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Singapore, 7-8 May 2018

**INTERNATIONAL CONFERENCE ON
BUSINESS, ECONOMY, MANAGEMENT AND
SOCIAL STUDIES TOWARDS
SUSTAINABLE ECONOMY**



Abstract Proceeding Book
of
International Conference on
Business, Economy,
Management and Social
Studies towards Sustainable
Economy (BEMSS)

May 7 - 8, 2018

Singapore



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of
**International Conference on Business, Economy,
Management and Social Studies towards Sustainable
Economy**
(BEMSS)

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FOREWORD

Research Synergy Foundation is the 1st Indonesian social enterprise platform that focus on developing collaborative networks among both researchers, lecturers, scholars, and practitioners globally for the realization of an equal quality of knowledge acceleration between developed and developing countries. We focus on opening the gates of research collaboration between countries. We introduce and encourage scientific publications from developing countries. We create scientific forums in order to boost the creation and diffusion of new knowledge.

Known as a catalyst and media collaborator among researchers around the world is the achievement that we seek through this organization. By using the media of International Conference which reaches all researcher around the world we are committed to spread our vision to create opportunities for promotion, collaboration and diffusion of knowledge that is evenly distributed around the world.

Our Vision:

Our vision is to be world class organization that encourage acceleration quality of knowledge in developing country.

Our mission:

First, promoting scientific journals from developing countries as an equitable distribution tools of knowledge. Second, opens research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Third, create a global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation.

TABLE OF CONTENTS

ORGANIZING COMMITTEE.....	V
SCIENTIFIC AND REVIEW COMMITTEE.....	VI
CONFERENCE CHAIR MESSAGE.....	VIII
INVITED SPEAKERS	IX
CONFERENCE AGENDA	X
A. BUSINESS STUDIES RESEARCH	1
B. ORGANIZATIONAL BEHAVIOR RESEARCH.....	5
C. ACCOUNTING RESEARCH.....	7

ORGANIZING COMMITTEE

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Research Synergy Foundation, Indonesia

CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International Conference on Business, Economy, Management and Social Studies towards Sustainable Economy (BEMSS) by Research Synergy Foundation and Scholarvein as official partner held on May 7 – 8, 2018 at Aqueen Hotel Paya Lebar, Singapore.

The aim of Conference is to leading academician, researchers and scholars to exchange and share their experiences and research results on all aspects of Business, Economy, Management and Social Studies towards Economy. BEMSS 2018 International Conference shows up as a cutting-edge Social Research platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their through and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Singapore and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Hendrati Dwi Mulyaningsih
Conference Chair of BEMSS 2018

CONFERENCE PROGRAM

Day 01- Monday | May 07, 2018
Akebono Room
Aqueen Hotel Paya Lebar – Singapore

08.30-09.00	Welcome Reception and Registration
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09.00-09.05	Opening Address
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Conference Coordinator: Mrs. Ani Wahyu Rahmawati – Research Synergy Foundation

09.05-09.15	Group Photo Session, Morning Tea and Grand Networking
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Day 01

Monday, 07 April 2018

Room I

Session 1 (09.15 – 09.55)

Session Chair : Ani Wahyu Rahmawati

Track Business Study

Paper ID	Author	Media	Paper Title
BMS18101	Sataporn Roengtam	Oral Presentation	Co-Production and Local Governance Development: A Lesson Learn from Thailand
BMS18104	Jou An Chou	Oral Presentation	Multi-Sided Market Ecosystem Business Model Study in P2P Platform

Day 01

Monday, 07 April 2018

Room I

Session 2 (09.55 – 10.15)

Session Chair : Ani Wahyu Rahmawati

Track Organizational Behaviour

Paper ID	Author	Media	Paper Title
BMS18102	Mei-Shu Chang	Oral Presentation	Influences on Expatriate Mentors' Knowledge Sharing

Day 01

Monday, 07 April 2018

Room I

Session 3 (10.15 – 10.35)

Session Chair : Ani Wahyu Rahmawati

Track Accounting

Paper ID	Author	Media	Paper Title
BMS18103	Sultan Altass Mohammad	Oral Presentation	Annual Report Readability and Audit Fees

Day 02

Tuesday (April 07, 2018)
City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose

Track: Business Study Research

Co-Production and Local Governance Development: A Lesson Learn from Thailand

Sataporn Roengtam¹, Anchana Saengkaew², Agustiyara³

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Abstract

Sustainable local community is the vital impact of local government administration. This one cannot be happened by local government. The impact have to be co-produced by people in community also. Local governance is the crucial approach for improving expected outcomes of local government. Local governance can be improved by positively contributing to co-production formation through community groups and organizations. That is, local governance cannot be positively established by lacking reinforcements of co-production. This study aims to find ways of improving co-production to enhance local governance. The study also considers academic concepts and experiences that propose possible approaches and tools to achieve the aim. Data collection and analysis was by qualitative methodology, content analysis and social research were applied. The research confirm that co-production can be 'the bridge' to strongly enhance the relationship between people and local government with the ultimate results. And the institution design is the productive approach for local governance development.

Keywords: Co-production, Local Governance, Local Development, Citizen Engagement, Co-management

Multi-sided Market Ecosystem Business Model Study in P2P Platform

Jou An Chou¹

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Abstract

As P2P platform became more and more popular nowadays in different fields, it has changed the form of transaction and made big threats against the traditional banking transaction. According to current literatures, P2P currency exchange is a concept and business model which helps people to transfer money bypass the irrational exchange rate of the traditional financial institutes. It reduced the required transfer fee and information asymmetry. However, P2P currency exchange platform is facing the business lose gradually due to the lack of the users on the platform. According to current study, P2P literatures mainly focus on the technology applied in the system and the new Business Model developing, they rarely discuss about the extension usage. As distinguished from previous P2P transaction model, it only discusses about the two-sided transaction, and mostly focuses on cash flow related topics. This study focuses on the new application of P2P transaction model on cross-nation, multi-sided market, includes the adoption and the related Business Model. This is the new extension usage from the original P2P concept and become much more practical with multiple Products, Services and other kinds of business activities involved in it. As a consequence, this study can build a big transaction platform based on P2P concept which can apply for the cross-nation multi-sided market and constructing a huge ecosystem in a practical way. This extension usage of the P2P platform helps to gather more and more roles and users and make a strong adhesion of all sides. The most important is making a very huge benefit to them.

Keywords: P2P Platform, Multi-Sided Market, Cross-Nation Transaction

Track: Organizational Behaviour
Research

Influences on Expatriate Mentors' Knowledge Sharing

Mei-Shu Chang¹, Chun-Han Lee², Wen-Long Zhuang³

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Abstract

This study uses transaction cost theory, conservation of resources theory, and interactionism to discuss the effect of bounded rationality and opportunism on mentors' knowledge sharing with expatriate protégés as well as the moderating effects of mentors' job security. According to literature review and propositions development, this study presents the conceptual framework. We propose that bounded rationality and opportunism hinder mentors' knowledge sharing with expatriate protégés, and this phenomenon will be different according to differences in mentors' job security. When mentors' job security is high, the negative effect of mentors' bounded rationality and opportunity on knowledge sharing will be inhibited. In contrast, when the job security is low, the negative effect of bounded rationality and opportunity on knowledge sharing will be reinforced. Each and the relationships derived in this study are considered robust.

Keywords: Mentor, expatriate, transaction cost theory, conservation of resource theory, interactionism

Track: Accounting Research

Annual Report Readability and Audit Fees

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Abstract

This study examines the relationship between annual report readability and audit fees based on the Flesch Reading Ease formula and three commonly used fees measures, namely, audit fees, non-audit fees and total audit fees. The Management obfuscation Hypothesis assumes that managers attempt to hide unfavourable news by manipulating the complexity of annual reports. Previous research document strong relationship between the quality of annual financial statements and measures of audit fees. This study extends this camp of research by examining the effect of audit fees on the readability of annual reports. Moreover, following evidence that found statistical relationship between readability, firm performance and audit fees, this study extend annual report readability literature by focusing on the joint effect of fees and performance on readability. The results show that the fees paid to auditing firms for statutory audit is statistically significant in explaining annual report readability and this association hold after controlling for different firm-specific and financial characteristics. This suggest that high levels of audit fees is partially responsible for the quality of annual report quality. Conversely, firms that pay lower levels of audit fees tend to disclose easier to read reports, holding all other variables constant. In contrary to expectations, non-audit fees did not show to have significant relationship with annual report readability. Similarly, following random effect regression on the association between total audit fees and readability, this study document that the relationship between total audit fees and annual report readability is insignificant. Moreover, I document strong relationship between the joint effects of the three measures of audit fees, firm performance and annual report readability and that these interactions show that audit, non-audit and total fees exhibit greater effects in poorly performed firms. prove and develop human resource management in an organization.

Keywords: Readability, Obfuscation, Annual Report, Audit Fees

FUTURE EVENTS

May 17-18, 2018

International Conference on Management studies and Social Science (MASOS)

<http://www.masos.researchsynergy.org/>

May 21 - 22, 2018

International Conference on Interdisciplinary in Business, Economy, Management, and Social Studies (IBEMS)

<http://www.ibems.researchsynergy.org/>

June 4 - 5, 2018

International Conference on Emerging Issues in Social Studies, Economy, Education and Management in Digital Era (EISDE)

<http://www.eisde.researchsynergy.org/>

June 20 - 21, 2018

International Conference on EGlobal Economy in Business, Management, Social Science and Humanity Perspective (GEMSH)

<http://www.gemsh.researchsynergy.org/>

June 28 - 29, 2018

International Conference on Interdisciplinary Studies for Leveraging Innovation (ISLI)

<http://www.isli.researchsynergy.org/>

July 2 - 3, 2018

International Conference on Entrepreneurship Studies, Business, Economy, and Management Science (ESBEM)

<http://www.esbem.researchsynergy.org/>

July 12 - 13, 2018

International Conference and Global Forum on Business, Management Studies, Economy and Social Science (BUMES)

<http://www.bumes.researchsynergy.org/>

July 19 - 20, 2018

International Conference on Interdisciplinary Research on Education, Economic Studies, Business and Social Science (RESBUS)

<http://www.resbus.researchsynergy.org/>

July 26 - 27, 2018

Global Conference on Sustainable Economy Development in Business, Management, Humanity and Social Science Perspective (CEBUMS)

<http://www.cebums.researchsynergy.org/>

