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**International Conference on  
Society of Business, Economics,  
Social Science & Humanities**

**BESSH-2016**



**25-26 March 2016  
Singapore**



# CONFERENCE PROCEEDINGS

## BOOK OF ABSTRACT BESSH-2016

**International Conference on  
“Business, Economics, Social Science & Humanities”  
(BESSH-2016), Singapore**

# **Book of Abstract Proceedings**

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

**Singapore**

Office Address: Academic Fora  
125 JalanSetia 5, Jinjang Utara 52000  
Kuala Lumpur Malaysia  
Contact: +6 0 362 528131  
Email: [contact@academicfora.com](mailto:contact@academicfora.com)

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**International Conference on  
“Business, Economics, Social Science & Humanities”  
Singapore  
Venue: Hotel Grand Pacific  
Singapore**

**ORGANIZING COMMITTEE**

**1. Ms. Petrel Qiu**

*Conference Coordinator*

Email: petrelqiu@hotmail.com

**2. Ms. Ani Wahyu**

*Conference coordinator*

Email: aniwahyu@academicfora.com

**3. Mr. Leon Yap**

*Conference coordinator*

Leonyap@academicfora.com

**4. Ms. Grace Ooi**

*Conference Coordinator*

grace@academicfora.com

# **CONFERENC 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**

Conference Coordinator

Email: [aniwahyu@academicfora.com](mailto:aniwahyu@academicfora.com)

BESSH-2016

# CONFERENCE PROGRAM

**DAY 01 Friday (March 25, 2016)**

**Welcome Reception & Registration  
9:00– 9:30 am**

**Opening Ceremony (09:30 – 10:00 am)  
Venue: Room 1**

09:30 am – 9:40 am	Introduction of Participants
09:40 am – 9:50 am	Welcome Remarks – <b>Mr. Aldrich</b> – Conference Coordinator Academic Fora
09:50am – 10.00 am	Group Photo Session

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



**DAY 01 Friday (March 25, 2016)**

**Session 1 (10:00 am – 12:00 pm)**

**Venue: Room 1**

**Session Chair: Dr. Felicia**

**Track A: Business and Management Studies**

SGS-436-102	Big Government, Big Corruption?: Examining the Relationship Between Government Size and Public Corruption In The Philippines	Prinz Parungao Magtulis
SGS-436-111	Are Financial Referendums A Form of Participative Decision Making or A Farce? Scenario Simulations Study	Angad Sethi
SGS-436-123	Corporate Social Responsibility (CSR) in the Mining Industry – Analysis of Community Perception	Wahyudi Pratama Mustapa & Sunita Firdayana
SGS-436-113	Equilibrium Properties in the Duopolistic Price-Setting Market as Determinants for the Term Structure of Interest Rates: A Game-Theoretic Approach	Shigeru Nishiyama
SGS-436-122	Islamic Mutual Fund's Financial Performance In Saudi Arabia	Nadia Ben Sedrine Goucha

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

**DAY 01 Friday (March 25, 2016)**

**Session 2 (01:00 pm – 02:30 pm)**

**Venue: Room 1**

**Session Chair: Dr. Nadia Ben Sedrine Goucha**

**Track B: Social Science and Humanities**

SGS-436-107	The Influence of Playing Video Games on Academic Performance among Graduates of Karunya University	Arockiasamy, K.Surendheran & Sujeevan Kumar Bullard
SGS-436-103	Meanings of Organizational Citizenship Behavior: Insights from Mixed-Methods Research	Assoc. Prof. Dr.Rajiv Kumar
SGS-436-114	Mediating Role of Job Satisfaction in Effect of Organizational Culture on Organizational Commitment	Cici Ita Ristianty & Gusli Topan Sabara
SGS-436-120	Effect of Human Resources Development and Placement of Human Resources Motivation to Work	Togu Harlen Lbn. Raja

**Tea Break (02:30-02:45pm)**

**Closing Ceremony**

## **DAY 02 Saturday (March 26, 2016)**

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

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



## **TRACK A: BUSINESS AND MANAGEMENT STUDIES**

## Big Government, Big Corruption?: Examining the Relationship Between Government Size and Public Corruption in the Philippines

**Prinz Parungao Magtulis<sup>1\*</sup>, John Lourenze Salandanan Poquiz<sup>2</sup>**

<sup>1</sup>The Philippine Star, Philippines

<sup>2</sup>Philippine Statistics Authority, Philippines

### Abstract

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The demand for public accountability is rooted from the fundamental fact that public money is for provision of public goods, and not for vested interests. Examining the extent of public corruption, therefore, should consider the state's participation in the economy. The size of the government, unlike corruption, has not been extensively tackled in the Philippines. This research aims to provide aspringboard on drawing correlation between the two. Findings suggest no evidence that perceived corruption is being affected by how big or small the government is. It also shows how major political events shape public opinion on bureaucratic corruption.

***Keywords:*** Government Size, Corruption, Philippines

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\*All correspondence related to this article should be directed to Prinz Parungao Magtulis from The Philippine Star, Philippines.  
Email: [prinzmagtulis@gmail.com](mailto:prinzmagtulis@gmail.com)

## Are Financial Referendums A Form of Participative Decision Making or A Farce? Scenario Simulations Study

**Angad Sethi\***

Delhi Public School, Bangalore, India

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### Abstract

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All Governments have varying levels of debts that are known as National or Public debts. A healthy level of National debt is part and parcel of the economy and finances of most nations. However, if the National debt becomes exceedingly large or/and creditors lose faith in the government's ability to pay back the debt; there is a risk of default. In the recent times, Greece became the first country to default on an IMF loan. The approximate debt of Greece was € 350 billion. Creditors demanded that Greece implement a number of austerity measures, including raising taxes and reducing public spending, in order to expedite the process of repaying the loan obligation. The Greek government chose a very unorthodox approach of holding a referendum in which the people of Greece were asked to vote between accepting or rejecting measures to cut down on the government expenditures, implementing austerity measures and other bailout conditions. The common Greek citizens were unable to comprehend the complex fiscal issues due to the misleading propaganda government and eventually voted for the rejection of austerity measures. In this paper, we aim to show that complex fiscal decisions should not be left in the hands of common citizens. We carried out surveys with two different narratives among the urban population of Bangalore based on a hypothetical situation - India owed huge sum of money to its creditors Russia and China. The results showed that public opinion and attitudes were easily swayed depending upon the narratives provided to them.

**Keywords:** Public Debt, Greece, Financial Crisis, Referendum, Propaganda.

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\*All correspondence related to this article should be directed to Angad Sethi from Delhi Public School, Bangalore, India  
Email: [angadsethi777777@gmail.com](mailto:angadsethi777777@gmail.com)

## Equilibrium Properties in the Duopolistic Price-Setting Market as Determinants for the Term Structure of Interest Rates: A Game-Theoretic Approach

**Shigeru Nishiyama\***

Department of Business Administration, Kyushu International University,  
Japan

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### Abstract

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This paper provides a game-theoretic analysis of the term structure of interest rates, by means of applying the models of Bertrand and Stackelberg (leader-follower) price-setting games. In the paper, the notion of the term structure of interest rates is referred to as the original indication of the relationship between interest rates and different terms or maturities. More specifically, the paper formulates the optimization of short- and long-term interest rates as a price-setting game, considering a hierarchical market with short- and long-term lenders, who are playing a non-cooperative game between themselves, facing identical demand function. The tasks of the paper are as follows: First, market conditions and strategic responses to them are derived for short- and long-term interest rates to form upward or downward slopes in the duopolistic market facing identical demand function under a set of reasonable assumptions. Second, this paper compares the equilibria in Bertrand and Stackelberg duopolies and applies their properties to the geometric patterns of the term structure of interest rates represented through yield curves. Third and finally, the paper grasps that the market attains one of the equilibria based on the different shapes of the reaction function of long-term lender therein, and that the equilibrium rates of interest have an essential role for the determination of short- and long-term interest rates and their difference, as well as clarifying how the lenders increase or decrease their payoff under the different conditions of the reaction function, leading to the difference of interest rates with respect to lending terms.

**Keywords:** Term Structure Of Interest Rates, Bank Loan Market, Commercial Banks, Game Theory, Price-Setting Game, Bertrand Game, Stackelberg Game, Oligopoly

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\*All correspondence related to this article should be directed to Shigeru Nishiyama from Department of Business Administration, Kyushu International University, Japan  
Email: [shigeru@hotmail.co.jp](mailto:shigeru@hotmail.co.jp)

## Corporate Social Responsibility (CSR) in the Mining Industry – Analysis of Community Perception

**Wahyudi Pratama Mustapa<sup>1\*</sup>, Sunita Firdayana<sup>2</sup>, Muh. AlFaqri Rasid<sup>3</sup>, Asman H. Alimudin<sup>4</sup>**

<sup>1, 2, 3, 4</sup>Department of Management, Faculty of Economics and Business,  
Halu Oleo University Southeast Sulawesi Indonesia

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### Abstract

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The purpose of this study was to analysis of community perception about corporate social responsibility (CSR) of PT BKA NMC Southeast Sulawesi, Indonesia. The total population of Motui is 585. From this 585 population, those affected by mining activities is 352. Sample was drawn using simple random sampling method. Sample in this study are 77 peoples. Methods for data processing and analysis used in this study were qualitative analysis. Qualitative information needed in this research is related to perceptions of the respondents on corporate social responsibility of the mining company. The data gathered in personal communication and discussion will be analyzed based on the description and its meaning. Communicators as a main tool in the interview played important role in interpreting the script and the meaning of perceptions and experiences of the respondents. Based on interview conducted after the dissemination of questionnaire the researcher found out the followings: Majority of respondents agree that the mining company determines the kind and amount of their CSR. The community perceived that the mining company has the right to determine the kind and amount of CSR. Again, this assessment indicates the need for community organizing for empowerment and social development. Community did not realize that they have the right and responsibility to participate and determine the development program for them. Majority of respondents perceived that participation of the community is limited to the implementation of the development, while planning, monitoring and evaluation are the government businesses since they have the skills and experiences in doing it.

**Keywords:** Corporate Social Responsibility, Mining Industry

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\*All correspondence related to this article should be directed to Dr. Sri Wiyati Mahrani, from Universitas Halu Oleo, Southeast Sulawesi, Indonesia.  
Email: [sri\\_wiyati@yahoo.com](mailto:sri_wiyati@yahoo.com)



## Islamic Mutual Fund's Financial Performance In Saudi Arabia

**Nadia Bensedrine<sup>1\*</sup>, Karim Soussou<sup>2</sup>**

<sup>1</sup>Emirates College of Technology in Abu Dhabi, UAE, <sup>2</sup> ISG Tunis

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### Abstract

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This paper contributes to the emerging literature on Islamic finance by empirically comparing the risk adjusted performance and investment style (small cap / large cap, growth / value, momentum / contrarian) of Islamic mutual funds with that of conventional funds on the aftermath of the recent global financial crisis from 2009 to 2014. Considering Local Islamic, Local conventional, global Islamic and global conventional portfolios we apply absolute and relative risk adjusted measures with single (JENSEN) and multifactor (FAMA FRENCH & CARHART) models. Our findings suggest that Islamic funds outperformed conventional funds domestically given similar risk exposure and produced comparable results under lower market risk globally. We also observed evidence that Islamic funds are relatively big cap from the strong statistical significance registered on the global side as evidenced by the difference portfolios outcomes. In addition, the difference portfolios provided statistical evidence that Islamic funds are more value oriented compared to conventional funds on both fronts. Furthermore, Islamic funds tend to slightly favor a contrarian trading investment strategy as suggested by statistically significant local portfolio value and global difference portfolios results. Finally, we tested for home bias, to explain the superior performance of the local Islamic portfolio over the local conventional one. The results showed stronger ties by local Islamic funds to local market relative to the global proxy suggesting that domestic Investors and managers seem to favor Islamic over conventional funds thus confirming a local preference for Shariah compliant investments.

**Keywords:** Islamic Finance, Islamic Portfolio, Domestic Investor

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\*All correspondence related to this article should be directed to Nadia Bensedrine, from Emirates College of Technology in Abu Dhabi, UAE.  
Email: [nadia.houcha@ect.ac.ae](mailto:nadia.houcha@ect.ac.ae)

## **TRACK B: SOCIAL SCIENCE AND HUMANITIES**

## The Influence of Playing Video Games on Academic Performance among graduates of Karunya University

**G.Arockiasamy<sup>1\*</sup>, K.Surendheran<sup>2\*</sup>, Sujeevan Kumar Bullard<sup>3\*</sup>**  
<sup>1, 2, 3</sup>EMT – Karunya University

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### Abstract

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Digital technology has made a tremendous impact on the life of younger generation, especially the student community. Spending time on technical gadgets is a vital part of their daily life. This attraction towards the digital world limits their academic concentration. This study deals with this problem in order to find out whether the students of Karunya University is engaged in such games have any impact on their academic performance. Similar studies conducted earlier reveals that the Video games may have a detrimental effect on individual's GPA and possibly on SAT scores [VivekAnand]. Another study indicates addictive technologies are consistently negatively related to scholastic performance while no such relationship is found for either time spent playing games or video game engagement [Marko M. Skoric]. To verify this phenomena, a random sampling survey method is used. The finding reveals the students' choice in video game genres is significantly correlated with their overall performance indicated by the CGPA (.924). Similarly, the average time spent in such engagement per week is significantly correlated with academic performance which gave out the value of (0.842). The results also reveal that the students' history of gaming since they were a kid is positively connected with their overall academic performance which is revealed by the correlation value of (0.982). The outcome also shows that the correlation between students' engagement with video gaming and their academic performance in the first year of their collage life is relatively higher than the subsequent years. As a conclusion, video game selection and time spent is significant in Karunya students' academic performance. The rest of the variables in the study were insignificant. This study can be investigated further to strengthen the findings.

**Keywords:** Video Games, Academic Performance, University Students, Addictive Technologies.

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\*All correspondence related to this article should be directed to K.Surendheran, Assistant Prof of EMT- Karunya University, India.  
Email: arockiasamy@karunya.edu

## Effect of Human Resources Development and Placement of Human Resources Motivation to Work

**Togu Harlen Lbn. Raj\***

Sekolah Tinggi Ilmu Ekonomi LMII Medan, Indonesia

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### Abstract

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Companies must remain consistent in the development of human resources will be obtained on a periodic basis so that human resources are more qualified again so it will be able to contribute to employee motivation. As well as the placement of human resources should be made of companies with selective as possible so that staffing will be right in place and will make a major contribution to the work motivation.

**Keywords:** Human Resource Development, Human Resource Placement and Work Motivation

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\*All correspondence related to this article should be directed to Togu Harlen Lbn. Raja from Sekolah Tinggi Ilmu Ekonomi LMII Medan, Indonesia.  
Email:amongunpad@gmail.com.

## Meanings of Organizational Citizenship Behavior: Insights from Mixed-Methods Research

**Assoc. Prof. Dr. Rajiv Kumar\***

Indian Institute of Management Calcutta, India

### Abstract

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Several scholars have attempted to specify the meaning of organizational citizenship behavior (OCB). In this paper, I illustrate the multiplicity of perspectives that can inform the specification of OCB. Following a mixed-methods research process, I highlight why the statistic of agreement on the examples of OCB can be misleading. I also describe various themes that make it problematic to have a commonly agreed definition of OCB.

**Keywords:** Organizational Citizenship Behavior, Mixed Methods, Face Validation, Work Performance, Interpersonal Behavior

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\*All correspondence related to this article should be directed to Dr. Rajiv Kumar, Assoc. Prof. of Indian Institute of Management Calcutta, India.  
Email: [rajiv@iimcal.ac.in](mailto:rajiv@iimcal.ac.in)



## Mediating Role of Job Satisfaction in Effect of Organizational Culture on Organizational Commitment

**Cici Ita Ristanty\*, Gusli Topan Sabara\*, Nasrul, Sri Wiyati  
Mahrani, Patwayati, Nurwati**

1, 2, 3, 4, 5, 6 Universitas Halu Oleo, Southeast Sulawesi, Indonesia

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### Abstract

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The purpose of this study was to measure and analyse the influence of organizational culture on job satisfaction, the influence of organizational culture on Organizational Commitment, the effect of job satisfaction on Organizational Commitment and influence of organizational culture on Organizational Commitment with job satisfaction in Financial Management Board and the Regional Asset (BPKAD) District Konawe. This study uses a quantitative approach and is explanatory that aims to identify factors / influences the preparation of a dimension. The object of this study was employees of Financial Management Board and the Regional Asset (BPKAD) Konawe with a population of 87 people at once respondents in this study. The analysis technique used method of quantitative analysis Path Analysis Model with SPSS 20. The results of this study showed that: First, organizational culture has significant influence on Job satisfaction. Second, organizational culture can improve Organizational Commitment, and then organizational culture has significant influence on Organizational Commitment. Third, Job Satisfaction has significant effects on organizational commitment means that job satisfaction can increase organizational commitment to employee Agency Financial Management and Asset Konawe. Fourth, the indirect influence of organizational culture on organizational commitment mediated by job satisfaction showed a greater than the direct influence of organizational culture on organizational commitment so that it can be stated that the employee satisfaction has mediating role influence of organizational culture on organizational commitment.

**Keywords:** Organizational Culture, Job Satisfaction, Organizational Commitment

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\*All correspondence related to this article should be directed to Dr. Sri Wiyati Mahrani, from Universitas Halu Oleo, Southeast Sulawesi, Indonesia.  
Email: [sri\\_wiyati@yahoo.com](mailto:sri_wiyati@yahoo.com)

## **FUTURE EVENTS**

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

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

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

**Medical, Medicine & Health Science**

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



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