

ICABSS-2016

1st International Conference on Advanced Business & Social Sciences

VOLUME 01

Hotel Neo Kuta, Jelantik,
Bali, Indonesia

Date: 28th & 29th of January, 2016



Asia Pacific Institute of Advanced Research
Nurturing knowledge without boundaries

Conference:

Conference: 1st International Conference on Advanced Business and Social Sciences (ICABSS-2016)

Chief Editor: Professor Piet Kommers

Location: HHotel Neo Kuta, Jelantik, Bali, Indonesia.

Date: 28th and 29th of January, 2016

Sponsor: Asia Pacific Institute of Advanced Research (APIAR)

Publisher:

Asia Pacific Institute of Advanced Research (APIAR)
Suite 1A Level 2; 802 Pacific Highway; Gordon NSW 2072; Australia

FAX: (+61) 02 9844 5445

Tel: (+61) 0420 963 175

Email: info@apiar.org.au

Web: <http://apiar.org.au>

Document Information:

Document Type: Proceedings Paper

Language: English

ISBN: 978-0-9943656-4-4

Copyright © 2016, Asia Pacific Institute of Advanced Research (APIAR).

CONFERENCE NAME

"1st International Conference on Advanced Business & Social Sciences (ICABSS-2016), Bali, Indonesia"

CONFERENCE CHAIR

Prof. Piet Kommers, UNESCO professor of Learning Technologies, University of Twente and Utrecht University, The Netherlands.

PREFACE FROM THE CONFERENCE CHAIR

The Asia Pacific Institute of Advanced Research (APIAR) is a private, trust-based, institute which seeks to bridge the gap between the academy and industry in the Asia-Pacific region. This region will be the dominate producer of knowledge on a global scale in the coming decades and the institute seeks to link this knowledge production with applied applications for business and industry in turn. The institute has commenced with the ambitious aim of being the preeminent institution that links research with business in four disciplinary areas: Business, Education, Information Technology and the Social Sciences. The institution is based in Australia, having as its objective the gathering together the diversity in advance research in these four domains via an open sharing network. This network offers the opportunity for academics to share knowledge across disciplines and anticipate to innovative sectors like management, business and industry.

As conference chair it is my goal to bridge academic, societal and economic perspectives. Rather than the top-down approach from research into applications and dissemination, we face the need to conceive solutions for large-scale challenges of to-morrow. This conference targets the definition of platforms for public/private ventures. The language of the various stake-holders may be different, however the structure of perceived roadblocks and solutions will be convertible. The envisioned platforms can reach out from the academy to business, presenting innovative ideas that may well have ready applications for the private sector. The institute seeks to offer logistic support so as to enhance knowledge dissemination across the region and the globe. To achieve this laudable objective the institute offers training in research epistemology and organizational practices as well as organizing conferences.

As Chair of the 1st International Conference on Advanced Business and Social Sciences in Bali, Indonesia, I predict we have prosperous chemistry in mindset, intellect and social ambition. The new Asia Pacific Institute of Advanced Research will show its uniqueness and vigilance in traversing academic, applied and implementation disciplines. I look forward to share our intuitions and social networks. Please feel welcome at the venue in the marvelous premises of the Neo Kuta Hotel, Bali, Indonesia.

CONFERENCE CHAIR

NAME	AFFILIATION
PROFESSOR PIET KOMMERS	UNESCO professor of Learning Technologies, University of Twente and Utrecht University, The Netherlands

KEYNOTE SPEAKERS

NAME	AFFILIATION
PROF. DERMAWAN WIBISONO	School of Business and Management, Institut Teknologi Bandung (ITB), Indonesia.
DR. SHANKAR CHELLIAH	University Sains Malaysia, Malaysia.

CONFERENCE COMMITTEE

NAME	AFFILIATION
PROF. PETER CURSON	The University of Sydney, Australia.
PROF. KUBAIS S. ABDULFATTAH FAHADY	Ajman University of Science And Technology, UAE.
PROF. DENNIS RUMLEY	The University of Western Australia, Australia.
PROF. MAURICE GALTON	University of Cambridge, UK.
ASST. PROF. HONGJIN ZHU	McMaster University, Canada.
ASSOC. PROF. NOURAH ALYOUSEF	King Saud University, Saudi Arabia.
PROFESSOR GHASSAN OMET	University of Jordan, Jordan.
PROFESSOR ROBERT WRIGHT	University of Strathclyde, UK.
ASSISTANT PROFESSOR AHMED ALI KHALIFA	Qatar University, Qatar.
PROFESSOR MARTIN MILLS	The University of Queensland, Australia.
PROFESSOR DJAMEL EDDINE LAOUISSET	ALHOSN University, UAE.
PROFESSOR ROBYN GILLIES	The University of Queensland, Australia.
ASSOCIATE PROFESSOR PAWEL BILINKSI	City University, UK.
ASSOCIATE PROFESSOR BLAINE HATT	Nipissing University, Canada.
ASSISTANT PROFESSOR ALI ALKHALIFAH	Qassim University, Saudi Arabia.
ASSOCIATE PROFESSOR JEHAD ALDEHAYYAT	Al Yamamah University, Saudi Arabia.
ASSOCIATE PROFESSOR PETER KRIESLER	University of New South Wales, Australia.
PROFESSOR ELIZABETH FERNANDEZ	University of New South Wales, Australia.
MOHAMED SAEED HASAB EL NABY	ALHOSN University, UAE.

REVIEW COMMITTEE

NAME	AFFILIATION
PROFESSOR MARIOS I KATSILOUDES	Qatar University, Qatar.
DR DRAGANA RADICIC	Bournemouth University, Uk.
ASSOCIATE PROFESSOR FATEN KHARBAT	Al Ain University of Science & Technology, UAE.
DR. WEI CHEN	Sheffield University, UK.
ASSOCIATE PROFESSOR WAN NG	University of New South Wales, Australia.
DR JONATHAN MUTERERA	Nipissing University, Canada.
DR. NISHIKANT MISHRA	Aberystwyth University, UK.
DR. SAMEER AL BARGHOUTH	Al Ain University, UAE.
ASSISTANT PROFESSOR SAWSAN HALBOUNI	University of Sharjah, UAE.
ELVIRA BOLAT	Bournemouth University, UK.
ASSOCIATE PROFESSOR NIGEL BAGNALL	The University of Sydney, Australia.
DR MICHAEL WIGELSWORTH	Manchester University, UK.
MAXWELL HEINECK	King Fahd University of Petroleum & Minerals, Saudi Arabia.
DR FELICITY HARDLEY	University of New South Wales, Australia.
ASSISTANT PROFESSOR KOUSAY SAID	University of Westminster, UK.
ASSISTANT PROFESSOR GEHAN ABDUL HADI MOUSA MOHAMED	University of Bahrain, Bahrain.
CATHY BEAUSOLEIL	University of Quebec, Canada.
ASSOCIATE PROFESSOR LAURENCE GOLDMAN	University of Queensland. Australia.
ASSISTANT PROFESSOR RIHAM MUQATTASH	Al Ain University Of Science & Technology, UAE.
BIJAN HESNI	University of Westminster, UK.
PROFESSOR TAKASHI OYABU	Kokusai Business Gakuin College, Japan.
ASSOCIATE PROFESSOR MARK PEGRUM	The University of Western Australia, Australia.
KISHORE NAMBEESAN	University of Nizwa, Oman.
PAULA JACKSON	York St John University, UK.
DR PANAGIOTIS DONTIS CHARITOS	University of Westminster, UK.
ASSOCIATE PROFESSOR JAKE LYNCH	The University of Sydney, Australia.
DR. MOHIT KOLAY	Al Yamanah University, Saudi Arabia.
DR CHANGYU DONG	University of Strathclyde, UK.
DR ELENA SOUKAKOU	University of Roehampton, UK.
ASSITANT PROFESSOR AHMAD ALHARKAN	Qassim University, Al Malida, Saudi Arabia.

BEST PAPERS

Best Paper in Business:

"OWNERSHIP STRUCTURE, CORPORATE CONTROL AND DIVIDEND PAY-OUT IN CANADA"

Author(s) Name: Yoser Gadhoum, Ph.D

Best Paper in Education:

"INCORPORATING GROUP COURSEWORK AS AN ASSESSMENT COMPONENT INTO ONLINE AND TRADITIONAL UNIVERSITY PROGRAMMES"

Author(s) Name: Edward Bace

Best Paper in Information Technology:

"BRAHMANISM, BRAHMINS AND BRAHMIN TAMIL IN THE CONTEXT OF SPEECH TO TEXT TECHNOLOGY"

Author(s) Name: R S Vignesh Raj, Ashik Ali, Dr. Babak Khazaei

Best Paper in Social Science:

"FACTORS CONDUCIVE TO EFFECTIVE SERVICE-LEARNING OUTCOMES AMONG UNIVERSITY STUDENTS IN HONG KONG."

Author(s) Name: Steven S.Y.Ngai

ALL PAPERS of the Conference

BUSINESS PAPERS

Paper Name: "ORGANIZATIONAL TRANSFORMATION AND ITS AFTER EFFECTS ON EMPLOYEES' ATTITUDE: A STUDY ON POWER DISTRIBUTION"

Author(s) Name: Dr. SujitKumar, Manali Takkar

Page Numbers: 01-12

Paper Name: "TEXT MESSAGE ADVERTISING AVOIDANCE: A COMPARISON BETWEEN LOCATION BASED TEXT MESSAGE ADVERTISING AND UNSOLICITED TEXT MESSAGE ADVERTISING"

Author(s) Name: Margaretha Habeahan

Page Numbers: 13-20

Paper Name: "THE EFFECT OF WEBSITE QUALITY ON REPURCHASE INTENTION IN TRAVEL AGENCY'S WEBSITE IN MALAYSIA."

Author(s) Name: Nurhanan Syafiah Abdul Razak, Abd Halim Ahmad, Malliga Marimuthu

Page Numbers: 21-29

Paper Name: "OWNERSHIP STRUCTURE, CORPORATE CONTROL AND DIVIDEND PAY-OUT IN CANADA"

Author(s) Name: Yoser Gadhoum

Page Numbers: 30-51

Paper Name: "FAMILY-CONTROLLED CHINESE LISTED CORPORATIONS AND EARNINGS MANAGEMENT"

Author(s) Name: Yongqing Li

Page Numbers: 52-80

Paper Name: "LINKAGE OF INFLUENCING VARIABLE PERFORMANCE IN SMALL MEDIUM ENTERPRISES (SMES): STUDY CASE AT CV. HANIMUN"

Author(s) Name: Prof. Dermawan Wibisono, Marthin Lukas S. Pakpahan, Shinta Asih M. Hutasoit, Yudith Pradipta

Page Numbers: 81-87

Paper Name: "A REVIEW OF PERFORMANCE MANAGEMENT USING THE BALANCED SCORECARD IN PUBLIC SECTOR"

Author(s) Name: Amanah Pasaribu, M. Gilang Dwi Andika, Reza Rachmanda, Dermawan Wibisono
Page Numbers: 88-98

Paper Name: "STRATEGY MAP FORMULATION FOR DESIGNING STRATEGIC PLAN IN INDONESIAN TRANSPORTATION ORGANIZATION"

Author(s) Name: Fina Hafnika, Okki Hamdani, Roytama Januar Simbolon, Dermawan Wibisono
Page Numbers: 99-108

Paper Name: "ANALYSIS OF INTEGRATED PERFORMANCE MEASUREMENT SYSTEM IN PT. X"

Author(s) Name: Yuki Gradiannisa, Ni Made Yunita S, Martua F. Purba, Dermawan Wibisono
Page Numbers: 109-119

Paper Name: "FORMING CUSTOMER SATISFACTION INDEX BASED ON CUSTOMER PERSPECTIVE IN PERFORMANCE MANAGEMENT FOR TUNEECA, A START-UP FASHION ONLINE BUSINESS"

Author(s) Name: Adlina Abtaliana, Innayah Nurlia Roza, Selvia Herlina
Page Numbers: 120-131

Paper Name: "A STUDY ON LINKAGES AMONG BALANCED SCORECARD PERSPECTIVES: THE CASE OF INDONESIAN LOCAL BANKS"

Author(s) Name: Rilyan N R, Ganda Satria, Andi M Raihan R, Dermawan Wibisono
Page Numbers: 132-143

Paper Name: "SERVICE QUALITY IN FITNESS CENTRES – EXAMINING THE DIMENSIONS"

Author(s) Name: Stefan Lagrosen, Yvonne Lagrosen
Page Numbers: 144-150

Paper Name: "DEVELOP BALANCED SCORECARD FROM KPI IN CONSTRUCTION COMPANIES (CASE STUDY: STATED-OWNED ENTERPRISE)"

Author(s) Name: Anindhyaguna Adhiprasangga, Anindya Prawita Sari, Talkah Widya Putra, Prof. Dermawan Wibisono
Page Numbers: 151-162

Paper Name: "ANALYSIS OF EXTERNAL BUSINESS ENVIRONMENT'S IMPACT TO TELECOMMUNICATION COMPANY PERFORMANCE SYSTEM USING ANALYTIC NETWORK PROCESS (ANP)"

Author(s) Name: Sigit Tri Cahyono, Galih Lutfihadi Perdana
Page Numbers: 163-176

Paper Name: "INFLUENCES OF WEB 2.0 TECHNOLOGIES ON CUSTOMER ATTRACTION AND RETENTION"

Author(s) Name: Dr Tareq Rasul
Page Numbers: 177-187

Paper Name: "LINKAGE COMPARISON OF TRAINING ALLOCATION AND EMPLOYEE PRODUCTIVITY AGAINST THE COMPANY'S PROFIT IN STATE-OWNED BANK IN INDONESIA"

Author(s) Name: Ricky Andreas Nooryandi, Kornelius A.M. Wiriadikarta, Dermawan Wibisono
Page Numbers: 188-196

Paper Name: "THE EFFECT OF PROFITABILITY AND INFLATION ON STOCK RETURN AT PHARMACEUTICAL INDUSTRIES AT BEI IN THE PERIOD OF 2011-2014"

Author(s) Name: Anistia Nurhakim S, Irni Yunita, Aldilla Irdianty
Page Numbers: 197-205

Paper Name: "A MANAGERIAL PERSPECTIVE OF CO-BRANDING STRATEGY IN INDONESIAN FASHION INDUSTRY"

Author(s) Name: Wisnu Aryo Setio, Dina Dellyana
Page Numbers: 206-216

Paper Name: "COMPARATIVE ANALYSIS OF RETURN ON OPTION CONTRACT SIMULATION WITH COVERED CALL WRITING STRATEGY AND PROTECTIVE PUT BUYING STRATEGY (STUDY ON JCI YEARS 2012-2014 IN INDONESIA STOCK EXCHANGE)"

Author(s) Name: Syahrul Rasyid, Dadan Rahadian, Anisah Firlu
Page Numbers: 217-226

Paper Name: "THE EFFECT OF EXPERIENTIAL MARKETING TOWARDS CUSTOMER SATISFACTION ON ONLINE FASHION STORE IN INDONESIA"

Author(s) Name: Indrawati, Ulfa Shafira Fatharani
Page Numbers: 227-236

Paper Name: "THE IMPACT OF CRUDE OIL AND NAPHTHA PRICE FALL DOWNS ON THE PETROCHEMICAL SECTOR IN SAUDI ARABIA"

Author(s) Name: Bader R. AL Onaizi, Dr. Yousr Gadhoom
Page Numbers: 237-267

Paper Name: "EMPLOYEE TURNOVER IN THE MANUFACTURING ORGANIZATION: CASE OF THE EASTERN REGION OF SAUDI ARABIA"

Author(s) Name: Mohammed Rashid Al-Qahtani, Dr. Yousr Gadhoom
Page Numbers: 268-289

Paper Name: "A COMPARATIVE STUDY ABOUT THE INTEROPERABILITY OF MULTI-FACETED EMPLOYEES' EMPOWERMENT"

Author(s) Name: Umar Alshangiti, Dr. Yousr Gadhoom
Page Numbers: 290-311

Paper Name: "THE MOBILE TELECOMMUNICATION MARKET IN BANGLADESH: STRUCTURE, GROWTH AND TECHNOLOGY"

Author(s) Name: Dr Tareq Rasul
Page Numbers: 312-317

Paper Name: "VOLATILITY SPILLOVER BETWEEN USD-IDR EXCHANGE RATE CHANGES AND INDONESIA STOCK INDEX"

Author(s) Name: Nisa Nur Arini, Brady Rikumahu, Adilla Irdianty
Page Numbers: 318-325

Paper Name: "JAPANESE FDI IN MALAYSIA AND OTHER ASIAN COUNTRIES: ARE THEY COINTEGRATED?"

Author(s) Name: Tajul Ariffin Masron
Page Numbers: 326-333

Paper Name: "A DOCTORATE OF BUSINESS ADMINISTRATION (DBA): A NEED OR LEISURE"

Author(s) Name: Prof. Dr. Yoser Gadhoom, Salem M. Al-Anazi
Page Numbers: 334-365

EDUCATION PAPERS

Paper Name: "EXPLORING WHY ARABIC LANGUAGE IS USED IN GRADE 12 ENGLISH LANGUGAE CLASSROOMS IN OMAN FROM THE PERCEPTIONS OF EFL TEACHERS AND STUDENTS"

Author(s) Name: Khalifa M. Al Khamisi
Page Numbers: 366-366

Paper Name: "INCORPORATING GROUP COURSEWORK AS AN ASSESSMENT COMPONENT INTO ONLINE AND TRADITIONAL UNIVERSITY PROGRAMMES"

Author(s) Name: EDWARD BACE
Page Numbers: 367-371

Paper Name: "ABILITY, CONFIDENCE AND GENDER: A CASE OF PAKISTAN"

Author(s) Name: Muniza Askari
Page Numbers: 372-390

Paper Name: "HOW FIRST YEAR UNIVERSITY STUDENTS DEVELOP SUCCESSFUL ACADEMIC AND ESPECIALLY AEW CAPABILITIES: AN ACTIVITY THEORY ANALYSIS"

Author(s) Name: Alan Fenn-Lavington
Page Numbers: 391-391

INFORMATION TECHNOLOGY PAPERS

Paper Name: "SOCIO TECHNOLOGICAL APPROACH TO USER ACCEPTANCE OF SPEECH TO TEXT TECHNOLOGY: A TAMIL PERSPECTIVE"

Author(s) Name: R S Vignesh Raj, Ashik Ali, Dr. BabakKhazaei
Page Numbers: 392-398

Paper Name: "BRAHMANISM, BRAHMINS AND BRAHMIN TAMIL IN THE CONTEXT OF SPEECH TO TEXT TECHNOLOGY"

Author(s) Name: R S Vignesh Raj, Ashik Ali, Dr. BabakKhazaei
Page Numbers: 399-405

Paper Name: "MEASUREMENT OF INFORMATION SECURITY AWARENESS AMONG FACEBOOK USERS IN INDONESIA"

Author(s) Name: Puspita Kencana Sari, Filia Stefany Sihotang
Page Numbers: 406-415

Paper Name: "MEASUREMENT OF INFORMATION SECURITY AWARENESS AMONG SOCIAL MEDIA PATH USERS IN INDONESIA"

Author(s) Name: Indri Agustini, Puspita Kencana Sari
Page Numbers: 416-425

SOCIAL SCIENCES PAPERS

Paper Name: "COMPETITION IN THE HEALTHCARE MARKET IN SINGAPORE AN EXPLORATIVE CASE STUDY"

Author(s) Name: Dr Andrea Gideon
Page Numbers: 436-438

Paper Name: "THE DETERMINANTS OF PARTICIPATION IN EMPOWERMENT PROGRAMS IN JAMBI PROVINCE, INDONESIA"

Author(s) Name: Novyandra Ilham Bahtera, Fatimah Mohamed Arshad, Shaufique Fahmi Sidique, Marcel Djama, Asnarulkhadi Abu-Samah
Page Numbers: 439-453

Paper Name: "FACTORS CONDUCIVE TO EFFECTIVE SERVICE-LEARNING OUTCOMES AMONG UNIVERSITY STUDENTS IN HONG KONG"

Author(s) Name: Steven S.Y.Ngai
Page Numbers: 454-460

Paper Name: "BILATERAL INVESTMENT TREATIES: THE CHANGED INDIAN PERSPECTIVE"

Author(s) Name: Prerna Tara
Page Numbers: 461-473

Paper Name: "THE BAMBOO FORTIFICATIONS OF EARLY ITNEG VILLAGES IN ABRA, NORTHERN PHILIPPINES"

Author(s) Name: Mr. Farland D. Valera
Page Numbers: 474-479

Paper Name: "MARIANO ANGEL HENSON: A HISTORIOGRAPHICAL ANALYSIS OF HIS LIFE AND WORKS ON LOCAL HISTORY, 1948-1975"

Author(s) Name: Dondy Peptip G. Ramos
Page Numbers: 480-493

Paper Name: "INFLUENCE OF CREATIVE AND DIDACTIC GAME ON FINE MOTOR SKILLS IN CHILDHOOD"

Author(s) Name: Nelly Koleva
Page Numbers: 494-504

Paper Name: "BOTHERED BLOGGINGS AND TROUBLED TWEETS: CONSTRUCTIONS OF STRESS AND CONCERNS FOR EARLY-CAREER ACADEMICS"

Author(s) Name: Robbie Busch
Page Numbers: 505-515

Paper Name: "SOCIAL MEDIA AS A TOOL FOR COMBATING CYBERCRIMES WITH SPECIAL REFERENCE TO SAUDI ARABIA"

Author(s) Name: Faisal Yousif Alanezi
Page Numbers: 516-529

Paper Name: "THE DETERMINANTS OF RESEARCH PRODUCTIVITY IN PUBLIC VERSUS PRIVATE SAUDI UNIVERSITIES"

Author(s) Name: Dr. YouSr Gadhoun, Yateem Karam
Page Numbers: 530-561

WWW.APIAR.ORG.AU



Asia Pacific Institute of Advanced Research
Nurturing knowledge without boundaries