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ABSTRACTS



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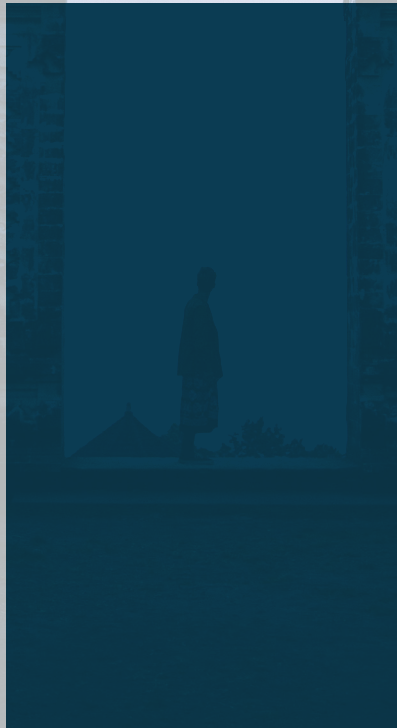


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abstracts

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

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Abstract

Business strategy post Merger & Acquisition (M&A) is a crucial part of an integrated M&A process. It is an implementation and post implementation phase. Business strategy post M&A take big part in the process to ensure if a M&A is successful or fails. This research will study post M&A business strategy, focus to product portfolios, organization structure, market penetration and product development strategy with cases studied at PT. H.M. Sampoerna Tbk (HMSP), PT. Bentoel International Investama Tbk (RMBA) and PT. XL Axiata Tbk (EXCL). Ansoff's Matrix and BCG's matrix are academic theories used for measure if business strategies post M&A has aligned with strategic management theory. Average share price and growth in key financial indicators (Compounded Annual Growth Rate/CAGR) are used to measure how well acceptance the strategies post M&A by market. Desktop review, Personal Interview, Academic journal review and Data review comparative with academic theory: Ansoff's Matrix and BCG Matrix.

- PMI acquired HMSP, and let's HMSP run the business, Whilst BAT acquired RMBA, and transformed it, did product development and restructured like a new Company.
- Decision to acquire AXIS was a survival game, as the impact of business environment changes. Without acquisition, the performance of EXCL will be even worse.
- The strategies direction of case study post merger & acquisition are aligned with Ansoff's Matrix.
- Product portfolios strategies post merger & acquisition were aligned with BCG's matrix.

Keywords: Acquisition, Merger, Ansoff's Matrix, BCG's Matrix, Post M&A.

IMPROVING THE MARKETING PROCESS IN EXTRACTIVE INDUSTRY USING SERVICE EXCELLENCE APPROACH: A STUDY IN PT. COALNESIA

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Abstract

PT Coalnesia is one of the largest coal mining companies in Indonesia, with sales in the domestic market of approximately 60% of total sales. This means that the domestic market has an important role in this company. About 70% of the sales in domestic are supplies for electricity generation needs. At this moment, the government also has 35,000 megawatt power plant development program, which is the potential to increase sales with new customers. The relationship between PT Coalnesia and its customers in the domestic market has been established for decades with long-term contracts. However, this does not guarantee that PT Coalnesia is the first choice of its customers. With the tight competition of coal suppliers in the domestic market, also to increase customer satisfaction, PT Coalnesia needs to set a strategy to differentiate its services from other companies. In this study, the author used a qualitative method by conducting interviews with 5 people consisting of 3 customers and 2 employees of PT Coalnesia to know the level of their satisfaction and the ability of the company to provide these services. In addition, the author also did observation during 3 months internship in this company and used secondary data to support this research. As a strategy to evaluate the services of PT Coalnesia, author have used Customer typology using Apostles Model and The Six Pillar of Customer Experience, from the results of the research, PT Coalnesia needs to implement a new marketing strategy that prioritizes service. PT Coalnesia can use Service Excellence Method as a reference in providing services to customers.

Keywords: Coal Industry, Indonesia Coal Market, Customer Satisfaction, Service Excellence.

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

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Abstract

The growth in the property and infrastructure in Indonesia has contributed to the surge of cement demand. This illustrates that the cement industry still has the potential to generate high profits. But, at the same time, driven by the rapid increase in the production facility, Indonesia's cement market is getting more competitive. The average profitability margin has been in a downward trend, as the new players are offering much lower selling price in a market that is already oversupplied in an effort to penetrate the market. This condition creates a price war among the players. In order to survive in difficult situations, every cement producer intended to lowering production cost and increase productivity by considering some strategies. This paper contains the appropriate strategies generation by analyzing the external analysis namely PEST, Porter's Five Forces, and internal analysis by use VRIO and Value Chain Analysis as the tools in PT. Semen Jawa as a new cement player in Indonesia. The research focuses on advances in Capital Budgeting Techniques theory and practice and its impact on the investment decisions at the same time focused on evaluation practices of crushing plant project investment at PT. Semen Jawa. Before the decision for this investment is made, the feasibility study of the project is carried out carefully to obtain optimum analysis results that can provide many benefits for the company. The result of this research shows that the investment for the crushing plant project in PT. Semen Jawa is feasible and profitable to implement. With the capital structure contains debt and equity, the result from the analysis are positive project NPV and equity NPV, the project IRR greater than the weighted average cost of capital (WACC) and the equity IRR greater than the cost of equity (K_e), the period of return on investment less than the project period.

Keywords: Investment, Project , NPV, IRR, Cost Leadership.

BRAND JEALOUSY, WILLINGNESS TO PAY PREMIUM, AND BRAND LOYALTY: THE MEDIATING ROLE OF MATERIALISM AND BRAND ATTACHMENT OF GLOBAL BRAND PRODUCTS

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Abstract

Increased Indonesian people's consumption level along with the rapid and stronger development of technology brings the influence of lifestyle in this present age. Easy and quick access to any information on global brand products makes the rise of awareness towards the brands and products which leads to the increase of consumer behavior and consumption level. By the substantial phenomenon, this research extends the previous studies contributing to the extant theories by carry out and the emerging concept of brand jealousy and its antecedents. The aim for this study is to understand the relationships between brand jealousy, willingness to pay the premium and brand loyalty. Materialism and brand attachment as mediators in that relationship. The conceptual model will be tested through a questionnaire and conducted in Indonesia's consumers. The results of this study revealed that there is no significant relationship between brand jealousy and the willingness to pay the premium. The role of materialism and brand attachment mediated that relationship. There is a relationship between brand jealousy and brand loyalty. The whole variables and their relationship were put into the global brand products context to get more relevant insights. The discussion about theoretical, managerial, and future research implications will be explored in this paper.

Keywords: Brand Attachment, Brand Jealousy, Brand Loyalty, Materialism, Willingness to Pay the Premium.

NATURAL RESOURCES AND RESOURCE CURSE EFFECT ON CHILD HEALTH OUTCOMES IN THE DEVELOPING ECONOMIES

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Abstract

The primary focus of this study is to investigate if natural resource abundance impacts under-five mortality rates in developing countries. Based on a multi-factor health production model, the results revealed natural resource abundance had not been associated with reductions in under five mortality rates providing support in favour of the well-known resource curse thesis. The results lead to the conclusion that natural resource abundance in the developing countries cannot be taken as a form of security against improving child health outcomes and could undermine sustainable development goal relating to child health.

Keywords: Natural Resources, Mortality Rates, Developing Countries, Child Health.

DESIGN OF PERFORMANCE MANAGEMENT SYSTEMS FOR MARINE TRANSPORTATION SYSTEM IN COMPANY X

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Abstract

A company with multiple roles as a profit generator and public service provider has special characteristics. Considering that the numbers of Performance Management Systems (PMS) for managing this context are limited, this research aims to design a PMS that is appropriate with such unique characteristics. This research utilised the PMS framework developed by Irfani et al. as this framework is specifically designed for multiple-role companies. The framework was applied in a case company namely Company X. The development of the PMS consists of several steps, including analysing the suitability of the existing PMS, selecting the key performance indicators using statistical methods, and analysing the relationship among performance indicators using Decision Making Trial and Evaluation Laboratory Model (DEMATEL).

The research results indicated that the framework developed by Irfani et al. could be used to develop a PMS that is appropriate for multiple-role companies. Firstly, the framework could reveal that the existing PMS in Company X was not fully aligned with the organisation's strategy. The alignment analysis results showed that the existing PMS in Company X had not emphasised the infrastructure aspects of the marine transportation system, although the reliability aspect was emphasised in the organisational strategy. Besides, the framework could be used to identify that there were still several gaps and false alarms in the existing PMS. In addition, the framework was successfully used to select relevant key performance indicators in Company X. Lastly, the framework was used to model the relationships between several dimensions and performance measures in Company X.

The value of this study is that it provides stakeholders of multiple-role companies with a direction for assessing and designing the appropriate PMS that suits the characteristics of such companies. In addition, this study fills the theoretical gap by proposing the causal relationships between performance dimensions and measures in a marine transportation system. Such relationships have helped decision-makers



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in Company X to comprehensively analyse how the marine transportation system at Company X performs. However, this study only uses a single case study. To find out the generalizability of the PMS that has been proposed, this research can be replicated and furthered by applying the proposed PMS to other contexts.

Keywords: Performance Management System, Marine Transportation Performance, Multiple- Role Company.

UNDERSTANDING THE DIFFERENCES IN RECIPIENTS' PERCEPTION ON CORPORATE SOCIAL RESPONSIBILITY PROGRAM IN EDUCATION CONDUCTED BY PT KALBE FARMA TBK

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Abstract

Company spends hundreds of millions dollars for executing Corporate Social Responsibility as form of investment to grow and sustain in the society. PT Kalbe Farma Tbk, established since 1966, is the leading healthcare provider in Indonesia. In 2017, PT Kalbe Farma Tbk is honored as the best CSR programs that contribute long-term benefits. The basis of its CSR activities are "triple bottom line: People – Planet – Profit". In 2005, the scholarship program was well known as one of the most favorite scholarships in national news.. A preliminary study conducted in 2018 toward several recipients of education scholarship shows that there are differences of perceptions regarding the expected and the gained education scholarships. This research examined the different of perception between company and beneficiaries in regards of the education CSR. Perspective of beneficiaries comes from perception and ways of company creating CSR that based on company vision and mission, not research study. This research is conducted by utilizing qualitative approach, specifically in ethnography method. Interview toward three key main sources in 2019 at PT Kalbe Farma Tbk main Office, Jakarta, along with triangulation for validation is deployed. Result shows that recipients admitted cash support is useful, yet cash is not the only expectation coming from recipients and far from expectancy. Further than that, recipients believe that benefits namely mentoring, workshop, until career assistance are far more advantageous rather than money. CSR is an accurate strategy to perform responsibility to environment, society, government; competitive advantages, legitimacy. This shows organization requires CSR as one of the core strategies to sustain. The real beneficial CSR should not longer seen as cost center, but seen as a tool toward profit center. Overall findings suggest PT Kalbe Farma to repair the program and make suitable decision in the future.

Keywords: Corporate Social Responsibility, Education, Scholarship, Perceptions.

BUSINESS CANVAS MODEL ANALYSIS OF PRIVATE CLINIC TO SERVE INDONESIAN SOCIAL INSURANCE SYSTEM

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Abstract

The research designed to analyze performances of “X” clinic facility and service in accordance to Indonesian Social Insurance system, known as BPJS, which, furthermore, develops a business canvas model to determine a profitable way in serving BPJS, in conjunction with their private hospital business. Within region of Tangerang Selatan, there are 145 primary care clinics and all competing against each other in terms of patients, medical practitioner to be favored in the market. A qualitative study is then conducted to show that the related business canvas model employed by Clinic “X” is profitable as a group financially. By having their clinics business to support the hospital despite their clinic independency towards the hospital, in terms of distribution of personnel’s and management.

Keywords: BPJS, Business Model Canvas, Tangerang, Primary Care Clinic.

CHOOSING OF FOB OR DDP FROM BUYER PERSPECTIVE IN INDIRECT IMPORT THE PRODUCTION EQUIPMENT

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Abstract

Most enterprises in various industries have the brand or manufacturer list of items allowed to be used in their production activities. Refers to the manufacturing or brand list, the means of production in the industrial world are still has country of origin mostly from Europe, America and East Asia. Large manufacturers whose products are widespread should ideally have presentative offices in a region and should consider cooperation with a third party, namely a domestic company in the country or should aim to become distributor for its products. One of determining variable in a quotation price given by distributor is delivery cost. The amount of delivery cost depends on the delivery point or INCOTERM used. Both FOB & DDP are popular INCOTERM in the process of importing production equipment in Indonesia. FOB term is when the goods pass the ship's rail, at the port of export (origin), and DDP term is when the goods are placed at the disposal of the buyer. Gap responsibilities between FOB and DDP term consists of: carriage charges, insurance, destination terminal charges, delivery to destination, and import duty & taxes. By building up the FOB price with approach to the gap responsibilities above based on some references, for various production equipment with various prices are obtained reasonable percentage of differences between DDP price against FOB price, within range 13.65% - 36.04% for DDP price above FOB price.

Keywords: INCOTERM, FOB, DDP, Carriage Charges, Duty & Taxes.

BUSINESS STRATEGY DEVELOPMENT OF PT IHSAN SOLUSI INFORMATIKA (ISI) IN THE IT INDUSTRY AS AN INTERMEDIARY IN PAYMENT SERVICES

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Abstract

PT Ihsan Solusi Informatika is a company in IT industry which was established in 2001. This company provides information technology solutions in the form of software and hardware development and services, as well as consulting services aimed at financial institutions both banks and non-banks. IT industry in Indonesia still showing a good opportunity for development, but it also attracts more attention for new companies to engage in. The company decided to diversify its business by becoming an intermediary in payment services so it has more value compared to other competitors. The purpose of this research is to find out the steps that need to be done by PT Ihsan Solusi Informatika to run a new business process. It is necessary to do the external and internal analysis. After that, determine the appropriate strategy for PT Ihsan Solusi Informatika by using Porter's Generic Strategies and Diamond Framework Strategy. PT Ihsan Solusi Informatika already has a good basis in facing competition in the IT industry. In order to become an intermediary in payment services, the company should define business forms and cooperation, look for potential suppliers and clients, and continuously improve the quality of services provided by the company.

Keywords: Business Strategy Development, Services, IT Industry.

REDUCING SERVICE WAITING TIME OF READY MEDICINE IN GENERAL HOSPITALS

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Abstract

Indonesian Ministry of Health had regulated standards for various healthcare services that must be adhered by all hospitals. This study mainly focuses on ready (packed) medicine in pharmacy sector and had chosen a general hospital in Bandung as the subject. The Ministry of Health set thirty minutes as the maximum duration for serving the required ready medicine to the patients. After performing direct observation and collecting information for eight months, the data indicated that, serving process generally exceeded the limit given. To diminish the time taken for the whole process, in depth analysis of the duration of each activity involved in the process is necessary.

The staff allocated in the pharmacy changed each day resulted in varying value in the control chart. Hence, this study picked peak hour period with the most patient. Next, the duration data from this period were used to analyze each activity deeper. For each activity, the data must include only in-control data and the distribution type of the data had to be identified. After identifying the distribution and obtaining in-control data, the mean of each activity is recorded. The mean duration of each activity was summed up which result in total in-control serving process duration. It was found that the total in-control serving process duration still exceeded thirty minutes. This indicates that the normal performance of the staffs did not meet the standard, hence defects were present. To analyze this issue, simulation by using iGrafX was done. The simulation showed that there were significant waiting times between activities, which indicated lack of staffs in the processes. Initially, staffs were allocated evenly every day. Several scenarios were then tried in the simulation to prove that rescheduling of personnel will positively contribute to the issue.

The simulation required distribution type for each activity, which had already been identified before. After performing the simulation, it was found that one scenario where allocating more staffs at peak hour and providing different break time reduced the time significantly. Therefore, this shows that rescheduling the shift of staffs diminishes the time taken for the whole process of serving the ready medicine. In conclusion, by having a more appropriate distribution of staffs throughout the day will help pharmacy of the hospital to achieve the standard set by the Ministry of Health which in turn will increase customers' satisfaction.

Keywords: Ready Medicine, Waiting Time.

INCREASING PUBLIC SERVICE PERFORMANCE THROUGH THE CAPITALIZATION OF DYNAMIC CAPABILITY AND INNOVATION PERFORMANCE: AN EMPIRICAL STUDY OF PUBLIC SERVICE AGENCIES IN INDONESIA

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Abstract

In Indonesia, agencification is practiced through the granting of autonomy to several community service centers (which main form of business is service), in the form of a Public Service Agency (BLU). The key success factors that need to be owned by the organization (Public Service Agency) to win the competition in the future are dynamic capability dimensions that are specifically focused on public service. As with dynamic capabilities, innovation performance is also one way to deal with stagnant conditions in the Public Service Agency to improve service efficiency (company and organizational performance). Hence, how public service can effectively apply its dynamic capability and develop innovation performance in order to provide a quick response to a dynamic environment has become an urgent need. The purpose of this paper is to discuss the abovementioned issues. In order to gain the best exploration on dynamic capability, innovation performance, and organizational performance, the questionnaires are distributed to 100 respondents and structural equation modeling (SEM) with Partial Least Square (PLS) is used to analyze the survey result. The results indicate that dynamic capability is an important basic organizational mechanism through which the benefits of innovation performance are converted into performance effects at the corporate level. That is, dynamic capability enhances the innovation performance of organizations. While dynamic capability, in turn, increases public service performance and provides competitive advantages.

Keywords: Dynamic Capability, Innovation Performance, Public Service Performance.

PROPOSED VALUE ADDED AND MARKETING STRATEGY FOR INDONESIAN SPECIALTY COFFEE

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Abstract

Nowadays, Indonesia is the number 4 coffee producing country in the world and the second largest exporter of Arabica specialty coffee in the world. However, the level of coffee consumption in Indonesia is still low at 1.34 kg per capita, and Indonesian specialty coffee consumption in Indonesia is still 1% of national coffee consumption. Then, external analysis and internal analysis are conducted to find the root cause of this problem so that it can increase specialty coffee sales in Indonesia. The root causes of the low consumption of Indonesian specialty coffee are the lack of value proposition, limit number of promotions, limit number of marketplaces, lack of packaging design, and lack of collaboration also the extreme weather. This research only focuses on the marketing area. Therefore, the author proposes value proposition in the form of healthy value and marketing mix strategy that follow top nine marketing trends in 2019 includes creates colorful and interesting packaging, put 'healthy' label, 'love your love' campaign, and 'halal' logo on its packaging, millennial engagement, micro influencer, gamification, instant gratification, and co-marketing as promotion strategy, also omnichannel as place strategy. Besides that, the author proposes to improve the business ecosystem, so that it enhances the collaboration.

Keywords: Indonesian Specialty Coffee, Value Proposition, and Marketing Mix Strategy.

INDONESIA'S NEW OIL & GAS REGIME: ANALYSIS OF COST RECOVERY PSC GROSS SPLIT PSC ECONOMIC ANALYSIS ON FIELD X

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Abstract

The oil and gas industry are a high-risk, competitive and highly-restricted industry. Innovation and certainty in terms of regulation and economic spilt, are two crucial factors for all parties. Despite having increasing production year-to-year, Indonesia struggles to meet both domestic and international demands. One effort to fulfil the demands is the government establishment of the new production-sharing in 2017, The PSC Gross-Spilt Model; abolishing the previous Indonesian PSC Cost-Recovery. This paper aims to study the salient features of both PSC models and its economic evaluation towards both takes of the government's and contractor. Criteria exercised in this study are the revenue-raising potential, sensitivity analysis, contract risks, and administration evaluation of contracts.

Study assessed the economic valuation of both contracts in which contract's doesn't have a condescending amount of differences between one another. Though, gross-split is more effective and efficient towards project execution, it increases the contracts risk measures in project execution. Resulting in the slowing down of oil and gas exploration. Contractors prefer having certainty and sustained long-term economic valuation towards their investments. A method to overcome this case would be a continuous and increasing incentives with contractors that enables them to have increasing investors towards the new PSC gross Split regime.

Keywords: Oil and Gas, Production Sharing Contract, PSC Gross Split, PSC Cost Recovery.

THE IMPACT OF STRATEGIC ENTREPRENEURSHIP TO ESTABLISHED FIRM PERFORMANCE IN A DYNAMIC ENVIRONMENT

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Abstract

PT. Pertamina Hulu Energi (PHE) as an established firm is facing dynamic environment indicated by degenerative existing competitive advantage which solely leans on existing competitive advantage but less in exploring opportunities—not balancing in opportunity seeking behaviours and advantage seeking behaviours. The firm is affected by internal and external factors. External factors is reflected by the dynamic and competitive environment which changing in technology, market price uncertainty, and local government rules. Entrepreneurial leadership and culture as internal factors are required to promote exploring opportunities and exploiting these opportunities in dynamic environment. Managing resources strategically as the process to create values and competitive advantage requiring the process of structuring the resources portfolio, bundling the capability and leverage the capability meet to expectation of customers as resource orchestration of the firm is currently not satisfied. Strategic Entrepreneurship (SE) complements with opportunity seeking and advantage seeking behaviours constructed by dynamic and competitive environment, entrepreneurial culture, entrepreneurial leadership, and managing resources strategically as resources orchestration of the firm supposed to create values and sustaining competitive advantage and also having a significant impact to innovation performance. This research has objectives to examine the effects of dynamic and competitive environment, entrepreneurial culture and entrepreneurial leadership to effective resource orchestration which impact to firm's innovation performance. The data will be collected by using survey method to all managers from business level and subsidiaries, then using Structural Equation Model (SEM) analysis and Partial Least Square (PLS) method to test the hypothesis.

Keywords: Established Firm Performance, Firm's Competitive Advantage, Innovation, Resource Orchestration, Strategic Entrepreneurship.

LINKING ORGANIZATIONAL PERFORMANCE AND STRATEGIC ORIENTATION OF ONLINE TRANSPORTATION: A CUSTOMER'S PERSPECTIVE

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Abstract

The aim for this study is to understand the effect between strategic orientation and organizational performance in online transportation from the customer's perspective. The approach of this study is quantitative research with data collection method using face to face interview through questionnaires. This study is conducted in urban area of Grab users who domicile in Jakarta, Depok, Tangerang and Bekasi. The measurement model of outer and inner model is analyzed by Smart PLS 3.0. Further, structural equation modeling was performed in order to test the construct relations in theoretical framework of this study. The study reveals all types of strategic orientation; market orientation, brand orientation, and technology orientation have significant relationships towards organizational performance. The whole variables and their relationships were put into Grab as online transportation platform in Indonesia to get more applicable insights for other company. The present research is expected to extend the prior research contributing to the extant literature by investigating an emerging concepts and deeper understanding of strategic orientations and its possible antecedents.

Keywords: Brand Orientation, Market Orientation, Organizational Performance, Strategic Orientation, Technology Orientation.

THE IMPACT OF STRATEGIC ENTREPRENEURSHIP PROCESS ON START-UPS COMPETITIVENESS AND PERFORMANCE IN INDONESIAN CREATIVE INDUSTRY

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Abstract

The digital revolution's growth towards Industry 4.0 opened up huge opportunities in the development of digital businesses. In addition, the existence of the digital revolution led to the disruptions of the business environment caused firm must quickly adapt, or lose its businesses. Firms are required to be agile and innovative which must be supported by an experimentation culture and risk taking, solid and bright exploration in exploiting opportunities.

The purpose of this research is to understand the interaction of various strategic entrepreneurial factors to run an innovation process that will have an impact on firm performance. Business opportunities cannot just be found or created and utilized but must be carefully identified and managed so that they can be a source of innovation. Products produced from the innovation process will in turn contribute to the firm's innovation performance. This will create its competitive advantage. It is not a simple matter, but can be done as long as it applies the principles of strategic entrepreneurship. That's about the way of creating added value that we offer in understanding entrepreneurial factors in the creative industry.

The creative industry ecosystem that exists today in Indonesia is rife enough to be studied. We hope to gain a better understanding of the opportunities and challenges facing creative industry entrepreneurs. The results of this study will illustrate entrepreneurial factors that are prominent in the world of creative industry entrepreneurship. For this purpose, we will specifically review the Strategic Entrepreneurship of start-ups and/or small-scale businesses based on Internet technology (using websites and/or applications) in Indonesia.

Keywords: Competitive Advantage, Creative Industry, Innovation Performance, Strategic Entrepreneurship.

PROPOSED MARKETING STRATEGY PLAN FOR NEW HEALTHY SNACKS PRODUCT: A CASE STUDY ON LADIFA BITES IN LADIFA COOKIES

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Abstract

The development of SMEs in Indonesia is increasing. One such industry in food and beverage is the pastry industry. Demand for cookies, especially during the month of Ramadan until Eid al-Fitr is very high, but in other months it decreases, so that the company's revenue is not stable. Then, there needs to be a new product development to add other revenue and further business development. To ensure the success of new products, an in-depth study is needed to develop an appropriate marketing strategy.

The theoretical approach used is internal and external analysis. Internal analysis uses STP analysis, Marketing Mix 4P Analysis, and BMC analysis. External analysis uses Porter's Five Forces analysis, competitor analysis, and consumer analysis. After using SWOT then using TOWS matrix to obtain the right marketing strategy for Ladifa Bites. The marketing proposal for the strategy is product development, hiring nutritionists, partnerships and promotion strategies through social media and events.

From these strategies, the conclusions that can be applied by Ladifa Bites are the development of new variants, consignment strategies, partnerships with communities, Go-Food partners, employing Nutritionists, providing products, providing testers, bazaar events, Endorsements, and digital campaigns. This is expected to maximize the business profits of Ladifa Cookies.

Keywords: Pastry Products, New Product Launch, Marketing Mix Strategy.

STRATEGIC ENTREPRENEURSHIP AND FIRM PERFORMANCE— A STUDY OF FINANCE COMPANY IN INDONESIA

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Abstract

This paper aims to examine empirically the impact of strategic entrepreneurship and dynamic capability on firm performance in the case study of finance companies in non-bank financial institution sector. It proposes factors that could drive finance companies to be able to keep on having a competitive advantage and superior sustainable performance in a more competitive and disruptive business environment in the context of dynamic capability and strategic entrepreneurship process. The business environment in non-bank financial institution sector in Indonesia are changing rapidly, indicated by the emergence of fintech companies, as of April 2019, it is known from OJK reports that there are 106 P2P lending fintech companies registered. This has enforced finance companies to be more competitive by having strategic entrepreneurship to keep on having competitive advantage and superior sustainable performance. Strategic entrepreneurship is concerned with advantage-seeking and opportunity-seeking behavior resulting in value for individuals, organizations, and/or society (Hitt et al., 2003). While dynamic capability is the ability of the firm to integrate, build, and reconfigure internal and external competences to address rapidly changing environment (Teece et.al., 1997). The hypotheses are that there is a positive relationship between strategic entrepreneurship, dynamic capability, and business environment that build competitive advantage to lead firms to superior sustainable performance. They are tested by conducting surveys to managerial level and top management team in the organization. Surveys are analyzed by using Structural Equation Modelling (SEM) analysis with Partial Least Square (PLS) method. By knowing the relationship, firms will have an additional input to design such development and strategy to create more VRIN (Valuable, Rare, Inimitable, Non substitutable) resources and innovation within the company.

Keywords: Dynamic Capability, Firm Performance, Innovation, Strategic Entrepreneurship.

ANALYZING THE INFLUENCES OF CORPORATE CULTURE, CORPORATE ENTREPRENEURSHIP, AND THE IMPLEMENTATION OF CRM ON THE PERFORMANCES OF TELECOMMUNICATION COMPANIES IN INDONESIA

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Abstract

Competition in the digitization era has become tighter, especially in the telecommunication industry. The scope of this industry is increasingly widespread either at the business or corporate level. The industry, which has grown since 1993 in Indonesia, has become one of the industries with very stable growth. However, 3-5 years ago, competition emerged not only from service providers, networks and telecommunications device, but also digital telecommunication. This development stimulates corporate management to be more proactive and innovative in growing their businesses. This situation led researchers to identify and explore the factors that can improve the performance of telecommunication companies to be able to compete with digital companies by relying on their corporate culture, corporate entrepreneurship and customer relations. The purpose of this research is to analyse the influences of corporate culture, corporate entrepreneurship and implementation of customer relationship management on the business units' performance of telecommunication companies in Indonesia. We distribute questionnaires to 47 managers of business units in several telecommunication companies in Indonesia. We use Structural Equation Modelling (PL-SEM) and Smart PLS software to analyse the survey results. The results of this study can be used by the companies to improve their performances.

Keywords: Corporate Culture, Corporate Entrepreneurship, Customer Relationship Management, Corporate Performance, Telecommunication Industry.

PROPOSED SOLUTION TO THE STRATEGY OF AN AGRIBUSINESS COMPANY TO EMBARK IN AN ONLINE BUSINESS (Case Study: PT Charaka)

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Abstract

In Indonesia, the internet has caused substantial changes in many industries, including the agro-industry, just as in many other countries. PT Charaka, as a leading agribusiness company, feels the need to thrive in this digital age by delivering home delivery to its end-consumers who buy through their new online platform called Charaka Mart. This research is aimed at finding out what to do to maintain their position in the business and to embark on the online business.

The external and internal environmental analysis conducted in this research shows that the strengths of Charaka include their strong commitment to local farmers and their high customer reputation. Online business, however, is something entirely new for them. This may be a good opportunity in fact, but they must be aware of the possibility that their competitors will follow what they are doing.

The results indicate that PT Charaka should increase the use of agricultural technology to build stronger engagement with local farmers in order to maintain their position. In their marketing strategy, they should also be active on social media and highlight their strengths. Finally, to be directly connected to their end customers, they should optimize their new online platform to market their products.

Keywords: Agribusiness, Business Strategy, Online Business, Technology.

STRATEGIC ENTREPRENEURSHIP IN INDONESIA'S CONSTRUCTION SOE

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Abstract

Issues of inequality and the slow pace of economic growth in Indonesia are the trigger for the government to accelerate infrastructure development and to support it, the budget for infrastructure development continues to be increased every year. The increase in the infrastructure budget will certainly get the attention of companies engaged in this field, so it is important for companies to develop the ability of simultaneously seeking and opportunity seeking advantages to maintain their competitive advantage, where this concept is known as strategic entrepreneurship. Established companies are not enough if they only develop the ability of advantage seeking, but also have to develop opportunity seeking simultaneously. Therefore, this study examines the factors that can optimize the opportunity seeking process at one of the major companies in Indonesia that engaged in construction industry. To confirm the construct, the model proposes six propositions. This study is expected to provide theoretical and practical insight on the SE to enhance IP.

Keywords: Capability Strategy, Configuring Innovation Capability, Innovation Performance, Strategic Entrepreneurship Process.

DISRUPTIVE INNOVATION IN SELECTED HIGHER EDUCATION INSTITUTION: BASIS FOR INSTRUCTIONAL METHODOLOGIES ENHANCEMENT

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Abstract

This study determined the extent of the implementation of disruptive innovation in higher education, the types of innovation used, and its advantages, disadvantages, and problems encountered during implementation. Moreover, this study discussed the proposed activities to improve innovation implementation in the institution. In today's technologically driven environment, higher education institutions need to cope with the latest trends and methods in uplifting the quality of education. Disruptive innovation is a powerful tool to break traditional methods of teaching and migrate to more upgraded learning approaches. This study used the faculty members and students of the College of Accountancy, Business, Tourism, and International Hospitality Management (CABTIHM) of University of Batangas-Lipa City as respondents. Due to the nature of the research, the researchers used a descriptive qualitative method. The researchers gathered data through in-depth interview and focus group discussion (FGD). Ten (10) faculty members and 15 student leaders participated in the interview, and eight (8) groups with 5-10 members each subjected themselves to focus group discussion. Findings show that both faculty members and students are aware of the innovation in education. Google Classroom, Schoology, and Edmodo topped the types of innovation that classroom uses. Classes also use basic technological tools such as PowerPoint presentation and audio-visual presentation. More so, the results note that innovation brings accessibility, convenience, and relevance among users. However, some disadvantages are students' dependence on technology and constraining face-to-face meeting, and students' inability to cope with the online courses due to internet access unavailability. Problems encountered during the implementation are facilities such as internet connection, and computer units, training gap, and cost involved in implementation. Finally, the researchers proposed various activities in improving the implementation of innovation in education. The institution may consider the proposal as this can be a great help in enhancing instructional methodologies and learning outcomes of students.

Keywords: Education, Pedagogy, Disruptive Innovation, Higher Education, Instruction, Learning Management System.

PRIMARY CLINIC SERVICES 'SEHAT' AGAINST BPJS PATIENTS

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Abstract

Standard Clinic services and facilities 'Sehat' should meet the standards of services and facilities determined by the government to be able to serve patients of the Social Security Organizing Agency (BPJS). This study aims to analyze the standards of services and facilities provided by the Primary Clinic "Sehat" whether it has met the standards provided by BPJS Health, whether it can be beneficial for the clinic itself and the group of hospitals financially in addition to fulfilling medical services of BPJS Health. The number of pratama clinics serving BPJS participants in the Tangerang area is only 145 out of 332 clinics. This can be an opportunity for the 'Sehat' Primary Clinic to enter the market where the need for high medical staff can be an opportunity to outperform its competitors because the 'Sehat' Primary Clinic is in a group of companies that have medical faculties. This type of research is qualitative. Where data collection is done by purposive and snowball and collection techniques with triangulation (combined) sources. The results of the study show that, currently, the Primary Clinic's achievement of 'Sehat' as one of the clinics serving BPJS patients is quite encouraging. Apart from not many serving BPJS patients in the Tangerang area, the standard of services and facilities demanded by the government can also be relatively fulfilled as a service standard. In addition, the Pratama Clinic "Sehat" is also supported by educational institutions within a group of companies to provide medical personnel needed by the clinic.

Keywords: BPJS, Services, Capitation, Facilities.

BUSINESS STRATEGY DEVELOPMENT IN COMPETITIVE CAFÉ INDUSTRY MARKET. A CASE STUDY: SLATAN COFFEE, TEA AND CHOCOLATE

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Abstract

The number of café in Jakarta is estimated to reach 1.500 and it keeps on growing at 10% and the competition for café industry is very intense. Slatan Coffee, Tea and Chocolate is a brand of Kolega Group that sells coffee, tea, chocolate drinks, small bite food located in Kemang Selatan, Jakarta since June 2017. The brand has a positioning of a quick meeting point. Slatan has a decline in sales by 20% in Q1 2018 onwards. To find the root cause of the issue, business situation analysis consisting of external environment and internal environment analysis are used; Strategy Diamond Framework is used to develop strategy alternatives and find business solution. Based on the business situation analysis, the decrease of sales is caused by several factors: high competition, poor brand awareness, low commitment from owners/directors and poor service, and store ambiance. The business strategy alternatives for Slatan are either to increase the market share or divest and quit from the market entirely. The authors propose several business solutions, which relates to written commitment document that is signed by all owners, business model canvas, marketing mix and training for senior barista.

Keywords: Business Model Canvas, Business Situation Analysis, Business Strategy Development, Café, Coffee.

EXPORT MARKETS' SEGMENTATION FOR INDIAN CARPET INDUSTRY: A BCG GROWTH-SHARE MATRIX APPROACH

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Abstract

Carpet industry in India is one of the oldest and the most popular industries. It provides the finest example of how a domestic industry practiced at home can be transformed to a full growth, mechanized export industry. History of Indian carpets traces to a period as early as 500 BCE. The history of Indian carpets entails when Babur came to India. Akbar laid the foundation of carpet weaving tradition in India in 1580 AD and established carpet weaving centers at Agra, Delhi and Lahore. The contribution of this industry to employment generation, balanced regional growth and earning foreign exchange reserves, is undeniable. BCG matrix is a corporate planning tool, which is used to portray firm's brand portfolio or SBUs on a quadrant along relative market share axis (horizontal axis) and speed of market growth (vertical axis). BCG Matrix has been primarily developed for companies' product portfolio optimization, but now it has a wider application. It is used as an analytical tool in brand marketing, strategic management and portfolio analysis.

Indian carpet industry is facing global competition and challenges of portfolio analysis. This industry exports carpets to about 200 countries but not all the countries are equally potential or beneficial. The industry has to develop deep insights about the international market mechanisms to understand the prospects of its carpet export destinations. In this study, the concept of BCG model has been applied to identify and segment the potential export markets for the Indian carpet industry. From about 200 countries of carpet export destinations, top 30 countries with highest average export values for last 10 years (2006-07 to 2015-16) has been considered. Average market growth rate and relative market share, calculated from export data of 10 years ranging from 2006-07 to 2015-16, has become the base for the application of this matrix. The results shows that USA, UK, UAE and Australia have emerged as the Star markets; Belgium, Canada, France, Germany, Italy among others as the Cash cow markets; Austria, Greece, Spain, etc. as the Dog markets; and Netherland, Saudi Arab, South Africa, Brazil, etc. as the Problem child markets. The marketers can take cue from these results and can tailor its export marketing strategy accordingly.

Keywords: BCG Matrix, Carpet Industry, Export Marketing Strategy, India.

PROPOSED VALUE ADDED AND CO-CREATION MARKETING STRATEGY FOR INDONESIAN SPECIALTY COFFEE INDUSTRY

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Abstract

Indonesia as a country that is located in the coffee belt also produce coffee with various characteristics. This makes Indonesia the fourth biggest coffee producer in the world. High number of coffee production in Indonesia is not comparable with the income that the farmers get. It is because Indonesia's consumption of coffee still dominates by commercial coffee or low-quality coffee. An increase in the welfare of coffee farmers can be done with increase the consumption of high-quality coffee or what it is called specialty coffee. It is not about quantity but quality. But then, consumption of Indonesian specialty coffee is still low. Objectives of the research is to collect the related information for the Indonesian specialty coffee industry, taste preference of Indonesian coffee drinker, also to find the right marketing strategy to increase the consumption of specialty coffee in Indonesia. The methods used in this research are blind cupping as the primary data and literature review as secondary data. Five origins of coffee from Indonesia are being the sample of the research in the blind cupping test.

Marketing strategy programs used in this research are oriented on co-creation value. Co-creation as the collaborative development of the new value allows and encourages the stakeholders to create a value experience to involve the customer. Consumers need to get experience in consuming specialty coffee and try to taste various Indonesian specialty coffee. This experience will stimulate their knowledge and interest to explore more about Indonesian specialty coffee. Collaboration between stakeholders also can increase the knowledge among the coffee farmers.

Keywords: Specialty Coffee, Consumer Knowledge, Coffee Consumption, Co-creation.

CASCADING PERFORMANCE MANAGEMENT SYSTEM IN AN INDONESIAN CONSTRUCTION COMPANY

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Abstract

The blooming of infrastructure area in Indonesia has become the target for several construction companies both local-based and foreign-based to expand their market and increasing revenue. Challenge for construction companies in competing lays on their ability in optimizing their performance to gain significant margin, since the project or the product, as profit generator for construction company, is unique and limited. Overall performance of company determined by key performance indicators that need to be cascaded to lower level management in order to be measured the contribution of each management level. The paper objective is to cascade corporate performance indicators to certain department level. Other objective is to weight the most significant indicator that contribute to the overall company's performance in order to give managers perspective for improvement in their department. X company is a construction company in Indonesia used as exemplary model in determining set of key performance indicators to be used as benchmarking model for construction industry in Indonesia. Focus group discussion was conducted for data gathering in this research. Knowledge-based Performance Management System used as Performance Management System framework in designing the performance management in this research as the framework has proved to be suitable for Indonesian based company in term of culture and business mechanism. Cascading method approached as cascading in Balanced Score Card framework since the limitation of references. Weighting of indicators measured with analytical hierarchy process approach to determine which performance indicators held as the key performance indicators. The result indicated that every level of management have different key performance indicator to look out for. For corporate levels, the most important indicator is revenue and turnover growth. For the director of operation level, the most important indicator to monitor is Degree of quality on finished project and Capacity availability. The result of indicators to monitor for general manager level is Customer satisfaction and Lost time. The limitation for



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this research is limited to only three level cascading from corporate level, directorate level and general manager level in operation directory. Other limitation is several indicators developed from literature review didn't have any historical data.

Keywords : Performance Indicators, Knowledge-Based Performance Management, Cascading, Construction Company, Continuous Improvement.

A CONCEPTUAL MODEL OF INTEGRATED GOVERNANCE, RISK AND COMPLIANCE (GRC) FOR BANKING INDUSTRY IN INDONESIA

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Abstract

The environmental business Banking industry in Indonesia has been facing a very fast changing, complexity, uncertainty, and ambiguity. Its conditions are marked by increased business competition, emergence of fintech start-up companies, digitalization of banking operations, vigorous regulatory enforcements, and increased expectations for good corporate governance. Faced with these conditions, banking corporation need to makeefforts to transform the functions of corporate governance, risk management, and compliance in an integrated framework. Currently, corporate governance, risk, and compliance management (GRC) are carried out separately (silo). It is an arisingproblemsuch as inconsistency in methodology, duplication of activities, and non-uniform perspective on risk and compliance. In recent years, integrated GRC has been a serious discussion of Indonesia's banking industry players and regulators. Conceptually, integrated GRC implementation will be reliable achievement of company vision and strategic objectives, while addressing uncertainty and acting with integrity. This paper will explain a conceptual of Integrated GRC and then examine a relevant modelfor Indonesia's Banking corporation that fit in the principle of governance, risk management and compliance system established by banking authority.

Keywords: Banking Industry, Risk Management, GRC Implementation.

CAUSAL RELATIONSHIP BETWEEN FOREIGN DIRECT INVESTMENT AND ECONOMIC GROWTH: AN EMPIRICAL STUDY OF BRICS COUNTRIES

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Abstract

Foreign direct investment has played a significant role in the development of any economy. It enables to achieve a certain degree of financial stability, growth and development. As a developmental tool, it plays an important role in the long-term development of a country, not only as a source of capital but also for enhancing competitiveness of the domestic economy through transfer of technology, strengthening infrastructure, raising productivity and generating new employment opportunities. So, this paper have made an attempt to probe the granger causal relationship empirically between the foreign direct investment and economic growth and also compute the long run relationship for the BRICS countries. To achieve these objectives, the data were collected for the period of 1991 to 2018 and were analysed by using technique of unit root test, granger causality technique and Johnson co-integration test. By applying Johansen Co-integration model, they found that the Brazil alone co-integrated among the selected countries at levels. Further, Vector Error Correction Model (VECM) was employed to trace the existence of long run relationship. The results of VECM found that Growth leads FDI bi-directionally for Brazil, Russia and South Africa and FDI leads Growth uni-directionally for India and China respectively. In India, Gross Domestic Product causes Foreign Direct Investment which reveals that there is unidirectional relationship between Foreign Direct Investment and Gross Domestic Product.

Keywords: Foreign Direct Investment, Economic Growth, Granger Causal, BRICS.

THE PARADOX OF ORGANIZATIONAL ROUTINE AS AN ENABLER TO SHAPE STRATEGIC AGILITY IN MEDIA INDUSTRIES IN INDONESIA, TO ACHIEVE PERFORMANCE IN ENVIRONMENTAL UNCERTAINTY

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Abstract

The aim of this paper is to find out what the media firms in Indonesia should do to shape strategic agility in order to achieve their performance and to survive in radical changing and environmental uncertainty in media industry. To mention a few; value chain shifting from printed version to digital online, evolution pattern in news production, distribution, selling, and business model reformulation for revenue gain and competition within multisided group of competitor, readers and advertiser. As high level dynamic capability of organizational routine in the Ostensif part "know that" and the performative part "know how", repetition are one of routine part as recognizable and interdependent pattern of action among multiple participants that served as important rules to ensure every journalist keep up to work on their ethical standard, moral and procedures in producing news, moving pictures, animated scenes or advertising content. These recognizable patterns of action that involves determining one's needs and customized specific activities for particular project and goals will allow firm to "perceive early, decide quickly, and strike with strength and speed" (Doz and Kosonen, 2008) and it would enable the organization to reach their strategic agility in customer, operational and partnering agility (Sambamurthy et al., 2003).

Using questionnaire and semi structure interview with 60 business units and function's manager and its' second layer from 15 media firm and using Smart Partial Least Square for measurement and structural fit modelling, the result indicated an interesting paradox that organizational routine is enabler factor of strategic agility, that important as an antecedent of organizational performance.

Keywords: Routine, Strategic Agility, Performance, Media.

PROPOSED MARKETING STRATEGY OF RESTO AND RUMAH SENI NEK RAHA IN TOURISM REGION BELITUNG

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Abstract

Resto and Rumah Seni Nek Raha was established in 2018 to provide traditional food and antiques object from Belitung. However, Resto and Rumah Seni Nek Raha, as a new comer in this industry, face some problems. One of them is marketing strategy to attract the customers. The research method that used are quantitative and qualitative methods. For the quantitative method, the author spread questionnaires to visitors who have never visited Belitung to get their perspective about Resto and Rumah Seni Nek Raha. For qualitative method, the author conduct interview to the owner and person holding the important part of the Belitung area to analyze the current situation. The analysis is divided into two categories which are internal and external analysis. For external analysis consisting of PEST Analysis, porter five forces, and competitive analysis. While the internal analysis consisting of STP and 7P's, marketing mix, VRIO analysis, and porter value chain. After the method, internal and external analysis completed, SWOT analysis of Resto and Rumah Seni Nek Raha obtained. The result of SWOT will determine marketing strategy to attract new customer. Their recommendations are new STP and marketing mix to be guidance for marketing activities of Resto and Rumah Seni Nek Raha.

Keywords: Resto and Rumah Seni Nek Raha, Marketing Strategy, SWOT, Belitung, Tourism.

PROPOSED MARKETING STRATEGY TO INCREASE THE SALES OF LA DIFA COOKIES PRODUCT IN PT. BONLI CIPTA SEJAHTERA

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Abstract

One of the foods that Indonesian people are interested in is cookies. The high demand for cookies creates an opportunity to do a business. There are many business people related to cookies in Indonesia, especially in Bandung (West Java). One of the cookie business brands from Bandung is La Difa Cookies. La Difa Cookies is a business brand that produces and sells various types of cookies. La Difa cookies join other cookie business brands, Ina Cookies, in one company called PT. Bonli Cipta Sejahtera. PT. Bonli Cipta Sejahtera had set the target sales in 2018 for La Difa Cookies product. However, the actual sales did not achieve the target sales. Hence, the objective of this research are identifying the suitable strategies for PT Bonli Cipta Sejahtera sejahtera that can increase the sales of La Difa Cookies product in order to achieve the target sales in the following year and finding the factors that influence customer purchase decision toward cookies product. This research used a questionnaire to identify the factor of customer preferences in purchasing decision toward cookies product. The researcher distributes the questionnaire to the respondent who ever purchased cookies product and domicile in Bandung. Furthermore, the researcher also used external analysis and internal analysis in this research. At the end of section, the researcher proposed marketing strategies as alternative business solution for company to increase the sales of La Difa Cookies product so that target sales in the following year achieved.

Keywords: Cookies, Customer Preferences, La Difa Cookies, Marketing Strategy, Sales.

PROPOSED BUSINESS STRATEGY AND ITS IMPLEMENTATION FOR A CONSTRUCTION COMPANY CASE STUDY OF PT. GMS

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Abstract

PT GMS is one of the construction companies in the South Sumatra region. This company has several main assets such as asphalt mixing plant, batching plant, and heavy equipment's. Along with the construction development in South Sumatra, the opportunity for PT GMS to get projects is also increasing. However, company's current performance is not optimal. It is experiencing unstable income from year to year due to the lack of strategy formulation. The objective of this research is creating business strategy to make higher economic value added (EVA) through better company performance. PT GMS needs to analyze external environmental conditions to identify existing opportunities and threats to be faced, as well as internal analysis of the company to identify the strengths and weaknesses possessed by PT GMS. This process called SWOT analysis.

Several strategic making process that used in this research includes directional strategy, Porter's Generic Competitive Strategy, TOWS matrix, Balanced Scorecard, and Key Performance Indicator. After finding the company SWOT, it was continued by looking for alternative strategies that should be carried out by PT GMS in dealing with the current conditions using directional company strategy. Then, they proceed with the business strategy through Porter's Generic Competitive strategy to determine the focus strategy that will be used. Functional strategis created with TOWS Matrix that will be completed with a Balanced Scorecard. Balanced scorecard is made by referring to the company's vision and mission, as well as current conditions to determine the target performance of each company top manager which will be measured by key performance Indicator (KPI). All strategies are made in line with the main goal of increasing net worth companies called value-based management.

The results of this research are expected to generate EVA companies through the strategies that have been made. By implementing the strategy, company performance will be monitored by achieving targets using the KPI. This strategy is implemented for short-term (1 year) and long-term (3-5 years) goals.

Keywords: Construction Company, Company Strategy, Business Strategy, Economic Value Added, Balanced Scorecard, Key Performance Indicator.

THE POWER OF DEVELOPING CREATIVE INDUSTRY IN BANDUNG, INDONESIA

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Abstract

A Creative industry is defined as the utilization of creativity, skills, and individual talents in creating prosperity and jobs. Industry will focus to empower creation and power of an individual. This creative industry comes from ideas, art and technology that are managed to create wisdom. The development city of Bandung as a creative city began at the turn of millennium after economic crisis in 1997. Bandung became the pioneer of the creative industry because of many creative works produced and trends appeared in Bandung, especially among the young generation.

Bandung continues to nurture the economic growth of the creative sector. In fact, creativity has been the breadwinner of the city's economy for years. Therefore, the development of the creative industry and maintenance of superior products of Bandung was made into study material by the Ministry of Home Affairs. This study was conducted to see the impact of the policy of developing creative economic activities on the development of creative products. The research method used is a qualitative method that descriptive data in the form of written words and behavior can be observed with the explorative actual data from government approach that is digging more detailed description.

The result of the research of creative industry activation in Bandung is able to create jobs, making the younger generation increasingly racing to continue to innovate and be able to develop the potential of young people. This proves that Bandung is one of the cities in Indonesia that is very concerned about the creative industry and utilizes all positive forms of society to be channelled into creative industry. Bandung also has the power to develop its creativity not only to other cities in Indonesia, but also to be known by international community

Keywords: Creative Industry, Economic Industry, Bandung.

PROPOSED BUSINESS STRATEGY TO ENCOUNTER THE DIGITAL LOGISTICS INDUSTRY A CASE STUDY: PT ADHYA AVIA PRIMA

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Abstract

The rapid development of technology nowadays affects the changes in people's expectation. This has an impact on businesses in the logistics sector where there are significant number increases in market demand, but the competition becomes more competitive. PT Adhya Avia Prima is a logistics company established since 2003. As a company that has covered national scale, it is necessary to strengthen capabilities and competitiveness, improve weakness and solve company's problem to have a sustainable competitive advantage. The external and internal environment used to define the condition of the company. External factors using PEST, Porter's Five Forces and Competitive Analysis to determine the opportunities for the logistics industry on a macro basis. Moreover, internal factors using Value Chain, VRIO and Business Model Canvas to find out the weaknesses and strength of the company that can be used as insights in creating a business strategy. To formulate an appropriate business strategy for the company, The Diamond Strategy Framework was carried out, in order to find out the company's competency advantages. The Porter Generic Strategy are recommended to the company to change the business strategies. Furthermore, the company needs to improve the business model, hereby proposed Business Model Canvas so it can remain competitive in the competition. The results of the analysis obtained for the company has been elaborated on the implementation plan such as developing brand identity, build digital platforms, training, recruitment, and create real-time tracking system. Thus, expected to solve the company's problems and improve competency advantages on an ongoing basis.

Keywords: Business Strategy, Logistics, Cargo, Freight Forwarders, Business Model Canvas.

THE IMPACT OF SOCIAL MEDIA ON THE MODERN FEMALE ENTREPRENEURS

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Abstract

In modern society, conducting business via social media platforms for female entrepreneurs has interestingly become a rapidly growing trend. It appears to be a useful online tool, fostering new entrepreneurial ideas and a key factor of innovation, poverty reduction, employment, and economic growth in many emerging national economies; as well as a way of life among disadvantaged families. It also paves the way for the creation of women empowerment that often follows the creation of many social capital opportunities (Ellison, Steinfield, and Lampe, 2011). However, the increasing trend behind the use of such platforms among women has not been very clear in previous literature, and its increased use over the past decade has risen, without sufficient explanation (Ukpere, Slabbert, and Ukpere, 2014). Little is known about the impact of social media on developing and strengthening entrepreneurial skills for emerging female entrepreneurs and how these skills enable and empower women to achieve economic wellbeing and social welfare. As such, the objective of the present abstract is to systematically provide a brief review on the existing literature and further introduce an additional level of knowledge regarding the influence of social media on female entrepreneurs and how the utilization of such a platform assists in promoting their social and economic welfare. Our knowledge and review of the previous literature was largely based on limited data and thus a systematic approach to close any potential gaps in knowledge is considered a reliable method of evaluating and validating these sources.

Accordingly, in order to identify and close these gaps in knowledge and provide current supporting sources, we have decided to conduct a comprehensive systematic search of originally published peer-reviewed articles in April 2019 that address the effects and major influences of social media on women pursuing their business endeavors through online platforms. This search was performed using various database sources such as ScienceDirect, Scopus, Academic Search Premier, and Google Scholar, with a specific end goal to retrieve original articles produced in all academic and organization levels. The studies were mainly sourced sought

using EndNote Software and then independently screened by each author for both titles and abstracts, and full-texts. Adhering to the PRISMA guidelines for preferred reporting items of systematic review and meta-analysis (Moher, 2009), we evaluated the selected sources according to the PRISMA 27-checklist items. The papers were then organized based on a framework of developed questions to be addressed in our review.

After applying the eligibility criteria, our study findings resulted in a total of 16 peer-reviewed articles that were then used as our main source for further investigation in this review. The majority of the retrieved studies are empirically based on both developed and less developed countries, which emphasize how social media directly contributes to the economic growth of many economic nations. The primary findings of this review have academic implications and an important practicality on how social media impacts women's ability to run independent businesses and how it can be further used to expand the exposure of women to many entrepreneurial ideas.

While a few studies have reported the disruptive effects of social media on running businesses (Oke, 2013), many studies have explicitly stated that social media triggers the creation of new business opportunities that help rising female entrepreneurs to achieve financial security and economic welfare, both within and outside any organizational level. The most remarkable result to emerge from the data is that social media or online social communications in general has a striking impact on the relationships of people sharing the same interests and hobbies and thus positively strengthens these correlations (Haythornthwaite, 2005 & Amichai-Hamburger and Hayat, 2011). This gives rise to a new path for the creation of social capital opportunities that individuals might have access to, by having an available source of materials that provide data and information to be shared easily among individuals and different business organizations (Nieto and González-Álvarez, 2014), which in turn, assist in empowering female entrepreneurs (Beninger et al., 2016) and significantly contribute to the economic growth of many emerging economies (Hossain and Rahman, 2018). Our results on this point correlate and substantiate previous findings that reported social media as a proactive tool that responds to recent trends in the real market (Park, Sung, and Im, 2017); where, instead of trying to pursue a business through face-to-face communications, social media facilitates and provides an easy way to strengthen different relationships and further foster different ways of communications with potential customers and stakeholders through online platforms (Della Corte, Iavazzi, and D'Andrea, 2015). This highlights another important point on how social media influences the impact of women's business activities by increasing the publicity of a service, reaching customers and suppliers, and accessing information (Li, Wang and Liang, 2015). Thus, helping to improve and promote the accessibility of a product and service online, without the need to follow traditional business routes.



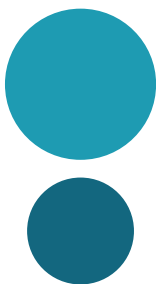
BUSINESS

Our review on the current literature in the fields of entrepreneurship and empowerment of women has led us to confirm that social media platforms have a substantial impact on female entrepreneurs, both financially and otherwise, and as a result of the creation of numerous social capital opportunities, further helps to empower female entrepreneurs. It supports our three framework related questions and provides important practical implications for an in-depth research into the creation of entrepreneurial ideas through social media. To the best of our knowledge, we believe that only a small number of researchers have addressed this subject, since it appears as a rising trend only started in the last couple of years. Yet we have successfully conducted a search that leads us to these findings and assists us in closing potential gaps in the literature that have not previously combined these topics issues in a similar review. Our work clearly has some limitations as we decided to include only recent studies that address such scenarios and also only rely on social media platforms and their major and broad influences of the creation of entrepreneurial ideas. Nevertheless, we believe that our current review could be a good base or framework for future investigation to be conducted in a specific setting (i.e. country, specific demographic age, etc.), which could confirm our findings.

Keywords: Social media, social capital, entrepreneurship, females, women empowerment.

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EDUCATION

abstracts

COMPUTING STUDENTS' APPROACHES TO LEARNING IN RELATION TO ENTRY PATHWAYS AND THEIR AGE

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Abstract

The study aimed to examine the relationship between Singaporean undergraduate computing students' approaches to learning, with regard to entry pathways and their age. Data were gathered from 186 students, by means of the R-SPQ-2F. Data analysis was conducted through the use of descriptive statistics involving mean and standard deviation, percentages and frequency distribution, cross tabulations, and one-way ANOVA. In this study, 186 out of 223 students responded, representing a percentage of 83.0%. The participants have a mean age of 21.45 ± 1.952 years. Out of 184 students, 133 were males, comprising 72.3%. In terms of entry pathways, 75 students (40.8%) were from GCE A-level, 97 students (52.7%) were from polytechnic diploma, while 12 students (6.5%) were from other pathways. The findings showed that among the 186 undergraduate computing students who participated, 141 students (76.6%) utilised the deep learning approach, while 43 students (23.4%) used the surface learning approach. The students' mean deep approach scores of 30.83 ± 6.307 was higher, compared to that of surface approach scores of 22.74 ± 5.521 . From the results, it is clear that the deep approach to learning is the most dominant learning approach, regardless of entry pathways and age. Furthermore, it is evident that entry pathways and age do not have a significant effect on the learning approaches adopted by the learners.

Keywords: Age, Approaches to Learning, Computing, Entry Pathway, Singapore, Students, Relationship.

FIS STUDENTS' PERFORMANCE IN MATHEMATICS: COMPARISON BETWEEN SPM ADDITIONAL MATHEMATICS AND FIRST SEMESTER EXAM

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Abstract

Mathematics teaching and learning encounters quite a big problem, particularly at the tertiary level. The primary concern always surrounds the students' achievement in the subject matter. Students' performance during the first semester of the foundation program is reflected by their mathematical background prior to university admission. This study was carried out among 62 students that enrolled in the University College of Technology Sarawak's (UCTS) Foundation in Science program. Each student was given a pre-test at the beginning of the semester. The pre-test consisted of 10 mathematical questions which students have learnt before. From the results, 61% of these students failed. However, looking into their Sijil Pelajaran Malaysia (SPM) Additional Mathematics results, the majority of them achieved an A (24%). These students also took FIS1114 Mathematics I during the first semester. At the end of the semester, the result of their FIS1114 Mathematics I course was insignificant, where the majority of the students failed and obtained a pass grade which is below C+. The performance of these three mathematics results was compared and studied.

Keywords: Mathematics, Additional Mathematics, Pre-Test, Foundation Program, Student Performance Comparison, FIS1114.

GRADUATES' TEAMWORK SKILLS BOIL OVER IN CAMBODIA

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Abstract

The aim of this study was to identify the required employability skills possessed by graduates who are currently studying bachelor's and associate degrees, as perceived by employers. The surveyed sample of 535 graduates and 73 employers countrywide was analyzed using a principal component analysis (PCA) to establish the latent constructs, using two similar paper-based types of questionnaires. A T-test was deployed to test research hypotheses. The results showed that there were 6 factors apparently encompassing teamwork, problem-solving and critical thinking, initiatives and leadership, computing and technology, personal organization and time management, and communication and language literacy, which were merged into 61 sub-skills. Among them, graduates were good at teamwork but poor at communication and language literacy and computing and technology.

Keywords: Employability Skills, Employability Skill Perception, Cambodia, Graduates, Teamwork.

ANTI-MICROBIAL ACTIVITY OF GUGO (ENTADAPHASEOLOIDES) CRUDE BARK EXTRACT AGAINST PSEUDOMONAS AERUGINOSA ATCC 7644 BACTERIA

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Abstract

The practice of using plants against diseases is presumed to be as old as human history. Traditional medication using plant extracts continues to provide health coverage for over 80% of the world's population, especially in emerging countries. To this day, there is still an increasing interest by scientists to define the secrets of these traditional herbal medicines; thus, making the search for new antimicrobial agents extremely relevant, due to the fact that extensive bacterial resistance to current antimicrobial agents is becoming more prevalent. The researchers took this chance to conduct a related study, through disk diffusion method, of the likelihood of crude extract of Gugo (Entada Phaseoloides) bark as a potential antimicrobial agent for *Pseudomonas aeruginosa*. Ethanolic extracts showed a positive result, displaying a complete inhibitory effect against the bacteria *P. aeruginosa* and phytochemical analysis was conducted in order to determine the phytoconstituents of the bark sample. Samples were tested on 30%, 50%, 70%, and 90% respectively to identify the optimal concentration of the extract of Gugo (Entada Phaseoloides). Analysis of Variance (ANOVA) was used to obtain the results from different concentrations.

Keywords: Gugo Bark, Entada Phaseoloides, *Pseudomonas Aeruginosa*, Anti-Microbial, Plants, Phytochemical Analysis, Disease, Antimicrobial Agent.

INHIBITORY PROPERTIES OF POWDERED ACTIVATED CARBON MADE FROM COFFEE BEANS (COFFEA ARABICA) AGAINST THE GROWTH OF STAPHYLOCOCCUS AUREUS (ATCC 6538P)

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Abstract

Problems in the Philippines regarding the diseases caused by Staphylococcus Aureus have become a public health concern in the past few years due to its high antimicrobial resistance capacity to numerous antibiotics and penicillin. In line with this, the study aimed to identify the characteristics of Powdered Activated Carbon (PAC) derived from Coffea Arabica beans and to also identify the effects of PAC derived from Coffea Arabica beans in terms of zone of inhibition, inhibitory activity, and reactivity to S. aureus. In order to prepare the PAC, the pulverized coffee beans undergo physical activation, chemical activation using KOH, and removal of ash content using HCl and pyrolysis/carbonization at 500C for 1 hour. The pH level, moisture content, and antimicrobial activity of the PAC was determined by electrometric method, air-oven method and disk diffusion method, respectively. According to the results, the PAC sample with 26.42% moisture content and 5.12 pH level produced partial inhibitory activity with mild reactivity against S. Aureus, having a mean zone of inhibition of 10mm, which is lower in comparison to the positive setup, Oxacillin, with a mean zone of inhibition of 22.07 mm.

Keywords: Coffea Arabica, Staphylococcus Aureus, Antimicrobial Resistance Capacity, Zone of Inhibition, Powdered Activated Carbon, Philippines.

ANTIBACTERIAL POTENTIAL OF FLY AGARIC (AMANITA MUSCARIA) SYNTHESIZED WITH SILVER NANOPARTICLES (AGNP) AGAINST SALMONELLA TYPHIMURIUM

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Abstract

Fly agaric is proven to be a toxic mushroom for humans and animals. This mushroom and silver nanoparticles (AgNP) are already proven to possess antimicrobial properties. The mushroom has a distinct appearance, its bright red and white spotted color makes it stand out. To give purpose to this plant, the researchers found a method of using these properties as an antibacterial against *Salmonella typhimurium* (*S. typhimurium*). The primary objective of this study was to minimize the harmful effects of *S. typhimurium* by adding AgNP. To do this, fly agaric liquid extract was first synthesized with AgNP. The solutions were then concocted to *S. typhimurium* in concentrations of 50%, 75%, and 100%. Agar Disk Diffusion and Minimum Inhibitory Concentration (MIC) tests were conducted. The results show that the solution did have a significant effect on the *S. typhimurium*, although the addition of AgNP did not impact its inhibitory effect.

Keywords: Antibacterial Effect, Fly Agaric, Antimicrobial Properties, *Salmonella Typhimurium*, Silver Nanoparticles, Agnp, Inhibitory Effect.

TOXICITY OF CALCIUM PROPIONATE IN BRINE SHRIMP (ARTEMIA SALINA) LETHALITY ASSAY

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Abstract

Calcium Propionate is considered one of the most used products as a preservative for breads and other kinds of foods. As a preservative, it controls the expansion of microbes in foods such as yeast, molds, and other micro-organisms. This study tested for the toxicity of Calcium Propionate using the Brine Shrimp Lethality Assay (BSLA). Three trials with six set-ups involved the application of varying concentrations of Calcium Propionate on Brine Shrimp in different concentrations (12.5 µg/ml, 25 µg/ml, 50 µg/ml, 100 µg/ml), with two control set-ups (2mg of K₂Cr₂O₇ and artificial sea water), to identify the optimum concentration of Calcium Propionate on BSLA and the effects of Calcium Propionate on Brine Shrimp through LC₅₀ and Probit Analysis. The test concluded that the LC₅₀ concentration of Calcium Propionate is 237 µg/ml, which suggests that Calcium Propionate is slightly toxic, since the LC₅₀ is greater than 100 µg/ml.

Keywords: Calcium Propionate, Brine Shrimp, Brine Shrimp Lethality Assay, Toxicity, Artificial Sea Water, Potassium Dichromate, Probit Analysis, Lethality Concentration 50, Survival Rate.

LEVEL OF EDUCATIONAL STAKEHOLDERS' PARTICIPATION IN SCHOOL-BASED ACTIVITIES AMONG SELECTED SENIOR HIGH SCHOOLS IN BINAN CITY, LAGUNA, PHILIPPINES

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Abstract

This study examined the level of stakeholders' participation in school-based activities among selected senior high schools (SHS) in Binan City. The school-based activities (SBA) include school improvement planning and organization, faculty development and teaching effectiveness, community and socio-civic engagement, research and development, project organization and policy implementation, and leadership and management. In addition, the study assessed the "degree of severity" of the problems encountered by the stakeholders in the following parameters: administrative support, community resources, financial resources, and coordination and communication. Using a mixed-method approach, the study is hinged on the Stakeholder Theory by Freeman. The responses of selected parents, private sectors, government officials, and religious groups in focus-group discussions, structured interviews, and survey questionnaires were examined. Findings revealed that these external stakeholders in education were moderately participative in school-based activities, indicating that collaboration between the school and the community remains unexplored and is not fully maximized. Since the educational stakeholders occasionally participate in SBA, they assessed the encountered problems as moderately serious. Through T-test for independent samples, one-way ANOVA, and post hoc analysis using Tukey's test, the results showed that there is a significant difference between the stakeholders' personal variables (age, gender, civil status, educational attainment, and length of participation) and their participation level in SBA. Moreover, a correlation matrix between participation in school-based and problems encountered was also generated. All correlations between the two variables are very low. Significant correlations were established between problems from administrative support and school improvement planning and organization, and project organization and policy implementation. Problems from community resources, and communication and coordination are significantly correlated with community and socio-civic engagement.

Keywords: Educational Stakeholders, Participation, Collaboration, Senior High Schools, School-Based Activities, School-Stakeholder Collaboration.

THE RESILIENCY OF AN EDUCATOR AMIDST DIVERSITY: A PHENOMENOLOGICAL RESEARCH

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Abstract

A teacher is one of the most respected jobs in the Philippines. However, it is also one of the hardest professions available in the Philippines. This study mainly focused on determining the reasons for Filipino teachers to work abroad, their challenges encountered, and the strategies they use to cope with these challenges. The study utilized qualitative research and gathered the data through in-depth interviews. The present study determined that the main reason for Filipino teachers to want to work abroad is financial, and that language barrier and cultural differences are the challenges they encountered whilst working in another country. Being flexible and adopting some of the culture are some of the strategies they devised in order to overcome these challenges. It is therefore recommended that the Philippine government must provide sufficient employment opportunities with adequate salaries for the teaching sector to not seek employment in other countries.

Keywords: Diversity, Educator, Filipino Teacher, Work Abroad, Language Barrier, Work Abroad.

PROPOSED MARKETING STRATEGIES FOR INCREASING SALES OF ANTIVIRUS E-COMMERCE COMPANY IN INDONESIA

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Abstract

The Indonesian e-commerce market has enjoyed dramatic growth over the last five years, upending a long-held view among local venture capital firms and businesses. Recent estimates by Macquarie Bank suggest the Indonesian market has grown 60–70% annually since 2014 and is expected to expand from US\$8 billion in 2016 to US\$60 billion in 2020. This will generate new opportunities for e-commerce sites and their businesses. Antivirus Indonesia (www.antivirus-indonesia.com) is an online store selling a digital product (antivirus) for the B2C market. The purpose of the study is to understand how to increase sales of this e-commerce company. Customer awareness and satisfaction can be determinant variables for increase of sales. This may create awareness and customer willingness to pay for this digital product and also to re-purchase the antivirus software after it is expired. A questionnaire survey based on focus group discussions and netnography research was delivered via Google Forms to users and non-users, with 135 respondents agreeing to participate. The questionnaire was devised by convenience sampling technique. The underlying variables in the framework were examined with explorative factor analysis. The results could be interesting for managers in the e-commerce sector.

Keywords: E-Commerce, Digital Product, Antivirus, Customer Awareness, Satisfaction.

EDUCATION MANAGEMENT IN NORTHEAST INDIA: PROSPECTS AND CHALLENGES

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Abstract

In this age of the fourth industrial revolution, when education is moving forward at a rapid pace in different parts of the world, questions arise as to where does the education management stand in Northeast India? The Northeast India region, which shares international boundaries with Myanmar, Bangladesh, China, Nepal, Tibet, and Bhutan, is especially known for its scenic beauty, ethnic culture, rich flora and fauna, etc. However, the region is lacking in education management when compared to other parts of India. With the initiation of India's foreign policies of 'Look East Policy' to 'Act East Policy' to connect with ASEAN (Association of Southeast Asian Nations) countries, the region received a boost in its development package. It is within this context that this paper seeks to stress, on how through proper education management, the region with its neighboring countries can tap into opportunity of exchanges programs which will in turn boost ASEAN-India relations, as well as student quality of life. The paper will also highlight the different literatures available in this study. It will also further highlight how these educational institutes are changing the environment of the rural areas and people who are the essence of this Act East Policy's success. The paper will bring to light the interviews conducted with the heads/ principals, administrators, students etc. of various educational institutions. And lastly, it will emphasize the prospects and challenges of education management in Northeast India.

Keywords: Education Management, Look East Policy, Act East Policy, Exchange Programs, Prospects, Challenges, ASEAN-India Relations, Student Quality of Life.

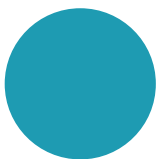
DEPLOYING WEB TYPOGRAPHY TECHNOLOGY IN TEACHING AND LEARNING OF TRADITIONAL CHINESE CHARACTERS: A CASE STUDY

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Abstract

Students in Hong Kong begin learning traditional Chinese characters in childhood. The glyphs of these characters are “special” as some of them are not being used in mainland China or in Taiwan. Students continue learning these “special” glyphs of characters into their late primary school level. However, we are living in a world stacked with various standard forms of Chinese characters, whether in printed materials or web resources, especially in the digital age. The variants of standard forms being displayed in digital devices may cause confusion to students. As shown in our students’ in-class exercises, the majority of them are likely to lose the knowledge to the standard glyphs of the characters taught in their childhood after they enter university. The outcomes from their exercises creates in us a dilemma. Should they be adopted to passively depend on the fonts the operation system provided or should we strive to sustain Hong Kong’s standard glyphs of characters in this digital age? If the answer is yes, then comes the question of how. In this study, we will review how the digital environment affects the learning of traditional Chinese characters in Hong Kong. We will also discuss the possibility of maintaining the individuality of this local standard in the long run. Finally, we will showcase how the deployment of web typography technology can help us to solve this issue in our classes.

Keywords: Traditional Chinese Characters, Web Typography, Glyphs, Fonts, Digital Environment, Technology.



ICT

abstracts

ARDUINO-BASED LOAD CURRENT DISPLAY AND TIME-DELAY PROTECTIVE DEVICE FOR AIR CONDITIONING UNITS

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Abstract

The study aimed to design, develop, and evaluate an Arduino-based load current display and time-delay protective device inclusively intended for air conditioning units (ACUs) during instances of power interruption with intermittent restoration and power surges. It specifically sought to determine the performance of the device, in terms of reading and monitoring the current drawn by a certain ACU and the time elapse for the switch-on delay of the protective device within a given set of predetermined times. Thus, the device operates in the principle of microprocessor and motor control and generally consists of two major components, namely: a) load current reading display, and b) adjustable switch-on time-delay outlet. The entire system was compacted inside a pull box and embedded with one ACU outlet. An experimental method was employed and standardized materials were used as bases for the technical foundation and whole conduct of the said study. Arithmetic mean, average deviation, and percentage error were the statistical tools used. Results of the experiment showed that the load current display of the device, in terms of average percentage error, yielded to a value of 3.30% which is interpreted as highly accurate. Moreover, the precisions of time elapse for the switch-on delay on various predetermined time settings of 3 minutes, 4 minutes, and 5 minutes are 3.0074 ± 0.0934 minutes, 4.0179 ± 0.0614 minutes, and 5.0415 ± 0.0453 minutes respectively.

Keywords: Air Conditioning Unit (ACU), Arduino, Load Current, Time-Delay, Power Interruption, Power Surge.

A STUDY ON INDIAN LEGAL REGIME AND COMPARATIVE ANALYSIS OF DRONES REGULATION: INDIA'S RESPONSE TO A MAJOR POLICY REVOLUTION

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Abstract

The recent spurt in automation technology, advanced with visualization techniques, design specifications and impeccable mapping, makes possible today something that was unimaginable a few years ago. Add to this the ongoing advances, the possible application of drones suddenly appears to be innovative and limitless. Drones or simply, Unmanned Aerial Vehicles (UAVs) is the recent development in robotics technology and its wide application all over the country has been trending in the media. Together with these changes, India seems sparingly to have been expending with a comprehensive drone technology. In common terminology, drones refer to aerial vehicles which can fly without a human operator. The International Civil Aviation Organization (ICAO), charged with codification and regulation of airways, recognizes drones as UAVs. It has also coined another term for these UAVs, as Remotely Piloted Aircraft System (RPAS). However, with the widespread application of these aerial vehicles unsupported by any regulations, the procedure for compliance requires a more rigid legal mechanism to be put in place. The Ministry of Civil Aviation has been constantly engaged towards working to establish a global standard drone regulation that would permit, with appropriate safeguards, the commercial application of various drone technologies. Consequently, the Drones Regulations 1.0 policy has been formulated by the Ministry that will enable safe commercial usage of drones from December 1, 2018. Although this approach by the government appears to be a beginning for modern technological advancements, there still remains many vacuums left unfilled, in progressing towards an advanced commercial drone technology. This paper attempts to focus on the new Drones Regulations 1.0 policy, its significance, implementation impacts, and India's response towards a major policy revolution in juxtaposition with other leading drone regulated nations. The paper will further highlight the loopholes that possibly have become apparent due to its widespread application.

Keywords: Drones, Drones Regulations 1.0, Digital Sky Platform, Remotely Piloted Aircraft System, Unique Identification Number, Unmanned Aircraft Operator Permit, Visual line-of-sight.



TOWARDS CLOUD COMPUTING SECURITY IN ORGANIZATIONS

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Abstract

In the last few years, cloud computing technology has grown from being a promising business concept to one of the fastest growing segments of the IT industry. The main concern of cloud computing is to deliver hosted services via the Internet. These services include three major categories: Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a service (SaaS). Cloud computing is rapidly growing as a service, used by many individuals and organizations internationally. For individuals users, cloud computing allows them to access many services from the Internet without the need to store or run applications on their computers. For organizations, cloud computing helps to maintain huge data centers, enabling them to adopt a lean and mean approach to their business. This research focuses on three major aspects of information security in cloud computing: information security issues of using cloud computing, the incident response policy to change and address these issues, and the organizations' strategies to reduce the risks of adoption of cloud computing.

Keywords: Cloud Computing, Security, Privacy, Internet, IaaS, PaaS, SaaS, Information Security.

DIGITAL CUSTOMER EXPERIENCE: A SYSTEMATIC ANALYSIS OF DIGITALIZATION PROCESS

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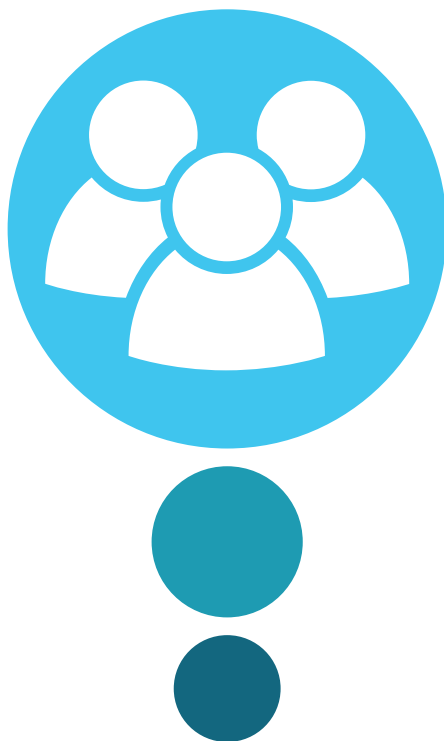
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Abstract

Transforming a customer experience into a digital platform is essential for a firm's competitive advantage. One initiative is to have a holistic customer experience through various touch points, with the purpose of retaining customer loyalty. However, we may experience several challenges in designing and integrating user experience into business processes. The challenges may occur from internal or external stakeholders that leads to various level of management to make decision. Thus, our focus in this study is to identify the challenges and to propose a suitable digitizing process. To explore this concept, we conducted a systematic review of existing empirical evidence from various journals. This review identifies 20 articles that conduct Digital Customer Experience within both education and firm's points of view. The findings highlighted three components: (1) nine models and their framework, (2) six methods used comprised of qualitative and quantitative (3) eight different impact towards various business models. The outcome of the study is to highlight the needs of user centric digital experience and promote the tools to enable the process. Hence, transforming the customer journey becomes feasible, regardless of the type of business or services.

Keywords: Digital Customer Experience, Customer Loyalty, Customer Journey, Systematic Review, User-Centric



SOCIAL SCIENCES

abstracts

INCOME DISTRIBUTION AND INCIDENCE OF POVERTY IN SRI LANKA

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Abstract

The purpose of this paper is to examine the income distribution disparity and poverty in Sri Lanka after the policy reforms in 1977, and conduct a comparison with the pre-policy reform period. Income distribution in Sri Lanka has been examined, by using survey data from both Central Bank Consumer Finance and the Department of Census and Statistics. The data from the two sources, and from two surveys from the same source, cannot strictly be compared, due to the differences in the methodologies used. Data suggests that a trend of more equitable distribution of income has emerged after 1963 up until about 1977. Subsequently, a reversal trend has emerged and the distribution of income has moved to a more unequal trend up until about 1990. Last decade data from 2010/11 suggests that a reversal trend is slowly emerging, though some inconsistency in the data is suspected. This may prove that Kuznets Curves are even true for Sri Lankan economy. The study identifies that there is a two-way causality between income distribution disparity and levels of poverty.

Keywords: Income Distribution Disparity, Policy Reforms, Sri Lankan Economy, Poverty, Trade Liberalization.

THE THEORETICAL PERSPECTIVES OF IMMIGRATION CONTROLS: IMMIGRATION CLEARANCE PROCESS, SELECTIVE POLICY, AND SECURITY APPROACH AT AIRPORTS IN INDONESIA

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Abstract

Vast numbers of visitors, workers, investors, and students entering through Indonesian airports are on the rise, whereby the Directorate General of Immigration applies selective policy. However, newly recruited frontline officers at immigration controls are posted in every airport in Indonesia. This may lead to problems with border security issues including visitors and illegal entrants who plan to stay and work in Indonesia. The aim of this study is to measure the correlation of the immigration clearance process, the selective policy, and security approach at airports in Indonesia from the perspectives of immigration officers at immigration controls. It shows there is a strong coefficient correlation of 0.092 between the immigration clearance process, the selective policy, and security approach. It demonstrates a linear correlation among three and positive correlation (0,092) dan (0,164). If the selective policy is strictly performed, the security approach is also increased and may result in a more effective immigration clearance process at airports in Indonesia. This study proposed a framework of immigration control at airports to illustrate how they strongly interrelate with one another and shape the perspectives of front-line immigration officers.

Keywords: Indonesian Airports, Selective Policy, Border Security, Immigration Clearance, Security Approach, Immigration Control, Immigration Officers.

INVESTMENT AND PROJECT FINANCING ANALYSIS OF NEW AND RENEWABLE ENERGY IN PT PERTAMINA (PERSERO) CASE STUDY: SOLAR PHOTOVOLTAICS (PV) PROJECT

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Abstract

Energy-efficient projects use alternative technologies, fuels, and management systems to diminish heat and electricity consumption. New and renewable energy (NRE) supply projects produce heat and electricity using sources of energy which are regenerated over short time periods. Their recent rise to prominence in modern society has been driven by their low environmental impact relative to fossil-fueled alternatives. Nevertheless, as they mature, energy-efficient and new and renewable energy technologies must demonstrate not only their environmental benefits but also their economic competitiveness. This study concentrates on the analysis of investment projects using approaches that take into account the unique economic, environmental, and energy characteristics of renewable and energy-efficient technologies. The global demand for energy-supply and efficiency projects has never been greater. These trends are driven by mostly inescapable factors: a growing global population, increasing wealth, uncertainty of fossil fuel prices, security of supply concerns, and enhanced policies to combat greenhouse gas (GHG) emissions and global warming. Indonesia over PERTAMINA has developed NRE technologies like wind power, solar photovoltaic, geothermal, and hydroelectricity. Each of the myriad of energy efficiency and supply projects which will comprise these investments must be identified, shortlisted, modelled, and economically assessed before they can be financed and implemented. In this study, we take a short brief overview to propose build a solar PV farm with a 50 MW capacity. The purpose of this project investment is to fulfil the government regulation according primary energy mix from NRE approximately 23% on 2025.

Keywords: New and Renewable Energy, Investment Projects, GHG Emissions, NRE Technologies, Solar PV.

THE DYCOTOMY MYTH OF DOCTOR FIGURE IN DOCTOR STRANGE AND HEART ATTACK MOVIE

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Abstract

Medic and the attributes have a great charisma for the mass communication creator. It is include for the doctor figure. The doctor figure in the mass media representation can visualization as a majesty figure, smart, charisma, stiff and has a highly intellectuality level. So is the doctor figure has a success symbol in their profession. In the Doctor Strange and Heart Attack movie the doctor figure has been represented too. This research is trying to disassemble the doctor figure that represented in the Doctor Strange and Heart Attack movie. Is the doctor figure showed has a shifted of mythology or getting an affirmation. This research is using the popular culture theory and the analysis's knife is using the semiotics from Roland Barthes, so the pseudo power behind the movie will be showed. The conclusion of this research is the doctor figure has been symbolic transformation from edge to edge. The mass media product showed the anxiety of patient in order to face the paternalistic center ego of the doctor figure. It means that the myth of the doctor figure is still trying to become the dichotomy of the medic services. A human focus services or a business focus services. In the doctor strange, researcher found that doctor is still using business concept in their services. But it is different with the Heart Attack movie. Researcher found that doctor figure is still using human services concept.

Keywords: The Dichotomy Myth, Doctor Figure, Semiotics, Movie.

CHILD RAG PICKERS IN INDIA: AN INVESTIGATION INTO WASTE MANAGEMENT, HEALTH HAZARDS, AND EARNINGS

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Abstract

Rag picking means a person (s) who picks rag is called as rag pickers. Rag means a piece of old, often torn materials like scraped metals, paper plastics, glass bottles, plastic bottles, medical used plastic injection and garbage etc. Rag pickers collect these materials and sale to local dealers, they get some money. Therefore, rag picking becomes an occupation for the poor, unemployed, neglected, and downtrodden sector of the population. As a result, rag picking is an important occupation in the urban informal sector in the Telangana State of India. The aim of this study is to investigate the socio-present day economic conditions of child rag pickers, to understand the health hazards of child rag pickers, to examine their income, spending and waste management practices, and to identify the factors responsible for child labor. The study is based on primary and secondary data. The primary data have been collected from five municipalities of Telangana State of India and adopted a cluster sampling method; a total of 250 samples have been interviewed for the study. Poverty and unemployment are the root cause of child rag pickers, with rag pickers exposed to health hazards stemming from unhygienic practices and working conditions. 80% of child rag pickers age group is 11-15 years, 74% of illiterates and 85% of downtrodden. Nearly 68% of child rag pickers' income is below Rs. 11,000/ pa. 74% of child rag picker spending was on medical expenses, 90% of the children's means of transportation for collecting garbage was on foot. 85% of child rag pickers are facing health hazards, 98% of rag picking consisted primarily of plastics, glass bottles, cardboard, papers, tin, iron, copper, and aluminum. These waste materials can be found at waste dumps, street corners, or in residential areas. 82% were of the opinion that they are getting rashes and wounds and 94% of also opinion that rag picking is not an appreciable job in the society. The study examines poverty, unemployment, and poor economic conditions as the root causes of child rag pickers in urban towns. Therefore, a social development model is the only alternative for eradicating child rag pickers and the problem of child labor and the process of development for poorer sections through strict implementation of compulsory education, health, and skill development programs.

Keywords: Rag Picking, Poverty, Unemployment, Child Labor, Health Hazards, Social Development Model.

THE IMPACT OF E-WOM ON PURCHASE INTENTION: ANALYSIS OF THE ADOPTION OF ONLINE REVIEWS ON TRAVEL DECISIONS IN CHINA

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Abstract

This research aims to establish a practical framework to assist the application of e-WOM (Electronic Word of Mouth) as an effective tool for marketing communication. Especially considering the present conditions in China's tourism and hospitality industry, in which the spread of Internet has greatly altered the ways in which travel products and services are introduced and delivered to customers. This research focuses specifically on how e-WOM on online travel platforms may be utilized by marketers. More specifically, by looking at the intrinsic relation between e-WOM and consumer's purchase intention, this research aims to explore the ways in which e-WOM can be used by marketers to enhance their marketing communication strategies. In addition, the research also wishes to further enrich the study of e-WOM, particularly in relation to its effectiveness as a marketing communication tool in different sociocultural settings.

Keywords: Electronic Word of Mouth (e-WOM), e-WOM Adoption, Tourism, Hospitality Industry, Purchase Intention, Marketing, Communication Strategies.

SIX DAY WORKING PLAN IN EDUCATIONAL INSTITUTION: A CASE STUDY

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Abstract

The relationship between work and time is drawing renewed attention, concomitant with the general trend towards reduced hours of work and an increased flexibility in working time arrangements. Traditionally, social customs and work demands have been the principal factors in determining a work schedule. Thus specific work schedules prevailed within certain industries or occupations. However, no clear goal for working time seems to exist. Recently, vociferous demands for flexibility in working hours have given rise to many new proposals. A review of innovative working patterns reveals schemes to extend operating hours beyond normal workdays, with flexible options for workers. These new patterns have a considerable impact on job content and work organization; viz., more independent tasks, better communication and group work, multi-skilled work, work breaks, and enhanced worker participation. On the other hand, concern is growing about safety and health issues involved in working time options, such as fatigue, disturbed sleep, disrupted social life, and ill-health due to excessive hours of work or irregular schedules. In order to promote a more systematic choice of flexible work systems, it is essential to develop change strategies which (i) link working time options with efforts to improve work organization; (ii) present these options, together with information on adaptation limits and risks to safety and health; and (iii) Encourage informed consultations with workers, so as to meet local needs. This paper describes an overview of a Working Plan in educational institution.

Keywords: Working Time Arrangements, Flexibility, Safety and Health Issues, Change Strategies, Six Day Working Plan.

SOCIO-ECONOMIC INEQUALITY AND CAREER ASPIRATIONS AMONG CHILDREN IN INDIA

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Abstract

The socio-economic backgrounds of children have a major impact on their access to education. The factor that serves as a backdrop to this relationship is “aspiration”, which has been completely overlooked in India, given the fact that the presence of a large number of poor and illiterate people and unavailability of adequate facilities for education are amongst the crucial issues that the country is facing. This paper thus aims to account for the dearth of quality studies on the role of economic factors (such as parental income, family wealth, credit availability, and availability of investable resources) in influencing career aspirations of children in India. These factors, coupled with other social factors, including religion, caste/community and its position in the society, family’s social class, area born and raised in, role of media, previous educational background, and various other variables, act as both a constraint as well as an opportunity to a child’s career aspirations. It can be observed that children from affluent families do not experience any economic constraints to attain higher education, while those from poverty-stricken households experience huge economic constraints which restrict their capacity and ability to pursue higher education. Whether the same has varied impacts on the educational and career aspirations of children has not been taken up as a matter for empirical investigation in India. By accounting for how poverty affects aspiration formation, aspiration gap, aspiration window, aspiration failure, the capacity to aspire and the ability to aspire, this paper draws a link between poverty and aspirations in India. Since a considerable number of international studies consider poverty as a causal factor of low aspirations among individuals, such as Debraj Ray’s study on the aspirations of Ethiopia. Therefore, based on such a relationship established at the international level, the present paper investigates the relationship between socio-economic differences and their impact on educational and career aspirations of children in India. Furthermore, the study has also identified various socio-economic factors to test the presence of fatalism among students, which in turn affects their career aspirations.



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The study is based on primary data collected by means of a questionnaire technique administered among students from government run, private, and international schools, located in urban and rural areas in and around Bengaluru, India. The reason for selecting Bengaluru is that urban Bengaluru is one of the most developed cities in India and possesses all categories of schools, as well as students belonging to various communal backgrounds that the study has targeted. Alternatively, the government run schools from rural Bengaluru have been identified and included in the study for making the comparison of their aspirations with students from sound economic backgrounds. Appropriate statistical and econometric methods have been used to arrive at the conclusion.

Keywords: Socio-Economic Background, Aspirations, Poverty, Aspiration Formation, Aspiration Gap, Aspiration Window, Aspiration Failure, Capacity to Aspire, Ability to Aspire, Fatalism.

THE INFLUENCE OF ENTREPRENEURIAL LEADERSHIP AND DYNAMIC CAPABILITIES ON PERFORMANCE IN FACING EXTERNAL ENVIRONMENTAL TURBULENCE: CASE STUDY PT PEGADAIAN (PERSERO)

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Abstract

This study investigated the impact of external environmental turbulence on entrepreneurial leadership and dynamic capabilities, which in turn affects the performance of the company. Mediation on the independent variables of entrepreneurial leadership with entrepreneurial marketing variables will also be tested as to whether there is a positive influence in supporting company performance. The construct is all used as a research model in a case study at PT Pegadaian (Persero) as a company engaged in the finance business of the mortgage business. The research was conducted quantitatively by distributing questionnaires at PT Pegadaian (Persero) which could prove that previous research could be applied in the state-owned company in Indonesia. Based on previous studies that environmental turbulence variables, namely market turbulence, turbulent technology, and competition intensity have a positive influence on entrepreneurial leadership, so that companies are more innovative and create new products with supported marketing strategies characterized by entrepreneurship. In addition, also positively influence dynamic capabilities so that the company realizes opportunities with the allocation of resources needed in order to overcome the turbulent environment by increasing the performance of customers, finance, and markets of the company. The findings of this study determined that environmental turbulence increases the attention of entrepreneurial leaders, with marketing behavior to be more entrepreneurial in character and dynamic capabilities to be maximized in optimizing the resources they have, so that they have a positive impact on company performance.

Keywords: Entrepreneurial Leadership, Dynamic Capabilities, Entrepreneurial Marketing, Environmental Turbulence, Firm Performance.

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