



## **Conference Proceedings**

**Singapore – International Conference on Research in Social Science & Humanities (ICRSSH), 13-14 Nov 2018**

**13 - 14 November 2018**

## **Conference Venue**

**The National University of Singapore Society (NUSS), The Kent Ridge Guild House, 9 Kent Ridge Drive, Singapore**

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**Table of Content:**

S. No.	Particulars	Page Numbers
1.	Preface	3
2.	Keynote Speaker	4
3.	List of Presenters	5-65
4.	List of Listeners	65-66
5.	Upcoming Conferences	66-68



## **Preface:**

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## **KEYNOTE SPEAKER**



**Dr. Subrata Chattopadhyay Banerjee**

**Nanyang Business School, NTU, Singapore**

Subrata Chattopadhyay Banerjee has recently completed her doctoral studies from RWTH Aachen University, Germany. Her doctoral dissertation focusses on Modern Entangled Intellectual History and more specifically on the topic of “The Origin of the Aryan Invasion Theory: A Study into 19th Century Scientific World”. Her research interests are broadly in the domains of South-Asian History, Indo-European Socio Religious-Cultural Exchange, Linguistics research and History of Technology in the 19th century. She has published a journal article in Cambridge University Press and gave several keynote speeches and invited seminars in prestigious venues. She was affiliated as a Research Fellow in the Singapore Management University, where she studied the topic of “A Historical Study into the Emergence of Creativity during Cultural Conflict and Integration”. Presently she is pursuing her Postdoctoral research at Nanyang Business School (Nanyang Technological University) Singapore, studying the growth of German Economy and their Business Cultural in comparison with Japan. She graduated with Bachelor of Arts from Calcutta University, India and Master of Arts with specialization in Modern History from Rabindra Bharati University, India.



Sergey Lyubichankovskiy  
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Sergey Lyubichankovskiy  
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**Russian Empires Policy of Acculturation for Christian Sectarrians (XIX  
the Beginning of the 20th Centuries)**

**Abstract**

The paper is about features of a policy of acculturation for Christian sectarians in the territory of Orenburg region of XIX – the beginnings of the 20th centuries. The subject of the relationship of the Orthodox Russian Empire with Christian sectarians repeatedly rose in modern scientific literature. However the situation in the huge suburban Eurasian region on the border of Europe and Asia – the Orenburg region – wasn't analyzed systemically. The purpose of our research – to study a question on the basis of primary sources from the local archive. The government sought to provide stability in the Orenburg province and incorporation of the region in the structure of the Empire by means of acculturation policy. This policy concerned not only the Muslims living here but also Christian sectarians. Christian sectarianism in a mass look has appeared in the Orenburg region from the second half of the 19th century. The activity of Russian Orthodox Church in the Orenburg diocese has been directed to the identification of sectarians and "their return to a bosom of a church" through explanations and education. If efforts of the church didn't result in desirable results, then more drastic measures with an involvement of the Orenburg provincial administration and police were taken. As a result in the region, steady process of formal transition to Orthodoxy at a secret observance of former ceremonies was supported. The factor complicating work of the Orthodox Church with sectarians in the territory of the Orenburg province was her status of the territory in large quantities accepting immigrants among whom sectarians have been presented in a large number. The research is executed at the expense of a grant of the Russian Science Foundation (project No. 17-18-01008)

**Keywords**

History of acculturation, Identity, Christian sectarianism, Russian Empire



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**Environmental Sustainability: Clay as Environmental Protection  
Building Materials in the Built Environment**

**Abstract**

Building materials is an important aspect within the design and building construction process, having a great influence on the protection and quality of buildings and built environment. The objective of this paper is to identify the social, economic, environmental and protection aspects of clay for environmental protection in the built environment. Environmental degradation in developing countries leads to incorporating clay building products in most present projects in the built environments. This research was carried out in suitable civil and building construction companies in Katsina, Kano and Kaduna states in northern Nigeria. The research findings identified that economic aspects has the highest potentials for the protection buildings in the built environment.

**Keywords: Building Materials, Environmental Protection, Potentials, Built Environment, Degradation.**

**Ibrahim Ahmed Jajere**  
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**Constraints to Pastoralists Livelihood Options in Yusufari Local  
Government Area of Yobe State, Nigeria**

**ABSTRACT**

Pastoralism can be regarded as a global phenomenon, occupies 25 percent of the world land area and provides 10 percent of the global meat production (FAO, 2001). The livelihoods of most pastoralists depend on availability natural resources and much dictated by the climatic factor. Hence, pastoralists are having few options for diversifying livelihoods perhaps due to the lack of knowledge for other livelihoods and their tradition that detached them to other livelihoods. The populations of the study were composed of the five districts and adopted of multi-stage sampling technique. At the third stage, systematic random sampling was used to interview households. Mobile pastoralists were selected using snow ball sampling. Pastoralism is the major means of survival for the pastoralists in the study area. The other possible options identified are farming, mat making, rope making, weaving, hut making, trading of livestock and potash mining and marketing. However, these alternative options are also constraint by many factors including desertification and fast moving sand dunes; market competition, insurgency and power of aristocrats. Recommendations made by this study include social and economic support to the pastoral communities, increasing access to land and water rights and establishment of skills acquisition centers.



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**Identity Politics as a forms to make polarization in Jakarta**

**Abstract**

Starting from a blasphemy case imposed on the former governor of DKI Jakarta, Basuki Tjahja Purnama, during the 2017 DKI Jakarta regional election, the issue of Identity Politics, as again, became a hot issue. The problem then gave birth to a movement called the Coalition 212. One year later, in the context of the upcoming presidential election in 2019, a movement was formed by Mahdani Ali Sera, a politician from the opposition party in Indonesia, namely a new movement #2019ChangePresident, which increasingly enlivened the political stage with the most favorite method that we will explore in depth in this article, Identity Politics. Although it is massively echoed as political phenomena in Indonesia, the theory of identity politics is not known widely and comprehensively. Beginning with how important identity is in social life, politicizing the power of identity can actually identify the possible impact and influence. Using literature studies, this article attempts to explain theoretically what identity politics is based on one of Francis Fukuyama's works. In this case, we will see how the phenomenon of identity politics in DKI Jakarta's society, the Capital of the Republic of Indonesia, is able to influence the social order of society and Indonesian democracy. Finally, this article will produce an analysis of community polarization as a result of the identity politics phenomenon along with the advantages and disadvantages of the polarization in DKI Jakarta's society.

**Keywords:** Identity, Identity Politics, Polarization, Jakarta, #2019ChangePresident, 212 movement

<p><b>Anslem Rimau Bako</b> ERCICRSSH1804057</p>	<p><b>Anslem Rimau Bako</b> Department of Geography, Faculty of Atrs, Management and Social Sciences, Federal University Gashua, Yobe State. Nigeria, 234</p> <p><b>Assessment of Living Conditions of Internally Displaced Persons in Bade Local Government Area of Yobe State, Nigeria</b></p> <p><b>ABSTRACT</b></p> <p>The aim of the study is to assess the living conditions of IDPs in Bade Local Government Area of Yobe State, Nigeria. The objectives were to examine the living conditions of IDPs and assess the coping strategies IDPs have developed to survive. Semi structure questionnaire was the main instrument for the study. Descriptive statistics was used to analysed the data collected using SPSS version 20. The data were analyzed and presented in percentage distribution. The result showed that Zango II IDP had more females (69%) than males. A high percentage of the respondents were widows (47%) and all respondents were displaced as a result of insurgency in Northeastern Nigeria. The major needs of IDPs in the area were food, hygiene, health and psychosocial support as these were all lacking. The best coping strategies adopted by the respondents to survive include: reliance on food aid from government, non-governmental organizations, and individuals (56%); moving out of the environment for emergency health care (41%); organizing sanitation activities (100%), engaging in recreational activities for psychosocial therapy (63%). Thus, all government agencies responsible for protecting and assisting IDPs and other local and international humanitarian actors must therefore ensure effective measures are put in place to provide suitable accommodation, livelihood assistance, medical facilities and psychosocial to improve on the deterioration conditions IDPs are living in.</p> <p><b>Key words:</b> Internally Displaced persons; Living conditions; coping strategies; Bade</p>
<p><b>Samir Kittaniy</b> ERCICRSSH1804059</p>	<p><b>Samir Kittaniy</b> Department of Arabic Language &amp; Literature, Al Qasemi College for Education, Baqa el Gharbia, Israel</p> <p><b>Statecraft as Art and Practice in Islam</b></p> <p><b>Abstract</b></p> <p>This paper may have been motivated at least in part by current conditions in the Arab world, particularly in some parts of the Middle East, where the image of rulers has become a topic of discussion, both in everyday conversations as well as in the media. The status of rulers is an issue that appears in discussions dealing with various different perspectives, political, religious, economic and ethical. Arabic thought in the Middle Ages took these various aspects into consideration and discussed them all rather extensively. Political polemics were used as a way to enter into a discussion of rulers and their image, leading subsequently to the adoption of Islamic law as the framework in which political and ethical issues were to be determined. In the present paper we shed light on the intellectual framework in which the characteristics of rulers were discussed in the context of the Muslim caliphate. Our purpose is to determine the image of the ruler in medieval Arab thought from the religious-judicial and the political aspects as well as how this was reflected in actual practice.</p>
<p><b>Beichen Wang</b></p>	<p><b>Beichen Wang</b></p>

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### Predicting Risk of Drug Use for High School Students using Artificial Neural Network

#### Abstract

**Objective:** This study aims to 1) examine the predictors of drug use at high school 2) build a predictive model for drug use using artificial neural network and compare its performance to logistic regression model.

**Methods:** Youth Risk Behavior Surveillance System (YRBSS) 2015 data were used for this study. The YRBSS was developed in 1990 to monitor priority health risk behaviors that contribute markedly to the leading causes of death, disability, and social problems among youth and adults in the United States.

All the participants who were eligible were randomly assigned into 2 groups: training sample and testing sample. Two models were built using training sample: artificial neural network and logistic regression. We used these two models to predict the risk of Drug Use in the testing sample. Receiver operating characteristic (ROC) were calculated and compared for these two models for their discrimination capability and a curve using predicted probability versus observed probability were plotted to demonstrate the calibration measure for these two models.

#### Results:

About 18.1% of 8711 students were drug users, about 19.1% among the female and 17.1% among the male.

According to the logistic regression, students who had rides in a car driven by someone who is drinking were more likely to have drug use. Students who never tried cigarette smoking were less likely to use drug. Students who drank often were more likely to use drug. Student who used marijuana often were more likely to use drug. Heterosexual students were less likely to use drug. Students who slept 4 hours or less daily were more likely to use drug. Students who did not speak English well were less likely to be a drug user.

According to this neural network, the top 5 most important predictors were 'being black', Q99 (How well do you speak English), 'being Asian', Q68 (sexual orientation), Q88 (On an average school night, how many hours of sleep do you get?).

For training sample, the ROC was 0.84 for the Logistic regression and 0.88 for the artificial neural network. Artificial neural network performed better clearly. In testing sample, the ROC was 0.83 for the Logistic regression and 0.80 for the artificial neural network. Artificial neural network had worse performance.

As to calibration measure, predictions made by the neural network are (in general) less concentrated around the 45-degree line (a perfect alignment with the line would indicate an ideal perfect calibration) than those made by the Logistic model.

**Conclusions:** In this study, we identified several important predictors for drug use e.g., cigarette smoking, drinking, sexual orientation. This provided important information for educators as well as parents provide timely intervention. We built a predictive model using artificial neural network as well as logistic regression to provide a tool for early detection. As to performance of these two models, logistic regression and neural network had a similar discriminating capability.



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**Fashion store environment cues and customers value perceptions**

**Abstract**

The aim of our research is to find out how store environment cues influence the adults of Generation Y and how the perceived value is formed and influenced by these environment cues. We have also sought to create a customers' buying profile from a sample of 130 Romanian shoppers. The results of this research concluded that store environment cues have a positive and important influence on adult Generation Y consumers' buying behavior. The most important cues for the customers are product quality, price and the quality of the services that the sales persons provide. The design cue is the one with the strongest influence on the way that the customers' perceived value is formed, thus making it an important aspect that managers and fashion retailers need to keep in mind.

**Keyword: Apparel Design, Consumer Behavior, Fashion, Shopping Motivations, Store Attributes**

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**Public Administrative Theory and Its Relevance To The Nigerian Ecology**

**ABSTRACT**

Concept of Public Administration is put into perspective in this paper. Here I traced its genealogy, its theoretical provision as well as the implications challenges of these provisional at each stage of its development. I specifically zeroed in on the practical applicants of Nigeria. As prominence was given to the features (Political Neutrality, Anonymity and Permanence) of the Nigeria civil service and their attendant practicability or otherwise within the context of the nation's ecological factors, slippery administrative terrains and cultural pluralism. Within this same context, the issues of representative bureaucracy and its accompanying principles of quota system, federal character, and inherent prevalence of conflict of interest and political patronage engendered in the process. Consequent on these efforts, we conclusively argued that there is need for a re-orientation by the Nigerian citizenry and public Bureaucrats' vis-à-vis the principles of meritocracy and non-partisanship in dealing with Socio-economic, cultural and political issues within the nation's Administrative landscape.

**Nsikak-Abasi Etim**  
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 Agriculture, University of Uyo, Uyo, Nigeria

**Poverty and Environment: Empirical Evidence of Linkage from Farming Households in Southern Nigeria**

**Abstract**

The environment matters greatly to people living in poverty. Empirical relationship between the poor and their environment was investigated. Through the multistage sampling procedure, 150 rural farming

 <p><b>Nsikak-Abasi Etim</b> ERCICRSSH1804063</p>	<p>households were selected. With the aid of questionnaire, primary data collected from household heads. The Foster, Greer, Thorbecke ( FGT) weighted poverty index was used to decompose the population into sub-group populations. Result of analysis revealed that the incidence of poverty was lower for households with access to extension services and modern farming inputs. Result further showed that the poverty depth and severity were higher for households without access to modern farming inputs and extension services. Results also revealed that households with access to health care facilities had lower poverty levels. Policies to educate rural farmers through extension teaching should be encouraged since the adoption of improved farming methods increases with advancement in education. The provision of basic health care facilities should be taken as a priority policy option. Extension service delivery should be improved and frequency of contact increased.</p> <p><b>Keywords: Poverty, households, environment, Nigeria</b></p>
<p><b>Moirangthem Suresh Sungh</b> ERCICRSSH1804064</p>	<p><b>Moirangthem Suresh Sungh</b> History, University of Hyderabad, Hyderabad, India</p> <p><b>Depiction of Women in Cheitharol Kumbaba (A Royal Chronicle) of Manipur</b></p> <p><b>Abstract</b></p> <p>This paper explored the importance of women’s contributions to the administration, warfare, and trade and economy as depicted in Cheitharol Kumbaba. Literally and historically speaking, Cheitharol Kumbaba is one of the important texts that recorded the history of Manipur in general, and Royal in particular, written in ancient Meitei Mayek scripts. The paper highlighted how Meitei women played an important role in shaping the policies and programmed by the state in their individual and collective capacities. The paper discussed Meitei women of different age groups have many qualities as well known for their valour to fight social evil, to create revolution and protect the interest of native land to fight wars if the country faces such eventualities.</p> <p><b>Keywords: Cheitharol Kumbaba, Pakhangba, Keithel, Kangleipak, Manipur, Meitei Mayek, Maiba and Maibi</b></p>
<p><b>John Parlo Rosido</b> ERCICRSSH1804065</p>	<p><b>John Parlo Rosido</b> Social Sciences, Lorma Colleges, La Union, Philippines</p> <p><b>Game based approach towards responsible consumption among pre-school students</b></p> <p><b>Abstract</b></p> <p>Game Based Learning is a type of gameplay that has a defined learning outcomes. Generally, game based learning is designed to balance subject matter to the real world. Within an effective game based learning environment, we work toward a goal, choosing actions and experiencing the consequences of those actions along the way. According to EdTech Review in 2013, Good Game based learning applications can draw us into virtual environments that look and feel familiar and relevant. It was also stated that people make mistakes in a risk free setting and through experimentation, they actively learn and practice the right way to do things, This keeps us highly engaged in practicing behavior and thought processes that we can easily transfer from the simulated environment to real life. This action research made use of interview to the Grade School and Pre-school teachers of Lorma Colleges Basic Education Schools. Thus, the researchers came up with an action plan on addressing the</p>

	<p><b>Sustainable Development Goal 12 Responsible Consumption and Production through interactive games. These games shall be the basis of the researchers on coming up with a game specifically a board game that can give the pre school students of lorma San Juan a good foundation in values of responsibility and awareness in consumption, production, and preservation. With the said program, preschool students, young as they are, are now exposed into a realization that food consumption plays a significant impact towards sustainability in many aspects. Education should not only be directed into an aspect of knowing life skills but integrating problem solving skills as well.</b></p> <p><b>Key Words: Game based learning; Responsible consumption; risk free environment ; pre-school education and training;</b></p>
<p><b>Leia Erica Serrano ERCICRSSH1804066</b></p>	<p><b>Leia Erica Serrano Basic Education Department, Lorma Colleges Senior High School, Philippines</b></p> <p><b>Teenage Mothers: Ensuring Health and Well-being Through Equal Access to Services Through Online Platform</b></p> <p><b>Abstract</b> The third Sustainable Development Goal ( SDG ) which is to “ Ensure healthy lives and promote well-being for all at all ages. “ states that by the year 2030 every human on the planet has an access to healthy lives not only in good mental and physical health but also maternal health for it also proposes to end preventable maternal mortality. The target for universal maternal health access has been elevated. Although suggested targets may change as a result of the consultation process, they give us a good sense of the specific areas in which public and private investment will need to be channeled. According to Philippine Statistics Authority, while under-five mortality has declined slightly in recent years from 54 deaths per 1,000 births in 1988-92 to 48 deaths for the period 1993-1997, infant mortality rates have remained unchanged at about 35 deaths per 1,000 births. This study aimed to solve the problems: a) What are the existing programs and services that caters the health and well-being of teenage moms?, b) How do teenage moms acquire information and services from their locale?, and c)How can an online platform help teenage moms in ensuring good health and well-being? This action research made use of interview to the teenage moms of San Juan, La Union. As a result, the researchers came up with an action plan on addressing the third SDG that focuses on the health and well-being of teenage moms. With the said program, the teenage moms will be able acquire the necessary information and support with the aid of technology. Teenage moms requires a huge amount of support from the society in order to stay away from the stigma and allow them to explore further opportunities and raise their own children</p>
<p><b>Sarah Khalil ERCICRSSH1804067</b></p>	<p><b>Sarah Khalil Fast School of Management, National University of Computer and Emerging Sciences (FAST), Islamabad, Pakistan</b></p> <p><b>Unattainable Educational Standards and Their Link to Self-Worth Deterioration</b></p> <p><b>Abstract</b> The authors researched on the unattainability of academic results in the current educational and grading standards of Pakistan and their impact on a student’s self-worth deterioration. With a diverse pool of responses</p>

	<p>(N=141) from universities all across the country they tested whether the educational standards had anything to do with a student's motivation and willingness to work harder in order to achieve academic goals. Other variables such as self-efficacy, course retention, performance, achievement and socio-emotional health were also addressed in the light of measuring them against the unrealistic standards of grading. However, the results were contrary to the hypothesis that were presented based on the previous studies debunking the very notion that high educational standards stand in the way of a student's ability to achieve and his/her socio-emotional health.</p> <p><b>Keywords:</b> Educational standards, grading standards, motivation, academic performance, academic achievements, socio-emotional health, course retention, course detention, student self-efficacy.</p>
<p><b>Sarah Rashid</b> ERCICRSSH1804068</p>	<p><b>Sarah Rashid</b> FAST school of Management, National University of Computer and Emerging Sciences, Islamabad, Pakistan</p> <p><b>Factors Inducing Attitude of Muslim Women Towards Purchase of Halal Cosmetics Moderated by Religiosity</b></p> <p><b>Abstract</b> The cosmetic industry in Pakistan is on the rise with a market exceeding Rs 150 billion and expanding at an average rate of 15pc annually. Therefore, this paper was designed to study the antecedents of female's attitudes towards purchase of Halal cosmetics in Pakistan. Consequently, the authors collected data from 200 females through convenience sampling across two major cities of Pakistan; Islamabad and Rawalpindi. The proposed model of this paper attempted to study the effects of subjective norms and awareness of Halal cosmetics on female's attitudes towards their purchase. They also examined the moderating influence of religiosity on this relationship. As hypothesized, subjective norms and awareness of Halal cosmetic products proved to be positive indicators of female's attitudes of buying them. However, the effect of religiosity provided contrary yet extremely captivating results where more awareness-positive buying behavior relationship was high when religiosity was low. Manufacturers and marketers of Halal cosmetics can plan their marketing campaigns based on these results to their advantage. <b>Keywords:</b> cosmetic industry, Halal cosmetics, subjective norms, awareness, attitudes, religiosity</p>
 <p><b>Adeel Ahmed</b> ERCICRSSH1804069</p>	<p><b>Adeel Ahmed</b> Fast School of Management, Fast National University, Islamabad, Pakistan</p> <p><b>Consumer Behavior on low cost unhygienic ingredients in food business</b></p> <p><b>Abstract</b> My research is based upon the rise of unhygienic, devastating ways to increase the profit of the lower cost fast food and vendors etc. The food vendors may purchase the dead animal meat, imported bad chicken and decomposed raw material for minimum cost thus in turn obviously increases profit not only for the food sellers but also for the suppliers. Here comes the part how consumer reacts to this act by knowing each and every thing. If the consumer boycotts and checks from where they are eating and buying food this will be eliminated as demand would be reduced and shift to a healthier and safe food processing and eating. The</p>

	<p>awareness has increased in most of the developing countries of the world and due to the health concerns by the increase of social media. I am not focusing on the high cost restaurant and cafes because their raw materials are of greater quality and higher profit margin is there. Alternatively, the cost should not be reduced for greed rather a fixed profit margin should be attained.</p>
<p><b>Kinza Nisar</b> ERCICRSSH1804070</p>	<p><b>Kinza Nisar</b> Bachelors in business administration, FAST school of management, FAST National University of computer and emerging sciences, Islamabad, Pakistan</p> <p><b>The Impacts of online reviews on Consumer buying behavior and reputation of the business</b></p> <p><b>Abstract</b> Many consumers consult online reviews before making buying decision. Yet little is known about the impact of their reviews on reputation of business and buying behavior. This research studies the various impacts of reviews on consumer buying behavior and reputation of the business. Online reviews and recommendation from peers about product and services play an important role in making purchase decision. For that we conducted experimental study of (N-120) to analyze the changes in consumer behaviors and what they think about that website reputation after reading the (positive, negative and neutral) reviews about it. Using SPSS 19.0 software for data analysis and assumptions, statistical results show that online reviews effect on consumer buying behavior and reputation of the business.</p> <p><b>Keyword</b> Electronic word of mouth, purchase behavior, consumer behavior, online consumer reviews</p>
<p><b>Abdullah Alghamdi</b> ERCICRSSH1804071</p>	<p><b>Abdullah Alghamdi</b> Student HR, Prince Mohammad University, Saudi Arabia</p> <p><b>KSA 2030 Vision</b></p> <p><b>ABSTRACT</b> The purpose of this paper is to investigate the viability of Kingdom of Saudi Arabia (KSA) 2030 vision. The paper starts with a historization of the economical status of the KSA. Second, the paper explores employees' perceptions of the viability of the vision. Towards this goal, a mixed method is conducted. Quantitative data were collected through a questionnaire of 17 questions that investigated:</p> <ol style="list-style-type: none"> <li>1. The viability of the 2030 vision.</li> <li>2. The challenges facing the vision.</li> <li>3. The solutions to these challenges.</li> </ol> <p>Qualitative data were collected through three open ended questions which the survey ended with. The purpose of the qualitative data is to confirm results obtained from the quantitative element. Results indicated that 79% of the participants believed in the viability of the vision; 82% think that challenges can be an issue towards achieving the vision; and 80% are optimistic that potential solutions could address these challenges.</p>
<p><b>Arshmah Batool</b> ERCICRSSH1804072</p>	<p><b>Arshmah Batool</b> Bachelors of Business Administration, National University of Computer and Emerging Sciences FAST NUCESi, Islamabad, Pakistan</p> <p><b>Impact of High Performance Work Practices and Knowledge Sharing on</b></p>

	<p style="text-align: center;"><b>Employees Performance and Creativity</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>High performance work practices (HPWP) system plays very important role not only in strategic HR literature but also in organizations which strive for excellence in competitive market now a days. This article analyzes “the impact of high performance work practices and knowledge sharing on employees’ performance and creativity”. All the responses were collected through the survey from of self-report type. Out of 200 questionnaires we received and examined the keenness of 145 employees of public and private sectors in Rawalpindi and Islamabad, Pakistan. The response rate of employees was 72.5% in total. Multiple linear regression analyses were used to test all main effect hypotheses. Our result shows that there is significant relationship between High Performance Work Practices and Employees Creativity and Knowledge Sharing. The discussions of our research analyze the ramification of results and recommend future directions for research.</p> <p><b>Key words:</b> High performance work practices, Knowledge sharing, Employees’ performance, employees’ creativity</p>
<p style="text-align: center;"><b>Ayesha Shafqat</b> <b>ERCICRSSH1804073</b></p>	<p style="text-align: center;"><b>Ayesha Shafqat</b> Bachelors in Business Administration, FAST School of Management, FAST National University of Computer and Emerging Sciences, Islamabad, Pakistan</p> <p style="text-align: center;"><b>Cyber bullying and social networking sites addiction: Analysis of Personality Behaviors</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Throughout the past several years, e-commerce has significantly changed the world. Like all other revolutions, this also has simultaneously brought about changes which take in the good ones and the ugly ones. The good considers all the possible benefits of e-commerce people revel in; likewise e-commerce also embraces its dark side, or what we say “The Ugly” its shortcomings to individuals which are therefore hard to escape. Thus, we hypothesized the impact of risky cyber security behaviors and personalities on cybercrimes and social networking sites (SNS) addiction. Grounded by literature insights, findings from quantitative questionnaire (n=129) was conducted from students of FAST NUCES University, Islamabad along looking into various online contexts. Our research results indicates that personalities do have a significant effect on SNS addiction however, the relationship between personality behaviors on our variable; cyber bullying was not considerably relatable. This article hence highpoints the usefulness of this research by emphasizing straight on more effective training and awareness mechanisms. Recommendations for future and managerial implications are discussed.</p> <p><b>Keywords:</b> Prevention, Promotion Oriented Personalities, Cybercrimes, SNS</p>
<p style="text-align: center;"><b>Ajlal Maqsood Mughal</b> <b>ERCICRSSH1804074</b></p>	<p style="text-align: center;"><b>Ajlal Maqsood Mughal</b> Fast School of Management, National University of Computer &amp; Emerging Sciences (NUCES), Islamabad, Pakistan</p> <p style="text-align: center;"><b>The Effects of Technology Usage on Privileged and Underprivileged Children. An Explanation</b></p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>An experiment conducted on group of 80 children, was used to detect the</p>

effect of technology on the health, height, weight, and run time of children. Variables which were used to differentiate between these two study groups of 40 children each were whether they belong to privileged households or underprivileged. Underprivileged children girls lagged behind in race time while privileged girls did well. Whereas, underprivileged boys did better than privileged boys. Contributing variables are discussed in detail in the article. With the objective of defining how the impact of technology use varies between the privileged and under-privileged, this study contributes to the literature significantly.



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**Youth Empowerment through Entrepreneurship for Poverty Alleviation in Northern Nigeria**

**Abstract**

Poverty alleviation is a global challenge to humanity. Its severity on developing nations like Nigeria calls for intensive research and development in to new and improved technologies that will boost industrial production and enhance economic development. The purpose of this research is to among other find out why the youth in Northern Nigeria were left behind in fighting poverty, and to also find strategic means of reducing poverty through entrepreneurship activities. The research is a survey of literature and observation on entrepreneurship and development activities in the incidence of poverty in northern Nigeria. It reveals that there were several investment opportunities in northern Nigeria that could transform the economy and empower the youth through job creation, employment generation, productivity and poverty reduction. Unfortunately they have not been exploited. Inadequate information, corruption, nepotism, laziness, political and other environmental factors were found to be responsible for increase poverty in the region. It is recommended that government should ensure strict implementation of those policies that will enhance poverty alleviation among youth, fight corruption to the best of its ability, provide adequate infrastructures and spread information to reach every part of the region

**Key words: Youth Empowerment, Entrepreneurship, Poverty Alleviation**



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**Perceptions Regarding Flow Breaking Advertisements Over Social Media**

**Abstract**

The research proposes to explore the perceptions, and potential reasons behind those perceptions regarding flow breaking advertisements over social media, for the enlightenment of Marketing industry and filling the gaps between practice and literature, as body of knowledge suggested negative perceptions lead to negative follow up. Three different focus group activities were conducted for this purpose based on referential sampling, keeping the age, gender, marital status and work schedules of the individuals under consideration. Focus group discussions were examined using quasi statistics and such demographics on investigating in detail, showed interesting variations, providing researcher with resilient foundations for bridging the theory with practice. Findings of

	<p>the study fabricated three categories of perceptions existing regarding flow breaking ads; demarcated as the positive ones which encouraged individuals to observe ad over social media, the negative ones which compelled individual towards skipping/avoiding the ads and the neutral perceptions that played no significant role and led the person rarely notice the ad. The revision astoundingly advocated the neutral category of perceptions regarding flow breaking ads as the most dangerous category for marketers and the other two categories were prescribed as the potential ones. The study further nurtured four broad themes, extracted from the focus group discussions, as the prospective reasons behind the perceptions regarding ads over social media and assisted to operationalize the pertinent sub themes against each main theme. The rationales of examination were presented through rich models and tabulations for clear understanding.</p> <p><b>Keywords:</b> Perceptions, Flow breaking advertisements, Marketers, Social Media.</p>
<p><b>Dr. Bashir Abubakar Yusuf</b> ERCICRSSH1804077</p>	<p><b>Dr. Bashir Abubakar Yusuf</b> Department of Business Administration, College of Administration and Management Studies, Hassan Usman Katsina Polytechnic Katsina, Katsina State, Nigeria</p> <p><b>Youth Empowerment through Entrepreneurship for Poverty Alleviation in Northern Nigeria</b></p> <p><b>Abstract</b></p> <p>Poverty alleviation is a global challenge to humanity. Its severity on developing nations like Nigeria calls for intensive research and development in to new and improved technologies that will boost industrial production and enhance economic development. The purpose of this research is to among other find out why the youth in Northern Nigeria were left behind in fighting poverty, and to also find strategic means of reducing poverty through entrepreneurship activities. The research is a survey of literature and observation on entrepreneurship and development activities in the incidence of poverty in northern Nigeria. It reveals that there were several investment opportunities in northern Nigeria that could transform the economy and empower the youth through job creation, employment generation, productivity and poverty reduction. Unfortunately they have not been exploited. Inadequate information, corruption, nepotism, laziness, political and other environmental factors were found to be responsible for increase poverty in the region. It is recommended that government should ensure strict implementation of those policies that will enhance poverty alleviation among youth, fight corruption to the best of its ability, provide adequate infrastructures and spread information to reach every part of the region</p> <p><b>Key words:</b> Youth Empowerment, Entrepreneurship, Poverty Alleviation</p>



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**Women Survival in Louisa May Alcott's Little Women**

**Abstract**

**Keywords : Women Survival, Feminism, Novel Little Women**

The study concerns on the way the writer explores the concepts of women survival to express her idea thh the novel Little Women. The writer uses the qualitative descriptive analysis as the method to analyze the relationship between the main character and women survival values which are appeared in the main character of the novel. The data are obtained from the books of feminism with related with women survival or liberal feminism. In this analysis, the writer finds out the final result show is the characteristics of the main character which reflects the women survival and feminism values. The main character applies androgyny in her life like liberal feminism suggest. Jo March, who decides to be not married at the first story, finally she determines to marry with the man she loves. But when she look at her sister Meg and Amy who getting married she also change her way then getting marry with Mr. Bhaer. At time when most young women of her class aimed only to make a good marriage, Jo March becomes an iconic figure. Swimming quietly, but with great fortitude, against the tide. She shows to the world that she can do great thing to take part in the public sphere. She creates a sereies of novel that are beloved very much by people.

**Hsing-Kuo Wang**  
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**Servant leadership and employees organizational citizenship behavior:  
The mediating roles of psychological contract**

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**Kinmen, Taiwan**

**Abstract**

This study aims to test whether manager servant leadership influences employee organizational citizenship behavior via the mediating mechanism of psychological contract. A survey-based methodology was used to collect data from 75 service firms within Taiwan, and hierarchical linear modeling analysis (HLM) was applied to examine the hypotheses model. This study extend our understanding of the main effects of servant leadership on organizational citizenship behavior by highlighting the important mediating role of employees' psychological contract in the servant leadership. These findings have significant implications for research and practice.

**Keywords: servant leadership, psychological contract, organizational citizenship behavior**



**Modern Campaign : Jember Fashion Carnaval's Concept as an**  
**Indonesian's Local Culture Development Strategy**

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**Abstract**

Jember Fashion Carnaval (JFC) is an international carnival standard that established in Jember, East Java in 2002. JFC was not show up from local

<p><b>Rr Yudiswara Ayu Permatasari</b> <b>ERCICRSSH1804082</b></p>	<p>culture but based Dynand Fariz's creativity as the JFC Founder. JFC does not follow most of carnivals but confirm themselves as a new trend. JFC has been a city branding of Jember district in its existence as The City of Pesantren, The City of Tobacco, and The City of Suwar-suwir. Modern campaign is a process to influence people to new system without losing the old one. Modern campaign JFC sourced from popular issues of society that become JFC themes and activity concept. Based on that statement, we need to explore more about the meaning of JFC, its modern campaign concept, and also JFC as a strategy concept to develop Indonesia's local culture. This research uses Calculative Method in philosophy perspective. Authors used philosophy perspective as the method because this method is more comprehensive and radical. Data Collection Technique uses direct observation from pre-event until event. Interview respondents include JFC Center intern, Jember society, and Department of Tourism and Culture to represent Jember Government. Data Analyze Technique uses Constant Comparative Method. Verstehen, Interpretation, and Hermeneutic as philosophy method is used to conclude this research. The results of this research are to increase treasury of knowledge about modern campaign concept in JFC event, give a positive reference, and as a consideration of society and also Indonesia Government to develop Indonesia's culture. JFC has succeeded to be a "booster" for the revolution of local culture in Jember and increase economic, social, politics sector and others in society.</p> <p><b>Keyword : Jember Fashion Carnaval , modern campaign , culture</b></p>
<p><b>Md Awal Hossain Mollah</b> <b>ERCICRSSH1804084</b></p>	<p><b>Civil Society in Bangladesh: Challenges and Prospect</b></p> <p><b>Md Awal Hossain Mollah</b> <b>Public Administration, University of Rajshahi, Rajshahi, Bangladesh</b></p> <p><b>Abstract:</b></p> <p>There are verities of opinions for the origin and development about the concept of civil society. However, thinking goes back many centuries in Western thinking with its roots in Ancient Greece. The modern idea of civil society emerged in the 18th Century, influenced by political theorists from Thomas Paine to George Hegel, who developed the notion of civil society as a domain parallel to but separate from the states. It is one of the vital instruments of social life that is voluntary, self-generating, self-supporting, autonomous from the state and bound by a legal or shared set of rules.</p> <p>This paper highlights on the role of civil society in various aspects of governance in Bangladesh. It has been found that there are lot of challenges which have been facing civil society in Bangladesh since it's' independence but their contribution to development and governance are enormous. Recent day, the respect and concentration of government and political parties to the civil society organizations (CSOs) are increasing. This is the sign of democratic values in Bangladesh.</p>
<p><b>Ian Nasser Berowa</b> <b>ERCICRSSH1804085</b></p>	<p><b>Management Practices And Faculty Job Satisfaction at the Mindanao State University, Main Campus, Marawi City</b></p> <p><b>Ian Nasser Berowa</b> <b>Department of Political Studies, Mindanao State University - Main Campus, Marawi City, Philippines</b></p> <p><b>Abstract</b></p> <p>The study is designed to ascertain the perception of the faculty of the Mindanao State University on the prevailing management practices in the University and their effect on job performance. The pertinent data for</p>

	<p>this study were obtained through the use of a structured questionnaire that was administered among a randomly selected sample of 218 faculty. It was found that out of the 26 indicators of the University management practices, only four indicators, namely, academic freedom, de-loading, non-imposition of penalties for absence and provision of faculty incentives were agreeable to majority of the respondents. Moreover, in terms of the respondents' level of satisfaction on these management practices, it was revealed that the faculty respondents were quite satisfied with only two management practice indicators, that is, academic freedom and monthly salary deduction. On the other hand, they were dissatisfied with 10 indicators and uncertain with the other 14 indicators of management practices. Accordingly, the research findings suggest that since only very few of the current University management practices are acceptable to the faculty then there is an urgent need for the University to operationalize most of its management practices, and capitalize in further improving those that are acceptable. Thus, this research endeavor recommends for the immediate conduct of a University-wide diagnostic survey on the condition of its employees especially the faculty so that appropriate management measures can be implemented in ensuring the adoption of development-oriented and employee-satisfactory management practices.</p> <p><b>Keywords:</b> Management Practices, Faculty Job Satisfaction, Job Performance</p>
<p><b>Abraham Musa Peter</b> ERCICRSSH1804086</p>	<p><b>Disasters Associated with Global Migration: An Assessment of Nigerias Foreign Policy in the Global Age</b></p> <p><b>Abraham Musa Peter</b> Department of Political Science, Faculty of Arts and Social Sciences, Federal University Lokoja, Lokoja, Nigeria</p> <p><b>Abstract</b> Global migration of people, goods and other natural forces have become a recurrent and popular decimal in the contemporary international system. This made the world a global village that brings everybody in the world together under one opportunity and one peril. The implication of this is that whatever affects one part of the world positively or negatively naturally affects other areas of the world. This made an investigation into the dynamics of internationalisation of disaster and the disaster of internationalisation, particularly as it affects Nigeria in the global age noteworthy. Nigeria had been a victim of several international disasters among whom is the 2012 flood disaster that emanated from the Republic of Cameroon. Nigeria's subscription to certain international treaties and obligations has also engendered several disasters among whom is the continual erosion of state sovereignty, the Nigerian civil war and the recent upsurge of secessionist struggles, the latest of whose is the Indigenous People of Biafra (IPOB) in the South – East and South – South parts of the country. The study adopted the qualitative method of research. The data of the study was collected from secondary sources such as published materials, internet documents and other unpublished sources. The study adopted the system theory to analyse the fact that what affects one part of the system affects the whole system. The study revealed that there are possibilities of mutual co – existence between Nigeria and her neighbours, but efforts must be intensified to ensure that the border and territorial integrity of the country is preserved.</p> <p><b>Keywords:</b> Migration, Disaster, Nigeria, Foreign Policy, Global Age</p>
<p><b>Ademola Sanda</b></p>	<p><b>Visual art as a therapeutic tool for correcting school refusal behaviour in</b></p>

<p><b>ERCICRSSH1804087</b></p>	<p><b>children</b></p> <p><b>Ademola Sanda</b> Curriculum and Teaching, University of Calabar, Calabar, Nigeria</p> <p><b>Abstract</b> There is a high statistics of elementary school age children who are out of school. A 2005 UNICEF report records about 40%, representing 4.7 million Nigerian children who are out of school due to uncurbed repulsive attitude to schooling, otherwise called School Refusal Behavior, (SRB). This paper proposes to investigate into the therapeutic potential of visual arts for correcting school refusal behaviour amongst Nigerian school age children in Calabar Education Zone of Cross Rivers State. A combination of survey and experimental research design will be adopted for this study. Survey research design is considered appropriate for sampling the population of pupils who indulge in school refusal behavior in the selected primary schools of the study area while Experimental research design will enable the researcher to manipulate school refusing group with visual arts induced classes against the control group. A purposive selection will be made of thirty (30) primary school pupils who indulged in the school refusal behavior. We propose two main art strategies namely: constructive collaboration between the generalist teachers and fine art teachers in the same classroom and home-based visual arts engagement.</p>
 <p><b>Syifa Nur Fadiyah</b> <b>ERCICRSSH1804088</b></p>	<p><b>Commodified Identity as the Ramification of Class Mimicry in Jean Rhys's after Leaving Mr. Mackenzie</b></p> <p><b>Syifa Nur Fadiyah</b> Department of English Literature, Faculty of Cultural Science, Universitas Padjadjaran, Jatinangor, Indonesia</p> <p><b>Abstract</b> Jean Rhys's 'After Leaving Mr. Mackenzie' (1930) is a modernist novel which portrays the fundamental struggle of the main character's rootlessness and class belonging to acquire the identity of higher position in the society. In order to receive the acknowledgment, the main character, Julia Martin, purchases the identity through the act of lacking-self-control consumption to maintain the appearances. Such action is an attempt to regulate the income she received effortlessly to retain the affiliation with the leisure class which makes the identity becomes a commodity. The phenomenon is explained as the impact of the following visual culture project promoted in the early twentieth century which demanded the visually distinguishing characteristic between the colonized and colonizer. The colonizer society, however, is further impacted by the battle of visual discerning between the classes within them and provokes the act of mimicry executed by the lower class. In the novel, Julia's whole venture to imitate requires nothing but money. Therefore, with the represented social context, this paper would like to examine the commodified identity in the selected work.</p> <p><b>Keywords</b> Modernist literature, Commodified identity, Social class, Mimicry</p>
<p><b>Rawewan Proyrungroj</b> <b>ERCICRSSH1804089</b></p>	<p><b>Motivations of Thai Diaspora Tourists in visiting their Homeland</b></p> <p><b>Rawewan Proyrungroj</b> Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, Thailand</p> <p><b>Abstract</b></p>

	<p>This study aims to examine the motivations of Thai people who have migrated to live in European countries in visiting Thailand. These people are also known as ‘diaspora tourists’. An interpretive paradigm utilizing qualitative research approach. The data were drawn from 25 respondents who were Thai people who have lived or worked in European countries and usually came back to Thailand. These respondents were selected using purposive sampling and snowball sampling. The methods used to collect the data were semi-structured interviews and participant observation. The number of the respondents was justified by the saturation point, which is when no theme was found to emerge from the data. The collected data were analysed by using the thematic analysis technique. The findings of the research revealed that the motivations of Thai diaspora tourists in visiting Thailand were multi-facet and could be divided into six main themes: (1) a desire to visits relatives/friends; (2) a feeling that the visit to Thailand was a ‘must-do’ activity; (3) a desire to search for their own root; (4) a desire to gain an experience of their homeland which was likely to be different from that of a country where they were living/working; (5) a desire to feel that they were still part of the homeland’s culture; and (6) a desire to join a certain important festival of their homeland. The first five motivational factors were regarded as push motivational factor whereas that last one represented the pull motivational factor.</p>
<p><b>Luzviminda G. Rivera</b>  <b>ERCICRSSH1804090</b></p>	<p><b>The Implementation of the Essential Health Care Program (EHCP) in The Schools Division of Tarlac Province: An Evaluation</b></p> <p><b>Luzviminda G. Rivera</b>  Nurse, Department of Education Tarlac Province, Schools Governance and Operations Division (SGOD), School Health Section, Macabulos Drive, San Roque, Tarlac City, Philippines</p> <p><b>ABSTRACT</b></p> <p>This study evaluated the Implementation of Essential Health Care Program (EHCP) in the Department of Education, Schools Division of Tarlac Province during the School Year 2014-2015 in partnership with the Provincial Government of Tarlac (PGT). The CIPP evaluation model was used in the study. Questionnaire, documentary analysis, interview and observation were used in the data gathering. Documents that were available such as records and DepED memoranda and orders were used as sources of data. Tables were utilized to analyze the data. The study found that the implementation of the Essential Health Care Program (EHCP) in the Schools Division of Tarlac Province was outstanding in its administration and personnel while very satisfactory in its strategies. The supplies were very adequate and adequate in its financial resources and facilities. The extent/level of the attainment of implementation of its component was 81-100% (attained/implemented) in the daily handwashing with soap, toothbrushing with fluoride toothpaste and biannual deworming while on the additional dental services incorporated to the EHCP were 81-100% attained/implemented on fluoride application, atraumatic restorative treatment (ART) and pits and fissure sealant. The full implementation of the components of EHCP and additional dental services incorporated to EHCP were attributed to the full implementation of the activities in each component in compliance with the DepED memoranda and orders, supervision of School Health and Nutrition Section and support of the program administrators and program implementers, cooperation and participation of the program beneficiaries and the full support of the Provincial Government of Tarlac. There were problems in the administration, resources and processes of the implementation of the EHCP. For the administration, lack of support of</p>

	<p>parents in the implementation of the EHCP was seldom a problem. For the resources, inadequate number of functional clinics was considered as occasionally a problem while for the processes, poor participation of the pupils in the deworming activity was considered as seldom a problem. Thus, a proposed action plan to address these problems was developed to improve the implementation of the Essential Health Care Program in the Schools Division of Tarlac Province. Keywords: Essential Health Care Program, Dental Health Program, Nursing Services and Health Partnerships.</p>
 <p><b>Khaolil Mudlaafar</b> ERCICRSSH1804091</p>	<p><b>The Effect of Implementation of Islamic Values and Javanese Philosophy toward the Existence of Trader’s Socio-Economic Life in Sunan Muria Kudus Cemetery Complex</b></p> <p><b>Khaolil Mudlaafar</b> Department of Historical Science, Faculty of Cultural Science, Universitas Sebelas Maret (UNS), Surakarta, Indonesia</p> <p><b>Abstract</b></p> <p>The Sunan Muria Cemetery complex that has many pilgrims bringing their own blessings for life around there. Many people look for blessings by trading around the site. The condition of traders from the beginning until now has much developments. The purpose of this research is to know the existence of traders in The Sunan Muria Cemetery complex. The method used was descriptive qualitative by using primary data source taken by the interview and document review and the secondary data source from relevant book and journal. The results obtained were many traders built the shops around the site of the cemetery. The socio-economic life of local traders gains much effects from the Yayasan Masjid dan Makam Sunan Muria (YM2SM) which applies Islamic values. Besides, the traders independently take the initiative to build association so it can provide its own style in social interaction. The existence of YM2SM and the association that were built gives the impact of the implementation of Javanese philosophy in the life of traders, such as the theory of molimo, namely madat, madon, minum, main and maling. The application of Islamic values and the philosophy of Java makes the traders in those locations still exist until now. The conclusion is that the existence of traders in The Sunan Muria Cemetery complex is effected by the application of Islamic values and Javanese philosophy in their socio-economic life. <b>Keywords: Islamic values, Javanese Philosophy, Socio-Economic, YM2SM</b></p>
<p><b>Gloria Tshweneagae</b> ERCICRSSH1804093</p>	<p><b>Transnational Migration of Nurse Educators in Academia</b></p> <p><b>Gloria Tshweneagae</b> Department of Health Studies, University of South Africa, Pretoria, South Africa</p> <p><b>Abstract</b></p> <p><b>Introduction and background</b></p> <p>The general viewpoints undertakes that market forces, competition between countries for human and economic investment and migrants take full advantage of economic and intellectual benefits that control migration. Therefore, transnational migration is useful in understanding the reasons behind the movement between borders.</p> <p><b>Purpose</b></p> <p>The purpose of this concept analysis is to understand the opportunities, challenges and prospects in transnational migration in academia. The analysis will also create a debate on the concept of “home” and the</p>

transcendence of the nation state. Factors such as aging nursing population, new democracies, poverty and globalization will be discussed in the paper. Implications for policy will be discussed as an overarching conclusion to transnational migration.

**Methodology**  
Robert Park (1928) narratives on transnational migration was used to analyze the concept of transnational migration with particular interest on whether transnational migration among academics is able to increase the value of their labor or mobility.

**Conclusion:**  
The concept of home has been redefined and active re-organization of transnational migration is needed for the next generation.



**Nikita Khanna**  
ERCICRSSH1804095

**Is Globalization leading to No Space and No Choice?**

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**ABSTRACT**

The paper tries to highlight the reasons behind the backlash against the increasing economic and cultural reach of multinational companies. Globalization is a process whereby corporations discovered that profits lay not in making products but in creating branded identities that people adopt in their lifestyles. The other very essential argument is that there is an increasing commercial takeover of public space, destruction of consumer choice, and replacement of real jobs with temporary work. There is an assault on civic spaces, civil liberties and employment. Interestingly there is also a democratic resistance arising globally to challenge the hegemony of these brands as they have become revered symbols worldwide. The age of the brand witnesses the evolution of a new relationship between the producer and its product. Originally, brands were meant to assure the quality of the product, today the brand has detached itself from the product to become the selling point. The paper further would give various examples as highlighted by Klein in NO LOGO to analyse how corporate global marketing takes place. It would trace a shift from product marketing to brand marketing that has relegated manufacturing to a subordinate role in contemporary capitalism. The resultant would be degradation of labour, environment and human rights. It would emphasise on the condition of underpaid outsourced temporary contract labourers and further analyse the role played by women workers as globalised labourers where studies have shown these corporations having a huge female unmarried workforce. It then will highlight anti corporate activism in light of contemporary agreements in WTO, the anti WTO movement, and other trade agreements with reference to global injustice and the role played by trade and labour regulations.



**A Descriptive Study on Affixes in Ba a Dialect of Rote Language**

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**Abstract**

This study entitled ‘A Descriptive Study on Affixes in Ba’a Dialect of Rote Language. It was conducted to find out affixes in Ba’a dialect of Rote language. In this research, the writer used descriptive method. To collect the data needed, the writer chose 10 native speakers of Ba’a dialect as the

<p><b>Susi Yanti Boik</b> ERCICRSSH1804098</p>	<p>informants. The result of this research shows that affixes in Ba'a dialect of Rote language consist of prefix ma- as verb marker and possessive marker', prefix nama- as inchoative verb marker, prefix mana- as noun marker, and prefix ka- as ordinal number marker and possessive marker. Second kind of affix in Ba'a dialect of Rote language is suffix. They are suffix -s as noun marker, suffix -n as genitive enclitics, suffix -ng as first person singular possessive marker, suffix -m as second person singular possessive marker, suffix -n as third person singular possessive marker, suffix -n 'first plural inclusive marker, suffix -m as first plural exclusive marker, suffix -m as second possessive marker', -n as third person plural possessive marker and third person singular possessive marker, suffix -k as definite marker. The third kind of affix in Ba'a dialect of Rote language is circumfix. They are kama-....-k as adjective marker and naka-....-k as causative verb marker.</p> <p><b>Keyword: Descriptive, affixes, Ba'a dialect.</b></p>
<p><b>Nisanka Ariyarathe</b> ERCICRSSH1804101</p>	<p><b>Emerging Trends: Women and Local Government in Sri Lanka</b></p> <p><b>Nisanka Ariyarathe</b> Department of Public Policy, University of Ruhuna, Matara</p> <p><b>Abstract</b></p> <p>The principle objective of the study is to comparatively discuss the past and present changes of women representation of the local government level in Sri Lanka. After the independence there has been very little female representation in the political sector of Sri Lanka. However, the Act No. 1 of 2016 Local Authorities Elections (Amendment) was a remarkable and progressive action avoiding lowest female representation in Sri Lanka. The act introduced a mandatory quota of 25 percent of women. There are three types of local authorities at the local levels namely Municipal Councils (14) urban Councils (37) and Pradeshiya Sabas (258) and all local authorities 98% dominated by men before the significant change. By and large, political parties fielded 17128 female candidates and out of which 535 were able to win their wards. Political parties and independent groups have appointed 1991 women for local councils from their additional lists. According to the election commission report, 8721 local councilors have been selected and out of them around 2526 were women. In Fact, this dramatic enhancement trickled down to the grass root level and Sri Lankan society also began to expect their strong voices to speak out for women's hardships. Unfortunately, the most female councilors are passive in their councils and male councilors dominate them. There are many reasons that influences this male dominance. The most prominent reason being that the most political parties and the independent groups do not have a future political plan for their female counterparts. Moreover, political parties do not utilize their female members for active politics and eventually filled nomination lists with inaptitude and submissive female candidates.</p> <p><b>Key words</b> Women, Politics, Local Government, Sri Lanka</p>
<p><b>Henry Tapotubun</b> ERCICRSSH1804105</p>	<p><b>Dialoging The Religious Differences Trough Humor</b></p> <p><b>Henry Tapotubun</b> Center of Religion and Cross Cultural Studies, Gadjah Mada University, Yogyakarta, Indonesia</p> <p><b>ABSTRACT</b></p>

This paper aims to see how humor can be a way to establishing a close interrelationship between different religions through jokes and laugh. As we now, in many contexts in the world, humor or jokes is strongly related with “bullying”. However, in this context, what means as "laugh" is laughing at "ourselves" in this case our own dynamic religious life, which (actually) has many jokes to be laughed. From this context, it can be said that humor can be used for build and strengthen the relation between different religions in a relaxed atmosphere. Thus, this paper is expected to provide an alternative way to communicate religious differences, can even be a media of interreligious dialogue.

**Keywords: Humor, Religious Differences, Trust, Engagement, Hospitality**



**Beenesh Ansari**  
**ERCICRSSH1804108**

**Geopolitics of Syrian Conflict: Implications for Regional Security**

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**ABSTRACT**

The conflict in Syria has undergone many years now. A continued uncertainty prevails regarding the solutions or possible ways to reduce the intensity of conflict. The question as to who bears the responsibility of this protracted conflict, still remains unanswered or rather depicts many answers, making things increasingly vague. With President Bashar al Assad, determined to protect his regime, rebels struggling against the regime, the ISIS and other terrorist organizations fighting to establish their caliphate and most importantly the interference of external actors, both regional and extra-regional, all have made Syria a long-lasting battleground. The patterns and sources of funding, military equipment and resource distribution to and from the actors involved are still ambiguous. The use of chemical weapons and missiles in Syria has a direct effect on the Syrian citizens who are forced to flee to other neighbouring states, leading to an emerging refugee crisis, thus disturbing the overall regional stability. This research explores different dynamics of Syrian conflict; the repercussions of this war on the citizens of Syria and on the regional security in general. It argues that the main reason for the prolongation of conflict and the reason why international efforts to resolve it have failed so far, is that geopolitics being played between the great powers have worsened the situation and has only added complexity to the entire scenario. As a result the misery continues and with each passing day, the increased refugee influx and asylum seekers in the neighbouring and regional countries are destabilizing the region ever more rapidly.

**Keywords: Syria, conflict, funding, refugee crisis, regional stability**

**Chandima Wijesundara**

**ERCICRSSH1804109**

**Emerging Trends: Women and Local Government in Sri Lanka**

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**Abstract**

**Emerging Trends: Women and Local Government in Sri Lanka**  
 The principle objective of the study is to comparatively discuss the past and present changes of women representation of the local government level in Sri Lanka. After the independence there has been very little female representation in the political sector of Sri Lanka. However, the, Act No. 1 of 2016 Local Authorities Elections (Amendment) was a remarkable and progressive action avoiding lowest female representation in Sri Lanka. The act introduced a mandatory quota of 25 percent of women. There are three types of local authorities at the local levels namely Municipal

	<p>Councils ( 14) urban Councils (37) and Pradeshiya Sabas (258) and all local authorities 98% dominated by men before the significant change. By and large, political parties fielded 17128 female candidates and out of which 535 were able to win their wards. Political parties and independent groups have appointed 1991 women for local councils from their additional lists. According to the election commission report, 8721 local councilors have been selected and out of them around 2526 were women. In Fact, this dramatic enhancement trickled down to the grass root level and Sri Lankan society also began to expect their strong voices to speak out for women's hardships. Unfortunately, the most female councilors are passive in their councils and male councilors dominate them. There are many reasons that influences this male dominance. The most prominent reason being that the most political parties and the independent groups do not have a future political plan for their female counterparts. Moreover, political parties do not utilize their female members for active politics and eventually filled nomination lists with inaptitude and submissive female candidates.</p> <p><b>Key words</b> Women, Politics, Local Government, Sri Lanka</p>
<p><b>Joseph Christian Gloria</b> <b>ERCICRSSH1804110</b></p>	<p><b>The Effect of Workplace Design on Employee Engagement, Collaborative Capability, and on Perceived Work Performance in Coworking Spaces</b></p> <p><b>Joseph Christian Gloria</b> <b>Department of Human Resource Development Management, College of Commerce and Business Administration, University of Santo Tomas, Manila, Philippines</b></p> <p><b>ABSTRACT</b></p> <p>Coworking spaces phenomenon is rapidly growing across the countries of North America, Europe, and Asia. Owing to its functional work environment, it offers coworkers a collaborative atmosphere that makes them more involved at work. The research study aims to describe the causal relationship of workplace design to perceived work performance through the mediating roles of employee engagement and collaborative capability with the use of Structural Equation Modeling (SEM). The total of 350 coworkers aged 18-60 years old, from 27 different coworking spaces in Metro Manila, Philippines participated in the study. The findings of this research revealed that workplace design has no direct effect on perceived work performance; however, perceived work performance improves when coworkers are more engaged and have better collaborative capability. Nonetheless, the rest of the hypothesized premises were affirmed in the result of this study. This paper can help the HR managers and the business centers to create a more flexible and constructive workplace setting for their employees. Further, the results can be used as a basis for the fundamental shift of the traditional workspace into a new creative workplace.</p> <p><b>Keywords:</b> coworking spaces, workplace design, employee engagement, collaborative capability, perceived work performance</p>
	<p><b>Semiotic Analysis of Beauty Embedded in Fashion Modeling</b></p> <p><b>Dineesha Liyanage</b> <b>Department of Mass Communication, University of Kelaniya, Colombo, Sri Lanka</b></p> <p><b>Abstract</b></p>

<p><b>Dineesha Liyanage</b> ERCICRSSH1804111</p>	<p>This study is carried on to conduct a semiotic analysis on the inner beauty of the Fashion Modeling. Mainly this study is carried out in line with the semiotic analysis of Ferdinand de Saussure. In the modern Fashion Modeling is an impressive form of art which has also become a money spinner. Professional modeling deserves a significant place in the international context. The field of modeling is mainly going in tandem with the principles of mass communication. In semiotics, signs and various interpretations of signs are also taken into study. The semiotics of fashion modeling also deeply analyses operation of semiotics in the concept of beauty. This study is primarily catering to the female models. It pays attention on the subconscious interest of man to analyze the beauty of fashion modeling and the grasping of that concept by thinking. The discourses, ideologies and the facts of cognition are unraveled under this thinking process. Thereby, the interests and discourses based on the culture, personal whims and fancies, society, and economy are taken into consideration. In this regard culture and cross culture are given major attention.</p> <p>The content analysis is the main methodology used for this study. The cover pages of the three magazines GO, The Modelz and In Vogue were selected for this study. The study was based on the cover pages. The data was collected by gaining 300 opinions, as per 100 for each. The data was analyzed in line with quality and quantitative methods.</p> <p>The main conclusion of the study was to assess that within fashion modeling, the concept of beauty has been used in accordance with the principles of culture and cross culture.</p> <p><b>Key Words – Fashion Modeling, Semiotics, Concept of Beauty</b></p>
<p><b>Neha Jain</b> ERCICRSSH1804112</p>	<p><b>Women Legislators and Women Voter Turnout in Rajasthan since 1950's</b></p> <p><b>Neha Jain</b> Department of Public Policy Law and Governance, Central University of Rajasthan, Ajmer, India</p> <p><b>Abstract</b></p> <p>When one looks at the history of the last 100 years and the leaders and news makers, we would be hard pressed to find women. We have heard so much that women have come such a long way. Obviously, they have not come far enough. The Indian Constitution not only grants equality to women, but also empowers the State to adopt measures of positive discrimination in favour of women. Empowerment is one of the key factors in determining their success. Though women form a sizable part of India's population, their political representation and participation is definitely below the mark. The fact that women are grossly under represented at the political level in Central and State government, is a testimony to lack of political power in the hands of women. In this paper attempt is made to analyse the women representation in legislator women voter turnout in Rajasthan since 1950.</p> <p><b>Keywords – Assembly elections, Gender, political activism, Political participation, Policy making, reservation, women empowerment.</b></p>
<p><b>Ridha</b> ERCICRSSH1804119</p>	<p><b>The Integrated River Basin Management In The Baltic Sea Region To Reaching Good Ecological Status</b></p> <p><b>Ridha</b> European Studies, Universitas Indonesia, Jakarta, Indonesia</p> <p><b>Abstract</b></p>

The Baltic Sea catchment area consists of 1,720,270 km<sup>2</sup>, 93% of which is owned by nine coastal countries including Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland, Russia and Sweden. The Baltic Sea coastal population amounts to around 90 million people, struggling to protect the sea of pollution from agricultural, industrial and urban wastes. The agriculture field contributes the most in waste inputs to the Baltic Sea with 70% to 90% of nitrogen diffusion and 60% to 80% of phosphorus diffusion. The development of industrial infrastructure is one of the main sources of contamination in the Baltic Sea, which pollutes the soil and increases waste. Other pollution sources come from industrial and urban wastes which contribute a total of 12% of the nitrogen waste and 20% of the phosphorus waste. Both wastes are transferred through the waters. This study analyzes the Baltic Sea environmental protection and uses qualitative methods and exploratory methods. The existence of land-based pollution became the motivation for the Baltic Sea coastal countries and the European Union to make efforts to reduce marine ecological pollution by integrating watershed management through the Helsinki Commission (the HELCOM) framework in the Baltic Sea Action Plan (BSAP) strategy in the fields of eutrophication and dangerous substance, as well as the European Union Strategy for the Baltic Sea Region (the EUSBSR) in the EUSBSR Action Plan strategy, specifically the Policy Area (PA) Nutri coordinated by Finland and Poland and PA Hazards coordinated by Sweden. The development of urban waste management is an efficient step to reduce phosphorus load in wastes. The HELCOM member countries have designed waste management standards to meet the standards recommended by the HELCOM. Furthermore, PA Nutri strives for the efficient handling of nutrients and sustainable handling of sediment in waste management while PA Hazards reduces the use of hazardous substances by applying non-regulatory measures and the application of broad-scale policies and mitigating historical contamination of the Baltic Sea ecosystem. Achieving the status of a healthy marine environment is the target of the EU's Marine Strategy Framework Directive (MSFD) in 2020 and the status of healthy marine ecological recovery is targeted by the HELCOM BSAP in 2021.

**Keywords:** catchment area; pollution; the EUSBSR; the HELCOM; waste water treatment



**Rio Wicaksono**  
ERCICRSSH1804120

### **Geopolitical Interest of Russia In SCO and BRICS**

**Rio Wicaksono**

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#### **Abstract**

This paper examines the geopolitical interest of Russia in SCO and BRICS using the qualitative research method. It is found that Russia has strong geopolitical interest both in SCO and BRICS. SCO is important for Russia to expand its influence in Central Asia since it is necessary for Russia to have a strong presence in Central Asia in order to achieve Russia's geopolitical agenda in the future. Meanwhile in BRICS, even though its member comes from multiple regions, Russia still have interest in it because the organization is useful to promote changes in the current world order and global governances. This paper concludes that SCO and BRICS have become important to Russian geopolitical interest and will become important in the future. The future scope of Russian's geopolitics could involve Russia's response toward China's belt and road initiatives and its impacts to Russia. Another future scope can be about Russia's interest in other international organization such as WTO.

<p><b>Inte Dewi Anggraeni</b>  <b>ERCICRSSH1804121</b></p>	<p><b>Keywords: Russia, SCO, BRICS, Geopolitic</b></p> <p><b>IKEA as a Non-State Public Diplomacy Actor</b></p> <p><b>Inte Dewi Anggraeni</b>  <b>European Studies Graduate Program, School of Strategic and Global Studies, University of Indonesia, Jakarta, Indonesia</b></p> <p><b>Abstract</b></p> <p>This study discusses IKEA as a non-state public diplomacy actor. This study uses qualitative approach by analyzing CSR activities carried out by IKEA, especially those concerning negative issues involving IKEA such as the discovery of child labor practices carried out by IKEA suppliers in India. The analysis was carried out using Teresa La Porte's public diplomacy theory which provides three requirements which determines an organization as a diplomatic actor. The conditions proposed by La Porte are public diplomacy activities that are focused on its objectives, legitimacy to develop public diplomacy initiatives based on effectiveness, and the ability of the organization to progressively eliminate the boundaries between domestic and international dimensions. The first point proposed by La Porte has two additional requirements to determine whether an activity carried out by an organization can be categorized into public diplomacy activities, that is the related organization must have a clear organizational structure and the objectives of the activities carried out must have political elements in it. The analysis carried out proves that IKEA meets these requirements. IKEA has a clear organizational structure and its CSR activities have political objectives. IKEA also has public legitimacy to carry out its activities and has good enough effectiveness in achieving its political goals. In addition, IKEA is also able to blur the boundary between the domestic and international dimensions in carrying out its CSR activities. Therefore, it can be concluded that the CSR activities carried out by IKEA can be considered as public diplomacy activities and IKEA is a non-state public diplomacy actor.</p> <p><b>Keywords: public diplomacy, non-state actor, CSR, IKEA</b></p>
<p><b>Israt Jahan Nimni</b>  <b>ERCICRSSH1804122</b></p>	<p><b>Roots and Routes: Transplantation of South Asian Gender Norms in Maps for Lost Lovers</b></p> <p><b>Israt Jahan Nimni</b>  <b>Department of English Language and Literature, Noakhali Science and Technology University (NSTU), Sonapur, Noakhali, Bangladesh</b></p> <p><b>Abstract:</b></p> <p>British Pakistani novelist Nadeem Aslam portraits a Pakistani diasporic community who resides in the host country, Britain but maintains a strong sentimental and material connection to their country of origin—their homeland, in his second novel Maps for Lost Lovers (2004). These immigrants seek to reestablish a strong cultural heritage and a sense of identity through transmitting the tradition, customs and norms of home in exile. Though set in metropolitan Britain, the town in Aslam's novel has very much resemblance to a Pakistani village. The novel tells the saga of two lost lovers who are the victims of 'honor killing'. Honor killings are murders or attempted murders generally carried out by the male family members against the female family members as punishments for bringing dishonor on the family. It is marked as a culturally specific form of violence which is widely practiced in Pakistan in the name of the notion of 'ethnic and religious purity'. The usual reasons for these killings include refusing to accept arranged marriage, being in a relationship disapproved</p>

	<p>by the family, and having sex outside marriage. In Pakistani community, women are considered the standard-bearers of men's reputations. The standard of female purity is higher than the standard for men. Aslam maps all these things in his novel. This paper argues for an understanding of such violence as forms of gendered violence.</p> <p><b>Keywords:</b> Pakistani community, honor killing, culture, home and women, diaspora, identity.</p>
<p><b>Rizki Amalia</b> ERCICRSSH1804123</p>	<p><b>Halal Tourism: Analysis of Religiosity, Cultural Contact, MTEs and Intention</b></p> <p><b>Rizki Amalia</b> Department of Management, Faculty of Economics and Business, Syiah Kuala University, Banda Aceh, Indonesia</p> <p><b>Abstract</b></p> <p>This study focus on halal tourism which examines religiosity, cultural contact, memorable tourism experiences (MTEs) and intention as indicators to develop halal tourism in Aceh. The aim of this study is to find out relationship between religiosity, cultural contact, MTEs, and intention with halal tourism. This study will be executed using quantitative method which employs structural equation modeling (SEM) techniques to analyze the data. Data collected using Likert scale questionnaire of 500 respondents. Respondents are national and international tourists who visit Aceh for halal tourism experiences who come from Malaysia, Singapore, Thailand, Brunei Darussalam. The result of this study will convince the importance of religiosity and cultural contact to fashion MTEs for tourists who look for halal tourism destination. Thus, it will influence the intention of tourist to visit and revisit the place. Also, it can be utilized as recommendation for all stakeholders including government, tour operator, business owner, academia and local community to develop a much better halal tourism environment in Aceh. Therefore, Aceh will be famous and confirm itself as one of the best halal destination in Indonesia.</p> <p><b>Keyword:</b> Halal tourism, religiosity, cultural contact, MTEs and intention</p>
<p><b>Sabaria Catharin Debora</b> ERCICRSSH1804124</p>	<p><b>The Impact of Social Media Evolution in the Ukrainian-Russian Information War</b></p> <p><b>Sabaria Catharin Debora</b> European Studies Graduate Program, University of Indonesia, Indonesia</p> <p><b>ABSTRACT</b></p> <p><b>The Impact of Social Media Evolution in the Ukrainian-Russian Information War</b></p> <p>This study discusses the evolutionary impact of social media on information warfare between Ukraine and Russia. This study uses qualitative and quantitative approaches with data taken from the analysis of social media content owned by users from Ukraine and Russia, data related to the transformation and evolution of social media and statistical data taken from official sites. The analysis of the formulated problem is carried out by combining three theories: hegemony theory, agenda setting theory and securitization theory. The research revealed how social media evolved into one of the most effective weapons in the information war that occurred in the midst of the Ukraine-Russia conflict. Based on the social media content, it can be seen that users from Ukraine and Russia use offensive and defensive methods. The use of these two methods was due to news or situations that gave negative image to both countries. From the social media content, it can also be seen that the strategies used were</p>

	<p>generally propaganda and information manipulation. It can be concluded that social media users of Ukraine and Russia were under the influence of social media hegemony. The research also concludes that social media content that contains elements of an agenda setting can affect a country's security.</p> <p><b>Keywords: Social Media, Information War, Ukraine, Russia, Media</b></p>
<p><b>Pritha Sati Putri Moniaga</b>  <b>ERCICRSSH1804125</b></p>	<p><b>Control of the Spread of Fake News through Social Media.Case Study of Germanyon Facebook and Twitter</b></p> <p><b>Pritha Sati Putri Moniaga</b>  <b>European Studies, Universitas Indonesia, Indonesia</b></p> <p><b>Abstract</b></p> <p>The spread of fake news is actually one of the phenomena that has evolved since the time of the Roman Empire, almost as old as mass communication. Now fake news is more disseminated through social media and becomes a problem for many countries in the world. EU Member States are experiencing similar problems regarding the spread of fake news, including Germany. In mid-2017, Germany formulated a law to impose fines on social media companies that failed to meet its obligations within 24 hours. The formulation of this law was later renamed the Network Enforcement Act adopted on October 1, 2017. This law applies only to social media networks that have at least two million followers. NetzDG basically does not specify specific social media, except that it contains a set of social media with more than two million people..</p> <p>The result of the fake news spread raises the hate speech which also exacerbates the spread. The spread of fake news became more widespread after the emergence of various world events that refer to the hate speech on the fake news circulating. Based on the formulation of the problem, the research question arises as follows: Why has the controversy over the existence of fake news regulation control in Germany, which influences the German society's view of their nationalism?</p> <p>The research focuses on three theories, Antonio Gramsci's Hegemony Theory, Barry Buzan's Theory of Securitization, and Wilbur Scrahmm's Normative Theory. The results obtained, the legalization of NetzDG, a regulation governing fines on social media platforms that failed to remove fake news, in Germany, sparked controversy. The law that will control the distribution of fake news in social media is considered necessary by the (German) state, because fake news and hate speech in social media is feared will become hegemony and utilized by the right wing party in Germany. This law is used by the government in power, in this case the government of Chancellor Angela Merkel, to suppress the hegemony of the right-wing German party, AfD.</p> <p>Two social media platforms (Facebook and Twitter) became part of the mass media hegemony, which became a tool for hegemony of non-dominant groups. In this section it is found that the concept of hegemony that occurs due to the dominant group, becomes relevant to the situation arising from the implementation of the authoritarian concept and the German Government has applied the authoritarian concept to the social media platform used in the country. This is shown by two things, the existence of censorship and penalties that make the social media platform become subject to the German government.</p> <p><b>Keywords: social media, fake news, Germany, NetzDG, digital era, Right Wing Party</b></p>



**Chaitali Mandal**  
ERCICRSSH1804127

**'Other Gender in India': An Analysis of 2011 Census Data**

**Chaitali Mandal**

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**Abstract**

**Background:** In spite of a lot of human rights protection given to the "other-gender" population worldwide, they still face significant occupational challenges around the world because of their unique gender identity. The stigmatisation and segregation from the society have left them to compromise with the employment opportunities available.

**Data and Methods:** This paper uses the data on other-gender published by Census of India for the first time in 2011. We compare the level of literacy and work participation to the general population of India.

**Results:** The study found that there is around 4.9 lakh other-gender population in the country. The data reveal that other-gender have lower levels of literacy and labour force participation compared with the general population.

**Conclusion:** Our attempt is here to conceptualise the findings along with some discussion of the data limitations.

**Keywords:** Other-gender, general population, literacy, work participation



**Karthikeyan Parthasarathy**  
ERCICRSSH1804128

**Performance of Initial Public Offering In Indian Capital Market**

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**Abstract**

Initial public offerings are gaining importance worldwide as an important source of funds for the companies to accelerate their growth by using the mobilized funds to implement innovative strategies as well as considered as an important tool for investment since it offers huge profits on the listing day. In this study the short run performance of the companies is analyzed to understand the anomaly of abnormal returns as well long term performance to analyze the performance of the IPO's in the long run. The period of study is from January 2012 – December 2016. The sample for the study includes 64 companies listed in National Stock Exchange of India pertaining to the study period. The study uses to calculation of Underpricing method and Overpricing method, Initial return analysis method, Market adjusted Excess return method for identification of short term and long term performance of company and regression analysis. The results of this study will throw light on the performance of the IPO's which are majorly considered as a speculative tool and hence aid in better decision making for the investors. The findings help the investor to know about their investment of IPO in terms of short run and long run.

**Keywords:** IPO, Under pricing, Overpricing, NSE, Return

**Dr. Savitha**  
ERCICRSSH1804133

**Technical Efficiency and Productivity in the Indian Micro-Life Insurance Industry**

**Dr. Savitha**

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**Abstract**

	<p>This paper assesses the technical efficiency and productivity changes in micro-life insurance in India. Data envelopment approach and Malmquist productivity index was used to measure efficiency and productivity using the data from the Handbook on Indian Insurance Statistics provided by Insurance Regulatory and Development Authority of India. We found 80 percent of micro-life insurers to be technically inefficient and 20 percent input levels were underutilized. Decreasing returns to scale poses a risk to well-established players in Indian insurance market. We suggest the insurers to organise inputs in the production process effectively and focus on adoption of latest technology and benchmark human resource practices. The managers of inefficient firms should expedite measures to improve efficiency by better resource management, control operating expenses especially reduce the number of agents and boost net benefits, investment income and sale of policies to improve efficiency.</p> <p><b>Keywords</b> Micro-life insurance, technical efficiency, data envelopment analysis, Malmquist productivity</p>
<p><b>Dr. K. R. Pillai</b> ERCICRSSH1804134</p>	<p><b>India's Tourism Trajectory in the Post-Reform Era</b></p> <p><b>Dr. K. R. Pillai</b> Professor, School of Management, Manipal University, Manipal - 576104, Karnataka, India</p> <p><b>Abstract</b> Tourism occupies a prominent place in the development strategy of the country, due to its vast potential and multiplier effect through spillovers and linkages. Tourism multiplier is an all-encompassing indicator to measure its economic essence owing to its impressive inter-sectoral linkages. India could leverage the travel-centric traits of the global population by creating a conducive destination attribute through enabling policy and advisory services. Both due to the splendid destination attributes and facilitating policy milieu, India claims a sizeable slice in the global visitation pie. The 'Incredible India' call has conferred ample mileage in its tourism campaign in the international fora. The various initiatives taken by the government to promote tourism as a growth engine have amply supported the phenomenal growth in visitation and its positive spillover in the country. In this backdrop, the proposed study traces the longitudinal trends of various tourism related indicators, relevant to India, corroborating policy levels. The scope of the study is limited to foreign tourists' arrival in the country and its associated quantitative dimensions. The relevant data for the research will be elicited from Centre for Monitoring of Indian Economy's online repository through institutional access. The database comprises of foreign tourist arrival in gender and selected nationality dimensions, FOREX earnings from tourism, profitability and industry returns positions. The major analytical tools were CAGR, correlation, t-Test, One-way ANOVA and MANOVA. The results of analysis confirm impressive strides in the variables taken for analysis.</p> <p><b>Key words:</b> Tourism, India, Economic reform, Tourism impact, Inbound tourism</p>
	<p><b>Software Companies Strategy Towards Women Employess In The State of Telangana</b></p> <p><b>Janga Babu Rao</b> Centre for the Study of Social Exclusion and Inclusive Policy (CSSEIP), School of Social Sciences, University of Hyderabad, Hyderabad, India</p>

**Janga Babu Rao  
ERCICRSSH1804135**

**Abstract:**

Despite the urban and English educated have an edge over others, many lower middle class families coming from small towns of Telangana did find their lives significantly impacted by the employment in the software sector. The presence of world's major Software companies like Microsoft, Infosys Google, Wipro, Face book, IBM etc., provide the Hyderabad city a firm launch pad for further momentum in this highly competitive sector.

According to the Socio Economic Outlook 2016, Government of Telangana, "ICT industry in Telangana State consists of Business Processing Organizations and Knowledge Processing Organizations, providing professional services across the globe. Hyderabad is already a magnet which attracts the best in the world. The new ICT policy intends to embellish it even further to make it stand out as the most preferred destination for the IT companies.

Some companies are more female-friendly than others. IBM recently won the Anita Borg Top Company for Technical Women for 2011. This award reflects representation, retention, and advancement; but most of the women have been harassed and trampled for many years in all manners under the soles of male employees and male-dominated companies. There is a lot of disparity, discrimination and difference towards women employees on the face of the earth, and especially in the land of India. As well, women's influence in the early years of the software industry, software engineering remains a male-dominated field.

Software Industry process to be, it has been a social fact that the women has been treated secondary citizens since ages across the world. It is more so India, where the religious scriptures describe women so; as such the place of women connection with social, economic and political empowerment is lagging behind with a lower level.

The demographic indicators such as literacy, education, and rights reveal that there is a long way Indian women to go; and their share work force is also considered to be very high in the unorganized sector and nominal in the organized sectors.

However, the growth of software industry in India prove to be a bliss in disguising for women in India, as it has been encouraged women to joint infarct the growing interest in the Indian women to join the software industry is quite inspiring on demands a study to find out the reasons for this phenomenon. It is required to find out the reasons in order to follow the suit in other work avenues.

**Chetana Maddodi  
ERCICRSSH1804136**

**Investigating The Determinants of Digital Wallet Usage Intentions: An Application of UTAUT-2 Model**

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**Abstract**

The digital wallet adoption in India grew manifold in the last couple of years. The exponential growth of internet and mobile users, government policies to foster digital payments and the substantially im-proved telecom and digital infrastructure has led to the growth. Digital wallet providers are now mush-rooming in the lucrative market and are providing value-

	<p>added services to gain a competitive advantage. However, digital wallets have been slow to influence customer's adoption in smaller cities and towns. It is imperative for digital wallet providers to understand the user's behavior and devise strategies that facilitate the rate of adoption.</p> <p>This study is an investigation into the determinants that influence the user acceptance of digital wallet technology. The model comprises of seven constructs, namely, performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value and habit. The research was designed using quantitative technique in the form of questionnaires which was sent to respondents in the digital form. The data of 260 respondents was analyzed using Partial Least Squares (PLS) method, a statistical analysis technique based on the Structural Equation Modeling (SEM) to examine the path associated between dependent and independent constructs. The study found a significant positive influence of habit on behavioral intention to use digital wallets, followed by facilitating condition and performance expectancy. The findings of this paper would provide insights to both academic researchers and marketers to understand the determinants that influence the customer's intention of using digital wallet usage and accordingly formulate strategies to increase the usage intentions.</p>
<p><b>Ain Qurra Tul</b>  <b>ERCICRSSH1804139</b></p>	<p><b>Women in Parliament: Investigating the Substantive Role of Women Parliamentarians in Pakistan (2008-2013)</b></p> <p><b>Ain Qurra Tul</b>  <b>Department of Political Science &amp; International Relations, University of Gujrat, Gujrat, Pakistan</b></p> <p><b>Abstract</b></p> <p>The primary focus of this study is to investigate whether or not the women parliamentarians of the 13th National Assembly have played a substantive role in the promotion of women rights in Pakistan. On the basis of the analysis of parliamentary debates and the legislative business of the house, this study argues that the women parliamentarians have adequately contributed to raising the gender-sensitive issues in the lower house of the parliament. The findings demonstrate that women legislators are exceptionally progressive members of the House owing to their relative contribution to the legislative interventions (e.g. Questions, Calling Attention Notices, Bills, and Resolutions etc.) regarding the women's concerns. Notwithstanding women members have also come up into the debates and discussions on the issues of domestic and international relevance to the Pakistan. The paper contends that the period (2008-13) has witnessed forceful contribution of female parliamentarians in the National Assembly that suggest that the women parliamentarians are true representatives of the general women of Pakistan.</p> <p><b>Keywords: Women; Parliament; Pakistan</b></p>
<p><b>Diah Mulyawati Utari</b>  <b>ERCICRSSH1804144</b></p>	<p><b>The Development of Simplified Tool for Detecting Stunting in Children at Posyandu Level</b></p> <p><b>Diah Mulyawati Utari</b>  <b>Nutrition Department, Faculty of Public Health, University of Indonesia, Depok, Indonesia</b></p> <p><b>Abstract</b></p> <p><b>Background: Stunting, being short by age, lately become a primary nutrition concern in Indonesia. Data from Riskesdas survey shows the increasing number of stunting prevalence, from 36.5% (2010) to 37.2%</b></p>

	<p>(2013) which is nearly 9 million children under five years are stunting. In a long term, stunting will associate with suboptimal brain development and non-communicable diseases. Stunting requires an early detection, so it can be treated immediately. Unfortunately, the tool to determine child's stunting is beyond the capacity of cadres (community health workers) and health workers in suburb area. The tool requires to transform the age (in month) and length's result into z-score using software or table which is not practical enough at Posyandu Level.</p> <p><b>Objective:</b> This study aimed to develop a simplified tool to detect stunting using modified length board marked with cut-off for stunting corresponding to ages and evaluate validity and reliability of the modified length board.</p> <p><b>Method:</b> Using cross-sectional design, this study will evaluate the Sensitivity (Se) and Specificity (Sp) of the modified length board. These validity tests was followed by 38 respondents (cadres) from 13 Posyandu at Depok City-West Java. Each cadre measured the age and length of 5 children. The measurement results carried out by the cadres were compared with the results of measurements made by the validator.</p> <p><b>Results:</b> The validity tests show that the child's length measurement results by the cadres are exactly similar with the results from the validator. This is indicated by the results of the calculation of Se and Sp which reach up to 100%.</p> <p><b>Conclusion:</b> This modified length board can detect stunting among children easily and quickly. In addition, this tool has high level of validity and cost effective to be applied. It is suggested to use this modified tool at Posyandu level in order to detect stunting as earlier in the community.</p> <p><b>Keywords:</b> Stunting, Length Board, Cadres, Posyandu</p>
<p><b>Dr. Himani Bhattacharya</b> ERCICRSSH1804145</p>	<p><b>Need for Counselling and guidance and academic stress of Secondary students of Kolkata : A discussion</b></p> <p><b>Dr. Himani Bhattacharya</b> Indian Statistical Institute, Kolkata, West Bengal, India</p> <p><b>Abstract</b></p> <p>Today our life is full of workload, different types of requirements, burden and anxiety. In this context stress is a very common problem of our lives. That type of stress has an important topic in academic circle also. High level of ambition, unrealistic goal setting, unrealistic and high level of expectations by the parents, teachers, present system of education, peer pressure, burden of homework etc. leads to a student of an overload stress. As a result, students face severe stress in their academic area. To overcome these types of stress the present study tries to explore the utility of counselling and guidance among the students. For this purpose, a random sample of four Secondary schools (Bengali medium) Kolkata, West Bengal, consisting of 150 students of Class -X (boys and girls) has been taken into consideration for the collection of data. The aim of the present study is to assess the level of academic stress and utility of counselling and guidance among the students. The result of the present study shows that there is a strong positive correlation between academic stress and counselling guidance. So Counselling and guidance is very much essential for students.</p> <p><b>Keywords :</b> Academic stress, counselling and guidance.</p>
<p><b>Cheng-Shih Lin</b> ERCICRSSH1804146</p>	<p><b>The Practice of NQU Library Special Collections Taking the Kinmen Studies Collection Center as an Example</b></p> <p><b>Cheng-Shih Lin</b> Department of Business Administration, National Quemoy University,</p>

	<p style="text-align: center;"><b>Kinmen, Taiwan</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This research attempts to investigate the development of special collections in NQU library. The target were collected through “Kinmen Studies Special Collection Center of NQU”. The results will be referenced for other libraries. The case studies described the collection channels, book lists of special collection. Base on the policy of library collection of NQU, and successful experience of other libraries, the study build a framework of strategy for the future.</p> <p><b>Keywords</b> Kinmen study, special collection, institutional repository</p>
 <p style="text-align: center;"><b>PAURILLO, PRECY M.</b></p> <p style="text-align: center;">Precy Paurillo ERCICRSSH1804148</p>	<p style="text-align: center;"><b>Research Writing Ability of Senior High School Students as Perceived By Teachers of Sampled Schools In Quezon City</b></p> <p style="text-align: center;"><b>Precy Paurillo</b> English Department, Metro Manila College, Quezon City, Philippines Senior High School Department, Holy Spirit National High School, Quezon City, Philippines</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Research paper writing remains to be an uninteresting and unexciting topic for many students. They may not have thought of its significance in their relevant discipline and target workplaces especially now that the global context requires a productive research culture that can work along with the newest trends in education. The study shares an objective with The Tarlac State University when it set its goal during the International Research Conference (2017), which is to provide opportunities for faculty and student researchers to disseminate cutting edge research outputs in a wide range of disciplines while enabling them to build mutually beneficial partnerships with other nations and institutions. This then, confirms the indispensable value of research in the international field. This descriptive study was conducted on all the Research teachers of sampled schools in Quezon City. Data were collected by a valid and reliable questionnaire. In total, 93 percent of students reported to be lacking of motivation in research writing and the minimum score was found for interest in writing. On the other hand, 100 percent of students noted employing varied motivational activities in research writing as an answer to these challenges. This makes the role of the teacher in the explicit and motivating discussion of research writing in the classroom becomes crucial in the students’ ability. The use of these “fun tasks” is considered as recommendation which is based on the premise that cultivating students’ interest in research largely depends on the creativity of the teachers and the appeal of classroom activities and that learning could better take place when students are motivated and when they enjoy the learning process at the same time.</p>
	<p style="text-align: center;"><b>The Effect of Quality of Destination Website on Willingness to Participate in Online Co-creation Experiences on Users of Traveloka Websites</b></p> <p style="text-align: center;"><b>Farhan Adrinanto</b> Department of Management, Faculty of Economics and Business, Trisakti University, Jakarta, Indonesia</p> <p style="text-align: center;"><b>Dr. Deasy Aseanty</b> Faculty of Economics and Business, Trisakti University</p> <p style="text-align: center;"><b>ABSTRACT</b></p>

<p><b>Farhan Adrinanto</b> ERCICRSSH1804149</p>	<p>An official destination website (ODW) is a key component for tourist's decision-making processes. ODW acts as a direct channel where users may share experiences and opinions about previous or future travels. At the same time, it drives user participation in destination branding activities. In this context, it is crucial to identify how the destination website, could motivate user's participation with the brand. The purpose of this paper is to propose and evaluate a model that posits the destination website quality as a determinant factor to predict users' attitudes toward the website and their willingness to participate in co-creation experiences.</p> <p>Using a combined qualitative and quantitative method, this paper provides an exploratory research that examines the role of destination website quality on attitudes toward the website and the willingness to participate in online co-creation experiences.</p> <p>Findings confirm that there is a direct and significant relationship between website quality, attitudes toward the website and willingness to participate in online co-creation experiences. Moreover, attitudes toward the website partially mediate relationships between destination website quality and willingness to participate in online co-creation experiences.</p> <p>The literature of value co-creation is trying to identify which factors drive consumer's participation with brands across different consumption contexts. This study provides evidence that confirms, from a tourism destination website point of view, that website quality is one of these key factors that motivates user's co-creation with a destination.</p> <p><b>Keywords:</b> Quality of Destination Website, Willingness to participate, Online co-creation experiences.</p>
 <p><b>Subhan Ramdlani</b> ERCICRSSH1804151</p>	<p><b>Preserving Riverbanks Through the Agro-Tourism Concept in Indonesia</b></p> <p><b>Subhan Ramdlani</b> Department of Architecture, Faculty of Engineering, University of Brawijaya, Malang, Indonesia</p> <p><b>Abstract</b></p> <p>River banks is one of the classic problems in big cities in Indonesia. Most (up to 90%) are used for settlements, some have not been utilized, only empty land. In some locations, this empty land is quite productive, because it is covered with various productive crops, such as various fruits and other perennials. The idea of utilization as agro-tourism is actually a breakthrough resulting from agro-tourism studies that do not disentangle the concept of land conservation. The mapping method that follows each criterion is found after the two are compared with the reference of river bank utilization. The overlay mapping results will show the eligible area space, with priority handling on land conservation. The combination of mutualism from the concept of land conservation and the concept of agro-tourism is done to find the intersection of both. By knowing the boundaries of each, then the utilization of river banks can be more varied with accurate spatial analysis.</p> <p><b>Keywords:</b> land Conservation, Riverbanks, agro-tourism concept.</p>
<p><b>Prof. Nandan Prabhu</b> ERCICRSSH1804152</p>	<p><b>Role of Team Transformational Leadership and Workplace Spirituality in Facilitating Team Viability: An Optimal distinctiveness of identities theory-based perspective</b></p> <p><b>Prof. Nandan Prabhu</b> School of Management, MAHE, Manipal, India</p> <p><b>Abstract</b></p> <p>This paper intends to investigate the moderating role of workplace spirituality in the relationship between team transformational leadership</p>

	<p>and team viability under the theoretical lens of the theory of optimal distinctiveness of identities. This study adopted quantitative, cross-sectional research design at the team-level of analysis among 141 software development project teams that belonged to 22 IT organizations in the Indian IT sector to evaluate the effect of team transformational leadership behavior on team viability under the conditional presence of workplace spirituality. This research has found empirical evidence to show that team transformational leadership is positively associated with team viability or the team members' desire to be a part of future performance episodes of their team. However, this research has shown that the relative effect of workplace spirituality on the relationship between team transformational leadership and team viability is weaker in those teams that experience higher levels of workplace spirituality than those teams that experience lower levels of workplace spirituality. This research's originality exists in its team-level conceptualization of workplace spirituality, a gap in prior research addressed by this paper, in order to evaluate the interactive effects of team-level conceptualizations of transformational leadership and workplace spirituality on team viability. Further, this paper's originality stems from the explanation of team viability as the result of desirable balance between team members' needs for within-team inclusion and within-team differentiation.</p> <p><b>Key words:</b> Team transformational leadership, workplace spirituality, TV, optimal distinctiveness of identities</p>
<p><b>Ankitha Shetty</b>  <b>ERCICRSSH1804157</b></p>	<p><b>Antecedents to the financial mis-selling, amenace in the life insurance industry in India</b></p> <p><b>Ankitha Shetty</b>  <b>PhD Research Scholar, Manipal School of Management, Manipal University, Karnataka, India</b></p> <p><b>Abstract</b>  Financial mis-selling is the biggest challenge in the Indian life insurance industry. A cross-sectional survey was carried out to collect the quantitative data from full-time 834 insurance agents employed in life insurance companies in Karnataka State (South Region). In order to explore the antecedents of financial mis-selling in perspective with the organisational factors such as commission, competitive intensity, product complexity, product variety supervisory pressure and sales target to financial mis-selling using a validated structured questionnaire. The data was analyzed using partial least square method of structural equation modelling. The findings reveal that there is significant relationship of competitive intensity, product variety sales target and supervisory pressure on intention to mis-sell The opportunity for unethical selling increases when insurance companies design varieties of products meeting a particular need, exert excessive supervisory pressure on agents to maximize sales, exaggerate exceeding competitors, Hence the insurance companies should give sufficient training on product characteristics to the agents and edifice long-term relationship with customers rather than selling under deep competition and supervisory pressure. There is scarcity of literature that have explored mis-selling in life insurance industry. This study is an attempt to elucidate the organizational factors regarding intention to mis-sell from Indian perspective.</p> <p><b>Keywords:</b> Attitude, agents, unethical behavioural intention, mis-selling, insurance services, ethical climate</p>
	<p><b>Clean, Effective and Democratic Governance to realize Sustainable Development from Local Level in Indonesia</b></p>



**Yanuar Kartika Sari**  
**ERCICRSSH1804158**

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**Abstract**

Indonesia is a country in Southeast Asia which is the largest archipelagic country in the world consisting of 17,504 islands, a population of 270,054,853 million in 2018, Indonesia is the fourth most populous country in the world. Indonesia's economy in 2017 as measured by Gross Domestic Product (GDP) at current prices reached Rp. 13,588.8 trillion and GDP per capita reached Rp. 51.89 million or US \$ 3,876.8. The form of Government of the Constitutional Republic applied in Indonesia has the character of government held by the President as head of government which is limited by the constitution as well as a democratic system of government. The government is committed to building clean, effective, democratic and trusted governance. The Government gives priority to restoring public confidence in democratic institutions by continuing the consolidation of democracy through the reform of party system, election and representative institutions. The Indonesian government must be able to realize transparency in governance, and open public participation. So that to realize this the Government must be present to provide public services in accordance with the minimum service standards for the community accordingly. Law Number 25 of 2009 to increase the trust of the community. The Regional Government must also be present to realize the service in accordance with Law Number 23 of 2014. Mandatory Government Affairs relating to basic services which subsequently become a type of minimum service standards consists of Health Education, Public Works and Spatial Planning, Public Housing and residential areas, order public and community protection, Social. Not only this but also services for the vulnerable must also be considered, because they have the same right to receive the service. If a clean, effective and democratic government can be done through Public Services according to Minimum Service Standards, SDGs will be achieved. As we know that Indonesia has supported the Sustainable Development Goals (SDGs). The government has shown strong commitment and taken initial action, including linking most of the SDGs targets and indicators into the national medium-term development plan, following up strong convergence between the SDGs, the Medium Term Development Plan National. Signing of Presidential Regulation no. 59 of 2017 concerning the Implementation of the Achievement of the Sustainable Development Goals by President Jokowi in July 2017 is a major milestone, which sets out the structure and mechanisms of national SDGs governance for planning, budgeting, financing, monitoring and reporting. Given the national structure, Indonesia's success in achieving SDGs relies heavily on three main factors: Acceleration, Financing and Inclusion that should be a priority for 2018 and the coming years.

**Keywords:** Government, Clean, Effective, Democratic, Public Service, SDGs

**Abdu Samad PA**  
**ERCICRSSH1804159**

**Humanity in Islam**

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**Abstract**

Humanity and human welfare have been codified in its central religious book known as the Quran, which the Muslims believe was revealed by God

	<p>for the mankind.</p> <p>A definition of humanity seems easy to think of yet difficult to propose, and there have been disputes about it among different schools of thought. Most pioneers in social thought and leaders of movements claim that the main feature of their activities is their humanism and humanitarian efforts. To avoid having misconceptions about humanity or sinking in the whirlpool of literal interpretations and logical disputes, we need to first focus on the reality of the human being and his different aspects, and then discuss the derived infinitive word form humanity, its meaning, virtues, and functions.</p> <p>A human being is related with God, his own kind, nature, and the whole creation from that natural position. So, a human being's Islam is his humanity. The holy Qur'an emphasizes on the full alignment of religion and humanity. The following verses demonstrate this truth:</p> <p>So if they believe in the like of what you believe in, then they are certainly guided; and if they turn away, then they are only [steeped] in defiance. Allah shall suffice you against them, and He is the All-hearing, the All-knowing. The baptism of Allah, and who baptizes better than Allah? And Him do we worship. (2:137-138)</p>
<p>Mesirin Kwanjai ERCICRSSH1804160</p>	<p><b>Transnational TV Exposure Behaviour of Lao American Women</b></p> <p>Mesirin Kwanjai Department of Communication Arts, Faculty of Business, Economics and Communications, Naresuan University, Phitsanulok, Thailand</p> <p><b>ABSTRACT</b></p> <p>This research explores transnational television, especially exposure to Thai soap operas, and the behaviour of Lao American women nowadays, for remembering their homeland and reminding them of the ethnic and cultural identity of Laos. Questionnaires and interviews were used to collect data in Minnesota, United States, where Thai television soap operas are on a wave of popularity. This research shows that the majority of middle-aged Lao American female audiences habitually watch Thai television programmes, including soap operas, for two to three hours every day via the Thai Global Network satellite channel or websites on the Internet. However, some young viewers and teenagers sometimes engage with soaps on television sets with their families. Viewers' favourite genres are romantic comedy, period/history and action. Thai television viewing considered as a cultural practice becomes the daily routine in the living room between 6 and 10 p.m. The data suggest that Lao American women aged from 18 to over 50 still remember their homeland by speaking Lao, cooking and eating Lao food, wearing traditional dress and watching Thai television programmes, especially soaps. Drawing on transnational audiences and uses and gratifications communication theory, the study concludes that the television exposure behaviours of Lao American women as transnational audiences partly connect their memories of their homeland with the pleasures of viewing soaps, while at the same time reflecting the current lack of socioeconomic citizenship status amongst Lao American women due to their poverty, labouring jobs and the inequality of gender roles in family life.</p> <p><b>Keywords:</b> Transnational audience, television viewing, immigrant, diaspora and citizenship</p>
<p>Siti Chotijah ERCICRSSH1804161</p>	<p><b>The Effectiveness of Media Strategy by Ministry of Tourism Republic Indonesia for Increase Brand Equity of Wonderful Indonesia</b></p>

**Siti Chotijah**

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Nusa Tenggara Indonesia, Mataram, Indonesia**

**Abstract**

National branding of Wonderful Indonesia brings Indonesia as the top 20 fastest growing destination in the world ( The Telegraph, 2017). The national media, The Jakarta Post release that Indonesia Tourism growths top Malaysia, Singapore and Thailand. Indonesian growth is 25,05% and ASEAN Growth only in number of 7%. This growth indicate that campaign of brand Wonderful Indonesia as a national branding for Indonesian tourism is in good performance. World Economic forum release that number of competitiveness of Indonesia in tourism increase from 65 to 47 in 2017. This not In best perform, the number of competitiveness can increase if the strategy find the quick win to be more effective. This research will know about how communication and media strategy by The Ministry of Tourism increase brand equity of Wonderful Indonesia?. This paper will contribute to increase the effectiveness of communication and media strategy to increase brand equity and gain the 20 Million tourist in 2019 as the target of the Indonesian Government. This paper will know how communication and media strategy to increase brand equity of Wonderful Indonesia as tourism brand. This paper will analyze the communication and media pattern of POSE strategy (Paid Media, Own Media, Social Media and Endorser). This method of the research is using descriptive qualitative and by analyze the data by interview the number of Ministry Tourism member, policy maker, annual report and mass media studies during September – December 2017. This paper result is descriptive of effectiveness POSE method by showing SWOT analyze and recommendation quick win to increase effectiveness of communication and media strategy to increase best performance of brand equity of Wonderful Indonesia.

**Keywords: Communication, Media Strategy, Brand Equity, Wonderful Indonesia**



**Susi Yanti Boik  
ERCICRSSH1804162**

**Reduplication in Ba'a dialect of Rote language**

**Susi Yanti Boik**

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Yogyakarta, Indonesia**

**Abstract**

This study was conducted to find out forms of reduplications, functions of reduplications, and meaning of reduplications in Ba'a dialect of Rote language. In this research, the writer used descriptive method. To collect the data needed, the writer recorded daily life conversation of two informan in Ba'a dialect of Rote language and also read a Christians' Bible written in Ba'a dialect of Rote language then found out reduplications in it. The result of this research shows that types of reduplications in Ba'a dialect of Rote language consist of full reduplications, partial reduplications, reduplication with affixes, and reduplications of composite. In line with it, the functions of reduplications in Ba'a dialect of Rote language are inflectional that do not change the class of word and derivational that change the word's class. They forms verb, noun, adjective and numeral. While the meaning of reduplications in Ba'a dialect of Rote language are show pluralism, repetitive, reciprocity, rather, distributive, and intensity.

**Key word: Reduplications, Ba'a dialect, Rote Language**

<p><b>Yeni Nur Afifah</b>  <b>ERCICRSSH1804163</b></p>	<p><b>The Missing Chains of Village Funds Program Planning in Indonesia</b></p> <p><b>Yeni Nur Afifah</b>  <b>Master Candidate of Urban and Regional Planning, Faculty of Engineering, Universitas Gadjah Mada, Yogyakarta, Indonesia</b></p> <p><b>Abstract</b></p> <p>Village Fund is one of the government's programs to accelerate the village development in Indonesia. On its implementation, Village Fund management was indeed handed over fully to the village government, even though it was still guided by the direction of the central government. Various development programs have been raised by each villages from the Village Fund, most of which are still focused on infrastructure development. The fund allocation is quite large. For this reason, programs from the Village Fund are often in the spotlight. Nevertheless, the fact is Village Funds still have not given a real impact that can be felt directly by the community, but even ends up with failures, as happened in Jatiroto Village, Kayen District, Pati Regency, Indonesia.</p> <p>The purpose of this study is to explore the factors that have caused development programs from the Village Fund did not have a real impact on people's welfare. The data collection process was carried out by in-depth interviews to the several community respondents and village officials that have responsibility for managing Village Fund, also by direct observation in the field. The obtained materials are then transcribed and analyzed qualitatively. The results of the analysis raised three finding themes, namely the planning process, resource quality, and community participation, which gave crucial points regarding the causes of the failure of the Village Fund programs. The study of these three themes is very useful to understand how to optimize the implementation of the Village Fund in development programs, in particular, and the role of planning in development in general.</p>
<p><b>Jarunee Saenghwang</b>  <b>ERCICRSSH1804164</b></p>	<p><b>Transformational Leadership of Teachers in the Primary Educational Service Area Offices of the Three Southern Border Provinces of Thailand</b></p> <p><b>Jarunee Saenghwang</b>  <b>Education Faculty, Prince of Songkla university, Thailand</b></p> <p><b>Abstract</b></p> <p>This qualitative collective case study was designed to examine the characteristics of transformational leadership among the public-school teachers in the Primary Educational Service Area Offices of three southern border provinces of Thailand. A purposeful sampling with a snowball or chain sampling technique was employed to select sites and participants for the study and the key informants comprised 9 teachers with transformational leadership from the public schools of 9 Primary Educational Service Area Offices in three southern border provinces of Thailand including Pattani, Yala, and Narathiwat. The data were collected using a semi-structured interview protocol and in-depth interviewing. The researcher established rapport with the key informants, observed and collected the interview data, and reviewed the related documents. The acquired data were analyzed with content analysis. The trustworthiness of the study was confirmed through member checking. The findings indicated that there were 4 characteristics of the transformational leadership of teachers in the Primary Educational Service Area Offices of the three southern border provinces of Thailand: 1) inspiration builder; 2) wise problem confronter/solver; 3) role model in practice; and 4) activity innovator. The discovery has proven to be fruitful to the administrators of</p>

	<p>educational institutions and educational service area offices in training the teachers in the areas to further enhance the quality of education in three southern border provinces.</p>
<p><b>Savitha Basri</b>  <b>ERCICRSSH1804165</b></p>	<p><b>Technical Efficiency and Productivity in the Indian Micro-Life Insurance Industry</b></p> <p><b>Savitha Basri</b>  School of Management, Manipal Academy of Higher Education, Manipal, Karnataka, India</p> <p><b>Abstract</b>  This paper assesses the technical efficiency and productivity changes in micro-life insurance in India. Data envelopment approach and Malmquist productivity index was used to measure efficiency and productivity using the data from the Handbook on Indian Insurance Statistics provided by Insurance Regulatory and Development Authority of India. We found 80 percent of micro-life insurers to be technically inefficient and 20 percent input levels were underutilized. Decreasing returns to scale poses a risk to well-established players in Indian insurance market. We suggest the insurers to organise inputs in the production process effectively and focus on adoption of latest technology and benchmark human resource practices. The managers of inefficient firms should expedite measures to improve efficiency by better resource management, control operating expenses especially reduce the number of agents and boost net benefits, investment income and sale of policies to improve efficiency.</p> <p><b>Keywords</b>  Micro-life insurance, technical efficiency, data envelopment analysis, Malmquist productivity</p>
 <p><b>I Putu Gde Chandra Artha Aryasa</b>  <b>ERCICRSSH1804166</b></p>	<p><b>Internal Control System for Non-Performing Loans in Rural Credit Institution X</b></p> <p><b>I Putu Gde Chandra Artha Aryasa</b>  Master of Accounting, Faculty of Economics and Business, University of Indonesia, Jakarta, Indonesia</p> <p><b>Abstract</b>  This research is conducted to improve the internal control system of rural credit institution (Lembaga Perkreditan Desa, hereinafter referred to as LPD X) in the credit process. The development of the LPD X increases the manager's responsibility and risk of the LPD X. One of the risks in LPD X is the credit risk. With the credit process carried out at present the non-performing loan (NPL) value of LPD X in the last 3 increase years are 10.69%, 24.38%, and 26.64% (LPD X, 2017a). The theory used in this study is the accountability theory with the methodology case study. Case study is used to examine the NPL phenomenon in LPD X more deeply and can provide an evaluation for LPD X management. Data collection is done by observation, document study, and interview. The result of this study indicates that the efforts made in handling credit collection conducted by LPD X has not been effective as stated in the comparison theory and company. Because LPD X has not performed a reminder function for loans that will be due, does not have a credit billing SOP, the period of granting the first warning letter is too far with the credit limit due, and LPD X does not has a procedure for providing uncollectible accounts. Subsequent research can analyze other credit functions and use all elements of internal control.</p> <p><b>Keywords:</b> Rural Credit Institution, Lembaga Perkreditan Desa, Internal</p>

<p><b>Herry Santosa</b> ERCICRSSH1804167</p>	<p><b>Control Systems, Credit, Non-Performing Loans.</b></p> <p><b>Establishing Public Consensus Through Developing Spatial Multimedia System Towards Smart Governance in Managing Cityscape Planning</b></p> <p><b>Herry Santosa</b> Department of Architecture, Faculty of Engineering, University of Brawijaya, Malang, Indonesia</p> <p><b>Abstract</b></p> <p>The rapid development of information technology leads to the changes of the urban management system demanding the implementation of the smart city concept which aims to provide an environment for the community that is efficient, sustainable and secure, with the use of ICT (Information and Communications Technology). Smart governance is an aspect of smart city, with the concept of government agencies that are developed based on the function of information technology so that it can be accessed by the stakeholders effectively and efficiently. In this paper, the concept of smart governance is implemented in order to improve and develop community participation in the visual quality control of urban spaces that meet the social aspects, economic efficiency and biological health of the community through visual quality evaluation activities on city space corridors. The development of spatial multimedia as a support system in the planning process is one of the recent development in design planning activity that associated with the public participation. The use of spatial multimedia system intended as a medium of interaction between the planning concepts of the built environment and the community as a user. With the help of virtual world data, users are given the opportunity to conduct spatial exploration of the planning concept. The objective of the study is to develop a spatial multimedia system as a Decision Support System for structuring street corridor landscape based on 3D Interactive Simulation System. Through the scenario of interactivity development, 3D visualization in the virtual environment is expected to be efficient as well as supporting the development of the effectiveness of decision-making system in the evaluation of visual comfort quality in the streetscape.</p>
 <p><b>Juvy Lou Tamanal</b> ERCICRSSH1804168</p>	<p><b>Exploring Networks and Communities: A Case Study of the Philippine President's Supporters and Critics Facebook Pages</b></p> <p><b>Juvy Lou Tamanal</b> Department of Media and Communication, Sejong University, Seoul, South Korea</p> <p><b>Abstract</b></p> <p>This study will explore the political arena of the Philippines on which the country's political landscape has taken a dramatic shift in leadership due to the explosion of social networking sites (SNSs) that occur in social media such as Facebook. This paper provides the current Philippine president's supporters and critics Facebook pages on social media networks' description and analyses of their SNSs dataset using NodeXL program. There are three main focuses of the study: (1) implications of the demographic differences of both fan page networks in terms of age, location and political affiliation, (2) comparative data analyses of the difference in the connected vertices/nodes (e.g., density, diameter, and connected components) of the two opposing networks, the supporters and critics Facebook pages, and finally, (3) identifying the "who" plays the roles of the main speakers, mediators and influencers in a social network structure of the Philippine president's supporters and critics on Facebook. Results show that 56% members on both fan pages; the supporters and</p>

critics are on their 30s. For the networks' description, the supporters' page group showed denser connected components compared to the critics' page on the May 25th issue about the declaration of the Martial Law by the president. Lastly, the networks' metrics results show the main speakers, negotiators and influencers are media bloggers, social media users in the country and the overseas foreign workers (OFWs). The overall findings of this study show that both networks have strong signs of real-life communities in a social media landscape.

**Key words:**

NodeXL data analysis, Philippine social networking, online communities, SNS's main influencers, Facebook fan page



**Leesa Mohanty**  
ERCICRSSH1804172

**Audit Quality Empirical study on Indian Companies**

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**Abstract**

Better audit quality provides a form of assurance to stakeholders that financial statements of the auditee firms reflect true and fair view of their actual state of affairs. Similarly, earnings quality refers to the extent to which a firm's reported earnings accurately reflect income for that period. This study examines the impact of joint audit on audit quality. It is motivated by the ongoing debate where The Institute of Chartered Accountants of India (ICAI), the regulatory body governing auditors, has advocated to the finance ministry and the Reserve Bank of India (RBI) for the mandatory use of joint audit in private banks to enhance the quality of audit. Earlier, the Government of India had rejected the plea by ICAI for mandatory joint audits in large companies stating it is not a viable option for promoting domestic firms. We introduce a new measure of audit quality. Drawing from the domain of text analytics, we use relevant phrases in audit reports to gauge audit quality and demonstrate that joint audit improves audit quality. We also, for robustness, use prevalent proxy for audit quality (Big N Auditor, ratio of audit fees to total fees) and find negative effect of joint audit on audit quality. We, therefore highlight that different proxy for audit quality show opposite effect of joint audit.

**Keywords—** Audit fees, Audit quality, Big N Auditor, Joint Audit.



**Tariq Aziz**  
ERCICRSSH1804173

**Bond between Childrens academic achievements and Parents qualification**

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**Abstract**

The Aim of this study to compare the academic achievements of students who belong to educated and uneducated parents. The main objective of this paper is to discover the link between the social bond of parents and children and its influence on children academic performance. The hypothesis of the study is higher the qualification of the parents will results the higher children academic achievements. If the children show the deviant behavior then there will be some factors like parent education or peer group action which push him to adopt the deviant behavior. The Quantitative Research Design has been used to analyze the relationship among variables. The target population of the present research contained of the educated parents of Johar town the area of Lahore, whose at least

	<p>one child. Total sample of 110 respondents were selected through random sampling for the purpose of the selection of the sample through any sampling technique. After drawing the sample and designed the appropriate research technique data collected through questionnaire as a tool for data collection process. Questionnaire was filled by the respondents. Questionnaire was formulated on the basis of information drawn from the review of literature and knowledge of the indicators. Open ended question was asked by the researcher for the purpose of construction of questionnaire. After these process in finding Participant (N = 110) related to my study has opinion that if the parents are educated than children will be well socialized. It is deduced that the findings support the hypothesis that responses that higher the parent's education will be the result of higher familiar with the norms, rules and regulation about the society will be the result of good academic achievements of the children, on the other hand if parents are not educated and this ignorance leads them to less information about the society and the cannot socialized their children properly. This kind of behavior leads the students towards the deviant behavior, which is a social problem. It was also concluded that those students who have strong social bond with their parents will be good Academic achievement rather than those who have weak social bond.</p> <p><b>Key Words:</b> Parental Education, Children Academic Achievement, Socialization of children, Parental involvement</p>
<p><b>Jenny Ernawati</b> <b>ERCICRSSH1804174</b></p>	<p><b>Image of a Historic Street Based on Lay Peoples Cognitive Evaluations, Case Study Site: Kayutangan, Malang, Indonesia</b></p> <p><b>Jenny Ernawati</b> <b>Department of Architecture, Faculty of Engineering, University of Brawijaya, Malang, Indonesia</b></p> <p><b>Abstract</b></p> <p>Heritage area is one part of the city that contributes to the urban quality of life because it is crucial for the sustainability of the culture of the community. Unfortunately, many historic areas lost their existence and were destroyed and replaced by new and more modern functions to accommodate the present needs. One significant way to overcome this is to pay attention to the opinions of the local people because the existence of a historic area depends on the appreciation of the community. By knowing the views of the lay people, it is expected to provide valuable input in conserving the heritage area. Therefore, it is necessary to examine the factors affecting the image of a historic street based on lay people's cognitive evaluations. This study, thus, meant to explore factors underlying the image of a historic street and their influences on people's preference. The research used survey research method applying a questionnaire with Likert scale technique. One hundred and ten respondents participated in the study. Descriptive statistics, factor analysis, and multiple regressions analysis were employed to answer the research questions. Results indicated, according to lay people's cognitive evaluations, three factors underlying image of a historic street. They are Sense of Place, Uniqueness Character, and Place Identity. Further analysis found that those three factors influence significantly to people's preference. However, among the three dimensions, Uniqueness Character of the street affects people's likability the most, followed by Sense of Place and then Place Identity. These findings and its implications will be elaborated further in the paper.</p> <p><b>Keywords:</b> Historic Street, Malang-Indonesia, Cognitive Evaluations, Sustainable Culture</p>
	<p><b>Study of the Processes Of Urban Transformation In Coastal Or River Fronts. Bilbao and Valencia, Experiences in Spain</b></p>



**Pau Caparros Girones**  
ERCICRSSH1804053

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**Abstract**

The subject of this paper is the study of the transformation of industrial spaces through the implementation of strategies of urban regeneration. Specifically, the cases of Valencia and Bilbao. Two cities that during the last years of the 20th century and the first ones of the XXI have carried out urban regeneration operations on their coastal fronts.

The article has as a context the process of consolidation of these two metropolises that during the last decade of the 20th century and the first of the 21st century have gone through processes of intense growth, industrial crisis and recovery. During this time, Bilbao and Valencia have developed different urban strategies that can be understood in the context of a transition that goes from the industrial model that promoted them more than a century ago until reaching the era of post-industrial economies. This historical-economic framework coincides with the evolution of European cities, and that of their metropolitan areas, from the last years of the 20th century till today. In this period, the economy and the population have definitively become part of the dynamics of economic globalization. And their cities have also done so, and they have got to form part of a global competition that takes place at local and regional level, crossing the dimension of the former nation-state.

**Key words**

Urban sociology, urban regeneration, regional strategies, brownfield regeneration, waterfront strategies, sustainable regeneration, global city

The objectification of European identity in the treaties and declarations of the European institutions



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**Abstract**

In recent decades the concepts of “nation” and “territorial identity” are undergoing a transformation, with a transition from traditionally dominant ethno-cultural conceptions to others of the political-civic type. The former tend to define identity through objective elements while the latter take a more subjective approach. In this work, we account for this transformation in the case of European identity. To this end, we propose a qualitative and evolutive approach that uses texts promoted by the EU, in which identity has a relevant role. We carry out a content analysis focused on singling out those elements that have come to objectify the European identity. While we identify an advance in the political-civil conception, culturally oriented objective elements still persist.

European identity – European Union – nation – European construction  
Statecraft as Art and Practice in Islam

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**Abstract**

This paper may have been motivated at least in part by current conditions

	<p>in the Arab world, particularly in some parts of the Middle East, where the image of rulers has become a topic of discussion, both in everyday conversations as well as in the media. The status of rulers is an issue that appears in discussions dealing with various different perspectives, political, religious, economic and ethical.</p> <p>Arabic thought in the Middle Ages took these various aspects into consideration and discussed them all rather extensively. Political polemics were used as a way to enter into a discussion of rulers and their image, leading subsequently to the adoption of Islamic law as the framework in which political and ethical issues were to be determined.</p> <p>In the present paper we shed light on the intellectual framework in which the characteristics of rulers were discussed in the context of the Muslim caliphate. Our purpose is to determine the image of the ruler in medieval Arab thought from the religious-judicial and the political aspects as well as how this was reflected in actual practice.</p>
<p><b>Christine Diaz</b> ERCICRSSH1804094</p>	<p><b>Transboundary Environmental Governance: Expressions of Commitment on Climate Change Mitigation and Watershed Protection</b></p> <p><b>Christine Diaz</b> Political Science and History Department, Ateneo de Davao University, Davao City, Philippines</p> <p><b>Abstract</b></p> <p>The common pool resources and property regimes pose significant challenge in addressing issues pertinent to environmental governance. Questions as to who will participate and what forms of commitment can be extended in order to have inclusive and sustainable development strategies make the issue more complex. This paper argues that common pool resources can be potentially governed with the participation of the local residents. This argument is articulated through empiric data gathered through the City-wide Social Survey Series 7 in Davao City involving 630 respondents who were identified through random sampling. The respondents are household heads, at least 18 years of age, and are residents of the barangay for at least 6 months. The survey was conducted on April 9-12, 2017 and April 17-18, 2017. A + 4 margin of error was employed with 95% level of confidence. The findings indicate the great potential towards sustainable use of common pool resources as there are solid expressions of willingness to participate in the climate change mitigation activities and watershed protection. Furthermore, the respondents believe that the responsibility to protect the environment rests not only on the State but on local residents as well. The findings can guide policy makers, environmental protection advocates, and development practitioners who are working towards the sustainable use of transboundary common pool resources in Davao City and beyond.</p> <p><b>Keywords:</b> transboundary environmental governance, climate change mitigation commitment, watershed protection</p>
<p><b>Yi-Tung Su</b> ERCICRSSH1804096</p>	<p><b>Analysis of the Electronic Industry's Strategies to Enter the Medical Market Strategy-A Case Study of Wistron Corporation</b></p> <p><b>Yi-Tung Su</b> Department of Business Administration, National Quemoy University, Kinmen, Taiwan (R. O. C.)</p> <p><b>ABSTRACT</b></p> <p>With the rapid development of smart tablets and the Internet, Taiwan's electronics industry manufacturers have been greatly affected. As a result,</p>

	<p>Taiwanese companies are beginning to look for opportunities in the medical industry (i.e. to jointly develop new market opportunities). This study compares three electronics manufacturers' strategy models (Compal Co., ASUS Co., and Wistron Co.). It then explores, three main issues (1) the elements of Wistron's commodities formation, (2) what role Wistron's commodity team played in commodity formation (3) and how Wistron's strategies compare to its competitors' (Compal, ASUS,). It is hoped that this study can provide the electronics industry access to the medical industry's suggestions.</p> <p><b>Keywords:</b> Medical Industry, Entering Strategy, Wistron Corporation</p>
<p><b>Afrida Yahya</b> ERCICRSSH1804097</p>	<p><b>Local Community Attitudes toward Sustainable Rural Tourism: Case Study of Nusa Tourism Village Aceh</b></p> <p><b>Afrida Yahya</b> Department of Management, Faculty of Economics and Business, Syiah Kuala University, Banda Aceh, Indonesia</p> <p><b>Abstract</b></p> <p>The aim of this study is to understand the attitudes of local community in improving rural tourism sustainability. Studies related to sustainable rural tourism have been attracting researcher interest due to the many benefits it provides for not only host community but also for all stakeholders of rural tourism such as tourists, tour operators, tourism business managers and government officials. The study employs qualitative research design and utilized the insightful case study approach to comprehend the issues of local community attitudes on sustainable rural tourism. Particularly, this study will explore Nusa tourism village which has been successfully practicing rural tourism business and becomes the fastest growing tourism village in Aceh. The intrinsic case study is chosen to explore the study because Nusa tourism village shows a great significant improvement and can become a role model for other tourism villages in Aceh for its unique qualities and supports of its local leaders and communities. This study will construct practical knowledge that can be applied throughout tourism villages with the same level of requirements and situations.</p> <p><b>Keywords:</b> Local community, attitudes, sustainable, rural tourism and impacts</p>
<p><b>Yen-Chun Huang</b> ERCICRSSH1804099</p>	<p><b>A Research on the Relationship among Organizational Commitment, Job Performance, and Emotional Labor-the Case of the Public Servants and Teachers in Kinmen</b></p> <p><b>Yen-Chun Huang</b> Department of Business Administration, National Quemoy University, Kinmen, Taiwan (R.O.C.)</p> <p><b>ABSTRACT</b></p> <p>This research aims to explore the relationship among organizational commitment, job satisfaction, and emotional labor targeting on the public servants and teachers in Kinmen. We further will examine the mediating role of job satisfaction on the relationship between organizational commitment and emotional labor. We plan to apply questionnaire survey to conduct the research targeting the current public servants and teachers in Kinmen. Through regression analysis, we will find out the influence of organizational commitment on job satisfaction, meanwhile analyze the influence of job satisfaction on emotional labor; and eventually examine the mediating effect of job satisfaction. Based on the research findings and</p>

	<p>conclusion, we will provide practical implications for future references.</p> <p><b>Keywords:</b> Organizational Commitment, Job Satisfaction, Emotional Labor, Kinmen</p>
 <p><b>Rahina Nugrahani</b> ERCICRSSH1804102</p>	<p style="text-align: center;"><b>Visual Art Learning in the Age of Disruption</b></p> <p style="text-align: center;"><b>Rahina Nugrahani</b> Department of Art, Faculty of Language and Arts, Universitas Negeri Semarang, Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Disruption brings an important message that requires individuals or groups to always be prepared for rapid changes. Visual arts learning through formal education is often left behind and not in accordance with the demands of society and industry. This research will discuss the learning of visual art through virtual space which is a necessity in the digital era. The method used in this study is qualitative approach, which is intended to understand the phenomenon of what is experienced by research subjects, such as behavior, perception, motivation and overall action. The dynamic of knowledge in the information era has created non-formal learners who are able to develop their own specific materials, methods, and learning strategies. Visual art learning in virtual space is flexible, interactive and open to all available possibilities. The principle of flexibility makes learners in digital era more active to build their own creativity and adaptive to face challenges in disruption era.</p> <p><b>Keywords</b> Visual art, Virtual learning, Disruption Era, Collaborative learning, Arts education</p>
<p><b>Yen-Ting Tung</b> ERCICRSSH1804104</p>	<p style="text-align: center;"><b>The Influence of Experience Marketing on Tourists' Satisfaction and the Willingness of Revisit- An Empirical Evidence of Tourism in Kinmen</b></p> <p style="text-align: center;"><b>Yen-Ting Tung</b> Department of Business Administration, National Quemoy University, Kinmen, Taiwan (R.O.C.)</p> <p style="text-align: center;"><b>ABSTRACT</b></p> <p>In this era of information explosion, the same demand has too many choices; therefore, consumers become more and more astute. Relying on the quality and level of the product itself can no longer satisfy customers' appetite. Customers focus more on gaining favorable consumption experience; hence, the experience marketing becomes a trend in which customers perceive their potential needs, recognition, reliable products, and eventually create higher sales volume.</p> <p>On the other hand, many domestic sightseeing tours are still in the pattern of providing traditional tours, such as the arrangements of sightseeing programs, visiting local specialty shops, etc. The traditional patterns are comparatively easy to operate for the tour agents; for tourists, the patterns merely take them to a place with giving them deep impression and linkage. If the concept of experience marketing can be blended into Kinmen tourism environment to highlight the local features, the marketing values will increase and the local tourism industry will be promoted.</p> <p>This study is expected to use the questionnaire survey method to analyze the relationship between experience marketing and tourists satisfaction and their re-visit willingness. The research is expected to achieve the following objectives:</p>

	<ol style="list-style-type: none"> <li>1. To get an overall picture of current tourist satisfaction on Kinmen and their willingness to revisit.</li> <li>2. To explore the influence of experience marketing on customer satisfaction and the willingness of revisit.</li> <li>3. To put forward specific plans for the local governments or tour operators to establish follow-up business strategy research reference.</li> </ol> <p><b>Keywords:</b> experience marketing, satisfaction, willingness to revisit, Kinmen</p>
<p><b>Tzu-An Lee</b> ERCICRSSH1804106</p>	<p><b>The Entrance Strategy Analysis of Fresh Supermarket: The example of Kinmen</b></p> <p><b>Tzu-An Lee</b> Department of Business Administration, National Quemoy University, Kinmen, Taiwan (R.O.C.)</p> <p><b>Abstract</b></p> <p>In recent years, the supermarket industry has grown gradually, and the competition became severer, for example, the competition among Carrefour, PXMart and other supermarket competitors had extended the setup of stores to the Kinmen island. Take the PXMart in Kinmen as example, in 1998, the PXMart was founded, 68 stores of Chuan-Lien were re-taken, and the business strategy was based on “the best price provider” to provide the consumer with the most competitive price; meanwhile “the most reliable quality” was also its spirit to provide customer with products of the most reliable quality.</p> <p>In 2011, the 600th store was opened in Tzu-Hu of Kinmen, and also, in 2016, the second Kinhu store was also opened. Although the remote island will create higher logistics cost, yet the price in remote island won't be raised because of this, therefore, consumers in Kinmen island can have the same treatment as the consumers in Taiwan. In addition, Carrefour was opened in in 2018 at KinNing township, which has brought up competition of fresh supermarket in the remote island of Kinmen. Presently, supermarkets were opened one after another in the island. The purpose of the study was to analyze on how Taiwan's supermarket entered the Kinmen island area, meanwhile, the competitive advantage and consumer's habit will also be analyzed.</p> <p><b>Keyword:</b> Kinmen, supermarket, entrance strategy</p>
<p><b>Stephen Trinder</b> ERCICRSSH1804107</p>	<p><b>Encounters with the Other: Transcultural Possibilities in the Wachowskis and Tykwers Cloud Atlas?</b></p> <p><b>Stephen Trinder</b> Abu Dhabi Women's College, General Studies Department, The Higher Colleges of Technology, United Arab Emirates</p> <p><b>Abstract</b></p> <p>In the face of a return to the propagation of monocultural identity constructs in mainstream right-wing media and politics (Torreblanca and Leonard 2013, Ramalingam 2014), cinema has been discussed as a medium that confronts such discourses and critically interrogates nationalistic and racist ideas of Otherness – often encouraging cultural exchange and drawing attention to concepts of shared humanity over difference (Berghahn and Sternberg 2010). Contemporary intercultural films like Eastwood's Gran Torino (2008), Kaurismaki's Le Havre (2011), and Lioret's award-winning Welcome (2009), have been discussed for their potential in this regard (Schein 2010, Valesi 2012, Ceuterick 2014), with</p>

	<p>Rings concluding that Le Havre in particular highlights individual human agency by reminding its viewers of ‘historical parallels in monocultural suppression’ (2016: 108).</p>
<p><b>Sandra Perks</b> ERCICRSSH1804116</p>	<p><b>Online Mentoring Prerequisites For Career Development of Females: A Developing Country Perspective</b></p> <p><b>Sandra Perks</b> Business Management, Nelson Mandela University, Port Elizabeth, South Africa</p> <p><b>Dr Nadine Oosthuizen</b> Department of Business Management, Nelson Mandela University, Port Elizabeth, South Africa</p> <p><b>ABSTRACT</b></p> <p>This paper provides insight into the prerequisites needed for online mentoring programmes for female career development. Females remain conspicuously marginalised in executive and decision-making positions, regardless of the existence of equal opportunity and affirmative action policies in developing countries. Research has confirmed that females who have a mentor perform at superior levels. Online mentoring is especially beneficial for marginalised groups such as females. While online mentoring holds promise, it is not without its drawbacks. For this reason, knowledge of the prerequisites needed to implement an online mentoring programme in a developing country that will be beneficial for mentoring females for career development, is important.</p> <p>A positivistic research paradigm with quantitative methodology was followed to collect and analyse data for the study. Unfortunately, the few online mentoring institutions in South Africa all have a global presence, not specific within the developing country context, which is the focus of this paper. For this reason, participants involved in conventional mentoring in South Africa comprised the final sample of 67 respondents. A structured, self-administered online web-based questionnaire was compiled for the data-gathering to test six hypotheses related to the prerequisites for online mentoring and the benefits thereof for career development of females.</p> <p>The results found that within the developing country context, five of the six prerequisites tested are essential for implementing an online mentoring programme for the career development of female mentees. The multiple regression testing of the six hypotheses revealed only one statistical significant relationship between online mentoring perceptions and the benefits related to career development of females.</p> <p>Businesses considering the implementation of an online mentoring programme for female career development must ensure they meet the five prerequisites. The perceptions female mentees hold about the challenges of online mentoring in developing countries must be eliminated for maximum benefit of their career development.</p>
<p><b>Ratu Ayu Dewi Sartika</b> ERCICRSSH1804118</p>	<p><b>Is Expenditure for Consumption Associated with Adolescent Anemia?</b></p> <p><b>Ratu Ayu Dewi Sartika</b> Department of Public Health Nutrition, Faculty of Public Health, Universitas Indonesia, Depok, Indonesia</p> <p><b>Isna Aulia Fajarini</b></p>

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**Abstract**

**Background:** Anemia nutritional deficiency among adolescents is one of public health problem which still being a concern in developing country including Indonesia because of its growing prevalence and impact on lowering productivity. **Objective:** This study aimed to determine association between food expenditure levels and consumption frequency of iron source foods, living areas, and nutritional status with anemia among adolescents age 15-19 years old on Sumatera Island, Indonesia. **Methodology:** Using cross-sectional design, data were analyzed from Indonesian Family Life Survey year 2007 collected by RAND Corporation. The numbers of respondents are 731 adolescents. **Results:** The result showed that the average of haemoglobin level among adolescents on Java Island year 2007 was  $13,96 \pm 1,86$  g/dL (Girls  $12,7 \pm 1,48$  g/dL; Boys  $15,1 \pm 1,56$  g/dL) and the prevalence of anemia was 11,7% (Girls 26,1%; Boys 2,4%). Anemia was more prevalent among adolescents living in rural areas (Rural 16,6%; Urban 10,4%;  $p < 0,05$ ). Anemia was significantly associated with sex ( $p < 0,001$ ; OR =14,55 (7,2129,37)) and consumption frequency of red meat ( $p = 0,034$ ; OR = 2,44 (1,11-5,35)), but not with iron sources food expenditure levels. **Conclusion:** Anemia among adolescents on Sumatera Island remains a public health problem. Food expenditure is not associated with adolescent anemia. Anemia is more prevalent among female adolscents, adolescents living in rural areas, and adolescents with lower consumption frequency of red meat.

**Keywords:** Anemia, Adolescent 15-19 Years Old, Food Expenditure, Rural, Urban

The Factors Affecting In Nutritional Status of Adults, Pre Elderly and Elderly (Indonesian Family Life Survey 2014)

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**Abstract :**

Nutritional status is one of indicator to measure health status which can be determined through Body Mass Index (BMI). The aim of this research was to determine the factors affecting in nutritional status of adults, pre elderly and elderly people. This cross-sectional study used 2014 IFLS secondary data, on 13655 respondent men and woman aged 36-66 years in 2014. Consumption patterns, physical activity, and sosioeconomic data 2014 were taken to observe nutritional status (BMI) in 2014. There were statistically significant with nutritional status ( $p < 0.05$ ). Consumption of carbohydrate, protein, fat, vegetable and fruit were statistically significant with mean BMI. An increase in score consumption influenced an increase of mean BMI. It was different from physical activity, an incease of physical activity influenced an decrease of mean BMI. Mean BMI of female was higher than male. It is also happened to married people than not married, unemployed than employed, people have health insurance than dont have, no smoking than smoking. Sumatranese had the highest mean BMI than other, also people graduated in senior high school and highest income. The higher income and education had the higher of mean BMI. It is showed that many factors affecting in nutritional status such as age, sex, marital status, ethnicity, education, working status, income status, health insurance, smoking status, physical activity, and intake (consumption). This paper will assert that to solve nutritional problem as a part of quality



Eka Rosiyati.  
ERCICRSSH1804126

	<p>of life involve many factors including socioeconomic. It is important in making and evaluating a program.</p>
 <p><b>Jasrida Yunita</b> ERCICRSSH1804131</p>	<p><b>Keywords :</b> Nutritional status, adults, pre elderly, elderly, factors Body Mass Index, Employment and Marital Status as Risk Factors of Hypertension in the Elderly</p> <p><b>Jasrida Yunita</b> Department of Nutrition, Universitas Indonesia, Depok, Indonesia</p> <p><b>Abstract</b> The purpose of this study was to determine the risk factors related hypertension in the elderly. The research design was a cross sectional study using secondary data from Indonesian Family Life Survey (IFLS) wave 5 in 2014. Hypertension category was determined based on the JNC 8 Hypertension Guidelines for population aged 60 years or older. Data analysis were descriptive analysis to see the proportion of hypertension in the elderly, bivariate analysis with chi square test and multivariate analysis with multiple logistic regression in 1259 elderlies. The results showed that the proportion of hypertension in the elderly was 55% (5.3% controlled hypertension and 94.7% uncontrolled hypertension). The bivariate analysis results showed that factors related with hypertension were body mass index (BMI), physical activity, current smoking, employment and marital status (<math>p &lt; 0.05</math>). Multivariate analysis results showed that factors related with hypertension were BMI (<math>OR_{adj} = 2.5</math>), employment (<math>OR_{adj} = 1.7</math>) and marital status (<math>OR_{adj} = 1.3</math>). The dominant factor related with hypertension was BMI after being controlled by employment and marital status. Sports programs such as physical activities for the elderly need to be activated in community empowerment facilities to maintain ideal weight. The elderly who have retired can be actively involved in community empowerment activities. Involve the couple in activities so that the harmony of the relationship is maintained.</p> <p><b>Keywords</b> Hypertension, BMI, Employment, Marital status, Elderly</p>
 <p><b>Laila Ulfa</b> ERCICRSSH1804137</p>	<p><b>Factors Associated with Social Participation According to Residence Area among elderly in Indonesia</b></p> <p><b>Laila Ulfa</b> Departemen of Nutrition, Faculty of Public Health, Universitas Indonesia, Depok, Indonesia</p> <p><b>Abstract</b> Social participation in elderly is an important component of active aging. The purpose of this study was to identify factors associated with social participation in elderly by differential residence area (urban/rural). This cross-sectional study involved all subjects (<math>n = 2646</math>) aged <math>\geq 60</math> years old from Indonesia Family Life Survey data (IFLS, 2014). Chi-square analysis were used to identify factors associated with social participation. This study found that elderly living in urban residence less social participation than those living in rural residence. Regarding to type of social participation, community meeting (<math>P_v = 0.001</math>), cooperative (<math>P_v &lt; 0.001</math>) and rural improvement (<math>P_v &lt; 0.001</math>) were associated with residence area. Elderly who age <math>&gt; 74</math> years old, with no spouse, lower education and doesn't work were significantly associated with not participate in social participation in urban or rural residence. Personal income was significantly associated with social participation in urban, but not in rural residence. For mental health, feeling of anxiety among elderly in rural</p>

	<p>(<math>P &lt; 0.001</math>) and feeling of effort to carry out normal tasks among elderly in urban (<math>P = 0.024</math>), were significantly associated with social participation. Socio-demographic is an important factor of social participation in elderly, and mental health contributes to their involvement. Some efforts are needed to maximize the participation of elderly with different approaches according to the characteristics of their environmental life.</p> <p><b>Keywords</b>  <b>Social Participation, Sociodemographic, Mental Health, Elderly</b></p>
 <p><b>Rasa Balte-Balciuniene</b>  <b>ERCICRSSH1804132</b></p>	<p><b>DEVELOPMENT OF CREATIVITY OF PAINTERS THROUGH PSYCHOLOGICAL AUTHENTICATION COUNSELING: RESULTS OF EN PLEIN AIRS (Vilnius, Lithuania, 2018)</b></p> <p><b>Rasa Balte-Balciuniene</b>  <b>Institute Hai. Lt, Vilnius, Lithuania</b></p> <p><b>Abstract</b>  The article is devoted to the problem of development of creativity of modern painters in Lithuania. Development of painter's personality is one of the most significant challenges of psychology of modern art. Psychologists conduct large number of studies, make publications on problems of visual communication, psychodynamic theories of personality, psychological characteristics of artists, but not enough attention is being paid to the development of a tool which would help to solve the problem of creative self-expression.</p> <p>40 well-known Lithuanian painters took part in two En Plein Airs held in Vilnius (Lithuania) in 2018. Two types of interactions took place in those En Plein Airs: painters received special knowledge about psychology of art and participated in the creative process in nature using technique of Live Painting.</p> <p>The article presents the works of painters, which reflects the influence of famous artists on their oeuvre, and the new paintings, where Live Painting took place. This method can be considered as psychological authentication counselling of the painters.</p> <p><b>Keywords:</b>  <b>Authenticity, Creativity, Art, Development of painter's personality.</b></p>
<p><b>Tsen-I Kuo</b>  <b>ERCICRSSH1804138</b></p>	<p><b>Applying Control Chart Methods to River Pollution Data</b></p> <p><b>Tsen-I Kuo</b>  <b>Department of Business Administration, National Quemoy University, Kinmen, Taiwan, R.O.C.</b></p> <p><b>Abstract</b>  Recently, the river pollution problems in Taiwan have aroused a great public concern. However, the River Pollution Index (RPI) taken by the Environmental Protection Administration in Taiwan (TEPA) of Taiwan has always been announced and posted afterwards, thus it cannot give a timely precaution to the public. The RPI involves four parameters: dissolved oxygen (DO), biochemical oxygen demand (BOD5), suspended solids (SS), and ammonia nitrogen (NH3-N), each of which is lastly changed to a four-state quality sub-index. Moreover, the totally index is marked off four pollution levels (unpolluted, light polluted, moderately polluted, and heavily polluted by averaging the four sub-indices. In this study, the multinomial Cumulative Sum (CUSUM) Chart with variable control limit (VCL), call VCL multinomial CUSUM Chart, is proposed to</p>

	<p>monitor in situations where items can be classified into more than two categories and this chart can quickly detect shifts in category probabilities. A real case of the river pollution controlling in the application of VCL multinomial CUSUM Chart.</p> <p><b>Keywords</b> River pollution Index, Multinomial CUSUM Chart, Dynamic Control Limit</p>
 <p><b>Wilhelmus Hary Susilo</b> ERCICRSSH1804140</p>	<p><b>The Competitive Advantage: Insights from Higher Education</b></p> <p><b>Wilhelmus Hary Susilo</b> Department of Post Graduate, Master of Management/Faculty of Economics and Business, University of Persada Indonesia Y.A.I., Jakarta, Indonesia</p> <p><b>Elizabeth Yudith Tumbelaka</b> Jakarta, Indonesia</p> <p><b>Abstract</b></p> <p>Higher education shall be provided in a flexible system for faced the industrial 4.0 decade. The trend of gross retention rate of higher education has the condition of being always changing in Jakarta. Therefore that provided marketing research has built from the model of Analysis Evaluation the Superior and Unique Consumer Value that impact on Purchase and sustainable consumer Loyalty also Marketing 3.0 that influenced on pursuit of a sustainable competitive advantage graduate institutions of higher education in Jakarta. The benefit research contributes the empirical and information as strategic decision-making to the institutions on robust competitiveness in higher education Institutions, with regardless to institutional models hybrids that fit and information being valid and significant of dimensions between variables research with many of covariance matrix value. Research was conducted the quantitative method with confirmatory strategic research design, of structural equation hybrid modeling. Samples used 145 graduate students at three institutions. Research findings showed confirmatory factors analysis (1st CFA and 2nd CFA) among variables pertains; <math>\chi^2/Df</math> (9.30, 4.38, 6.95, 2.76, 2.97, 2.91, 2.32 and 6.90), GFI (0.72, 0.82, 0.82, 0.81, 0.78, 0.84, 0.89 and 0.70) and CFI (0.90, 0.95, 0.93, 0.92, 0.95, 0.91, 0.96 and 0.89), that indication of the good model. Furthermore the good fit hybrid model with, <math>\chi^2/Df=1.84</math>, P value = 0.00, RMSEA = 0.076, GFI = 0.76, NNFI= 0.95, PNFI= 0.82, IFI= 0.96, RFI= 0.91, AGFI= 0.71 and CFI= 0.96. The hypothesis result were confirmed i.e., communitization marketing 3.0 and price perception influences to superior and unique value of consumer with t value = 4.46 and 5.89. The value of consumer influenced to purchasing with t value = 5.94. Furthermore loyalty, communitization and character building marketing 3.0 lead to pursuit of a sustainable competitive advantage from institutions with t value = 7.57, -2.12 and 2.04.</p> <p><b>Keywords—</b> Consumer Loyalty, Marketing 3.0, Superior and Unique Consumer Value, Purchase, Sustainable Competitive Advantage</p>
	<p><b>The Role of Middlemen in the Supply Chain of Dairy Cattle: Alternatives to Improve the Welfare of Dairy Farmers in Mekarsari, Bandung</b></p> <p><b>Yulianto</b> Departement of Development Studies, School of Architecture, Planning and Policy Development, Bandung Institute of Technology, Bandung, Indonesia</p>



**Yulianto**  
ERCICRSSH1804176

**Abstract**

Mekarsari was formerly known as a village with the main commodities of dairy cattle. In 2018, there is a decrease in the number of dairy farmers from 317 people to 151 people based on Mekarsari basic data obtained from Pasir Jambu sub-district. The income from dairy farming is low, lower than the Minimum Wage in Bandung Regency, which is IDR 2,678,028. For example, dairy farmers with two productive dairy cows only get IDR 2,295,850 or IDR 382,178 lower than the minimum wage in Bandung Regency. The low income of dairy farmers is influenced by many things, one of which is a long supply chain through individuals / institutions commonly referred to as middlemen. This study aims to look at the supply chain of dairy cattle from suppliers (dairy farmers) to customers. Because there are other actors involved in the supply chain, dairy farmers in Mekarsari lost IDR. 15,402,000 per day (IDR. 450,000,000 per month) compared to dairy farmers directly to customers. The problem of dairy farming is not only because of the supply chain, but also influenced by other things. The freedom of dairy farmers to determine marketing is very low due to dependence on feed and other production capital to middlemen, where nearly 50% of farmers' capital is spent on cattle feed. Alternatives are offered through this research to improve the welfare of dairy farmers in Mekarsari Village.

**Keywords**

**Middlemen, Dairy Farmers, Rural Development, Welfare of Rural Community**



**Yanuar Kartika Sari**  
ERCICRSSH1804178

**The Clean, Effective and Democratic Governance to realize Sustainable Development from Local Level in Indonesia**

**Yanuar Kartika Sari**

**Directorate General of Politics and Public Administration, Ministry of Home Affairs, Indonesia**

**Bintang Rizki Sakinah**

**Regent Bulungan Office, North Kalimantan, Indonesia**

**ABSTRACT**

Indonesia is a country in Southeast Asia which is one of the largest archipelagic country in the world consisting of 17,504 islands, a population of 270,054,853 million in 2018, Indonesia is the fourth most populous country in the world. Indonesia's economy in 2017 as measured by Gross Domestic Product (GDP) at current prices reached Rp. 13,588.8 trillion and GDP per capita reached Rp. 51.89 million or US \$ 3,876.8. The Indonesian government must be able to realize transparency in governance, and open public participation. So that to realize this the Government must be present to provide public services in accordance with the minimum service standards for the community according Law Number 25 of 2009 to increase the trust of the community. The Regional Government must also be present to realize the service in accordance with Law Number 23 of 2014. Mandatory Government Affairs relating to basic services which subsequently become a type of minimum service standards consists of Health Education, Public Works and Spatial Planning, Public Housing and residential areas, order public and community protection, Social. Not only this but also services for the vulnerable must also be considered, because they have the same right to receive the service. If a clean, effective and democratic government can be done through Public Services according to Minimum Service Standards, SDGs will be achieved. As we know that Indonesia has supported the Sustainable Development Goals (SDGs). The government has shown strong commitment and taken

initial action, including linking most of the SDGs targets and indicators into the national medium-term development plan, following up strong convergence between the SDGs, the Medium Term Development Plan National. Signing of Presidential Regulation no. 59 of 2017 concerning the Implementation of the Achievement of the Sustainable Development Goals by President Jokowi in July 2017 is a major milestone, which sets out the structure and mechanisms of national SDGs governance for planning, budgeting, financing, monitoring and reporting. Given the national structure, Indonesia's success in achieving SDGs relies heavily on three main factors: Acceleration, Financing and Inclusion that should be a priority for 2018 and the coming years.

**Keywords:** Government, Clean, Effective, Democratic, Public Service, SDGs



**Vina Darma Wulan Tari**  
ERCICRSSH1804180

**Concept and Implementation of Student Unit Cost Calculation In Private University X**

**Vina Darma Wulan Tari**

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**Abstract**

The purpose of this study was to produce the concept and calculation of student unit costs in the implementation of education at the Private University X. This study was based on the problems experienced by Private University X, that was the decrease in the number of students each year was caused by the high tuition fee charged to students. The high tuition fee was due to the absence of a calculation of student unit costs which can be used as a guide in determining the tuition fee.

The theory used in this study was performance theory to be able to see the effect of the performance of the Private University X finance department in determining tuition fee on the achievement of corporate goals. This study was a case study research that used triangulation methods. Data collection techniques conducted in this study were observation, interview techniques, and document studies. This study showed the results that with the calculation of student unit cost, tuition fee charged to students were smaller compared to the cost of previous studies. Based on the results of the study, the concept in calculating student unit costs can be done by identifying business processes, tracing the costs absorbed by each activity, then calcifying those costs in Direct Material Cost, Direct Labor Cost, and Overhead Cost. Based on this concept, the calculation of student unit costs in implementing education at Private University X in 2016 was Rp. 12,538,000. Subsequent research was expected to conduct similar research at the level of state universities whose business processes and funding sources are more complex compared to private universities.

**Keywords:** Student Unit Cost, Tuition Fee, Private University

**Analysis of Wastewater Treatment Costs: Application of Environmental Management Accounting**

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**Abstract**

The purpose of this research was to provide an analysis of wastewater usage costs at Surabaya Undaan Eye Hospital in accordance with the



**Chintia Syaninda Dachi**  
**ERCICRSSH1804181**

application of environmental management accounting. Based on the initial observation, Surabaya Undaan Eye Hospital does not have its Wastewater Treatment Plant (WWTP) due to limited hospital land. Therefore, this study is expected to answer questions to find out the costs required at Surabaya Undaan Eye Hospital which are in accordance with environmental management accounting. The theory used in this research is the legitimacy theory. In this study the legitimacy that occurs is how the hospital is able to absorb the values or norms that exist in society well.

This study uses a case study approach in one hospital unit that is Surabaya Undaan Eye Hospital. Surabaya Undaan Eye Hospital was chosen because currently, the hospital does not have a waste management installation unit, it also intends to implement the facility by the end of 2018. The research method in this study uses triangulation or mixed methods. This study uses primary data in the form of direct data obtained by researchers from the parties concerned with data collection methods in the form of interviews, observations, and document studies. This study shows that there is a large increase in costs if Surabaya Undaan Eye Hospital has its WWTP facility. These cost calculations will affect the cost of providing WWTP compared to third-party costs for three consecutive years. Further research can examine factors in management that prevent the organization from constructing its Wastewater Treatment Plant (WWTP).



**Ulfah Fauziah**  
**ERCICRSSH1804182**

**Tax Planning For Micro, Small And Medium Enterprises (MSME)**

**Ulfah Fauziah**

**Master of Accounting, Faculty of Economics and Business, University of Indonesia, Jakarta, Indonesia**

**Abstract**

This study aims to propose Tax Planning for MSMEs in Indonesia according to income tax rates criteria on Government Regulation No. 23 of 2018, Article 17 of income tax law and Article 31E of income tax law. At the moment, MSMEs fulfill a proportion of 99.99% of a total business entity in Indonesia or as much as 56.54 million units. However, the contribution of MSMEs income tax revenue to Indonesia's tax revenues is meager, only at Rp.5.7 trillion, or equal to 5% of Gross Domestic Product. The theory used in this study is the Hoffman Tax Planning Theory (1961) and the Slippery Slope Framework compliance theory of Kirchler (2007) with mixed method case study approach using primary and secondary data. The result showed that personal MSMEs with net income more than 6% or corporate MSMEs with net income more than 4% were more profitable use the income tax rate in accordance to PP 23 of 2018. Personal MSMEs with net income less than 6% were more profitable use tax rate in accordance to Income Tax Law article 17, as well as corporate MSMEs with net income less than 4% were more profitable use Article 31E rates. The output generated from this study is the form of tax planning for MSMEs in Indonesia. Subsequent research is expected to be a draft regulation on new income tax rates that are more in line with taxation principles and the condition of MSMEs in Indonesia.

**Keywords**

**Tax rate, Tax Planning, Micro Small and Medium Enterprises, Voluntary Compliance**

**Fighting over the Power of Coastal and Marine Resources (A Case in Tomini Bay, Indonesia)**

**Muhammad Obie**



**Muhammad Obie**  
ERCICRSSH1804185

**Department of Sociology, Islamic State University of Sultan Amai  
Gorontalo, Gorontalo, Indonesia**

**Abstract**

Coastal and marine resources that are freely accessible to everyone (open access) lead to systematic social conflict. This happens because everyone is trying to maximize their access to take the maximum benefit. This research analyzed the role and interests of actors over coastal and marine resources in Tomini bay. Everyone is fighting over power of access to these resources. The data collected in this research was primary and secondary data. Primary data was obtained through indepth interviews and observations. Informant selection was done through snowball technique. While secondary data was obtained through literature studies. Data analysis was done through qualitative approach. The results of the research showed that there are five actors who have roles and interests in Tomini bay, namely the state both central and local, private, multilateral agencies, NGOs, and indigenous people, Bajo tribe. The state is legitimized by laws as both a protector and a beneficiary of natural resources. The state then grants concession rights to the corporation. On the basis of the concession rights, corporations exploit coastal and marine resources in Tomini bay. Conflicts occur because the concession areas are under the control of indigenous people as their hereditary livelihood basis. As a result of the exploitation of coastal and marine resources has caused severe environmental damage. This encourages the involvement of local and international NGOs, working with indigenous people, rehabilitating mangroves for the sustainability of existing resources as well preventing the damage of mangrove area that is still intact. The movement has received financial support from multilateral agencies.

**Keywords:** Fighting over the power, coastal and marine resources, Tomini bay



**Novi Sunu Sri Giriwati**  
ERCICRSSH1804186

**Local Community Participation in Ecotourism Destination Planning: The Case of Sumberwangi Hamlet, East Java, Indonesia**

**Novi Sunu Sri Giriwati**  
**Department of Architecture, Brawijaya University, Indonesia**

**Abstract**

Community based ecotourism is a form of ecotourism where the local community has substantial control over and involvement in its development and management, and a major proportion of the benefits remain within the community. Sumberwangi Hamlet is traditional settlement that located in Brawijaya Universty, in the slopes of Mount Arjuno in East Java. Brawijaya University is given the right to manage the forest and surrounding environment. The main concept of the UB forest development is ecotourism . Sumberwangi Hamlet is planned as an tourist accommodation area in UB forest that could provide homestay for visitor, while it is also provide tourist attraction. The major objectives of this study was to investigate the level and model of local participation of local communities in ecotourism development. The data was collected from residents, member of research group, and Brawijaya University forest management committees. The result of the study indicates that the community involvement is in passive level. The model of community participation in Sumberwangi is empowerment in the project. The citizen are involved in three area of development. In the planning stage, community are given the information and identify the potential of Sumberwangi together with the companion. In development stage, community are involved in tourist accommodation design. In the final

stages, community are involved in program evaluation together with team. This study wished could give significant contribution for ecotourism development in Sumberwangi hamlet, Brawijaya University forest.

**Keywords:** Community participation



**Yudi Yulius**  
ERCICRSSH1804188

**The Competitive Advantage: Insights form Higher Education**

**Yudi Yulius**  
Economic and Business, Universitas Persada Indonesia Y.A.I, Jakarta, Indonesia

**Abstract**

Higher education shall be provided in a flexible system for faced the industrial 4.0 decade. The trend of gross retention rate of higher education has the condition of being always changing in Jakarta. Therefore that provided marketing research has built from the model of Analysis Evaluation the Superior and Unique Consumer Value that impact on Purchase and sustainable consumer Loyalty also Marketing 3.0 that influenced on pursuit of a sustainable competitive advantage graduate institutions of higher education in Jakarta. The benefit research contributes the empirical and information as strategic decision-making to the institutions on robust competitiveness in higher education Institutions, with regardless to institutional models hybrids that fit and information being valid and significant of dimensions between variables research with many of covariance matrix value. Research was conducted the quantitative method with confirmatory strategic research design, of structural equation hybrid modeling. Samples used 145 graduate students at three institutions. Research findings showed confirmatory factors analysis (1st CFA and 2nd CFA) among variables pertains;  $\chi^2/Df$  (9.30, 4.38, 6.95, 2.76, 2.97, 2.91, 2.32 and 6.90), GFI (0.72, 0.82, 0.82, 0.81, 0.78, 0.84, 0.89 and 0.70) and CFI (0.90, 0.95, 0.93, 0.92, 0.95, 0.91, 0.96 and 0.89), that indication of the good model. Furthermore the good fit hybrid model with,  $\chi^2/Df=1.84$ , P value = 0.00, RMSEA = 0.076, GFI = 0.76, NNFI= 0.95, PNFI= 0.82, IFI= 0.96, RFI= 0.91, AGFI= 0.71 and CFI= 0.96. The hypothesis result were confirmed i.e., communitization marketing 3.0 and price perception influences to superior and unique value of consumer with t value = 4.46 and 5.89. The value of consumer influenced to purchasing with t value = 5.94. Furthermore loyalty, communitization and character building marketing 3.0 lead to pursuit of a sustainable competitive advantage from institutions with t value = 7.57, -2.12 and 2.04.

**Keywords—** Consumer Loyalty, Marketing 3.0, Superior and Unique Consumer Value, Purchase, Sustainable Competitive Advantage



**The Effectiveness of Media Strategy By Ministry of Tourism Republic Indonesia For Increase Brand Equity of Wonderful Indonesia**

**Siti Chotijah**  
Department of Communication, Mataram University, Mataram West Nusa Tenggara Indonesia

**Abstract**

National branding of Wonderful Indonesia brings Indonesia as the top 20 fastest growing destination in the world (The Telegraph, 2017). The national media, The Jakarta Post release that Indonesia Tourism growths top Malaysia, Singapore and Thailand. Indonesian growth is 25,05% and ASEAN Growth only in number of 7%. This growth indicates that campaign of brand Wonderful Indonesia as a national branding for

<p>Siti Chotijah ERCICRSSH1804189</p>	<p>Indonesian tourism is in good performance. World Economic forum release that number of competitiveness of Indonesia in tourism increase from 65 to 47 in 2017. This not In best perform, the number of competitiveness can increase if the strategy find the quick win to be more effective. This research will know about how communication and media strategy by The Ministry of Tourism increase brand equity of Wonderful Indonesia?. This paper will contribute to increase the effectiveness of communication and media strategy to increase brand equity and gain the 20 Million tourist in 2019 as the target of the Indonesian Government. This paper will know how communication and media strategy to increase brand equity of Wonderful Indonesia as tourism brand. This paper will analyze the communication and media pattern of POSE strategy (Paid Media, Own Media, Social Media and Endorser). This method of the research is using descriptive qualitative and by analyze the data by interview the number of Ministry Tourism member, policy maker, annual report and mass media studies during September – December 2017. This paper result is descriptive of effectiveness POSE method by showing SWOT analyze and recommendation quick win to increase effectiveness of communication and media strategy to increase best performance of brand equity of Wonderful Indonesia</p> <p>Keywords: Communication, Media Strategy, Brand Equity, Wonderful Indonesia</p>
 <p>Siti Komariah ERCICRSSH1804175</p>	<p>The Translation of English-Sundanese Base Verb in The Pearl</p> <p>Siti Komariah Linguistics Department, Gadjah Mada University, Yogyakarta, Indonesia</p> <p>Abstract</p> <p>The translation is not only replacing the structure of language but also reproducing the meaning when SL (source language) is translated into TL (target language). Every languages itself, either universal or traditional language has their own unique structure in forming sentence. For example, when the verb in English usually formed as a predicate only, it is different with the verb in Sundanese that can be as the predicate, the subject, and also the adverb. Sundanese has its own unique structure called kecap anteuran. For example the verb saré, (it means sleep in English) added by kecap anteuran 'reup' become reup saré. Kecap anteuran in Sundanese can be replace as a subject without base verb. It means kecap anteuran 'reup' also means sleep even it present without base verb sare. In other word, almost every base verb in Sundanese has their own kecap anteuran. Then, Sundanese is very rich in expressing the verb. For example there are some verb that has the same meaning to replce the verb open, like beunta which means open eyes, ngalaan which means open the dress, and murak which means open packaging. This unique side of the base verb English in Sundanese very influence in translating English into Sundanese found in novellete The Pearl and its sundanese translation entitled Mutiara. For the reason, this research cunducted to identify how the base verb in English is translated into Sundanese either in structure or in meaning. This research using descriptive comparative and interview to the translator. The result are there are the changing of structure, the function of the verb, also the meaning, when the base verb in English is translated into Sundanese.</p> <p>Keyword: Translation, base verb, English-Sundanese.</p>
<p>Suwichit Chaidaroon ERCICRSSH1804179</p>	<p>Digital Engagement and Social Marketing Campaigns in Southeast Asia</p> <p>Suwichit Chaidaroon Public Communication Discipline, School of Communication, University of</p>

Technology Sydney, Sydney, Australia

**Abstract**

The success of “Ice Bucket Challenge” and “#MeeToo” campaigns originated in the US has generated a lot of attention among communication practitioners around the globe. These social missions of the campaigns, regarded as goodwill to solve societal problems, are facilitated by the digital media platform to rapidly generate awareness across time and distance boundaries among target audiences. At the same time, the digital engagement has successfully provided a communicative space for two-way interactions that allow participations from audience around the globe. In Southeast Asia, similar social marketing campaigns have been developed with similar objectives. This paper investigates the digital engagement of social marketing campaigns in this developing region. Ten campaigns have been selected from Indonesian, Myanmar, the Philippines, Singapore, Thailand, and Vietnam. The study investigates the rhetorical construction and interactions of the campaign organizers and their audiences to answer the following three research questions: 1) How did organizations construct their rhetorical situation to invite audience to participate in their campaign? 2) How were audiences’ responses negotiated and managed? and 3) What were the social, political, and cultural implications of digital engagement in social marketing campaigns in Southeast Asia? Ultimately, it is hoped that this research will illustrate the dynamics of this emerging media platform and provide recommendations for strategic communication specialists to employ digital media as in their social marketing campaigns with a strong sense of ethics and responsibility.



**Kuok Weng Wu**  
ERCICRSSH1804183

The development and validation of the short form (13) from homosexuality attitude and stereotype scale

**Kuok Weng Wu**

Psychology Department, Asia University, Taichung City, Taiwan

**Abstract**

This study is to develop and validate the the Short Form (13) from homosexuality attitude and stereotype scale (HAS-SF 13). The measure was validated by using 3 university samples. Construct, criterion, and predictive validity and reliability were tested. A first-order model of 13 items with 3 domains was found to have good fit indices, calibration sample: (CMIN/df = 3.509, GFI = 0.953, CFI = 0.916, IFI = 0.917, SRMR = 0.055 and RMSEA = 0.063), validation sample: (CMIN/df = 3.069, GFI = 0.953, CFI = 0.931, SRMR = 0.0535 and RMSEA = 0.058). Both criterion and predictive validity were demonstrated. Good internal consistency reliability (Cronbach’s  $\alpha = 0.742$ ) was shown. The development of the HAS-SF-13 scale using a CAB model of attitude as the theoretical framework has resulted in a robust and valid instrument to measure HAS-SF-13 scale for the university students in Taiwan.

**Keyword:** instrument development, homosexuality, attitude, stereotype, structured equation modeling (SEM)



**Effect of transformational leadership on employee creativity: Perceived organizational support mediator**

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**ABSTRACT**

There is fact from the previous research that transformational leadership

<p><b>Sarfilianty Anggiani</b>  <b>ERCICRSSH1804184</b></p>	<p>and perceived organizational support are effect employee creativity. The employees tend to be creative when they feel comfortable with transformational leader and have good support from the organization. This study aims to examine and analyze the effect of transformational leadership mediated by perceived organizational support on employee creativity at 5 star hotels in Jakarta, with questionnaires being distributed to 356 employees. Structural equation model was used to analyze the data. Based on the results of hypothesis testing, it concluded that transformational leadership has a positive effect on employee creativity through perceived organizational support. This is supported by statistic calculation beta of 0.868 that shows there is a strong positive effect of transformational leadership on employee creativity mediated by perceived organizational support. The managerial implication of this research is management of 5 star hotels should (1) provide a leader who is able to encourage their employees to be creative by giving idealized influence, inspirational motivation, intellectual stimulation and individualized consideration, and (2) design appropriate compensation systems that will encourage employees to behave creatively.</p> <p><b>Keywords:</b> transformational leadership, employees creativity, perceived organizational support.</p>
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## **LISTENERS**

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<p style="text-align: center;"><b>Emenna Obiora Tochukwu</b>  Registry, Chukwuemeka Odumegwu Ojukwu University, Awka, Anambra, Nigeria  <b>ERCICRSSH1804092</b></p>
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<p style="text-align: center;"><b>Daniel Kwasi Hammond</b>  School of Graduate Studies and Research, Ghana Institute of Journalism, Accra, Ghana  <b>ERCICRSSH1804113</b></p>
<p style="text-align: center;"><b>Adama Samateh</b>  Ministry of Basic and Secondary Education, University of The Gambia, Banjul, The Gambia  <b>ERCICRSSH1804114</b></p>
<p style="text-align: center;"><b>Charles Jidefor Ofodile</b>  Faculty of Social Sciences and Humanities, Universiti Malaysia Sarawak, Kota Samarahan, Malaysia  <b>ERCICRSSH1804115</b></p>
<p style="text-align: center;"><b>Ebenezer Opoku-Agyemang</b>  Sociology, Social Welfare, Ghana, Kumasi  <b>ERCICRSSH1804129</b></p>
<p style="text-align: center;"><b>Nayaya Nura</b></p>

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<p>Owusu Afriyie Samuel Heads of Equipment and Transport, Sinapi Aba Saving and Loans limited, Ghana ERCICRSSH1804147</p>
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<p>Kenneth Ozoike Zonal Coordinator/Ethics And Cultural Training, African Heritage And Global Peace Initiative, Abuja, Nigeria ERCICRSSH1804154</p>
<p>Chukwuemeka Frank Egbosi Zonal Coordinator/Peace Initiative, African Heritage And Global Peace Initiative, Abuja, Nigeria ERCICRSSH1804155</p>
<p>Gabriel Henry Nikoro Founder/President, African Heritage And Global Peace Initiative, Abuja, Nigeria ERCICRSSH1804156</p>
<p>Abdullahi Maalim Political science, King saud university, Riyadh, Saudi Arabia ERCICRSSH1804169</p>
<p>Mohamud Ahmed Mohamed Social and economic Studies, Sociology and anthropology, Bahri University, Khartoum, Sudan ERCICRSSH1804170</p>
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## Upcoming Conferences

<https://eurasiaresearch.org/sshra>

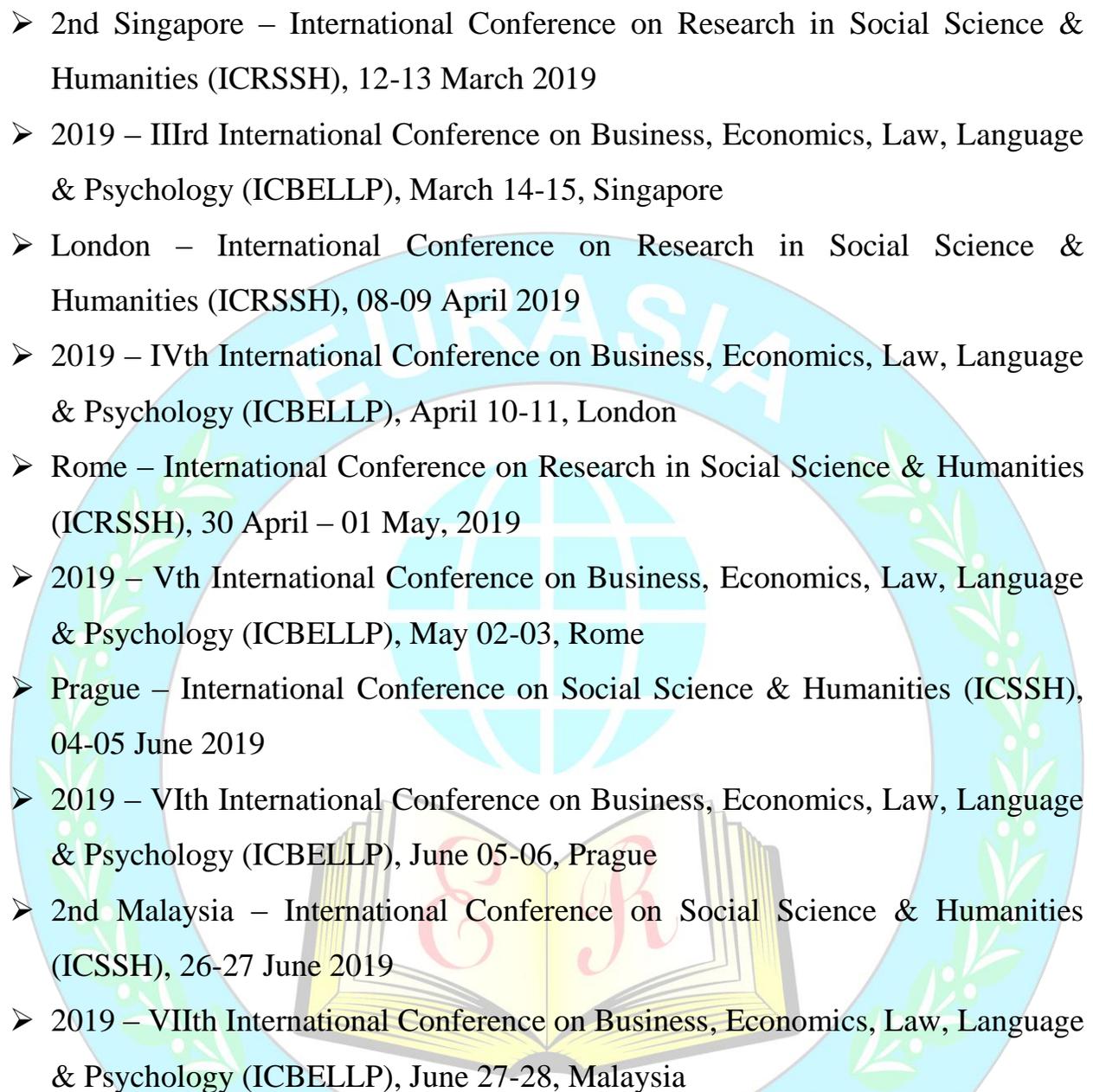
- Jakarta – International Conference on Research in Social Science & Humanities (ICRSSH), 20-21 Nov 2018

Singapore – International Conference on Research in Social Science & Humanities (ICRSSH), 13-14 Nov 2018  
The National University of Singapore Society (NUSS), The Kent Ridge Guild House, 9 Kent Ridge Drive, Singapore

- 2018 – VIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Nov 22-23, Jakarta
- Mauritius – International Conference on Research in Social Science & Humanities (ICRSSH), 14-15 Dec 2018
- 2018 – VIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Dec 14-15, Mauritius
- Bangkok – International Conference on Research in Social Science & Humanities (ICRSSH), 18-19 Dec 2018
- 2018 – VIIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Dec 20-21, Bangkok
- 2nd Dubai – International Conference on Research in Social Science & Humanities (ICRSSH), 23-24 Dec 2018
- 2018 – IXth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Dec 25-26, Dubai
- Bali – International Conference on Research in Social Science & Humanities (ICRSSH), 26-27 Dec 2018
- 2018 – Xth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Dec 28-29, Bali
- 2nd Bangkok – International Conference on Research in Social Science & Humanities (ICRSSH), 04-05 Feb 2019
- 2019 – IInd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Feb 06-07, Bangkok
- 3rd Dubai – International Conference on Research in Social Science & Humanities (ICRSSH), 23-24 Feb 2019
- 2019 International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Feb 25-26, Dubai

**Singapore – International Conference on Research in Social Science & Humanities (ICRSSH), 13-14 Nov 2018**

The National University of Singapore Society (NUSS), The Kent Ridge Guild House, 9 Kent Ridge Drive, Singapore

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- 2nd Singapore – International Conference on Research in Social Science & Humanities (ICRSSH), 12-13 March 2019
  - 2019 – IIIrd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), March 14-15, Singapore
  - London – International Conference on Research in Social Science & Humanities (ICRSSH), 08-09 April 2019
  - 2019 – IVth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), April 10-11, London
  - Rome – International Conference on Research in Social Science & Humanities (ICRSSH), 30 April – 01 May, 2019
  - 2019 – Vth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), May 02-03, Rome
  - Prague – International Conference on Social Science & Humanities (ICSSH), 04-05 June 2019
  - 2019 – VIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), June 05-06, Prague
  - 2nd Malaysia – International Conference on Social Science & Humanities (ICSSH), 26-27 June 2019
  - 2019 – VIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), June 27-28, Malaysia