



Academic Fora

*Volume 56, Issue 3*

# **BESSH-2016**

*26-27 January 2016*

**SHANGHAI, CHINA**

CONFERENCE  
PROCEEDINGS

BOOK OF ABSTRACT  
BESSH-2016

**International Conference on  
“Business Economic, Social Science & Humanities”  
(BESSH-2016), Shanghai, China**

# **Book of Abstracts Proceedings**

**International Conference on  
“BUSINESS ECONOMIC, SOCIAL SCIENCE &  
HUMANITIES”  
(BESSH-2016)  
Shanghai, China**

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Proceedings of the International Conference on

**“Business Economic, Social Science & Humanities  
(BESSH-2016)”**

**ISBN: 978-969-670-144-6**

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

**Venue: Shanxi Business Hotel (Shanghai)**

**ORGANIZING COMMITTEE**

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## CONFERENCE CHAIR MESSAGE

**Dr. Silvia C. Ambag**

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.

**Dr. Silvia C. Ambag**

Conference chair

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BESSH-2016

# CONFERENCE PROGRAM

**DAY 01 Tuesday (January 26, 2016)**

**Welcome Reception & Registration**

**9:00– 9:30 am**

**Opening Ceremony (9:30 – 10:00 am)**

**Venue: Room 1**

09:30 – 9:40 am	Introduction of Participants
09:40 – 9:50 am	Welcome remarks – <b>Ms Petrel Qui</b> – Conference coordinator Academic Fora
09:50 – 10:00 am	Group Photo Session

**Grand Networking Session and Tea Break (10:00- 10:30 am)**

**DAY 01 Tuesday (January 26, 2016)**

**Session 1 (10:30 am – 12:00 pm)**

**Venue: Room 1**

**Session Chair: Chin Yi Fang**

**Track A: Business, Economics, Social Science & Humanities**

SHS-416-104	Using the Dynamic Slack-based measurement DEA to Assess the Energy Efficiency in the Restaurant Chains	Chin Yi Fang
SHS-416-105	Designing Quantitative Metric for Evaluating Structural Vulnerability of Supply Chain considering Risk Propagation Model	Jaewon Kim
SHS-416-106	China's Logistic Policy and Port Logistic Status in present.	Kim Kiyoun
SHS-416-111	Social Innovation in the Perspective of Knowledge Management Toward Enhancing Value of Social Enterprise's Action	Hendrati Dwi Mulyaningsih
SHS-416-112	Effective Leadership Model on Individual Level: Qualitative Study of PT Dirgantara Indonesia (Indonesian Public Stated Company)	Ani wahyu rachmawati

**Lunch Break: (12:00-01:00pm)**

**(Closing Ceremony)**



## **DAY 02 Wednesday (January 27, 2016)**

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

All participants will be free to carry on their own tourism and shopping activities in Shanghai, China it's a free day for this purpose

**TRACK A: BUSINESS, ECONOMICS, SOCIAL  
SCIENCES & HUMANITIES**

## Using the Dynamic Slack-based measurement DEA to Assess the Energy Efficiency in the Restaurant Chains

**Chin Yi Fang\***

Graduate Institute of Sport, Leisure and Hospitality Management of  
National Taiwan Normal University, Taiwan

Abstract

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Energy consumption has been one of the most important issue in the hospitality industry. Relatively little attention has been paid on energy management in the restaurant industry. The study assesses the dynamic energy efficiency of Chinese-style and Japanese-style stores in the restaurant chains during 2009-2013 by using the Dynamic Slack-based Measurement Data Envelopment Analysis (Dynamic SBM-DEA). The model using the multiple inputs including electricity expenses, water expenses, gas expenses, number of employee and other expenses and revenue output assesses the dynamic efficiency with the carry-over of net income. The empirical results indicate that the average inter temporal energy efficiency of is 70%, indicating 30% improvement opportunity. The matrix-based method using the total operating expenses and inters temporal energy efficiency as two axis to differentiate four quadrants in order to support the restaurateur to improve the overall performance of this restaurant chains. The managerial implication and future research are also discussed.

**Keywords:** Dynamic Slack-Based Measurement Data Envelopment Analysis, the Matrixbased Method, Energy Efficiency

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## Designing Quantitative Metric for Evaluating Structural Vulnerability of Supply Chain considering Risk Propagation Model

**KwangSup Shin<sup>1</sup>, Hyangki Moon<sup>2</sup>, Jaewon Kim<sup>3\*</sup>**  
<sup>1,2,3</sup>Incheon National University, Korea

Abstract

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This paper is aim to develop the metric for assessing the vulnerability of supply chain network considering risk propagation. In this research, the between ness centrality has been utilized to quantitatively assess the structural vulnerability. The between ness centrality is interpreted as the metric which can express both the probability of risk occurrence and propagation of risk impact. Additionally, the numerical experiments have been conducted to validate the proposed metric by designing random and typical supply chain networks with a practical maritime transportation network. Based on the results of the experiment, it can be said that the risk centrality can be utilized as the measure for vulnerability of supply chains. Furthermore, through the case study, we have reinforced the applicability of proposed metric. With the proposed vulnerability metric, it may be possible to compare the stability of each alternative supply chain structure and choose the better one.

**Keywords:** Supply Chain Risk Management, Risk Propagation, Structural Vulnerability

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## Social Innovation in the Perspective of Knowledge Management Toward Enhancing Value of Social Enterprise's Action

**Hendrati Dwi Mulyaningsih\***

Bandung Institute of Technology, Telkom University Indonesia

### Abstract

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The fundamental activity of Social Entrepreneurship is patterned activity in the 2 things at the same time that social motives and motives of profit but the largest share in this activity is social consciousness, not profit-maximizing. Social enterprise as the organization with mutual purpose (socially benefit and profit benefit) in running their business, has to emphasized on the value creation, innovation, change agent, pursuit of opportunity and resourcefulness. Social innovation is the basis for the social enterprises in doing their social mission and it required stages beginning with seeking an opportunity to provide solutions for the social problems from the internal and external sources of information and knowledge. They should manage their knowledge as their main source of innovation and afterward it will be impacted to their main objectives in creating social value. Knowledge management in the social innovation process focused on the knowledge creation and sharing because all the process of innovation is all about knowledge creation and usage. This study is pointed to proposed the life-cycle perspective of KM implementation in the process of how social enterprise creates the innovation for the social value and harnessing the knowledge for social innovation.

**Keywords:** Social Entrepreneurship, Social Innovation, Value Creation, Knowledge Management

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## Effective Leadership Model on Individual Level: Qualitative Study of PT Dirgantara Indonesia (Indonesian Public Stated Company)

**Ani Wahyu Rachmawati,<sup>1\*</sup> Donald C Lantu<sup>2</sup>**

Bandung Institute of Technology, Indonesia

### Abstract

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Leadership streams comes many ways and one of them are individual development on psychological aspect, personality and character of leaders. Using qualitative methodology, this research purposed to explore the uniqueness of leadership on individual level by case study of PT Dirgantara Indonesia. PT Dirgantara Indonesia has been bankrupt in 2009 after monetary crisis in Indonesia and they are back now and resulted more than 50% profit for Indonesia government. The sample of the research are the executive lader of PT DI using 360 degree of measurement for deep interview. The result of this research are exploration dan description of individual leadership model that effective to bring out PT DI from deterioration and rises now.

**Keywords:** Individual leadership model, PT Dirgantara Indonesia, Effective Leadership

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## China's Logistic Policy and Port Logistic Status in present.

**Kim Kiyoung\***

Graduate School of Logistics in Incheon National University, Incheon

Abstract

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Recently China is emphasizing of logistic industry's importance by 12th 5-Year Plan. According to it China released plenty of policies regarding promoting fair development of logistic. By focusing on Effectiveness, Integration, Advancement in Logistic Industry, China has tries to build various transportation systems those are equipment of transportation network inter local, high speed transportation net intercity and developing transportation service. And these are necessarily connected with marine transport, hereby this paper will show China's five port districts map, among them especially deal with Chang Jiang basin.

**Keywords:** Transportation, Logistic Industry, Effectiveness, Plenty of Policies

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## **FUTURE EVENTS**

**You can find the Details regarding our future events by following below:**

**Business, Economics, Social Science & Humanities (BESSH) Conferences:**

**<http://academicfora.com/buisness-conference-home/>**

**Engineering & Technology, Computer, Basic & Applied Science**

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**Medical, Medicine & Health Science**

**<http://academicfora.com/medical-conference-home/>**

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*Our vision is to promote research excellence  
through networking.*

*International Conference on  
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and Humanities*

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