1215-124	Failed state and Threats to Human Security	Prihandono Wibowo
BCS-1215-137	Education and poverty: Case of Sri Lanka	Jeyapraba Suresh
BCS-1215-144	Socioeconomic and Demographic Determinant of Fertility Rate in Eastern-Indonesia	Achmad Sjafii

**Closing Ceremony: 4:00 – 5:00 pm**

**DAY 01 Thursday (December 17, 2015)**

**Session 3 (02:45 – 04:00 pm)**

**Venue: Room 2**

**Session Chair: Sarala Joshi**

**Track B: Engineering & Technology, Computer, Basic & Applied Sciences**

ECS-1215-101	Application of WBS-RBS-OBS and ANP Methods in Engineering Project Risk Management	Jen-teng Tsai
ECS-1215-104	Optimizing ZnS Buffer Layer of Cu(In,Ga)Se <sub>2</sub> Thin Film Solar Cell with Tri-Sodium Citrate	Jun Chul Shin
ECS-1215-107	Effect of Ag Thickness and Heat Treatment on the structure, electrical and optical properties of GZO/Ag/GZO Multilayer Films.	SungHee Cho
ECS-1215-108	Effects of Surface Texturing Size on the Screen Printed Si Solar Cell	Dae Sung Kim
ECS-1215-109	Federated Anonymous Identity Management for Cloud Computing	Tzu-Wei Lin
ECS-1215-115	GUI PID Self-tuning System for Quadcopters	Chiao Tzu Huang

**Closing Ceremony: 4:00 – 5:00 pm**

## **DAY 02 Friday (December 18, 2015)**

### **City Tour and Shopping Day**

All participants will be free to carry on their own tourism and shopping activities in Singapore is a free day for this purpose



## LIST OF CONFERENCE ATTENDEES

The following Scholars/ Practitioners/Educationist who don't have any paper presentation, however they will attending the conference as delegates & observers.

<b>Sr. No</b>	<b>Official ID</b>	<b>Name</b>
1	BCS-1215-135A	Alkhaliel, Adeb Abdulla
2	MCS-1215-109	Dr Paramanantham
3	BCS-1215-147	Dr. Kampanat Pensupar
4	MCS-1215-110A	Dong-Seok Lee
5	MCS-1215-102A	Chien-Lung, Hsu
6	MCS-1215-113A	Deni Yasmara
7	MCS-1215-114A	Sriyono

**TRACK A: BUSINESS MANAGEMENT &  
ECONOMICS STUDIES**

## Brand Extension: An Overview of the Concept and Research

**Chin-Chiung Kuo<sup>1\*</sup>, Hsiow-Ling Hsieh<sup>2</sup>**

<sup>1,2</sup>Tzu Hui Institute of Technology & Shou University, Taiwan

Abstract

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Brand extension is a common marketing strategy, involving the use of existing brands in a new product category. However, there is no systematic review of brand extension in the past relevant literatures. From the methodological perspective, the study examined peer-reviewed articles which focal points interested in brand extension marketing strategy and published in 12 marketing journals from 2005 to 2014. We used the SALSA (Search, Appraisal, Synthesis and Analysis) systematic literature review methods. According to 50 sample papers, the results show that (1) most published articles are from Journal of Business Research (28 %), followed by Journal of Consumer Psychology (20.00%); that (2) cross-sectional study (93.48%) was more than longitudinal study (6.52%); that (3) the largest research design of these articles was experiment method (67.92 %); and that (4) analysis of the geographic location of research, North America (48.97%) was more than the Europe (34.04%); and that (5) seven sample studies were published each year in 2014, 2009, and 2006 (each 14% of the total). Therefore, brand extension is an urgent and interesting issue for advanced study in marketing field.

**Keywords:** Brand Extension, Systematic Literature Review, Methodological Perspective

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## Methodology To Study Sustainable Competitive Advantages for Ecotourism Development Of PHU QUOC Island

**Pham Huy Hoang\***

Management and Science University, Malaysia

Abstract

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PHU QUOC is Vietnam's biggest island with a total area of 574 sq.km. This is one of the most famous and attractive destinations for those coming to Vietnam for ecotourism purpose. Despite various researches have been carried out on ecotourism development but only small quantities of studies were conducted in Phu Quoc Island. Therefore, appropriate methodology on this topic is still insufficient while comprehending resources contributing for competitive advantage for Phu Quoc is more and more necessary in order to explore its dynamic capabilities. This research fills the gap by studying Methodology to study sustainable competitive advantages for ecotourism development of Phu Quoc Island includes Conceptual Framework, Hypothesis, Research Design, Sampling, Instrument. Quantitative and qualitative methods were picked out in order to answer all research-related questions. The research also makes detailed explanation about variables, population and sample, measurements and instruments, data collection, source of data as well as data analysis. This study finds out 5 hypotheses and makes research design to develop the sustainable competitive advantage for ecotourism development of Phu Quoc Island. Research design is used to denote the logical relations between all the collected data, and drawing conclusions, answering related questions from that data (Smith & Hongge, 2006). The sample size is 427 include 98 foreign tourists and 329 domestic visitors with cluster sampling method. The study also applies two basic types of questions to use in attitude research include open-ended and closed-ended questions.

**Keywords:** Ecotourism, Tourism, Sustainable development, Methodology, Conceptual Framework, Conceptual Framework, Hypothesis

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## Comparative Analysis of Display Position in Smart Car among Countries

**Hoonsik Yoo\***

Yonsei Institute of Convergence Technology·School of Integrated Technology, Yonsei University, South Korea

Abstract

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Development of ICT (Information Communication Technology), expansion of ITS (Intelligent Transport Systems) and autonomous vehicle technology established concepts and roles of vehicle as a second life space. Many vehicles are appearing with displays on various positions for suitable experience within the smart car. Herein, display position has become more important issue for the future vehicle. In addition, providers of automobiles need the information about comparative analysis of the display position between different countries. This study aims to analyze user requirements among countries about the display position in the smart car. A survey is conducted among 400 drivers (206 males, 194 females); 100 people each from 4 countries, South Korea, the United States of America, China, and Europe (Germany and France). The survey participants were average 41.7 years old (10s-60s) with average 14.3 years of driving experience. As a result, their preferences rated in the following order: in front of the driver's seat (27%), front window (26%), in front of the co-driver's seat (17%), the back seat (9%), front window of the front seat (8%), side window of the rear seat (4%), ceiling (4%), rear window (3%) and the floor (1%). This result shows that preferences over the positioning of the displays move orderly from front to rear. Indeed, Korea puts more importance on placing displays on the front window of the front seat than the other regions. This study has a great significance since it finds preference order on which position of the vehicle the display should be mounted for each 4 regions of the countries based on the user study. As a future study, qualitative research which finds why the drivers of the each continent prefer to place the display on its particular location can be conducted.

**Keyword:** Smart Car, Display Position, Cross Cultural Research, User Research, User Experience

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Email: [yooos@yonsei.ac.kr](mailto:yooos@yonsei.ac.kr)

## Web-based Analytic Hierarchy Process(AHP) Assessment Model for Information Security Policy of Commercial Banks

**ShiannMing Wu<sup>1</sup>, Dongqiang Guo<sup>2</sup>, Wen Tsann Lin<sup>3</sup>, Meng-Hua Li<sup>4</sup>**

<sup>1,2</sup>College of Business Administration, National Huaqiao University, Fujian  
China

<sup>3</sup>Department of Industrial Engineering & Management, NCUT, Taichung  
Taiwan

<sup>4</sup>Department of Industrial Management, National Formosa University,  
Yunlin ,Taiwan

Abstract

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This study proposed a Web-based AHP risk assessment model according to the characteristics of mutual dependence among the assessment indices of the information security policy of commercial banks. To maintain information security of commercial banks, this study included the 14 fields of ISO27001:2013 into the 5 parts of the organizational information security architecture(Tudor, 2001), and used an expert questionnaire and Web-based AHP to perform a pairwise comparison on the various factors, under the condition where correlation among factors was taken into account in order to perform consistency test, obtain the overall weight and weights of various factors, verify the information security risks of commercial banks, and reflect the reliability of the assessment results of this model.

**Keywords:** Commercial bank; Information Security, AHP, ISO27001

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## Low Cost Airlines Operating in the Ghanaian Airspace

**Charles Andoh<sup>1\*</sup>, Daniel Quaye<sup>2</sup>, Francis Kuditcher<sup>3</sup>**

<sup>1,2,3</sup>Department of Finance, University of Ghana Business School  
Legon, Ghana

### Abstract

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We develop a mathematical model for automatic adjustment of new airfares in terms of old airfares, the number of litres of jet fuel an aircraft requires, the quantum of adjustment, the number of trips an aircraft makes to a specified destination and the number of passengers an aircraft carries. We proclaim that any adjustment to existing airfares should be exactly the loading and that any additional amount to the existing airfares differing from the loading leads to either overcharging or undercharging of domestic air travellers. We also show that any negotiation about the quantum of adjustment to existing airfares reduces to proper assignment of the number of trips an aircraft make to a specified destination. We tested our models on privately operated domestic airlines using data obtained from the headquarters of these airlines, Ghana Civil Aviation Authority and the National Petroleum Authority. The models should be useful to any businessman interested in entering the air transport business and transport planners, coordinators, administrators in setting and adjusting airfares. It should also assist settle disputes about new airfares between domestic air travellers and air transport administrators that arise any time there is adjustment in jet fuel prices.

**Keywords:** Asset Replacement Cost, Destination Distance, Loading, Optimization, Viability Condition, Yield

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## The Extent of the Internal Control Disclosure, the Executive Compensation, and the Timeliness Financial Reporting (A Case Study at Manufacturing Companies Listed at The BEI Jakarta 2013)

**Julianti Sjarief<sup>1</sup>, Weli, Ety Widyastuti<sup>2</sup>**

<sup>1,2</sup>Universitas Katolik Indonesia Atma Jaya Jakarta, Indonesia

### Abstract

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The important issue of the disclosure of the company's internal control condition has long been the attention of the global capital market, including in Indonesia. To provide a certainty to the investor for their investment in Indonesia, the BAPEPAM-LK (Indonesian Securities Regulator) had issued a decision on August 1, 2012, no X.K.6 regarding the annual emitter's report. One of the important points of that decision was the obligation to disclose more detailed information about the internal control system, the risk management and the whistle blowing system. The purpose of this study is to analyze how extensive the Indonesian Public manufacturing companies disclose their internal control and how is the relationship between the extent of the internal control disclosure, the executive compensation and the timeliness of company's financial report. Data collected from 55 company's annual reports that could be accessed. The result of the analysis had indicated that most of the companies had already disclosed the compliance objectives of the company's internal control that was guided towards the law management and the risk regulations. The hypothetical test had indicated that there was a relationship between the extent of the company's internal control's system and the extent of the executive's compensation and the timely publication of its financial report.

**Keywords:** Internal Control Disclosure, Financial Report, Executive Compensation, Timeliness

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## Discussion: Diversity in Malaysia New Media Art

**Suhana Nordin<sup>1\*</sup>, Mumtaz Mokhtar<sup>2</sup>**

<sup>1,2</sup>Universiti Teknologi Mara, Malaysia

Abstract

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New media art involve with blurring feature, since no divisions of disciplines. Consequently, allow the difficulty to appreciate as an art piece. Thus, this discussion attempts to introduce the involvement of varieties discipline into it, and to glimpse the gist toward the understanding of new media concept. Therefore, selection of artworks as a sample will use to analyze, thus introducing to some New Media artwork in Malaysia Modern art. Subsequently, these papers will apply the theories, which related. Rationally, will give us some overview toward the diversity and collaboration in Malaysia New Media art and produce different and new perspective and perception toward Malaysia Art scene today.

**Keywords:** New Media, New Media Artwork, and Malaysia Modern Art

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## Labour Legislation and Performance of Small Enterprises in Gauteng Province of South Africa

**AkhabueA Okharedia**\*

Graduate School of Business Leadership, University Of South Africa

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### Abstract

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The purpose of this research paper is to find out what the influence of labour legislation is on the growth, management and governance performance of small enterprises in South Africa. The research attempts to examine if the exclusion of small enterprises from labour legislation will help with the growth, management and good governance of these enterprises. An attempt is also made in this study to determine if small enterprises in their current form can enjoy organizational rights as entrenched in the Labour Relations Act 66 of 1995 (LRA). In the same vein, this research in investigating the aforementioned issues, the researcher used both qualitative and quantitative research techniques. In-depth interviews were conducted with respondents, and statistical tools that include Chi-square and *t*-tests were used to analyse the research findings. The findings show that for small enterprises to experience growth, good governance and management, collective exclusion, selective exclusion and parallel application of the various pieces of labour legislation, namely the LRA, Basic Conditions of Employment Act 75 of 1998 and the Employment Equity Act 55 of 1998 must be allowed and implemented in small enterprises. This research also found that small enterprises cannot enjoy the organizational rights as entrenched in the LRA. Furthermore, small enterprises cannot implement the current process of dispute resolution because it is too complex, mechanistic and expensive for them.

**Keywords:** Labour, Legislation, Enterprise, Employment

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## Technical Efficiency and Productivity Growth: Case of Indonesia's Food and Beverage Manufacturing Sector

**Martha R Primanthi\***

Faculty of Economics and Business, Airlangga University Airlangga 4-6  
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Abstract

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Technical efficiency and total factor productivity are important part of production process. This study estimated the technical efficiency and the determinant of inefficiency for Indonesia's food and beverage manufacture sector. Another objective of this study is to estimate the decomposition of total factor productivity (TFP) growth. Stochastic Frontier Analysis (SFA) and TFP growth decomposition method were implemented to address the paper's objectives. This study found that food industries in Indonesia are less efficient with mean of technical efficiency was 81.5per cent. Furthermore, inefficiency in this type of industry is contributed by size and capital ownership status. These two characteristics have a negative correlation with inefficiency. If the firm produced more output, its efficiency will increase. Foreign direct investment firms are more efficient than domestic firms. Another result was the average TFP in the food industry was – 36 per cent, which is dominated by technological progress components. Moreover, Indonesia's food and beverage manufacturing sector is more labor oriented during the study period. Furthermore, the positive effect of FDI on efficiency can be boosted by implementing tax incentives to approved project in food industries.

**Keywords:** Stochastic Frontier Analysis, TFP Decomposition, Indonesian Food, Manufacturing Sector

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## Education Inequality in Indonesia: Using Education Gini Index Measurement

**Lilik Sugiharti\***

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Surabaya Indonesia 60286

Abstract

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This study calculated and analyzed an education inequality in Indonesia from 2005 to 2012 by conducting the two method, direct and indirect method. The education Gini index was used for the direct method while the education Lorenz curve was applied for the indirect method. This research used the National Social Economic Survey (SUSENAS) data in 2007 and 2012 which was published by Bureau Statistics Indonesia (BPS). In general there has been an education performance improvements in Indonesia during 2005 to 2012 such as education attainment, school enrollment ratio, literacy rates and mean years of schooling. There was a magnitude decrease of education Gini index from 0.353 in 2005 to 0.318 in 2012. Meanwhile, in term of provinces in Indonesia, mostly they have improved, however the highest inequality was in Papua respectively followed by Gorontalo, South Sulawesi, West Nusa Tenggara, East Nusa Tenggara, Bangka Belitung, East Java, West Kalimantan Central Java, and Bali. In term of location, using the education Lorenz curve it was found that the education inequality was higher in rural than in urban area. Lastly, there was a strong negative correlation between Mean Years of Schooling and the education Gini index. It means that if the mean years of schooling increase the education gini index will be declined. Moreover, increasing the mean years of schooling, the education performance will be more equal.

**Keywords:** Education Gini Index, Education Lorenz Curve, Education Inequality

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## Accelerating Economic Development Strategy Through Trade Sector Development in Surabaya City

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Abstract

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Based on the components sector, the largest contributor to the economy of the city of Surabaya is in the trade sector with a value of approximately thirty percent. Economic activities in the trade sector have linkages with other sectors of the economy, both in terms of inputs (backward linkages) and outputs (forward linkages). This sector also has a major economic impact on the performance acceleration of economic development in the city of Surabaya. The objectives of this study were to (1) analyze the economic performance of the trade sector, both in terms of input and output, (2) identify the sectors that have relevance to the forward and backward linkages with the trade, and (3) develop a strategy accelerating economic development through the development of the trade sector in the city of Surabaya. The analytical tool used is a model of Input-Output and SWOT analysis. The analysis showed that the trade sector has backwards and forwards linkages were great with the trade itself. In addition, the trade sector also has great relevance to the transport sector, communications, banking, food industry and fish processing industry. This sector also has higher forward linkages with industrial metals and basic metal goods, food industry, and the dairy processing industry. Accelerating economic development strategy through the development of trade sectors prioritized by improving access to the distribution of goods, both for inter-regional trade and international trade, such as licensing, warehousing, port, and other trade supporting infrastructure.

**Keywords:** Economic Performance, Backward Linkages, Forward Linkages, Accelerating Economic Development Strategy

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## A Case Study on Product Development Strategy in Consumption Value Structures

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Abstract

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With increasingly diversified Consumption value structure, individuals consume the product based on the value standard of the person. In particular, value practice desire and a wide variety of experience of the consumers, is displayed in the purchasing of the product. Consumers' purchase-standard is increasingly high while comparing a lot of product and consumers are seeking products that meet this. In other words, consumers represent a person's personality and discrimination of other people through the purchase of products, and there is a characteristic that consumption in consideration to not only their joy but also social recognition. Using and buying a product is one part of life and a self-expression. Companies produce products satisfying consumers with looking consumers' sentiment. Therefore we make a product development strategy through changing in the value structure of the consumer.

**Keywords:** Product Development, Consumption Value, Company Strategy, Purchase Standard

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## The Study on the Structural Changes of the Supplier Value Chain in the Convergence Industry

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### Abstract

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Simplified technology and industry in the past is specialized and diversified in modern society with evolution, and also border area becomes clear. Recently, the convergence has been getting spotlight. Because it is considered possible to produce a synergistic effect such as the resolution of complex social issues, innovation and new markets value creation by making the industrial structure boundary ambiguous in interdisciplinary and between technology and industry. It is the time to overcome the limitations of customer value within the existing industry and to make the flexible and innovative supply value chain structure that is sufficiently accommodate the industrial structure to be reorganized for the purpose of new value creation through the convergence. The convergence generates the new supply value chain structure in the existing industrial system and creates a new market could be results in a ripple effect through the changes in the industrial system itself. The purpose of this study is to introduce the convergence case in various area and try to investigate how to change the supply value chain in the convergence industry from the existing industrial structure.

**Keywords:** Convergence Industry, Supply, Value Chain

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## Factors Affecting Consumers Decision To Purchase VietGAP Vegetable in Hanoi, Vietnam

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Abstract

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This paper aims to investigate factors affecting Hanoi consumers' decision to purchase VietGAP vegetables as well as to analyze Hanoi consumers' willingness to pay (WTP) for different attributes of VietGAP vegetables. The choice experiment method was employed with four attributes including availability, quality certification label, traceability information, and premium price. Data were gathered from 300 shoppers in five supermarkets and six vegetable stores around center of Hanoi city. Econometric analysis was conducted by using conditional logit model. Overall, the findings reveal that almost consumers perceived that VietGAP vegetables have good health benefits. Notably, consumers prefer VietGAP vegetables that are sold in supermarket system, organic label certified by Non-Government Organizations (NGOs), added more traceability information covering farming, distribution and processing, and circulation and marketing, as well as suitable price. The WTP is highest for organic certification label certified by NGOs attribute and lowest for VietGAP vegetables without label. These findings have market sector as well as policy implication in expanding the supply chains of VietGAP vegetables that it is necessary of horizontal and vertical coordination, and participating of NGOs in standardized certification process as well as it should establish official sanction mechanisms in case of non-compliance.

**Keywords:** Consumers' decision, Purchase, VietGAP, Vegetables.

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## **TRACK C: SOCIAL SCIENCES & HUMANITIES**

## An examination of Students' Attitudes and Opinions toward Showrooming

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### Abstract

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With the Internet and Smartphone and tablet usage becoming a popular method of shopping for consumers today, Showrooming has become a huge issue for many brick-and-mortar stores. Showrooming is the act of viewing merchandise in a brick-and-mortar retail store (e.g. Best Buy, Target), and then buying it online or other stores, sometimes at a lower price. A recent Harris poll found that 43% of U.S. adults have participated, at one point, in Showrooming. With the explosion of smart phones and tablets, mobile payment transactions have grown from \$106 billion in 2011 to about \$171.2 billion in 2012 worldwide. The Internet is not the only medium that is stealing business from brick-and-mortar stores. Customers may choose to look at a product in a certain store and take the model number to the store's competitor to purchase the product at an even lower price.

**Keywords:** Showrooming, Brick-And-Mortar Store, Retailers

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## Accreditation of Study Programmes and its Problem in New Emerging Countries

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Abstract

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Academic accreditation is widely understood as premium criteria of a study programme. At national level, study programme are normally evaluated based on nationally standardized benchmark by the national ministry for higher education. In general, degree of accreditation determined by a set of standards to acknowledge qualified faculty members, well function of support system, availability of university infra-structure, graduation and ratio between student and lecturer. American and European universities have launched a long practiced accreditation standards to qualify university and study programme. Accreditation leads mainly for performance of study programme started with the self-evaluation assessment of the study programme by the university itself and followed by a peer-review by assessors under the accreditation authority, which will focus on the documentation, the self-evaluation, and interviews with lecturers, staff and students, field checking of the facilities available, and lecturing activity. Practically the accreditation approach in Western countries has been recognized and adopted by emerging countries, like Indonesia. But, there is a wide gap on teaching philosophy, learning culture, and academic atmosphere. The paper will refer to the current discussion about accreditation at the global level to frame the ongoing research project. Then, a brief description of the methodology applied will demonstrate an insight to the resources and their evaluation. Finally, presenting the discussion about the overall values, expected outcomes/output of accreditation, an outlook how accreditation of academic programmes might be evolving in the future.

**Keywords:** Accreditation, Emerging Countries, Criteria, Study

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## Socioeconomic and Demographic Determinant of Fertility Rate in Eastern-Indonesia

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Abstract

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The Indonesian demographic changes during the last four decades (1970's - until now) have change the age structure of the population significantly. One of the phenomenon which appear is a declining the fertility rate. The decline in fertility rates has become one of the causes of the increased of economic performance in several countries especially the case in the developing countries, such as Indonesia. There are several factors that influence the fertility rate in Indonesia include social, economic and demographic factors. Details of the factors that influence on fertility rate such as income household, the number of hours of work, education, age, and residential area. Focus of this paper is to investigate the social, economic, and demographic determinants offer utility in Indonesia. This study uses cross section data taken from IFLS East 2012. The result of study showed that the consumption expenditure per capita as a proxy for income and household economic status adversely affect the fertility and show that household with higher income tend to choose the smaller quantity for the children. Another variable that is the number of hours of work of women had no effect ton fertility. On the other hand, female characteristics such as education, negatively affect women's fertility and age showed a positive effect on fertility. Finally, the characteristics of the household residential areas negatively affect fertility.

**Keywords:** Fertility rate, socioeconomic and demographic determinant

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## Comparative and Competitive Challenges of Active Learning in Indonesian University: What and How to Fix it

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Abstract

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Teaching at university based on Andragogy, also known as teaching methodology for adult emphasizes that the lecturer is a facilitator who aid adults to become self-directed learners. Taking acue from Knowles (1980), the goal of adult education should be self-actualization; thus, the learning process should involve the whole emotional, psychological, and intellectual being. The mission of adult educators is to assist adults to develop their full potential. The active learning andragogy approach has made some leading universities experiencing a paradigm shift that leads to mindset change of teaching-learning actors on their orientation, as in making Indonesian universities. As a result, the orientation of teaching has been switched from traditional teaching into student-centered learning, as required within credit system unit (SKS). However, as Indonesian universities are still in transition process of this shifting, several obstacles and challenges arise during the process. Both are the main focus of this paper. The paper's objectives are (1) to portray the actual conditions of Indonesian university's andragogy, focusing on mindset shift of teaching orientation; (2) to describe the actual conditions of main learning components; such as lecturer, student, curriculum, facilities, fund, and system; (3) to look for the problems of Indonesian university's andragogy; and (4) to provide recommendations regarding what needs to be fixed and how to fix the problems of Indonesian university's andragogy. The study selected for this paper is empirical rather than theoretical, and qualitative research methods were considered.

**Keyword:** Andragogy, Active Learning, Indonesian University, Comparative, Competitive

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## Failed State and Threats to Human Security

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### Abstract

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This paper elaborates the relations between the failed state and global conflict. The focus in this issue is how the state failed threat human security. Failed state definitely poses a threat to human security. Such threats can manifest in various forms, such as terrorism, endemic disease, civil war, and energy insecurity. Various forms of human threats that occur in a failed state potentially spread to neighbouring countries, so it can become the regional and global problems. The absence of legitimacy of the authority of state and government in failed states, becomes the key why problems arise in failed state. Interconnectivity in the globalization era causes the problems arising from the above mentioned failed states may be implicated regionally and internationally. As a complement, the case of Somalia and Syria conflict can be an interesting example to illustrate the relations between the phenomenon of failed states and threats to human security.

**Keywords:** Failed States, Human Security, Conflict

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## Education and Poverty: Case of Sri Lanka

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Abstract

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The study mainly focuses two questions, why are less educated more likely to be poor, and why the poor are more likely to be less educated. Causality works both way between poverty and education. Endogenous growth theories recognize that education plays an important role in the formation of human capital, and investment in human capital has a significant effect on economic growth (Melike, 2005). While education is contributing to economic growth, its contribution to individual's welfare is much more important. What extent thus education increases the income and reduces poverty. In other way, Tilak( 2002) indicate by citing Galbraith (1994) "there is no poor among well educated literate population and no non- poor among illiterate population". Poor are more likely to be less educated because of many reasons such as lack of finance, poor home environment, lack of parental education and poor educational system. The study used the most recently available unit level household consumption survey data (Household Income and Expenditure Survey 2012/13) of Sri Lanka to assess the factors associated with an individual being poor and being less educated. Descriptive statistics and different measures of poverty suggest that less educated are more likely to be poor. The marginal effect of logistic regression result also reports that low education has positive and significant relationship on poverty. The findings of the study, as well as those of previous studies, suggest that policy makers would first need to concentrate on improving poor households' access to better education.

**Keyword:** Poverty, Education, Human Capital, Poor

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## The Effects of Using Creativity-based Learning on develop Ability of writing learning management plan based of Teacher Students

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Abstract

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The purpose of this experimental research was to study the effects of using Creativity-based Learning on develop Ability of writing learning management plan based of Teacher Students Subjects were 14 Fifth year in the first semester of 2015 academic at Loei Rajabhat University using Purposive Random. The One –Group Time Design was utilized in this study .Instruments used were the teaching plans, developed by the researcher Creativity-based Learning Test and Satisfaction of teacher Students towards of using Creativity-based Learning. The data were analyzed by T -test. The finding were as The average score on the Creativity-based Learning on develop Ability of writing learning management plan based of Teacher Students was higher than before the experiment at the .01 level of significantly. The average score on the Satisfaction of teacher Students towards of using Creativity-based Learning was higher level.

**Keywords:** Creativity, Ability, management, Learning

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