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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACT BESSH-2016

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

Book of Abstracts Proceedings

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

Bali, Indonesia

Office Address: Academic Fora
125 Jalan Setia 5, Jinjang Utara 52000
Kuala Lumpur Malaysia
Contact: +6 0 362 528131
Email: contact@academicfora.com

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**“Business Economics, Social Science & Humanities
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**International Conference on
“Business Economics, Social Science & Humanities
Bali, Indonesia
Venue: Aston Denpasar Bali Resort
Bali, Indonesia**

ORGANIZING COMMITTEE

1. DR. SILVIA C. AMBAG

Conference chair

Email: chair2016@academicfora.com

2. Ms. Ani Wahyu

Conference coordinator

Email: aniwahyu@academicfora.com

3. Mr. Leon Yap

Conference coordinator

Leonyap@academicfora.com



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 honourable 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

Email: chair2016@academicfora.com

BESSH-2016

CONFERENCE PROGRAM

DAY 01 Monday (February 08, 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 – Ms Santi Rahmawati –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 Monday (February 08, 2016)

Session 1 (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Ms Santi Rahmawati

Track A: Business, Economics, Social Sciences & Humanities

BLS-226-102	Public and Private Firms: Easy Money Flows to Easy Investments	Jungwon Suh
BLS-226-107	Temporal Exploration in 2D Visualization of Emotions on Twitter Stream	Mochamad Nizar Palefi Ma'ady
BLS-226-109	Green Product Innovation\'s Effect on Performance; Moderating Role of Managerial Environmental Concern and Green Communication	Melisa Purnamasari Ayuningrat
BLS-216-120	Big Five Personality Traits and Risk Aversion: Moderating Role of Financial Literacy	Irfan Ahmed

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

(Closing Ceremony)



DAY 02 Tuesday (February 9, 2016)

City Tour and Shopping Day

All participants will be free to carry on their own tourism and shopping activities in Bali, Indonesia. It's a free day for this purpose

TRACK A: BUSINESS MANAGEMENT & ECONOMICS

Public and Private Firms: Easy Money Flows to Easy Investments

Jungwon Suh^{1*}, Heejung Choi²

¹Sungkyunkwan University, Korea,

²Korea University, Korea

Abstract

This study explores the forces that distinguish public firms from private firms in Korea. Consistent with previous U.S. studies, public firms have relatively large cash holdings compared to private firms in Korea. However, the more significant difference lies in the composition of long-term (fixed) assets. Compared to private firms matched on size and industry, public firms invest considerably in intangible fixed assets (denoted by non-PP&E) but sparingly in tangible fixed assets (denoted by PP&E). Public firms allocate a substantial proportion of equity issue proceeds to investments in non-PP&E--particularly, the equity holdings of related firms--but only a paltry proportion to investments in PP&E. This tendency is more prominent for public firms that belong to Chaebol groups. However, public firms do not allocate cash flows or debt issue proceeds significantly more in favor of non-PP&E relative to PP&E. Overall, our findings suggest that in the absence of a proper governance mechanism, the ease of issuing equity could induce public firms to seek growth with the type of investments that are easy to implement and manage--rather than with capital expenditures that require such complications as managing factories and dealing with labor unions.

Keywords: Public Firms, Private Firms, Equity Issuance, Investments, Equity Holdings, Corporate Agency Problem

*All correspondence related to this article should be directed to Jungwon Suh of SKKU Business School.
Email: jungwonsuh@skku.edu

Temporal Exploration in 2d Visualization of Emotion on Twitter Stream

M. Nizar P. Ma'ady^{1*}, Chuan-Kai Yang², Renny Pradina
Kusumawardani³

^{1,2,3} National Taiwan University of Science and Technology, Taiwan

Abstract

Any organization that is driven by the needs and wants of customers has to understand customer behavior from any media. Twitter is becoming one of the most popular social media in the world. Nowadays, many third-party applications of Twitter have been making customers freely to share their opinions anywhere and anytime. However, it is difficult to understand the change of customer behavior, because the tweet is posted in erratic likelihood. Therefore, visualizing the time pattern of customer emotion behavior on Twitter can play a crucial role in decision-making. Available data visualizing tools, such as D3.js, motivate us to develop and to explore time dimension of Twitter data in 2D visualization. Our proposed system is composed of three main parts: text analysis, visualization presentation, and interaction. First, we retrieved all tweets from several certain countries by using geographical bounding-box and stored in our tweet database, then we set up a keyword filter, "iPhone", to get the dataset that is ready to be processed. Twitter data used in this research was collected from the entire U.S.A., Japan, Indonesia, and Taiwan, since knowing different location may result different customer behavior. Naïve Bayes text classifier was then developed using a set of the chosen words containing opinion features. Finally, our proposed system used the result of sentiment analysis to be visualized in day-hour and week-day heat map, interactive stream graph, and graphical visualization. The result show that our proposed system can explore and analyze the time pattern of customer emotion behavior and will be helpful to predict the trend of customer opinion in the next period.

Keywords: Visualization, Twitter, Emotions, Temporal Data

*All correspondence related to this article should be directed to Chuan-Kai Yang, from National Taiwan University of Science and Technology, Taiwan.
Email: mnizarpm@gmail.com

Green Product Innovation's Effect on Performance; Moderating Role of Managerial Environmental Concern and Green Communication

**Melisa Purnamasari Ayuningrat^{1*}, Noermijati², Djumilah
Hadiwidjojo³**

^{1,2,3} Economic and Business, Brawijaya University, Malang, Indonesia

Abstract

Recent years, environmental sustainability becomes an interesting issue in developing countries. Increasing attention on environmental problems gives opportunities for companies to develop new products, such as green product innovation. The aim of this research is analyze the effect of green product innovation on firm performance which moderated by managerial environmental concern and green communication. The sample of this research is 26 retails in Malang (hypermarkets and supermarkets categories) which sell organic products and use environmentally friendly packaging, by using total sampling and SEMPLS analysis. According to statistical results, green product innovation has direct effect on firm performance ($p < 0.001$, $\beta = 0.50$). On the other hand, managerial environmental concern ($p = 0.001$, $\beta = 0.43$) and green communication ($p = 0.048$, $\beta = 0.25$) moderate the effect of green product innovation on firm performance. Green product innovation is an important deliberation in determining strategies and policies at retail sector. Communication and promotion related organic products are needed in increasing organic product's sales and encourage customer using environmentally friendly packaging (reusable bags or cardboard).

Keywords: Environmental Sustainability, Green Product Innovation, Firm Performance, Managerial Environmental Concern, Green Communication.

*All correspondence related to this article should be directed to Melisa Purnamasari Ayuningrat Faculty of Brawijaya University, Indonesia
Email: melisaayuningrat@gmail.com

Big Five Personality Traits and Risk Aversion: Moderating Role of Financial Literacy

Irfan Ahmed

International University Islamabad, Pakistan

Abstract

With a diverse sample of (N = 189) of student from various universities in Pakistan and investor of stock market the author tested the main effect of personality traits on risk aversion. They also examine the moderating effect of financial literacy between personality traits and risk aversion. The findings of study provide support for only two proposed hypothesis. While personality traits have great association with risk aversion and financial literacy moderate this relationship. As the risk averse individuals tend to express risk taking behavior with high level of financial literacy and individual with low level of financial literacy tend to demonstrate risk averse behavior.

Keywords: Risk Aversion, Personality Traits, Financial Literacy

*All correspondence related to this article should be directed to Irfan Ahmed from International University Islamabad, Pakistan
Email: irfanriphahian@gmail.com

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

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

Medical, Medicine & Health Science

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

Vision

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

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