



ASIA PACIFIC INSTITUTE OF
ADVANCED RESEARCH

Nurturing knowledge without boundaries

2nd Global Conference on Multidisciplinary Academic Research

GCMAR-2019

23rd & 24th of Nov 2019

Brits Hotel Legian,
Bali, Indonesia.



SCHEDULE

ABOUT BALI

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

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

CONFERENCE CHAIR



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

Universitas Pertamina, Indonesia.

KEYNOTE SPEAKER



DR ELGIN ONG

Rhinovo Pte Ltd, International
Branding Expert & Renowned
Public Speaker, Singapore.

APIAR SCHOLARSHIPS:

APIAR is delighted to announce a competition for best papers.

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

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

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

Conference Programme

Summary

Day: 1

Saturday, 23rd of November
Venue: Pool Area

06:30 PM – 07:00 PM

Arrival

07:00 PM – 08:30 PM

Dinner & Networking

END OF DAY 1

Day: 2

Sunday, 24th of November

08:15 AM – 09:00 AM

Arrival / Registration

09:00 AM – 09:20 AM

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

09:20 AM – 09:30 AM

Photo Session

09:30 AM – 10:00 AM

Morning Tea Break

Session: 1 / Venue: Agung 1
Track: Business;
Session Chair : Karen Corbishley

Session: 1 / Venue: Agung 2
Track: Social sciences;
Session Chair : Yasmeeen Sultana

10:00 AM – 10:15 AM

PREPARING PT ANGKASA PURA II (PERSERO)
FUTURE USING SCENARIO PLANNING APPROACH.
Stephanus Millyas Wardana & Yos Sunitiyoso

DEVELOPING A CREATIVE ENTERPRISE IN A
CREATIVE CITY (CASE STUDY: BANDUNG,
INDONESIA).
Salfitrie R. Maryunani

10:15 AM – 10:30 AM

IMPROVING SERVICE DELIVERY PERFORMANCE OF
AIRPORT SELF-SERVICE TECHNOLOGIES
(CASE STUDY: TERMINAL 3 SOEKARNO-HATTA
INTERNATIONAL AIRPORT).
Eko Wahyudi & Santi Novani

PROCESS SAFETY COMPETENCY MAPPING OF
FRONT-LINER IN PT. IPC TO ENHANCE COMPETITIVE
ADVANTAGE AS A WORLD CLASS COMPANY.
Dyah Arini Hutamingtyas and Yuni Ros Bangun

10:30 AM – 10:45 AM

FORMULATING A BUSINESS STRATEGY TO
GAIN SUSTAINABLE COMPETITIVE ADVANTAGE OF
PT ASTRA INTERNATIONAL - DAIHATSU SALES
OPERATIONS (AI - DSO)
Arsely Tika Faresti

PUTTING SOCIAL CAPITAL IN CITY BRANDING:
AN INTEGRATED STRATEGIC COMMUNICATION
REVIEW OF JAKARTA'S POSITIONING.
Vivi Varlina

10:45 AM – 11:00 AM	MEASUREMENT OF NATIONAL CHARACTER FOR INTERNATIONAL COMPARATIVE ACCOUNTING STUDIES. Ichiro Mukai	DETERMINANTS OF WOMEN ENTREPRENEURSHIP IN THE UNION TERRITORY: A CASE EVIDENCE OF PUDUCHERRY, INDIA. M. Abdul Jamal, A. Sankaran & H. Yasmeen Sultana
11:00 AM – 11:15 AM	PROPOSED MARKETING STRATEGY FOR SAKUKU Relida Putri Kinasih & Krisnati Desiana	CONSTRUCTING FAIRCLOUGH'S IDEAL READER USING VAN DIJK'S SOCIOCOGNITIVE MODEL: A CRITICAL LINGUISTIC STUDY. Sana Haider
11:15 AM – 11:30 AM	CONSUMER ANALYSIS ON INDONESIAN DIGITAL FINANCIAL PLANNER INDUSTRY USING MARKETING MIX APPROACH. Muhammad Nurisman Syarif & Atik Aprianingsih	ECONOMIC ANALYSIS OF COASTAL POLLUTION AND HEALTH CARE IN CHENNAI CITY. M. Fakir Ismail, S. Kareemulla Basha & S. Mohammed Zaheed
<div><div>Session: 2 Track: Business; Session Chair: Grace Olivia Desmawaty</div><div>Session: 2 Track: Education & ICT; Session Chair: Ratna Poltekpar</div></div>		
11:30 AM – 11:45 AM	ANTI-BRIBERY MANAGEMENT SYSTEM IMPLEMENTATION IN A GOVERNMENT INSTITUTION – MITIGATING BRIBERY RISK BY INTEGRATING ISO 31000 INTO ISO 37001 EXAMINING THE DIMENSIONS. Rika Dwi Sesantiningasih	DEVELOPING RESEARCH-BASED NARRATIVES TO TEACH UNDERGRADUATE WRITING. Nathan Brian Jones
11:45 AM – 12:00 PM	THE IMPROVEMENT OF SMELTER OPERATIONAL RISKS BY USING RISK MANAGEMENT SYSTEM Therny Salim	THE JAPANESE ENGLISH LANGUAGE TEXTS FOR 3RD & 4TH PRIMARY STUDENTS: STRENGTHENING OR WEAKENING EDUCATION? Harry Curley
12:00 PM – 12:15 PM	THE IMPACT OF ELECTRICITY AND LIQUID PETROLEUM GAS (LPG) PRICE CHANGES ON INFLATION: EVIDENCE FROM INDONESIA. Rusliti & Eka Puspitawati	THE MAPPING OF MALNUTRITION AND STUNTING THROUGH WEB-BASED SUPPORT SYSTEM. Bambang Lareno, Liliana Swastina & Feiliana Tan
12:15 PM – 12:30 PM	PROPOSED OPERATIONS STRATEGY FOR ASSURANCE IMPROVEMMENT IN FIXED BROADBAND SERVICES PT. ABC. Devyantasa Hedianiti Putri & Dermawan Wibisono	USER'S RESISTANCE TOWARDS MS ACCESS-BASED ACCOUNTING SOFTWARE AT A RELIGIOUS ORGANIZATION. Antonius Diksa Kuntara, Gabriel A. Listianto & Ignatius Aryono Putranto
12:30 PM - 12:45 PM	INORGANIC BUSINESS STRATEGY AT PT ANGKASA PURA PROPERTINDO AS A SUBSIDIARY OF PT ANGKASA PURA II (PERSERO). Harimukti Wandebori and Karnedi	DESIGNING AN IOT BASED SMART MEDICATION AND PATIENT MONITORING SYSTEM. Khalid Ibn Zinnah Apu & Mohammed Moshul Hoque
12:45 PM - 01:00 PM	DEVELOPING CUSTOMER LOYALTY PROGRAM AS AN INITIATIVE TO REDUCE CHURN IN PT NETWORK TV (PT NTV) (CASE OF PAY-TV OPERATOR COMPANY). Ricky Panjaitan	STRATEGIC ANALYSIS AND RECOMMENDATION FOR THE HOSPITALITY INDUSTRY IN INDONESIA (CASE STUDY OF A HOTEL IN SOLO). Fiska Kusumawati
01:00 PM – 02:00 PM	Lunch Break	
<div><div>Session: 3 Track: Business; Session Chair: Alfi Nurhafid</div><div>Session: 3 Track: Business; Session Chair: Anupama Damunupola</div></div>		
02:00 PM – 02:15 PM	THE DESIGN OF A MODEL TO OUTLINE RELATIONSHIPS BETWEEN LOYALTY PROGRAMME MEMBERS AND THE RETAILERS THAT OFFER THEM Karen Corbishley	PROPOSED PERFORMANCE MANAGEMENT SYSTEM BASED ON BALDRIGE EXCELLENCE FRAMEWORK AT PT ANGKASA PURA II (PERSERO). Nicolas Prima & Dermawan Wibisono
02:15 PM – 02:30 PM	DESIGNING THE HUMAN CAPITAL STRATEGY IN A FAMILY BUSINESS COMPANY:A STUDY OF PT RIDING SELALU. Treasuri Puspa Tamara & Achmad Ghazali	REDUCING PROJECT DELAY IN SOEKARNO HATTA INTERNATIONAL AIRPORT (CASE STUDY: TERMINAL 1C REVITALIZATION PROJECT). Untung Basuki and Akbar Adhiutama

02:30 PM – 02:45 PM	<p>SCENARIO PLANNING FOR DEVELOPING THE COMPANY STRATEGY OF PT PEMBANGKITANJA-WA-BALI</p> <p>Vernon Sapalutua Tampubolon & Agung Wicaksono.</p>	<p>PROPOSED BUSINESS PROCESS FOR MONITORING CARGO MOVEMENT AND REVENUE DATA TO ANSWER FUTURE BUSINESS AT CARGO TERMINAL XYZ AIRPORT.</p> <p>Rieza Imfa & Gatot Yudoko</p>
02:45 PM – 03:00 PM	<p>PROPOSED COMPETITIVE STRATEGY TO IMPROVE RAJA Haji FISABILILLAH INTERNATIONAL AIRPORT PERFORMANCE.</p> <p>Nurul Karina Utami & Harimukti Wandebori</p>	<p>A LESSON ON COLLABORATION AND CO-CREATION: ISSUES AND ANSWERS FROM CREATIVE BUSINESS-ES PERSPECTIVE.</p> <p>Sonny Rustiadi & Al Fath Nuur Rochman</p>
03:00 PM – 03:30 PM	Afternoon Tea Break	
03:30 PM – 03:45 PM	<p>PROPOSED TURNAROUND CORPORATE LEVEL STRATEGY FOR ALPHA CORP</p> <p>Yadi Dwi Lesmana & Harimukti Wandebori</p>	<p>DESIGNING THE SUPPLY CHAIN SCORECARD AS A PERFORMANCE MEASUREMENT OF SUPPLY CHAIN DEPARTMENTS (CASE STUDY: PT RST INDONESIA)</p> <p>Grace Olivia Desmawaty, Dhaifina Idznitia & Dermawan Wibisono</p>
03:45 PM – 04:00 PM	<p>BUSINESS STRATEGY TO INCREASE THE REVENUE OF ABC AIRLINE.</p> <p>Indriasputri</p>	<p>STUDY OF PERFORMANCE PRISM FRAMEWORK IMPLEMENTATION FOR A COFFEE SHOP IN INDONESIA CASE STUDY: JANJI JIWA KEDUNG MUNDU SEMARANG</p> <p>Ezra Hizkia Nathanael</p>
	<p>Session: 4 Track: Business; Session Chair: Vernon Sapalutua Tampubolon</p>	<p>Session: 4 Track: Social Sciences & Tourism; Session Chair:</p>
04:00 PM – 04:15 PM	<p>DIGITAL COLLABORATION PLATFORM AS AN INTEGRATED DIGITAL SERVICE AT AIRPORT MANAGED BY PT ANGKASA PURA II (PERSERO) (Case Study: Terminal 3 Soekarno-Hatta International Airport).</p> <p>Wahyu Cahyadi & Reza Ashari Nasution</p>	<p>WOMEN ENTREPRENEURSHIP IN INDIA: AMONG MINORITIES.</p> <p>H. Yasmeeen Sultana, M. Abdul Jamal & S. Mohamed Nazeer.</p>
04:15 PM – 04:30 PM	<p>DESIGNING INTEGRATED PERFORMANCE MANAGEMENT SYSTEM (IPMS) AS A FRAMEWORK FOR A BUSINESS UNIT WHICH ADOPTS FLEXIBLE ORGANIZATION CONCEPT IN A TELECOMMUNICATION COMPANY.</p> <p>Alfi Nurhafid, Aldo Egi Ibrahim & Dermawan Wibisono.</p>	<p>BAMETI THE LUANG ISLAND COMMUNITY'S TRADITION THE STUDY OF THE WOMEN'S ROLE IN PRESERVING THE LOCAL WISDOM.</p> <p>Juliaans E. R. Marantika, Tanwey G. Ratumanan & Efilina Kissiya</p>
04:30 PM – 04:45 PM	<p>EXPLORING THE FACTORS RELATED TO THE EFISHERY TECHNOLOGY ADOPTION IN THE FISH AND SHRIMP FARMING BUSINESS.</p> <p>Baniar Hutasoit & Wawan Dhewanto</p>	<p>DIFFERENTIATING NECESSITY AND OPPORTUNITY BASED ENTREPRENEURSHIP USING THE TIME PERSPECTIVE APPROACH.</p> <p>Metta Dewi Siawanta, Isti Raafaldini Mirzanti, Henndy Ginting, Salfitrie Ross Maryunani</p>
04:45 PM – 05:00 PM	<p>PRELIMINARY STUDY OF BLOCKCHAIN TECHNOLOGY FOR COMMERCIAL SERVICES DIVISION AT PT ANGKASA PURA II (PERSERO)</p> <p>Tri Mulya Diraja</p>	<p>IMPORTANCE-PERFORMANCE ANALYSIS ON WORK BASED LEARNING AND DIGITAL LITERACY OF TOURISM STUDENTS IN COPING WITH THE ERA OF INDUSTRY 4.0.</p> <p>Ratna, Windra Aini & Buntu Marannu Eppang</p>
05:00 PM - 05.15 PM		<p>IMPACT OF GLASS CEILING ON FEMALE CAREER ADVANCEMENT; MODERATING ROLE OF FEMALE CAREER ASPIRATIONS: A STUDY ON HOTEL INDUSTRY IN SRI LANKA.</p> <p>K. Anupama Damunupola & J. Suthab</p>

Networking & Presentation Ceremony

END OF THE CONFERENCE

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

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

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

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

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

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

SPECIAL ATTRACTIONS

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

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

OUR UPCOMING CONFERENCES

1st Asia Pacific Conference on Tourism & Hospitality Management

Melbourne, Australia

28th & 29th of Feb 2020



4th Australia and New Zealand Conference on Advanced Research

Melbourne, Australia

28th & 29th of Feb 2020



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