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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS BESSH-2018

International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2018), Hong Kong



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Book of Abstracts Proceeding

International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2018)

Hong Kong

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TABLE OF CONTENTS

ORGANIZING COMMITTEE	VI
CONFERENCE CHAIR MESSAGE	VII
CONFERENCE SCHEDULE.....	VIII
LIST OF CONFERENCE ATTENDEES	XI
TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCE & HUMANITIES	13
1. JURIDICAL REVIEW OF MASTERING AND UTILIZATION OF THE RIGHT TO THE LAND CONNECTED WITH MINING BUSINESS LICENSE (IUP) BASED ON LAW NUMBER 4 YEAR 2009 REGARDING MINERAL AND COAL MINING	14
2. INDONESIA’S COMMITMENT ENSURING FREEDOM OF SPEECH WITH TRANSPARENCY OF PUBLIC INFORMATION, CONCERNING DATA PRIVACY PROTECTION AND THE ISSUANCE OF “THE RIGHT TO BE FORGOTTEN (ERASURE)” PRINCIPLE IN INDONESIA	15
3. CHEF CELEBRITY RESTAURANT IN INDONESIA: CAN IT STAY IN CONSUMERS’ HEART FOR A LONG TERM?	16
4. THE PERFORMANCE OF CROSS-BORDER ACQUISITIONS TARGETING AFRICAN FIRMS	17
5. PLANNING SOUND INTERFACE ELEMENTS TO IMPROVE SEMI-AUTONOMOUS DRIVING EXPERIENCE SATISFACTION (BEEP SOUND THAT INFORMS ABOUT THE RISK DURING SEMI-AUTONOMOUS DRIVING).....	18
6. EFFECTS OF EXPERIENTIAL VALUE ON CONTINUOUS INTENTION OF USE FOR ON-DEMAND SERVICES	19
7. A GROUND THEORY APPROACH TO THE PROCEDURE OF CUSTOMIZED SERVICE EXPERIENCES	20
8. PARENTING STYLES IN SAME-SEX FAMILIES.....	21
9. CORRELATION BETWEEN THE ADHESIVE CONTENT WITH THE PROPERTIES OF THE PARTICLEBOARDS MIXED CACAO PEELS AND BAGASSE	22
10. A NEW POLYCENTRIC DYNAMIC IN INTERNATIONAL RELATIONS: BRICS, UNITED STATES AND EUROPEAN UNION	23
11. MEASURING THE SERVICE QUALITY OF TRADE SHOWS: A UNIQUE TWO ACTOR MODEL	24
12. A STUDY ON CRITICAL SUCCESS FACTORS(CSF) OF IOT(INTERNET OF THINGS) STANDARDIZATION PROCESS	



AND GOVERNANCE FRAMEWORK.....	25
FUTURE EVENTS.....	26



**International Conference on
“Business Economics, Social Science & Humanities”
Hong Kong
Venue: Hotel Jen Hong Kong 508 Queen’s Road
West, Hong Kong**

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CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser

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. Malika Ait Nasser

Conference Chair

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Conference Schedule

DAY 01 Wednesday February 14, 2018)

Venue: Room 1

09:00 am – 09:30 am	Welcome Reception & Registration
09:30 am – 09:40 am	Opening Ceremony
09:40 am – 09:50 am	Welcome Remarks – Ms. Petrel Qiu – Conference Coordinator Academic Fora
09:50 am – 09:55 am	Introduction of Participants
09:55 am – 10:00 am	Group Photo Session
10:00 am – 10:30 am	Grand Networking Session and Tea Break

DAY 01 Wednesday (February 14, 2018)

Session 1 (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track A: Business, Economics, Social Sciences and Humanities

MBSHR-028-ANI101	Chef Celebrity Restaurant in Indonesia: Can It Stay in Consumers' Heart for a Long Term?	Amelia Amelia
MBSHR-018-ANI102	The Performance of Cross-Border Acquisitions Targeting African Firms	Chimwemwe Chipeta
ICAR-2-106	Correlation Between the Adhesive Content with the Properties of the Particleboards Mixed Cacao Peels and Bagasse	Assoc. Prof. Dr. Yuli Yetri
HON-328-102	Indonesia's Commitment Ensuring Freedom of Speech with Transparency of Public Information, Concerning Data Privacy Protection and the Issuance of "The Right to be Forgotten (Erasure)" Principle in Indonesia	Christian Andersen
ICAR-2-103	Parenting Styles in Same-Sex Families Principle in Indonesia	Dr. Doron Hadas
ABCM-FEB-HK102	Measuring the Service Quality of Trade Shows: A Unique Two Actor Model	Rajat Sharma
HON-328-101	Juridical Review of Mastering And Utilization of the Right to the Land Connected With Mining Business License (Iup) Based on Law Number 4 Year 2009 Regarding Mineral and Coal Mining	Daniel Hendrawan

Lunch Break (12:00 – 01:00 pm)

DAY 01 Wednesday (February 14, 2018)

Session 2 (01:00 pm – 02:00 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track A: Business, Economics, Social Sciences and Humanities

MBSHR-028-ANI104	Planning Sound Interface Elements to Improve Semi-Autonomous Driving Experience Satisfaction(Beep sound that informs about the risk during semi-autonomous driving)	Lee Sang Eun
MBSHR-028-ANI106	Effects of Experiential Value on Continuous Intention of Use for On-demand Services	Hyun Jae Park.
MBSHR-028-ANI107	A Ground Theory Approach to the Procedure of Customized Service Experiences	Seok Young
MBSHR-028-ANI108	A Study on Critical Success Factors(CSF) of IoT(Internet of Things) Standardization Process and Governance Framework	Jae Hyeok
ICAR-2-102	A New Polycentric Dynamic in International Relations: BRICS, United States and European Union	Assist. Prof. Dr. Marco Antonio Goncalves Barbas Batista Martins

Closing Ceremony

List of Conference Attendees

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

Sr. No	Official ID	Name	Affiliation Details
1.	ABCM-FEB-HK106A	Soonyong Kim	PyeonkgTaek University, Republic of Korea

DAY 02 Thursday (February 15, 2018)

City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this

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

Juridical Review of Mastering and Utilization of the Right to The Land Connected with Mining Business License (IUP) Based on Law Number 4 Year 2009 Regarding Mineral and Coal Mining

Daniel Hendrawan^{1*}, Yelma Nomida Alvisalia²

Abstract Minerals and coal as one of Indonesia's natural resources used for the greatest prosperity of the people, so that controlled by the state. Based on Law No. 4 of 2009 on Mineral and Coal Mining, state control within the scope of business can be assigned to business entities, cooperatives or individuals within the territory of Indonesian mining law with the permission. Permit required to conduct mining business activities is Mining Business License (IUP). IUP in addition to functioning to carry out mining business, also functions steps can be carried out mining construction. When construction of mining will be done, must get certainty of right to land. IUP holders are not holders of land rights and land holders do not automatically become holders of IUP. Land held by IUP holders is not immediately utilized. Mining business activities carried out gradually and timed long enough. As a result, an impression of neglect of the land and invite other parties to make land grabs. One of them by using Land Certificate (SKT). The purpose of this first study is to know the power of the SKT law in terms of mastery ha katas land. Second, to know the legal protection for IUP holders due to the issuance of SKT. Thirdly, to know the legal certainty of ownership of mineral and coal resources in Mining Permit Areas (WIUP) due to issued SKT. In addition, a lot of land that owns IUP but designated for the land is not for the mining area

Keywords: Land Utilization, Mastery, Land Rights, Mining Business License.

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Indonesia's Commitment Ensuring Freedom of Speech with Transparency of Public Information, Concerning Data Privacy Protection and The Issuance of "The Right to Be Forgotten (Erasure)" Principle in Indonesia

Christian Andersen*

Abstract There is no comprehensive data protection law in Indonesia. Indonesian legal scholars often refer to Article 28(g) of the 1945 Constitution as the basis (albeit rather vague basis) for more specific data privacy legislation. With reference to Indonesia's commitment to ensuring data privacy, the Indonesian Human Rights Law (Law No. 39 of 1999) broadly provides that each individual has the right to privacy. Article 32 of the Human Rights Law provides that freedom and secrecy of communications by letter or any electronic media may not be disturbed or interrupted except upon the instruction of a judge or other lawful authority. However, none of these regulations provide a comprehensive set of provisions for the protection of personal data, but rather simply provide the general idea of personal data protection without specific guidelines. Last year on December 2016, the Indonesian Government finally completed a long-overdue amendment to the 2008 Electronic Information and Transactions (ITE) Law. Alongside a few improvements to fix a vague defamation clause, there is an addendum worth noting: the clause for "the right to be forgotten". The ITE Law now allows citizens to request a court order to have information that compromises their privacy or unjustly damages their reputation removed from the internet. The Data Protection Regulation emphasizes the current personal data protection provisions in Indonesia by providing new measures to protect the use of personal data in electronic systems. Since its introduction in Indonesia, the right to be forgotten principle has ignited a debate over the right to privacy vis-à-vis the freedom of speech — two exigent issues in the digital age. To ensure justice, it is imperative to do a further legal research to draw clear boundaries between privacy and public interest. The internet should remain a prime channel to provide transparency of public information, the 2008 ITE Law, with its vagueness, should be a good topic to discussed on this article. Without careful deliberation, the amended ITE Law will likely end up in misguided in principle and unworkable in practice.

Keywords: Public Information, "Right to be Forgotten", and Defamation Clause

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Chef Celebrity Restaurant in Indonesia: Can it Stay in Consumers' Heart for a Long Term?

Amelia Amelia^{1*}, Ronald Ronald²

Abstract Players in the restaurant industry of course continue to compete in an effort to win the hearts of consumers. Various ways are done by entrepreneurs to be able to seize up to stay consumer hearted such as with restaurants with affordable prices, comfortable place, a variety of drinks and food menu and a strategic location to reach the target consumers. However, these strategies have been commonly used by entrepreneurs who are generally very knowledgeable about marketing science. This becomes interesting when managing a restaurant is a chef celebrity where one of the benefits of trying to find is himself as a celebrity chef who has been known in public. One of the most popular chef celebrity restaurant is Nomz Kitchen & Pastry by Arnold Poernomo. Arnold Poernomo, better known as Chef Arnold, became a household name since his TV appearance as a judge on MasterChef Indonesia. The young chef divides his time between Sydney and Jakarta, so it's no wonder that he's brought his Australian upbringing to Nomz Kitchen & Pastry. The upmarket cafe serves unpretentious comfort food with a laid-back vibe. Clear Aussie influences can be seen in staple brunch items like their Nomz eggs benny and avo toast, but it is their gooey salted egg croissants that have really put Nomz on Jakarta's culinary map. The research sample for this research is 200 respondents and it is using SPSS 22.0 to analyze the multiple regression. The questionnaires were distributed from September 2017 until December 2017. Sampling method is non probability-sampling by using questionnaire as a tool in collecting data, with purposive sampling technique. The purposive sampling technique is done by taking samples that have certain characteristics for certain purpose. This research is an interesting research because it can develop positive emotion and customer loyalty perspective toward image and interaction of chef celebrity towards customer. In addition, this study will also show the major differences in the effect of variables commonly used in restaurant fields such as service quality, food quality and restaurant atmosphere compared to image and interaction of chef celebrity towards customer.

Keywords: chef celebrity image, interaction toward customer, food quality, service quality, restaurant atmosphere, positive emotion, customer loyalty, Indonesia.

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The Performance of Cross-Border Acquisitions Targeting African Firms

Chimwemwe Chipeta^{1*}, Prince Nkiwane²

Abstract Mergers and Acquisitions (M&As) have become an integral part of the market for corporate control. The number of global M&A transactions increased from 2675 in 1985 to 47 846 in 2016. Equally, the value of global M&A deals surged from \$347 billion to \$3.5 trillion over the same time period (IMAA, 2017). The prospect for these deals continues to surge as firms seek to complement organic growth with access to new product markets, technology and geographical regions. Despite the surge in these global M&A deals, empirical work on the value creation effects of Cross Border Acquisitions (CBAs) into Africa is limited. Thus, the purpose of this paper is to explore the value creation effects of CBAs conducted by acquiring firms from developed and developing markets targeting African firms. The paper determines the abnormal returns realised by the stocks of acquiring firms in the three years that follow the completion of a deal. The aim is to explore whether emerging market acquirers outperform developed markets acquirers, and whether CBAs into the more advanced African economies outperform CBAs into the less developed African Economies.

Keywords: Cross-Border, Acquisitions, Targeting

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Planning Sound Interface Elements to Improve Semi-Autonomous Driving Experience Satisfaction (Beep sound that informs about the risk during semi-autonomous driving)

Lee Sang Eun^{1*}, Jung Hoon Lee²

Abstract Recently, the core technologies of intelligent automobiles include Advanced Driver Assistance System (ADAS) and Highway Driving Assist System (HAD). This is a driving assistant technology that senses external environmental information by using sensor and intelligent equipment and helps drivers to take appropriate measures or automatically control the vehicle to build safer driving environment. Recently, as the introduction of these technologies continues to increase, Information and services in the vehicle environment has been increased and the vehicle multimedia system's complexity has also been increased rapidly. The accident of the vehicle due to the driver distraction is on the rise, because of the complexity of information and services. As the speech recognition technology has attracted attention in the new interface of the vehicle. In this study, we studied the design elements of voice interface which gives beep to the driver who is distracted during semi-autonomous driving. In this study, the research was conducted through interviews and experiments, and the interviews consisted of nine focus group interviews. The experiment was carried out at the apartment parking lot through a Mercedes E-Class coupe equipped with a cruiser function to build a real car environment. Beep developed a simulator using 'Beat maker 2' which is a composition program and applied it to the experiment. After conducting experiments at each level, actual user behavior and user satisfaction were analyzed through questionnaires. Experimental results were analyzed through image analysis, and driver 's behavior was analyzed and compared through driver satisfaction evaluation. Experimental results showed that the driver 's cognitive load difference was revealed according to the level of experimental variables and the user' s satisfaction was the highest at 680ms. If the sound is too long, it is revealed that the load is high. There was no significant difference in the perceived time of the pitch. However, I preferred bass in satisfaction, but the time to perceive was less than fast. Based on the results of experiments, it can be concluded that the use of the beep sound length and height in the design of the actual vehicle voice system can increase the usability of the user in the semi - autonomous driving mode.

Keywords: Sound Interface, Autonomous Driving, Beep Sound, Semi-Autonomous Driving, Voice System

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Effects of Experiential Value on Continuous Intention of Use for On-demand Services

Hyun Jae Park^{1*}, Ihyun Le², Junghoon Lee³

Abstract Recently, On-demand service is one of the core business strategies presenting new experiential value to the user by providing customized services in user needs. However, experiential value from on-demand services has not been discussed in the research area. Therefore, this study will focus on the environmental stimulation (on-demand services attributes) and emotional states (experiential value) of demand side that induce continuous intention of use from on-demand services based on stimuli-organism-response(S-O-R) framework that test the reactions of environmental stimulation. The study defined the attributes of on-demand service as 'Informativeness', 'Fulfillment', 'Trust (Trust of the platform, Trust of supply side)', and 'Convenience'. In addition, - 97 - the study set 'Playfulness', 'Customer Return on Investment(CROI)', and 'Service Excellence' as the factors of experiential value, and excludes 'Aesthetics' since on-demand service does not include a physical environment of operations. The study also applied PLS path modeling to verify the theory between characteristics of On-demand service and experiential value and continuous intention of use. Results showed that 'Fulfillment', 'Trust of the platform', 'Trust of supply side' and 'Convenience' affected the experiential value in 'Kakao Taxi (transportation on-demand service)' while 'Informativeness', 'Fulfillment', 'Trust of platform', and 'Convenience' are the factors related to the experiential value for 'Baedal Minjok(food delivery on-demand service)'. Furthermore, the experiential value factors, 'CROI' and 'Service Excellence', are directly related to continuous intention of use in both services. Also, 'CROI' and 'Service Excellence' in Kakao taxi partially mediated the relationship between 'Convenience' and 'Continuous intention of use' for on-demand service, where partial mediation found in Baedal Minjok that 'CROI' related to 'Trust of the platform', 'Convenience', and 'Continuous intention of use' for on-demand service. The results of this study showed comprehensive understanding of the purpose of on-demand services and the needs of demand side, which contribute to the supply side to provide optimized on-demand services.

Keywords: On-Demand Service, Experiential Value, S-O-R Framework, Mediating Effect, Continuous Intention of Use

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A Ground Theory Approach to the Procedure of Customized Service Experiences

Seok Young^{1*}, Chae Ri Kim², Jung Hoon Lee³

Abstract The amount of data has increased exponentially with the development of information-based technologies such as Big Data and the internet of things (IOT). As data grows rapidly, the provision of appropriate information needed by individuals has become an area of new services, and customized services which is enabling the analysis of optimal services through collecting, storing, and analyzing personal data are emerging in many fields. Customized services reduce customers searching time and enable efficient target selection for enterprises, thereby attracting the attention of both parties. However, due to the characteristics of customized services based on various information collected by customers during the use of the service, the problem of privacy infringement is raised at the same time, and many studies are being actively conducted to solve this problem. This study seeks to explore how the customer's in-depth and customized services has an impact on their customers, which has not been derived from quantitative research using the grounded theory methodology, and an in-depth exploration of the procedure of customized service experiences is intended to further classify the type of people accepting customized. For this purpose, we conducted in-depth interviews with 12 research participants based on the grounded theory methodology on the experience of online behavioral advertising, which is one of the customized services. Through this, 84 concepts, 33 subcategories, 13 Categories and paradigm models were derived. In addition, 'Understanding and acceptance of online behavioral advertising(OBA)' was derived as a core category, and finally, acceptance types of OBA were classified into 'positive acceptance type', 'indifferent type' calculating type', and 'active resistance type based on the key categories. This study divides the acceptance types of online behavioral advertising through the emotions and behaviors of the consumers throughout the procedure of online behavioral advertising experiences. In addition to the statistical and quantitative information currently used for providing behavioral advertising, it provides new criteria to reflect the refinement of behavioral advertising and personal tendencies or characteristics. Although privacy concerns have been driven by a central phenomenon in behavioral advertising, in order to balance technology development and information security, not unconditional regulation or restrictions on utilization, it is expected to help balance the development of personalization services and information security, exploring what factors influence the course of an experience.

Keyword: Customized Service, Online Behavioral Advertising, Information Privacy, Privacy Concern Grounded Theory

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Parenting Styles In Same-Sex Families

Dr. Doron Hadas*

Abstract This study compares parenting styles and patterns of homosexual and heterosexual parents, while investigating their generational transmission. Seventy-six subjects participated in the study: 38 same-sex parents and 38 heterosexual parents. Participants were asked to fill in questionnaires measuring their parents' parenting styles, as well as their own, and questionnaires of closeness and autonomy towards their parents. The results showed similarities between the parenting styles of heterosexual and homosexual parents. They also showed that they did not experience different parenting styles and patterns as children, thus disproving theories regarding sexual orientation being influenced by weak fathers and dominating mothers. In addition, the majority reported some intergenerational transmission of parenting styles both within the homosexual and the heterosexual participants, therefore indicating no difference between the cohorts in intergenerational transmission. Some findings were reported regarding differences between homosexual men and women in closeness and autonomy of their mothers. Our findings generally refute the societal and environmental theories claiming for parental influences upon sexual orientation and call for the adoption of a different view of the homosexual community, as offspring of their parents and as parents by themselves.

Keywords: homosexuality; same-sex parenting; parenting styles; intergenerational transmission; family models.

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Correlation Between the Adhesive Content with the Properties of the Particleboards Mixed Cacao Peels and Bagasse

Assoc. Prof. Dr. Yuli Yetri^{1*}, Sukatik, Ruzita Sumiati²

Abstract Particleboards as one kind of the reconstituted wood products in their manufacture still rely on the conventional wood material from natural forest, which in potency becomes limited and scarce. Consequently, use of alternative woods or other ligno-cellulosic fibrous stuffs deserves thorough consideration, with their potency abundant and mostly still unutilized, such as bagasse (sugar-cane fibers) waste from sugar factories. In relevant, a research on particle board manufacture was conducted using bagasse particles bonded together with urea-formaldehyde (UF) adhesive. This research aimed to look into the effect of UF content (i.e. 6%, 8%, and 10% based on the dry weight of the particles) on the physical-mechanical properties of the resulting particleboard. A result revealed that increasing the UF content brought about a significant decrease in the thickness swelling and water absorption of the board; and increases in MOR, MOE, and screw-withdrawal strength, but inflicted so significant changes on the moisture content, density, and internal bond. Particleboard properties that could favor the standards of consecutively Indonesia (SNI), Japan (JIS) and FAO either entirely or partially were density, moisture content, and MOR. The greater of the UF content, the more of those properties satisfying the JIS specification. Judging from in density, this experimented particleboard was more suitable for use as room sheathing and framed table-plane. The particleboards that look, the most prospective for such purposes were those using UF at 8% content.

Keywords: Particleboard, bagasse, UF adhesive, physical and mechanical properties

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A New Polycentric Dynamic in International Relations: BRICS, United States and European Union

Assist. Prof. Dr. Marco Antonio Goncalves Barbas Batista
Martins*

Abstract The emergence of these new actors in international relations, BRICS, tends to combine and minimize their differences in the global challenges that arise. In fact, these states are located in geopolitically strategic regions that allow us to claim a place in world leadership that will stem the continuity of hegemonic intentions and the influence of the United States in the transmission and application of unidirectional policies. The emergence of the BRICS came from an imperative need, from the identification of attractive and alternative poles in the search of new markets and investments, in the international political system inserted in the dynamics of the global structure. The great question to ask is to analyse what kind of order or disorder these new actors can generate or provoke in international relations. In this sense, there are two ways of avoiding friction: on the one hand, it consists of a broad group of actors with new forms of thinking and acting on the social and economic consequences of the globalization of BRICS and, on the other hand, development of a strategy that involves the developed countries in their dialogue on the exploitation of the BRICS place in a constantly changing world.

Keywords: International Relations, BRICS, United States, European Union, Power

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Measuring the Service Quality of Trade Shows: a unique two Actor Model

Rajat Sharma*

Abstract Trade shows and trade show practices have been renowned and recognized for the marketing opportunity they present to the firms. Like advertising, trade shows complement the direct selling efforts of the firms. But more than the direct selling, trade shows provide an opportunity to the firm to generate awareness, project a favorable corporate image, provide product information, handle customer complaints, demonstrate their latest products and services, meet with industry partners and customers, study activities of rivals, and examine recent market trends and opportunities. (Hutt and Speh 1995). Trade shows and exhibitions are held on a continuing basis in virtually all markets and normally attract companies from around the globe. For example, in the U.S., there are currently over 30,000 trade shows held every year, and several online directories have been established to help organizers, attendees, and marketers identify appropriate events (Thimmesch, 2013). Because each trade show attracts thousands of interested attendees, shows have become a powerful medium for marketing (O'Hara, Palumbo and Herbig, 1993). For instance, trade shows present an opportunity to sell in-person at a cost per contact, far below that of an industrial sales call (Bellizzi and Lipps, 1984), shorten sales cycle (Tanner and Chonko, 1995) and are an excellent platform to test new products and services (Bellizzi and Lipps, 1984; Miller, 1990). Sellers utilize trade shows to sell current products, showcase upcoming products and accomplish non selling objectives such as image improvement, competitive intelligence gathering and new product testing (Miller, 1990). Given, attendees enter and leave exhibits unpredictably, exhibitors have to understand the requirements of the visiting customer immediately and present them the best product and service available. Trade show selling must gratify the critical procurement needs of attendees, in terms of the product information they seek as well as the sales process through which they desire information at shows.

Keywords: Measuring, Trade, Model

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A Study on Critical Success Factors(CSF) of IoT(Internet of Things) Standardization Process and Governance Framework

Chae Ri Kim¹, Jung Hoon Lee², Jae Hyeok Lee^{3*}

Abstract As the Internet in various fields of society is of overriding importance and standardization has become an important instrument in bringing compatibility and interoperability to Information and Communications Technology(ICT), many domestic and global expertise related to this fields have been discussed to the future of internet governance and its directions. Especially, IoT (Internet of Things) has been received big attention for as growth engines in the fourth industrial revolution. Thus, it is little surprise that interoperability issue will be an integral part of the future Internet governance and the standardization environment in order to encourage the cooperation of related participants will be required. Yet, comparably few research works and standardization settings have been studied among ICT institutes and companies. Therefore, this research approach critical success factors(CSF) for government, institutes, and companies respectively when they are dealing with IoT(Internet of Things) standardization. This research reports extensively suggesting integrated form of IoT(Internet of Things) standardization governance framework for future research and practical deployment.

Keywords: Internet Governance, Interoperability, Internet of Things(IoT), Standardization, Standardization Process, Governance Model

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