

ICABSS-2016

1st International Conference on Advanced Business & Social Sciences

*28th & 29th
of January 2016*

VENUE

Hotel NEO Kuta
Jelantik, Bali, Indonesia.



ORGANISED BY:

ASIA PACIFIC INSTITUTE OF ADVANCED RESEARCH (APIAR)

Nurturing knowledge without boundaries



ICABSS - 2016



APIAR ASIA
PACIFIC
INSTITUTE ^{of}
ADVANCED
RESEARCH

Nurturing knowledge without boundaries

www.apiar.org.au

Mission

To create a world-class research institute that empowers the education sector.

Our research focuses on benchmarking and extending research in successful business practices. We intend to offer exciting networking and project building opportunities for our associates. We endeavor to achieve a better knowledge development climate in higher education and corporate training.

Vision

Five years from now, APIAR will be the fastest growing knowledge sharing organization in the world. We will change the way the world manages research and utilizes its knowledge to make room for more. We will create efficient learning and transfer to work context strategies for a more cost and time-effective learning solution.

Conference Chair



Prof. Piet Kommers

UNESCO professor of Learning Technologies, University of Twente and Utrecht University, The Netherlands

Keynote Speakers



Prof. Dermawan Wibisono

School of Business and Management, Institut Teknologi Bandung (ITB), Indonesia.



Dr. Shankar Chelliah

Dr. Shankar Chelliah, University Sains Malaysia, Malaysia.

CONFERENCE COMMITTEE



- PROF. PETER CURSON** The University of Sydney, Australia.
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- PROF. GHASSAN OMET** University of Jordan, Jordan.
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- ASSOC. PROF. PAWEL BILINKSI** City University, UK.
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- ASSOC. PROF. JEHAD ALDEHAYYAT** Al Yamamah University, Saudi Arabia.
- ASSOC. PROF. PETER KRIESLER** University of New South Wales, Australia.
- PROF. ELIZABETH FERNANDEZ** University of New South Wales, Australia.
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Conference Chair



**Prof. Piet
Kommers**

UNESCO professor of
Learning Technologies,
University of Twente and
Utrecht University, The
Netherlands



*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.*

Preface

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 marvellous premises of the Neo Kuta Hotel, Bali, Indonesia.

Dr Piet Kommers
Professor of UNESCO Educational Technologies

Conference Chair



**Prof. Piet
Kommers**

UNESCO professor of
Learning Technologies,
University of Twente and
Utrecht University, The
Netherlands

Biography

Dr Piet Kommers is an early pioneer in media for cognitive-and social support. His doctoral research explored methods for hypertext and concept mapping in learning. Since 1982 he has developed educational technology, using an engineering approach to learning and teaching. His main thesis is that technology is catalytic for human ambition and awareness. His main function is associate professor in the University in Twente, The Netherlands and adjunct/visiting professor in various other countries. He has taught 15 bachelors, masters and PhD courses, having supervised more than 30 PhD students. Dr Kommers instigated and coordinated the NATO Advanced Research Workshop on Cognitive Technologies in 1990, and an impressive series of joint European research projects in multimedia, webbased learning, teacher education, virtual 3d worlds, constructivist learning, social media, web-based communities and international student exchange.

UNESCO has granted Dr Kommers the title of Honorary Professor for his work in ICT for Education in Eastern Europe. Moreover, the Capital Normal University in Beijing has awarded him with the title of Honorary Doctor. Dr Kommers is member of advisory boards in ministries of education and science academies in Singapore, Finland and Russia. In addition, Dr Kommers is the founder of the international journal for web-based communities and overall chair of the IADIS conferences on societal applications of ICT. Since the late nineties he has given more than 40 keynote lectures at main conferences in the fields of education, media and communication. Dr Kommers's books and journal articles address the social and intellectual transformations at each transition from the "traditional" into the "new" media. Instead of regarding new media as extrapolating, supplanting, vicarious or even disruptive, His view is that new media elicit valuable responses and challenge both individuals and organisations to reconsider human nature and challenge existential awareness.

Keynote Speaker



Prof. Dermawan
Wibisono

School of Business and
Management, Institut
Teknologi Bandung (ITB),
Indonesia.

Dr. Dermawan Wibisono is the Professor in Operations & Performance Management and senior lecturer at the School of Business & Management, Institute of Technology Bandung (ITB). He has a degree in Industrial Engineering from ITB, a master's degree in Manufacturing Management from Royal Melbourne Institute of Technology (RMIT), Australia and a Ph.D. in Performance Management from the School of Engineering Design & Technology, University of Bradford, England. Since 2001 Dr. Wibisono has served as Member of the Performance Measurement Association, Cranfield – UK. Additionally he has held positions of increasing responsibility at ITB including Quality Assurance Coordinator, the Director of the MBA study program, and Dean of the School of Management. Currently,

Dr. Wibisono serves as a Visiting Professor at Universiti Utara Malaysia, Kedah, Malaysia. Dr. Wibisono is the author of numerous books on management, business and knowledge-based performance measurement systems. His other international publications and research firmly establish him as an international expert in performance measure systems. Dr. Wibisono also has written numerous fiction books on educational character building. He has a long history of international consulting in his field. Dr. Wibisono has served as an executive trainer for case writing and teaching methods.

Biography

Dr Shankar Chelliah is currently affiliated with the Universiti Sains Malaysia (USM) in Penang, Malaysia. Prior to becoming an academician, he spent fifteen years gaining corporate experience, holding various positions in blue-chip companies such as Motorola and Intel. He is currently positioned in the section of International Business, teaching subjects such as international new ventures, international human resources management, and international business management. Apart from supervising students at postgraduate level, Dr Chelliah is actively involved in consultancy services and in social responsibility initiatives to key clients from the industry. Examples of the key training conducted are Lean Management, Leadership is Within You, Time Management, and Coaching the Managers.

His current research interests include: (a) internationalisation – medical tourism, strategies in international trade, born global firms, and SMEs etc. (b) green management as competitive capabilities in organisations, and (c) strategic management in education – internationalization of education, holistic approach to education, and understanding the future challenges of education. Additionally, he currently holds two external grants (FRGS and IPPTN) and two university grants (a short-term grant and University Community Engagement Project). Dr Shankar Chelliah has published more than 60 publications, as monographs, chapters in books, and articles in international peer-reviewed journals, as well as international and local conference proceedings in the area of international business, medical tourism, and strategic management. He also writes in the media on areas related to his research topics as outreach work for the community.

Keynote Speaker



Dr. Shankar
Chelliah

Dr. Shankar Chelliah,
University Sains Malaysia,
Malaysia.

Biography

DAY

01

Thursday, 28th of January, 2016

08:30 AM - * Conference Registration and Materials Collection
09:00 AM

OPENING THE GENERAL SESSION Kuta LEGIAN Meeting Room (Sixth Floor)

09:00 AM - Conference Opening by Professor Piet Kommers
09:45 AM Conference Chair

Topic: "Business by Social Technologies".

09:45 AM - **Keynote Speaker:** Professor Dermawan Wibisono
10:15 AM

Topic: "Performance Measurement System in Government: a challenge of research and implementation in future".

10:15 AM - **Photo Session**
10:30 AM

10:30 AM - **Tea Break**
11:00 AM

ORAL PRESENTATION

Session : 01
Session Chair : Prof. Stefan Lagrosen
Track: Business

11:00 AM - ORGANIZATIONAL TRANSFORMATION AND ITS AFTER
11:20 AM EFFECTS ON EMPLOYEES' ATTITUDE: A STUDY ON POWER DISTRIBUTION.

Dr. Sujit Kumar & Manali Takkar

11:20 AM - TEXT MESSAGE ADVERTISING AVOIDANCE: A COMPARISON
11:40 AM BETWEEN LOCATION BASED TEXT MESSAGE ADVERTISING AND UNSOLICITED TEXT MESSAGE ADVERTISING.

Margaretha Habeahan

11:40 AM - THE EFFECTS OF WEBSITE QUALITY OF TRAVEL AGENCY'S
12:00 PM WEBSITE ON REPURCHASE INTENTION IN MALAYSIA.

Nurhanan Syafiah Binti Abdul Razak, Abd Halim Ahmad & Malliga Marimuthu

Session : 02

Session Chair : Prof. Yousr Gadhoum

Track: Social Sciences

12:00 PM – 12:20 AM – COMPETITION IN THE HEALTHCARE MARKET IN SINGAPORE – AN EXPLORATIVE CASE STUDY.

Andrea Katharina Gideon

12:20 AM – 12:40 PM – THE DETERMINANTS OF PARTICIPATION ON EMPOWERMENT PROGRAMS.

Novyandra Ilham Bahtera and Fatimah Mohamed Arshad

12:40 PM – 01:00 PM – FACTORS CONDUCIVE TO EFFECTIVE SERVICE-LEARNING OUTCOMES AMONG UNIVERSITY STUDENTS IN HONG KONG.

Steven Sek-Yum Ngai

01:00 PM – 02:00 PM – **Lunch Break**

Session : 03

Session Chair : Dr Tajul Ariffin Masron

Track: Business

02:00 PM – 02:20 PM – OWNERSHIP STRUCTURE, CORPORATE CONTROL AND DIVIDEND PAYOUT.

Yousr Gadhoum

02:20 PM – 02:40 PM – A COMPARATIVE STUDY ABOUT THE INTEROPERABILITY OF MULTI-FACETED EMPLOYEES' EMPOWERMENT.

Umar Alshangiti & Yousr Gadhoum

02:40 PM – 03:00 PM – FAMILY-CONTROLLED CHINESE LISTED CORPORATIONS AND EARNINGS MANAGEMENT.

Yongqing Li

03:00 PM - 03:20 PM – **Afternoon Tea**

DAY

01

Thursday, 28th of January, 2016

Session : 04

Session Chair : Prof. Piet Kommers

Track: Education

03:20 PM - 03:40 PM - EXPLORING WHY ARABIC LANGUAGE IS USED IN GRADE 12 ENGLISH LANGUGAE CLASSROOMS IN OMAN FROM THE PERCEPTIONS OF EFL TEACHERS AND STUDENTS.

Khalifa M Al. Khamisi

03:40 PM - 04:00 PM - INCORPORATING GROUP COURSEWORK AS AN ASSESSMENT COMPONENT INTO ONLINE AND TRADITIONAL UNIVERSITY PROGRAMMES.

Edward Bace

04:00 PM - 04:20 PM - ABILITY, CONFIDENCE AND GENDER: A CASE OF PAKISTAN

Muniza Askari

04:20 PM - 04:40 PM - HOW FIRST YEAR UNIVERSITY STUDENTS DEVELOP SUCCESSFUL ACADEMIC AND ESPECIALLY AEW CAPABILITIES: AN ACTIVITY THEORY ANALYSIS.

Alan Fenn-Lavington

Session : 05

Session Chair : Dr Tajul Ariffin Masron

Track: Business

04:40 PM - 05:00 PM - LINKAGE OF INFLUENCING VARIABLE PERFORMANCE IN SMALL MEDIUM ENTERPRISES (SMES): STUDY CASE AT CV. HANIMUN.

Prof. Dermawan Wibisono, Marthin Lukas S. Pakpahan, Shinta Asih M. Hutasoit & Yudith Pradipta

05:00 PM - 05:20 PM - STRATEGY MAP FORMULATION FOR DESIGNING STRATEGIC PLAN IN INDONESIAN TRANSPORTATION ORGANIZATION.

Fina Hafnika, Okki Hamdani, Roytama Januar Simbolon and Dermawan Wibisono

05:20 PM - 05:40 PM - ANALYSIS OF INTEGRATED PERFORMANCE MANAGEMENT SYSTEM IN PT.X

Yuki Gradiannisa, Ni Made Yunita S., Martua F. Purba and Derwaman Wibisono

End of Day 01

ORAL PRESENTATION

Session : 01
Session Chair : Dr Edward Bace
Track: Business

09:00 AM - 09:20 AM FORMING CUSTOMER SATISFACTION INDEX BASED ON CUSTOMER PERSPECTIVE IN PERFORMANCE MANAGEMENT FOR TUNEECA, A START-UP FASHION ONLINE BUSINESS.

Adlina Abtaliana, Innayah Nurlia Roza & Selvia Herlina

09:20 AM – 09:40 AM A DOCTORATE OF BUSINESS ADMINISTRATION (DBA): A NEED OR LEISURE.

Yoser Gadhoom & Salem M. Al-Anazi

09:40 AM – 10:00 AM SERVICE QUALITY IN FITNESS CENTRES – EXAMINING THE DIMENSIONS.

Stefan Lagrosen & Yvonne Lagrosen

10:00 AM – 10:20 am **Morning Tea**

Session : 02
Session Chair : Professor Piet Kommers
Track: ICT

10:20 AM – 10:40 AM BRAHMANISM, BRAHMINS AND BRAHMIN TAMIL IN THE CONTEXT OF SPEECH TO TEXT TECHNOLOGY.

R S Vignesh Raj, Ashik Ali & Babak Khazaei

10:40 AM – 11:00 AM MEASUREMENT OF INFORMATION SECURITY AWARENESS AMONG FACEBOOK USERS IN INDONESIA.

Filia Stefany Sihotang & Puspita Kencana Sari

11:00 AM – 11:20 AM MEASUREMENT OF INFORMATION SECURITY AWARENESS AMONG SOCIAL MEDIA PATH USERS IN INDONESIA.

Indri Agustini & Puspita Kencana Sari

11:20 AM - 11:40 AM SOCIO TECHNOLOGICAL APPROACH TO USER ACCEPTANCE OF SPEECH TO TEXT TECHNOLOGY: A TAMIL PERSPECTIVE

R S Vignesh Raj, Ashik Ali & Babak Khazaei

DAY
02

Friday, 29th of January, 2016

Session : 03

Session Chair : Prof. Yourr Gadhoun

Track: Social Sciences

11:40 AM - 12:00 AM - THE BAMBOO FORTIFICATIONS OF EARLY ITNEG VILLAGES IN ABRA, NORTHERN PHILIPPINES.

FARLAND D. VALERA

12:00 PM - 12:20 PM - SOCIAL MEDIA AS A TOOL FOR COMBATING CYBERCRIMES WITH SPECIAL REFERENCE TO SAUDI ARABIA.

FAISAL YOUSIF ALANEZI

12:20 PM - 12:40 PM - Mariano Angel Henson : A Historiographical Analysis of his Life and Works on Local History, 1948-1975.

Dondy Pepito G. Ramos II

12:40 PM - 02:00 PM - **Lunch Break**

Session : 04

Session Chair : Manali Takkar

Track: Business

02:00 PM - 02:20 PM - THE EFFECT OF PROFITABILITY AND INFLATION ON STOCK RETURN AT PHARMACEUTICAL INDUSTRIES AT BEI IN THE PERIOD OF 2011-2014.

Anistia Nurhakim Salrni Yunita, Aldilla Irdianty

02:20 PM - 02:40 PM - THE IMPACT OF CRUDE OIL AND NAPHTHA PRICE FALL DOWNS ON THE PETROCHEMICAL SECTOR IN SAUDI ARABIA.

BADER R. ALONAIZI & YOURR GADHOUN

02:40 PM - 03:00 PM - A MANAGERIAL PERSPECTIVE OF CO-BRANDING STRATEGY IN INDONESIAN FASHION INDUSTRY.

Wisnu Aryo Setio

03:00 PM - 03:20 PM - **Afternoon Break**

**DAY
02**

Friday, 29th of January, 2016

Session : 05

Session Chair : Dr Andrea Gideon

Track: Social Sciences

**03:20 PM -
03:40 PM**

BOTHERED BLOGGINGS AND TROUBLED TWEETS:
CONSTRUCTIONS OF STRESS AND CONCERNS FOR EARLY-
CAREER ACADEMICS.

Robbie Busch & Marieke Ledingham

**03:40 PM -
04:00 PM**

THE DETERMINANTS OF RESEARCH PRODUCTIVITY IN
PUBLIC VERSUS PRIVATE SAUDI UNIVERSITIES.

Yousr Gadhoun & Yateem Karam

Session : 06

Session Chair : Prof. Piet Kommers

Track: Business

**04:00 PM -
04:20 PM**

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).

Syahrul Rasyid, Dadan Rahadian and Anisah Firlil

**04:20 PM -
04:40 PM**

EMPLOYEE TURNOVER IN MANUFACTURING
ORGANIZATION: CASE OF THE EASTERN REGION OF SAUDI
ARABIA.

Mohammed Rashid Al-Qahtani & Yousr Gadhoun

**04:40 PM -
05:00 PM**

Japanese FDI in Malaysia and other Asian countries: Are
they cointegrated?

TAJUL ARIFFIN MASRON

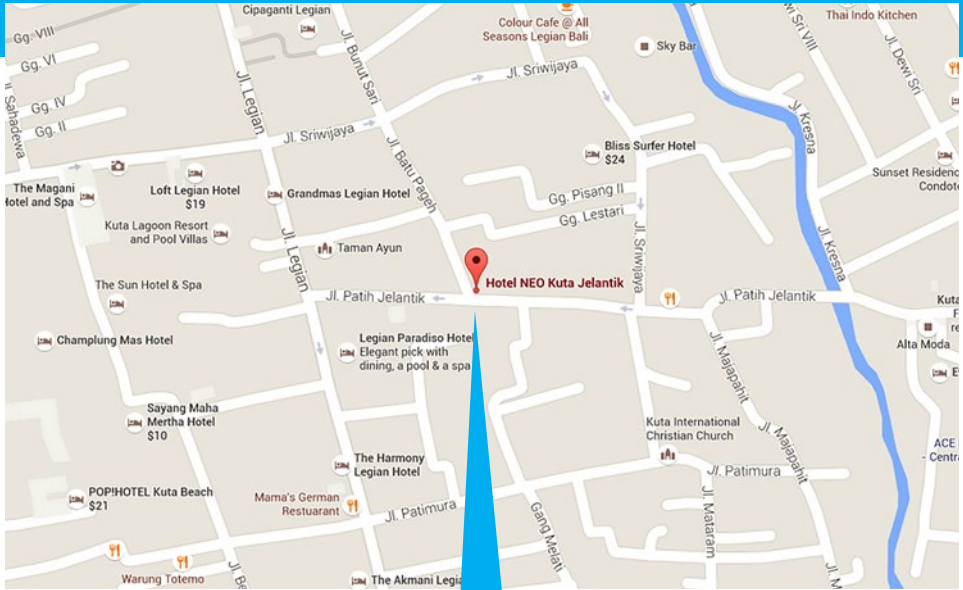
End of Presentation

Conference Dinner , Networking &
Presentation Ceremony
06:30 PM – 08.30 PM

Neo Kuta Jelantik
Jalan Patih Jelantik No.188,
Legian, Kuta 80361, Bali - Indonesia.

End of The Conference

CONFERENCE & DINNER VENUE



Hotel Neo Kuta Jelantik
Jalan Patih Jelantik No.188,
Legian, Kuta 80361, Bali - Indonesia

APIAR ASIA PACIFIC INSTITUTE of ADVANCED RESEARCH

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APCAR 2016

2ND ASIA PACIFIC CONFERENCE ON ADVANCED RESEARCH
Theme: Making a Difference

27th and 28th of February 2016
Hotel Grand Chancellor, Melbourne, Australia.

Asia Pacific Institute of Advanced Research (APIAR)
Nurturing Knowledge Without Boundaries

Please submit your paper or abstract by 31.01.2016. We are looking forward to seeing in Melbourne, Australia in February, 2016.

We publish following journals

Asia Pacific Journal of Advanced
Business and Social Studies
(ISBN: 9780994365675)

Asia Pacific Journal of Contemporary
Education and Communication Technology
(ISBN: 9780994365682)

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