



ASIA PACIFIC INSTITUTE OF
ADVANCED RESEARCH

Nurturing knowledge without boundaries

2nd International Conference on Multidisciplinary Academic Research ICMAR-2019

22nd & 23rd of June 2019

Hotel Horison, Legian,
Bali, Indonesia



SCHEDULE

ABOUT BALI

Bali is both an island and a province of Indonesia. The island is just south of the equator and is home to just over 4 million people. Surrounded by a coral reef, Bali is a lush, green island with some of the most beautiful white and black sand beaches in the world. The island is about 153 km from east to west and 112 km from north to south. The central mountains include an active volcano, Mount Agung. Bali's ample rainfall and fertile soil create highly productive coffee, rice and vegetable crops. Tourism is very important to Bali. Being so close to the equator, the climate is fairly stable all year.

Daytime temperatures range from 20 to 33 degrees Centigrade in the lower altitudes. In the mountains, the temperatures are somewhat cooler. Most tourism is focused in the southern part of the island near beaches and larger towns. World-class hotels maintain a 65% occupancy rating but during the peak season, some hotels are fully booked. In 2012 Bali had over 2.8 million foreign and 5 million domestic tourist visits. The excellent beaches, international and local restaurants, and the friendliness of the people attract tourists to this beautiful island.

CONFERENCE CHAIR



**PROF. DR. IR. DERMAWAN
WIBISONO, M.ENG.**

Universitas Pertamina, Indonesia.

KEYNOTE SPEAKER



**ASSOCIATE PROFESSOR
AZMAT GANI**

College of Economics and
Political Science, Sultan Qaboos
University, Oman.

APIAR SCHOLARSHIPS:

APIAR is delighted to announce a competition for best papers.

Entries will be judged on the quality of the paper, including the presentation.
Only registered participants in the conference are qualified to apply.

The winner(s) will receive 50% conference registration fee waived for the
very next conference organised by APIAR

The prize is non-negotiable and no monetary alternative will be available.

Conference Programme Summary

Day: 1

**Saturday, 22nd of June
Venue: Pool Area**

08:30 AM – 09:00 AM

Arrival / Registration

09:00 AM – 09:25 AM

Prof. Dermawan Wibisono
Topic: Managing Performance for Governmental Offices.

09:25 AM – 09:50 AM

Assoc. Prof Azmat Gani
Topic: Cultural Importance in Business and Trade Transactions.

09:50 AM – 10:00 AM

Photo Session

10:00 AM – 10:30 AM

Morning Tea Break

Session: 1 / Venue: Agung 1
Track: Business;
Session Chair : Azmat Gani

Session: 1 / Venue: Agung 2
Track: ICT & Social sciences;
Session Chair :

10:30 AM – 10:45 AM

EVALUATION OF BUSINESS STRATEGY POST
MERGER & ACQUISITION: STUDY CASES AT PT. H.M
SAMPOERNA TBK, PT. BENTOEL INTERNATIONAL
INVESTAMA TBK AND PT. XL AXIATA TBK.
Florentinus Suryo Susilo & Kuntoro Mangkusubroto

DIGITAL CUSTOMER EXPERIENCE: A SYSTEMATIC
ANALYSIS OF DIGITALIZATION PROCESS.
Azira Ab Aziz & Peter Woods

10:45 AM – 11:00 AM

IMPROVING THE MARKETING PROCESS IN
EXTRACTIVE INDUSTRY USING SERVICE
EXCELLENCE APPROACH: A STUDY IN PT.
COALNESIA.
Ayu Satya Karuniawati & Asnan Furinto

ARDUINO-BASED LOAD CURRENT DISPLAY AND
TIME-DELAY PROTECTIVE DEVICE FOR AIR
CONDITIONING UNITS.
Leo Agustin P. Vela

11:00 AM – 11:15 AM

INVESTMENT ANALYSIS OF A NEW SEMI MOBILE
CRUSHER PROJECT AT PT. SEMEN JAWA A
SUBSIDIARY COMPANY OF SIAM CEMENT GROUP.
Fitri Nopitasari

A STUDY ON INDIAN LEGAL REGIME AND COMPARA-
TIVE ANALYSIS OF DRONES REGULATION: INDIA'S
RESPONSE TO A MAJOR POLICY REVOLUTION.
Kshithija Prakashan & Pukhraj Agarwal

11:15 AM – 11:30 AM

DISRUPTIVE INNOVATION IN SELECTED HIGHER
EDUCATION INSTITUTION: BASIS FOR
INSTRUCTIONAL METHODOLOGIES ENHANCEMENT.
Michael B. Rodriguez, Irene R. De Villa, Rodel F. Fano &
Jordan B. Jalbuna

TOWARDS CLOUD COMPUTING SECURITY IN
ORGANIZATIONS
Nader Shahata

11:30 AM – 11:45 AM

BRAND JEALOUSY, WILLINGNESS TO PAY PREMIUM,
AND BRAND LOYALTY: THE MEDIATING ROLE OF
MATERIALISM AND BRAND ATTACHMENT OF GLOBAL
BRAND PRODUCTS.
Elizabeth Christine Carolina Simangunsong & Evo
Sampetua Hariandja

THE DYCOTOMY MYTH OF DOCTOR FIGURE IN
DOCTOR STOBANE AND HEART ATTACK MOVIE.
Altobeli Lobodally

11:45 AM – 12:00 PM

PRIMARY CLINIC SERVICES 'SEHAT' AGAINST BPJS
PATIENTS.
Zoel Hutabarat

CHILD RAG PICKERS IN INDIA: AN INVESTIGATION IN
WASTE MANAGEMENT HEALTH HAZARDS AND
EARNINGS.
Suresh Lal

	Session: 2 Track: Business; Session Chair: Florentinus Suryo Susilo	Session: 2 Track: Education ; Session Chair: Robert Jay Lopez
12:00 PM – 12:15 PM	BUSINESS STRATEGY DEVELOPMENT OF PT IHSAN SOLUSI INFORMATIKA (ISI) IN IT INDUSTRY AS AN INTERMEDIARY IN PAYMENT SERVICES. Sacha Mauludianita Octafira & Mohammad Hamsal	ANTI-MICROBIAL ACTIVITY OF GUGO (ENTADA PHASEOLOIDES) CRUDE BARK EXTRACT AGAINST PSEUDOMONAS AERUGINOSA ATCC 7644 BACTERIA. Aris Jay G. Sarmiento
12:15 PM – 12:30 PM	REDUCING SERVICE WAITING TIME OF READY MEDICINE IN GENERAL HOSPITAL. Felix Limanjaya	INHIBITORY PROPERTIES OF POWDERED ACTIVATED CARBON MADE FROM COFFEE (COFFEA ARABICA) BEANS AGAINST THE GROWTH OF STAPHYLOCOCCUS AUREUS (ATCC 6538P). Justin Leigh Deveza
12:30 PM – 12:45 PM	INCREASING PUBLIC SERVICE PERFORMANCE THROUGH THE CAPITALIZATION OF DYNAMIC CAPABILITY AND INNOVATION PERFORMANCE: AN EMPIRICAL STUDY OF PUBLIC SERVICE AGENCIES IN INDONESIA. Reza Satria & Ratih Dyah Kusumastuti	ANTIBACTERIAL POTENTIAL OF FLY AGARIC (AMANITA MUSCARIA) SYNTHESIZED WITH SILVER NANOPARTICLES AGAINST SALMONELLA TYPHIMURIUM. Clarence Bryant Borlaza
12:45 PM – 01:00 PM	EXPORT MARKETS' SEGMENTATION FOR INDIAN CARPET INDUSTRY: A BCG GROWTH-SHARE MATRIX APPROACH. Chinmoy Kumar Roy	GRADUATES' TEAMWORK SKILLS BOIL OVER IN CAMBODIA. Songheang Ai
01:00 PM – 02:00 PM	Lunch Break	
	Session: 3 Track: Business; Session Chair: Chinmoy Roy	Session: 3 Track: Social Sciences; Session Chair: Leo Agustin Vela
02:00 PM – 02:15 PM	BUSINESS CANVAS MODEL ANALYSIS OF PRIVATE CLINIC TO SERVE INDONESIAN SOCIAL INSURANCE SYSTEM. Angelina Widjaja & Zoel Hutabarat	THE IMPACT OF E-WOM ON PURCHASE INTENTION: ANALYSIS OF THE ADOPTION OF ONLINE REVIEWS ON TRAVEL DECISIONS IN CHINA. James H.W.Shen, Gavin K. Y. Chau & Xiyue Zhang
02:15 PM – 02:30 PM	UNDERSTANDING THE DIFFERENCES IN RECIPIENTS' PERCEPTION ON CORPORATE SOCIAL RESPONSIBILITY PROGRAM IN EDUCATION CONDUCTED BY PT KALBE FARMA TBK. Michelle Yolanda	SIX DAYS WORKING PLAN IN EDUCATIONAL INSTITUTION: A CASE STUDY. Ashish Kant Chaudhari
02:30 PM – 02:45 PM	DESIGN OF PERFORMANCE MANAGEMENT SYSTEMS FOR MARINE TRANSPORTATION SYSTEM IN COMPANY X. Putu Yunik Tri Wedayanti, Dermawan Wibisono & Dian Prama Irfani	INCOME DISTRIBUTION AND INCIDENCE OF POVERTY IN SRI LANKA. Ajith Dissanayaka
02:45 PM – 03:00 PM	NATURAL RESOURCES AND RESOURCE CURSE EFFECT ON CHILD HEALTH OUTCOMES IN THE DEVELOPING ECONOMIES. Azmat Gani	THE THEORETICAL PERSPECTIVES OF IMMIGRATION CONTROLS: IMMIGRATION CLEARANCE PROCESS, SELECTIVE POLICY AND SECURITY APPROACH AT AIRPORTS IN INDONESIA Ridwan Arifin, Intan Nurkumalawati & Bobby Briando
03:00 PM – 03:30 PM	Afternoon Tea Break	
03:30 PM – 03:45 PM	CHOOSING OF FOB OR DDP FROM BUYER PERSPECTIVE IN INDIRECT IMPORT THE PRODUCTION EQUIPMENT. Praftiwi Umritri	SOCIO-ECONOMIC INEQUALITY AND CAREER ASPIRATIONS AMONG CHILDREN IN INDIA. Vartika Moolchandani, Vineeth M & Nivya Chandran
03:45 PM – 04:00 PM	BUSINESS STRATEGY DEVELOPMENT IN COMPETITIVE CAFÉ INDUSTRY MARKET. A CASE STUDY: SLATAN COFFEE, TEA AND CHOCOLATE. Priyanka Indhirasvari & Mohamad Hamsal	THE INFLUENCE OF ENTREPRENEURIAL LEADERSHIP AND DYNAMIC CAPABILITIES ON PERFORMANCE IN FACING EXTERNAL ENVIRONMENTAL TURBULENCY: CASE STUDY PT PEGADAIAN (PERSERO). Candra Marudut

	Session: 4 Track: Business; Session Chair: Praftiwi Umitri	Session: 4 Track: Education; Session Chair: Songheang Ai
04:00 PM – 04:15 PM	PROPOSED VALUE ADDED AND MARKETING STRATEGY OF INDONESIAN SPECIALTY COFFEE. Muhammad Nadif & Mustika Sufiati Purwanegara	COMPUTING STUDENTS' APPROACHES TO LEARNING IN RELATION TO ENTRY PATHWAYS AND THEIR AGE. Kim Ying Lim
04:15 PM – 04:30 PM	PROPOSED VALUE ADDED AND CO-CREATION MARKETING STRATEGY FOR INDONESIAN SPECIALTY COFFEE INDUSTRY. Fitriyanti Sudradjat & Mustika Sufiati Purwanegara,	FIS STUDENTS' PERFORMANCE IN MATHEMATICS: COMPARISON BETWEEN SPM ADDITIONAL MATHEMATICS AND FIRST SEMESTER EXAM. Agnes Ayang Anak Kenyang & Tee Hao Wong
04:30 PM – 04:45 PM	CASCADING PERFORMANCE MANAGEMENT SYSTEM IN INDONESIAN CONSTRUCTION COMPANY. Ryan Destryan, Ima Fatima & Dermawan Wibisono	TOXICITY OF CALCIUM PROPIONATE IN BRINE SHRIMP (ARTEMIA SALINA) LETHALITY ASSAY. Karyll Shantal H. Bonos
04:45 PM – 05:00 PM	INDONESIA'S NEW OIL & GAS REGIME: ANALYSIS OF COST RECOVERY PSC GROSS SPLIT PSC ECONOMIC ANALYSIS ON FIELD X. Gresia Oktorita Winasta	PROPOSED MARKETING STRATEGIES FOR INCREASING SALES OF ANTIVIRUS E-COMMERCE COMPANY IN INDONESIA. Angga Sebastian Ambangan & Prawira Fajarindra Belgiawan
05:00 PM – 05:15 PM	THE IMPACT OF STRATEGIC ENTREPRENEURSHIP TO ESTABLISHED FIRM PERFORMANCE IN DYNAMIC ENVIRONMENT. Arista Sony & Avanti Fontana	DEPLOYING WEB TYPOGRAPHY TECHNOLOGY IN TEACHING AND LEARNING OF TRADITIONAL CHINESE CHARACTERS: A CASE STUDY. Chi Ming CHAN & Shuk Ching LAU
05:15 PM – 05:30 PM	CAUSAL RELATIONSHIP BETWEEN FOREIGN DIRECT INVESTMENT AND ECONOMIC GROWTH: AN EMPIRICAL STUDY OF BRICS COUNTRIES. Rachana Vishwakarma	EDUCATION MANAGEMENT IN NORTHEAST INDIA: PROSPECTS AND CHALLENGES. Kaisa & Caroline Maninee

END OF DAY 1

Day: 2

Sunday, 23rd of June

Session: 1 / Venue: Agung
Track: Business; Session
Chair: Fitri Nopitasari

09:00 AM – 09:15 AM

LINKING ORGANIZATIONAL PERFORMANCE AND STRATEGIC ORIENTATION OF ONLINE TRANSPORTATION: A CUSTOMER'S PERSPECTIVE.
Evo Sampetua Hariandja & Josephine Mulyani

09:15 AM – 09:30 AM

THE PARADOX OF ORGANIZATIONAL ROUTINE AS ENABLER TO SHAPE STRATEGIC AGILITY IN MEDIA INDUSTRIES IN INDONESIA, TO ACHIEVE PERFORMANCE IN ENVIRONMENTAL UNCERTAINTY.
Erika Agatha & Lily Sudhartio

09:30 AM – 09:45 AM

THE IMPACT OF STRATEGIC ENTREPRENEURSHIP PROCESS ON START-UPS COMPETITIVENESS AND PERFORMANCE IN INDONESIAN CREATIVE INDUSTRY.
Hendrik & Avanti Fontana

09:45 AM – 10:00 AM

PROPOSED MARKETING STRATEGY PLAN FOR NEW HEALTHY SNACKS PRODUCT CASE STUDY: LADIFA BITES IN LADIFA COOKIES.
Hana Nurdina & Krisnanti Desiana

10:00 AM – 10:30 AM

Morning Tea Break

10:30 AM – 10:45 AM

PROPOSED MARKETING STRATEGY OF RESTO AND RUMAH SENI NEK RAHA IN TOURISM REGION BELITUNG.
Abu Rizal & Satya Aditya Wibowo

10:45 AM – 11:00 AM

PROPOSED MARKETING STRATEGY TO INCREASE THE SALES OF LA DIFA COOKIES PRODUCT IN PT. BONLI CIPITA SEJAHTERA.
Adhrio Fanua Balaw & Prawira Fajarindra Belgiawan

Session: 2 / Venue: Agung
Track: Business;
Session Chair: Azmat Gani

11:00 AM – 11:15 AM

STRATEGIC ENTREPRENEURSHIP AND FIRM PERFORMANCE –
A STUDY OF FINANCE COMPANY IN INDONESIA
Atus Adityawan & Avanti Fontana

11:15 AM – 11:30 AM

PROPOSED BUSINESS STRATEGY AND ITS IMPLEMENTATION FOR CONSTRUCTION COMPANY CASE STUDY OF PT. GMS.
Astri Yuanita Herry Putri

11:30 AM – 11:45 AM

ANALYZING THE INFLUENCES OF CORPORATE CULTURE, CORPORATE ENTREPRENEURSHIP, AND THE IMPLEMENTATION OF CRM ON THE PERFORMANCES OF TELECOMMUNICATION COMPANIES IN INDONESIA.
Rediani Pramudita & Ratih Dyah Kusumastuti

11:45 AM – 12:00 PM

THE POWER OF DEVELOPING CREATIVE INDUSTRY IN BANDUNG, INDONESIA.
Ariendra Ratu Sakina & Dona Saphira

12:00 PM – 12:15 PM

PROPOSED BUSINESS STRATEGY TO ENCOUNTER THE DIGITAL LOGISTICS INDUSTRY A CASE STUDY: PT ADHYA AVIA PRIMA.
Adelina Yossi Elmira & Mohamad Hamsal

12:15 PM – 12:30 PM

PROPOSED SOLUTION TO THE STRATEGY OF AN AGRIBUSINESS COMPANY TO EMBARK ON ONLINE BUSINESS (CASE STUDY: PT CHARAKA).
Claudia Chastolia & Harimukti Wandebori

12:30 PM – 12:45 PM

STRATEGIC ENTREPRENEURSHIP IN INDONESIA CONSTRUCTION SOE.
Satria Rachmadi Subekti & Avanti Fontana

12:45 PM – 01:00 PM

A CONCEPTUAL MODEL OF INTEGRATED GOVERNANCE, RISK AND COMPLIANCE (GRC) FOR BANKING INDUSTRY IN INDONESIA.
Muhib Rahmat & Rifelly Dewi Astuti

01:00 PM – 02:00 PM

Lunch Break

02:00 PM - 02:30 PM

Networking & Presentation Ceremony

END OF THE CONFERENCE

We invite you all to participate in our future conferences where you can :

1- Strengthen your professional ties: this may lead to publications and job opportunities – an invaluable opportunity for post-PhD professionals.

2- Receive feedback and constructive critique on your ideas: benefit from the audience engaging with your content rather than focusing on your punctuation and references.

3- Refine your communication skills: move from your “isolating” research experience to a more collaborative and exchange of perspectives.

4- Participate in our conference and publish your research directly through the conference proceedings and journals. Don't miss this great opportunity to get your work out there!

All submitted papers will be peer reviewed and published in the conference proceeding to promote the prominent (and emerging) voices within your field of research.

SPECIAL ATTRACTIONS

All of the accepted papers (i.e., high standard) can be published (i.e., conditions apply) without any extra fees in the following online journals:

- Asia Pacific Journal of Advanced Business and Social Studies (APJABSS) (ISSN: 2205-6033)
- Asia Pacific Journal of Contemporary Education and Communication Technology (APJCECT) (ISSN: 2205-6191)

OUR UPCOMING CONFERENCES

5th Asia Pacific Conference on Contemporary Research

Adelaide, South Australia
2nd & 3rd of AUG 2019



1st Global Conference on Hospitality, Tourism and Sports Management

Adelaide, South Australia
2nd & 3rd of AUG 2019



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