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***Society of Business, Economics,  
Social Science & Humanities***



**Academic Fora**

# CONFERENCE PROCEEDINGS

  

## BOOK OF ABSTRACTS BESSH-2019

International Conference on  
“Business Economic, Social Science & Humanities”  
(BESSH-2019), Bali, Indonesia

# **Book of Abstracts Proceeding**

International Conference on  
“Business Economic, Social Science & Humanities”  
(BESSH-2019)  
**Bali, Indonesia**

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**International Conference on  
“Business Economics, Social Science & Humanities”  
Bali, Indonesia  
Venue: Hotel Santika Seminyak Bali, Indonesia**

**ORGANIZING COMMITTEE**

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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

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

BESSH-2019

## Conference Schedule

***Sep 23-24, 2019***  
**Hotel Santika Seminyak Bali, Indonesia**  
**Time: Registration & Kit Distribution (09:00– 09:10 am)**

**Venue: Room 1**

09:10 am – 09: 20 am	Introduction of Participants
09: 20 am – 09: 30 am	Inauguration and Opening address
09: 30 am – 09:40 am	Networking Session

**Tea/Coffee Break (09:40 am - 10:00 am)**



**DAY 01 (Sep 23, 2019)**

**1st Presentation Session (10:00 am – 12:00 pm)**

***Track A: Business, Economics, Social Sciences and Humanities***

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Ewa Cieslik	Have the CEE states' production linkages with China changed? The case of electronics industry	BAL-499-104B
Erwin Wicaksana	The Effect Of Credit Growth, Macroeconomic Factor and Bank-Specific to the Rate of Non Performing Loan for Consumption, Working Capital, and Investment Credit in Indonesia	BAL-499-105B
Mohammed Shamsudeen Mohammed Jalaldeen	Demand for reforming of Muslim Marriage and divorce act in Sri Lanka – A historical review	RBSEIT-SEP19-BI108
Zheming Wang	Signaling Mechanisms Used by Controlling Shareholders Following Regulatory Enforcement Actions	RBSEIT-SEP19-BI111
Pratama Adi Nugraha	Analyzing Factors Influencing Continuance Intention Of B2b Ecommerce Mobile Application (A Case Study Of PT ABC From Indonesia)	BAL-499-102B
Anak Agung Gede Agung Bayu Suputra	Sustainable Development Goals Valuation Model Using News Sentiment (Case Study: Pt. Astra Agro Lestari)	BAL-499-103B

**Lunch Time & Ending Note (12:00 pm - 1:00 pm)**

## ***Participants Registered as Listener\Observer***

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

<b><i>Sr. No</i></b>	<b><i>Name</i></b>	<b><i>Affiliation Details</i></b>	<b><i>Country</i></b>	<b><i>Submission ID</i></b>
<b>1.</b>	Dr Farhat Ayad	Jolimont hospital, Belgium	Belgium	BAL-499-101MA

**DAY 02 Tuesday (Sep 24, 2019)**

## **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**

# Have The CEE States' Production Linkages With China Changed? The Case Of Electronics Industry

Ewa Cieslik\*

**Abstract** This paper presents the Central and Eastern European countries' connections to production networks in electronics industry. The goal of this paper is to analyse the changes in European states' dependence on Chinese electronics industry exports. The article verifies a hypothesis: in electronics industry exports, the Central and Eastern European countries have become more dependent on Chinese value added than on the European Union's value added.

**Keywords:** Production Networks; CEE; EU; China; Electronics Industry

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# The Effect Of Credit Growth, Macroeconomic Factor and Bank-Specific to the Rate of Non Performing Loan for Consumption, Working Capital, and Investment Credit in Indonesia

Erwin Wicaksana<sup>1\*</sup>, Ruslan Prijadi<sup>2</sup>

**Abstract** The determinants of non-performing loans (NPL) already has a growing literature. However, very few studies have explored the issue at the disaggregate level. Gosh (2017) analysis unmasks important differences in the inter-relationships between macroeconomic and balance sheet conditions on different credit categories. The present study examines NPLs in Indonesia using data of all conventional banks over the period 2013-2018. The paper further explores the impact of NPLs on specific credit product namely investment, working capital, and consumption credits. This research also looks at the impact of credit growth by using one quarter, two quarter and four quarter lags on NPL. By using the GMM onestep system, this study found that each type of credit has a different determinant effect on NPL growth. Credit growth has no significant effect on the growth of NPLs in aggregate but disaggregated, has a significant influence that varies for each type of credit.

**Keywords:** Credit Growth, Non-Performing Loans, GMM, Bank-Specific, Macroeconomic

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# Analyzing Factors Influencing Continuance Intention Of B2b Ecommerce Mobile Application (A Case Study Of Pt Abc From Indonesia)

Pratama Adi Nugraha<sup>1\*</sup>, Ira Fachira<sup>2</sup>

**Abstract** PT ABC as Start-up Company seek the opportunity of development smartphone which rising to start their business to simplify the distribution of the raw material for business culinary, they has focus on its business to become supplier online for business culinary by using mobile application. Changing their target market into MSME, PT ABC has a rapid growth of order, the problem is the growth of order is not align with the usage of application, the fact the customer still ask the sales person to help them to order via application. This research aims to find out which factor that have an effect to build continuance intention of B2B e-commerce mobile application by using modified unified theory of acceptance and use of technology (UTAUT2). The questionnaire was spread to 101 customers who not using the application independently in West Jakarta. The researchers use 8 factors to see the relationship with the continuance intention of using B2B e-commerce mobile application, these factors include Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit and Trust with moderating by Age and Gender. From the result of the consumer analysis shows factor that influence continuance intention are Performance Expectancy, Price Value, Habit and Trust without moderated by age and gender. The result also found the Habit as most significant factor influence continuance intention of using B2B e-commerce mobile application. The marketing strategy that will be implemented are improving forming and adjusting habit of the customers by adding a new feature on application such as pop up notification and tracker as replacing the task of field activator.

**Keywords:** Continuance Intention, Marketing Strategy, Modified UTAUT2, Technology Adoption

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# Sustainable Development Goals Valuation Model Using News Sentiment (Case Study: Pt. Astra Agro Lestari)

Anak Agung Gede Agung Bayu Suputra \*<sup>1</sup>, Dr. Yunieta Anny Nainggolan<sup>2</sup>

**Abstract** Nowadays for fundamental investor, there are growing concerns for the invested company about their sustainability program. Sustainable Development Goals (SDG) programs that not adopted almost by all Indonesian company are getting important due to the sustainability issues are expand not just only matters company financial condition and contribution to communities and workers but also environment responsibilities and economic contribution to the country that company operated. Also, majority of securities that doing valuation to a company not factoring Sustainable Development Goals (SDG) due to overshadowed by the simplicity of analyzing financial performance than doing Sustainable Development Goals (SDG) analysis which not robust. Also, now some big Indonesian company are moving toward Sustainable Development Goals (SDG) framework to their sustainability strategy. This raised opportunities to develop valuation model using Sustainable Development Goals (SDG) framework to adjust the assumptions to become more robust. Therefore, it is offered to develop SDGs valuation approach, using online news to solve the problem. To adjust the valuation assumptions, the SDG model used the sentiment of news related to the company and map the impact of each SDG goals to company forecasted financial performance. This approach will be factoring company strategy, news coverage and commitment of the company to achieve the SDG goals, thus increase the robustness of the valuation model. In this thesis the recommendation that resulted by the SDG valuation model are recommend to Hold AALI stock because the stock intrinsic value is Rp.9.345 while currently traded at Rp.10.675 which stated the current stock price is overpriced by 12.45%. The result is different from two public Indonesian securities recommendation which recommend to buy AALI stock with take profit target at price around Rp.12.500 – Rp.14.800 from currently traded priced at Rp.10.675.

**Keywords:** Free Cash Flow to Firm Valuation, Sustainability Development Goals, Sentiment Analysis, Discounted Cash Flow, News Scrapping

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# **Demand for reforming of Muslim Marriage and divorce act in Sri Lanka A historical review**

Mohammed Shamsudeen Mohammed Jalaldeen\*

**Abstract** Muslims in Sri Lanka, from the time of their arrival in the island around the 8th century, have been governed by their own laws in matters relating marriage and divorce. However, the first written record of Muslim Laws applicable in Sri Lanka had its origins, curiously in a code of law on marriage and inheritance brought to Ceylon from Batavia, in 1770 during Dutch rule of the Maritime Provinces. The British in Ceylon, by the proclamation of 1799, had guaranteed that justice in the colony would be administered according to the laws and institutions that existed under the Dutch regime. The Code was submitted after some modification adopted as the Mohamedan Code of 1806. During the early 19th century, prominent members of the Muslim Community began to express their dissatisfaction with the Code of 1806. It was felt that the Code was not a proper representation of Islamic Law. As a result of their efforts, the Code was eventually replaced in 1937. Not long after, the Ordinance itself was replaced by the Muslim Marriage and Divorce Act (MMDA) No. 13 of 1951. The Act of 1951 continues to be applicable today. In 2009, a Muslim Personal Law (MPL) Reforms Committee which was commissioned by then Minister of Justice with the aim of recommending reforms to the MMDA. The MMDA reform report was handed over in January this year to Justice Minister. When it came to offering recommendations for reforming the Muslim Marriage and Divorce Act, the Marsoof Committee could not achieve unanimity. The Committee split in two and each group offered its own set of recommendations. Since then there have been many arguments about which set of recommendations complied with Sharia principles and Islamic Jurisprudence. This paper highlights on the historical background on Muslim Marriage and Divorce Act in Sri Lanka with special reference on the argument on its reformation in recent years.

**Keywords:** Muslim, Marriage, Sri Lanka, Divorce, Sharia

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# Signaling Mechanisms Used by Controlling Shareholders Following Regulatory Enforcement Actions

Zhemín Wang\*

**Abstract** This study examines the signaling mechanisms used by controlling shareholders following regulatory enforcement actions. While the enforcement actions are against the company, investors blame them on controlling shareholders because management generally acts on the behalf of controlling shareholders. According to the signaling literature, such dishonest reporting behavior would trig a non-cooperative episode during which the controlling shareholders will have to rely on costly signaling to restore investors confidence. Based on 7,011 firm-year observations of non-state owned listed companies in China for the period of 2007 to 2015, we find that controlling shareholders are more likely to inject additional financial resources into the company (a costly signaling) following financial reporting related enforcement actions. Furthermore, we find the more severe the enforcement actions, the greater the amount of financial resources provided by controlling shareholders. In addition, consistent with signaling literature, we find controlling shareholders are less likely to use costly signaling When enforcement actions are against corporate executives. Finally, we find a higher correlation between investment and sales growth for violating companies in subsequent period, suggesting enhanced monitoring by controlling shareholders following enforcement actions. Our findings contribute to both the signaling literature and the corporate governance literature and shed light on how enforcement actions and reputational concerns jointly discipline corporate insiders from dishonest reporting behavior.

**Keywords:** Signaling, Enforcement Actions, Controlling Shareholders

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## **FUTURE EVENTS**

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