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2nd JIBM 2018

JAPAN
SEPTEMBER 27-28, 2018

◀ **BOOK OF**
CONFERENCE PROCEEDING ▶

JAPAN INTERNATIONAL
Business and Management
Research Conference

Abstract Proceeding Book
of
2nd Japan International
Business and Management
Research Conference
(2nd JIBM)

September 27 - 28, 2018

Tokyo, Japan



Abstracts Proceeding Book
of
2nd Japan International Business and
Management Research Conference
(2nd JIBM)

ISBN:

978-602-5902-00-0

Chief of Editor:

Hendrati Dwi Mulyaningsih

Cover and layout:

Hidiyah Ayu

Publisher:

Yayasan Sinergi Riset dan Edukasi

Office Address:

Jl. Kancra No. 11, Bandung 40262, Indonesia

Contact: (+62) 8112331733

Email: contact@researchsynergy.org

Second publication, September 2018

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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
CONFERENCE AGENDA	IX
A. BUSINESS ADMINISTRATION RESEARCH	1
B. ECONOMIC RESEARCH.....	3
C. MANAGEMENT RESEARCH	5
D. OPERATION MANAGEMENT RESEARCH.	8
FUTURE EVENTS.....	15

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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the 2nd Japan International Business and Management Research Conference (2nd JIBM) by Research Synergy Foundation and Scholarvein as official partner held on September 27 – 28, 2018 at Hotel Listel Shinjuku, Tokyo, Japan.

The aim of Conference is to provide a platform for academicians, researchers, practitioners, scholars, and graduate students from different cultural backgrounds to present and discuss researches, developments and innovations in the fields of Business and Management. 2nd JIBM 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 thorough 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 Tokyo, Japan 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 2nd JIBM 2018

CONFERENCE PROGRAM

Day 01- Thursday | September 27, 2018

Venue: Akebono Room

Hotel Listel Shinjuku - Tokyo, Japan

08.30-09.00	Welcome Reception and Registration
09.00-09.10	Opening Address Conference Coordinator: Sri Maryati – Research Synergy Foundation
09.10-09.25	Opening Speech Conference Chair: Dr. Hendrati Dwi Mulyaningsih – Research Synergy Foundation
09.25-09.30	Group Photo Session, Morning Tea and Grand Networking

Day 01

Akebono Room

Thursday, 27 September 2018

Session 1 (09.30 – 09.45)

Session Chair : Dr. Hendrati Dwi Mulyaningsih

Track Business Administration

Paper ID	Author	Media	Paper Title
JIM18113	Ekhaa Walaa Boushnak	Oral Presentation	the Graduate School of Business of the Arab Academy for Science, Technology and Maritime Transport

Day 01

Akebono Room

Thursday, 27 September 2018

Session 2 (09.45 – 10.00)

Session Chair : Dr. Hendrati Dwi Mulyaningsih

Track Economic

Paper ID	Author	Media	Paper Title
JIM18116	Jing Cao	Oral Presentation	The Effectiveness of Shared Leadership on Public Goods Provision

Day 01

Akebono Room

Thursday, 27 September 2018

Session 3 (10.00 – 10.30)

Session Chair : Dr. Hendrati Dwi Mulyaningsih

Track Management

Paper ID	Author	Media	Paper Title
JIM18123	Herry Irawan	Oral Presentation	Service Quality Gap between Customer's Expectation and Manager's Perception at PT. Indosat Ooredoo, Indonesia
JIM18124	Alfira Sofia	Oral Presentation	Can phenomenon of flypaper effect reduce the effectiveness of local governments efforts in achieving high economic growth?

Day 01

Akebono Room

Thursday, 27 September 2018

Session 4 (10.30 – 12.00)

Session Chair : Dr. Hendrati Dwi Mulyaningsih

Track Operation Management

Paper ID	Author	Media	Paper Title
JIM18101	Agustina Windaryanti	Oral Presentation	Analytical Network Process and Zero One Goal Programming to Improve Supply Chain Management in Food SMEs
JIM18102	Yasmin Ramadhani	Oral Presentation	Food SMEs' Supplier Selection Model Development Using DEMATEL-Based ANP and Zero-One Goal Programming
JIM18103	Syafira Chika Widiyanti	Oral Presentation	Heterogeneous Fleet Vehicle Routing Problem with Time Windows in Food SMEs Product Distribution
JIM18104	Arin Wulandari	Oral Presentation	Comparative Analysis of Empennage Design Indonesian Aircraft Project Scheduling with Critical Path Method (CPM) and Critical Chain Project Management (CCPM)
JIM18106	Melissa Putri Hidayat	Oral Presentation	Design Structure Matrix and Critical Path for Indonesia's Design Project of Aircraft Wing Structure
JIM18109	Flora Elvistia Firdaus	Oral Presentation	The Production of Environmentally Friendly of Woven Rattan Fiber Based Composite

Lunch Break 12.00 - 13.00

Closing Ceremony

List of Conference Attendees

ID	Attendee	Field of Study	Affiliation
JIM18111	M. Dachyar	Operation Management	Universitas Indonesia
JIM18118	Sun Young Park	Management	Korea Institute of Science and Technology Information
JIM18119	Jongku Son	Business Administration	Korea Institute of Science and Technology Information

Day 02

Friday (September 28, 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 Administration
Research

Factors influencing Credit Decision for lending SMEs: A Case Study on National Bank of Egypt

Ekhaa walaa boushnak¹, Mohamed A.Rageb², Aiman A.Ragab³,
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Abstract

Background – Small and Medium Enterprises play a significant role in the Global Economy, it had a major part in creating jobs and as a source of social stability, Either there is a critical role for SMEs in Egypt as it faces Great Economy challenges, However, access to Finance still one of the greatest Obstacles they Face all over the World and prevent them from developing. Purpose – The Purpose of this Paper is to explore which Qualitative Factors influence the Credit Decision Makers at Banks, in the context of SMEs Credit granting process, Furthermore, designing a Framework to improve the Credit Risk assessment process, which could decrease the uncertainty and time consuming in the lending decision. Design/methodology/approach – The Author adopts Case study strategy and Quantative Methods, So the data was gathered from 313 structured Questionnaires answered by Credit Risk and Marketing Employees from National Bank of Egypt (NBE), The Author tested five hypotheses on the relationship between variables, Descriptive methods with the SPSS " Package for the Social Sciences " and AMOS "analysis of a moment structures" were used to analyze the data and interpret the results. Findings – The findings provide evidence that factors like Owner- Manager Character, Capacity, Firm Capital Size, Credit Bureau Report with the availability and credibility of Financial Statements had a significant effect on Credit Decision for lending SMEs. Research limitations – The Sample Size is relatively Small, the research used a non probability Sample for Credit Decision Makers in Bank, the study represented some famous Factors, So when using Large Sample with a variety of Banks and other Factors, the Result might be different. Originality/value – This Paper offers a new Framework, focused specifically on lending SMEs, and explores the Role of Quantitative Factors that Credit Decision Makers in Egyptian Public Bank relay on for assessment the SMEs, These include findings, which were not present in other similar Studies.

Keywords: Bank finance, Credit Assessments, Credit decision, Small and Medium Siz enterprises (SMEs), Egypt.

Track: Economic Research

The Effectiveness of Shared Leadership on Public Goods Provision

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Abstract

In this research, traditional public goods experiment is modified to test the effectiveness of shared leadership on public goods provision. With the proposed shared leadership index, mean difference test, linear regression and local regression are employed to test the hypothesis. The results show significant positive relation between shared leadership and public goods contribution rate. It suggests management could employ shared leadership to improve group project performance where free riding might exist. Experimental method is used at the first time to measure shared leadership in the field of experimental economy and leadership.

Keywords: Shared Leadership; Social networks; Public Goods

Track: Management Research

Service Quality Gap between Customer's Expectation and Manager's Perception at PT. Indosat Ooredoo, Indonesia

Herry Irawan¹, Pandu Maulana²

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Abstract

Background - Every company put their effort to design the best service for their customers. But in many case they failed to answer what their customers really wants. To study this, the service quality gap model from Parasuraman especially gap 1 market research gap were used, using mobile service quality dimensions from Chen and Yang (2015) to identify the gap between customer's expectation and manager's perception Purpose – The purpose of this paper is to investigate the gap between customer's expectation and manager's perception at PT. Indosat Ooredoo, Bandung, Indonesia. Design/methodology/approach – The research sample consisted of 385 respondents from customer who used the Indosat Ooredoo mobile service and 31 respondents from managers of PT. Indosat Ooredoo, Bandung, Indonesia. A questionnaire with 13 mobile service quality attributes was used in data collection. Summary statistics and Mann Whitney Test Ranks were used to analyze the data. Findings – The results show that there is a different perception between customers and managers. The customers expect that the most important items are (1) security, (2) flexible-price policy, (3) efficiency and effectiveness, and (4) accuracy. While the managers perceived that their customers will valued most on (1) efficiency and effectiveness, (2) integration, (3) security, and (4) training. Based on hypothesis testing Using Mann Whitney Test Ranks, revealed that there is gap between customer's expectation and manager's perception on service quality at Indosat Ooredoo. Research limitations – This result only cover the customer from one telecommunication operator (PT. Indosat Ooredoo) in Bandung city. A more comprehensive research can be extended to other telco operators with more scope outside Bandung. Originality/value – Many studies measure the gap between customer's perception and expectation, but seldom measure the market research gap between customer's expectation and manager's perception, especially on mobile service quality. Through this study, the managers can smooth out these differences to improve customer satisfaction.

Keywords: mobile service quality, service quality gap model, perception, customer's expectation

Can Phenomenon of Flypaper Effect Reduce the Effectiveness of Local Governments Efforts in Achieving High Economic Growth?

Alfira Sofia¹, Febry Novianti Pertiwi ²

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Abstract

Fiscal decentralization policy on local government in Indonesia has improperly impact for several regencies/cities who tend to depend on transfer funds (flypaper effect phenomenon). Previous research reports that the development budget structure of the majority of regencies/cities in Indonesia is not yet independent but still reliant on central funds. Dependent local governments can be an indication that the authorities is unprofessional in managing their government. Furthermore, local government employs its economic growth to explore the impact of a regional development effort. The purpose of this study was to examine the differences between indicated and not indicated local governments conducting a flypaper effect in terms of the linkages between variables of General Allocation Fund, Local Own-source Revenue, local government expenditure, and economic growth. The study was conducted on the realization report of local government budget and Local Gross Domestic Product from 191 regencies and 37 cities in Indonesia. At first stage, local government was categorized into indicated and not indicated in conducting flypaper effect. The second stage analyzed the path model for 2 (two) local government categories. The third stage was testing the differences between the two models using the chow test. The results of the study prove that there are significant differences in 2 (two) path models analyzed. It was also found that the local government indicated to do a flypaper effect was proven has (1) greater influence of the General Allocation Fund on local government expenditure, (2) smaller effect of Local Own-source Revenue on local government expenditure, (3) smaller effect of local government expenditure on economic growth. This study provides empirical evidence that the phenomenon of flypaper effect can reduce the effectiveness of local governments efforts in achieving high economic growth. Furthermore, central government is expected to develop new policies that support increased regional independence.

Keywords: Flypaper effect, General Allocation Fund, Local Own-source Revenue, local government expenditure, economic growth

Track: Operation Management Research

Analytical Network Process and Zero One Goal Programming to Improve Supply Chain Management in Food SMEs

Agustina Windaryanti¹, M.Dachyar², Farizal³

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Abstract

Background - One of the problems facing the food SMEs is the supply chain problem. Improvement in supply chain management performance will increase the company's competitiveness. Purpose – The purpose of this research is to formulate the strategies to improve supply chain management in food SMEs by considering the limited resources owned by SMEs. Design/methodology/approach – The literature study was conducted to find the criteria, sub-criteria, and strategies that needed to improve supply chain management in the food SMEs. The criteria, sub-criteria, and strategies are judged by seven experts. The selected criteria, sub-criteria, and strategies of supply chain management from the literature are further calculated by Analytical Network Process (ANP) and Zero One Goal Programming (ZOGP) method. Findings – The result of ANP shows the highest strategy weight is coordinating the logistics department with other functions in the company. There are four scenarios to illustrate the selection of strategies that should be implemented by the limitation of the food SMEs using ZOGP method. Research limitations– The study extends the application of SCM to Food SMEs. However, the data collected are based on one country and should be extended to formulate the strategy to improve the supply chain management in other countries. Originality/value – This paper contributes to the literature of strategy to improve SCM in Food SMEs using Analytical Network Process and Zero-One Goal Programming and extends the literature streams of SCM simultaneously.

Keywords: analytical network process, operations management, SME, supply chain management, zero-one goal programming

Food SMEs' Supplier Selection Model Development Using DEMATEL-Based ANP and Zero-One Goal Programming

Yasmin Ramadhani¹, M. Dachyar², Farizal³

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Abstract

Background – Food SMEs' contribution to Indonesia Gross Domestic Product (GDP) is quite high, but their competitiveness is low. To improve the competitiveness, SEMs need effective supply chain management. Supplier selection is considered as an important decision to achieve an effective supply chain management Purpose – This research proposes a supplier selection model that can be used by food SMEs. Design/methodology/approach – To develop the supplier selection model using DEMATEL-Based ANP method to determine the influential weights of supplier criteria. The influential weights of supplier will be used to formulate supplier selection model using Zero-One Goal Programming to select the best supplier. Findings – The research results are a model formulation to select the best supplier and the calculation of supplier selection for each food SMEs. The template model is formed in Excel and processed using excel solver. Research limitations – This research has limited resources data because the data are just based on Indonesia condition. Originality/value – A model formulation is created to help food SMEs choosing the best supplier between three to five suppliers.

Keywords: DEMATEL-Based ANP, Multi-Criteria Decision Making, SMEs, Supply Chain Management, Zero-One Goal Programming

Heterogeneous Fleet Vehicle Routing Problem with Time Windows in Food SMEs Product Distribution

Syafira Chika Widiyanti¹, M. Dachyar², Farizal³

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¹Syafira_chika@yahoo.com

Abstract

Background - The profitability of a company is driven by an efficient product distribution. The absence of a proper calculation for food SMEs distribution cost is one of the causes of high-cost distribution in Indonesia. *Purpose* – This research aims to provide a product distribution model to calculate food SMEs lowest distribution cost with respect to time. *Design/methodology/approach* – The distribution problem in 5 Indonesian food SMEs is modeled as a Heterogeneous Fleet Vehicle Routing Problem with Time Window (HVRPTW) in the form of an integer linear programming model. *Findings* – The result of this research is the optimal route and vehicle selection with the lowest cost of 5 food SMEs. *Sensitivity analysis* is also investigated with changes in the amount of customer and demand. *Research limitations*– Exact method is applied in this research to solve the HVRPTW, which computational time will increase with the addition of the vehicles and customers. *Heuristic and metaheuristic methods* could be tested for future research to obtain results with less calculation time. *Originality/value* – A tool is developed to optimize distribution cost for food SMEs to support daily product distribution decisions.

Keywords: Distribution Cost, Heterogenous Fleet Vehicle Routing Problem with Time Window, Integer Linear Programming, Optimization, SME

Comparative Analysis of Empennage Design Indonesian Aircraft Project Scheduling with Critical Path Method (CPM) and Critical Chain Project Management (CCPM)

Arin Wulandari¹

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Abstract

Abstract Background - Indonesia has a number of aircraft engineers in making and designing the main components of a complex aircraft. However, many Indonesian aircraft engineers prefer to work on aircraft manufacturers abroad. The design of a very complex aircraft and the limited number of human resources requires proper project management. Purpose – This research aims to analyze scheduling comparisons based on Critical Path Method (CPM) and Critical Chain Project Management (CCPM) for the process design of empennage structure based on limited resources. Design/methodology/approach – The data required in the calculation of CPM and CCPM is activity data and human resource data derived from corporate documents. CPM calculation begins by calculating Early Start (ES), Early Finish (EF), Late Start (LS), Late Finish (LF), and slack time. The calculation results in the critical path and the completion time of the project. The calculation of CCPM begins with determining aggressive and safe duration. Aggressive duration is then used to create a schedule based on CPM. The buffer size is calculated for the buffer project and feeding buffer using Adaptive Procedure with Density (APD) method. The results of buffer size calculation are inserted into CPM scheduling based on aggressive duration and obtained the CCPM scheduling. Findings – The results of the comparison analysis show that the completion time based on CPM scheduling is 955 working days and CCPM scheduling is 950.37 working days. In the scheduling process, CPM has a simpler calculation process than CCPM. CCPM scheduling can minimize costs, use more optimal human resources, and be more risk-anticipating than CPM scheduling. Research limitations– The object of research is scheduling design process of empennage structure from an aircraft start-up design company in Indonesia. The research needs activity data and human resources data in the design phase. Originality/value – The research value is the comparison of empennage process design Indonesian aircraft resource scheduling based on CPM scheduling and CCPM scheduling.

Keywords: Project Management, Aircraft Structure Design, Critical Path Method, Critical Chain Project Management

Design Structure Matrix and Critical Path for Indonesia's Design Project of Aircraft Wing Structure

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Abstract

Indonesia aviation is forecasted to be the number sixth largest market in the world in 2034, which is a significant increase from the current market conditions. The aircraft design project itself has high complexity due to possible rework in its activities. The purpose of this research is to schedule a design project with limited resource for aircraft wing structure using Design Structure Matrix (DSM) and critical path. DSM method can show scenarios occurrences on various conditions, and better resource allocation can be scheduled by assigning more resources on the critical path. The combination of these two methods generates a shorter schedule in four scenarios for the design project (736 working days, 660 working days, 727 working days, and 647 working days) with limited resource.

Keywords: Design Structure Matrix, Critical Path, Resource-Constrained Project Scheduling Problem, Aircraft Design Project Scheduling

The Production of Environmentally Friendly of Woven Rattan Fiber Based Composite

Flora Elvistia Firdaus¹, M Dachyar²

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² Universitas Indonesia

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Abstract

Background - The depletion of petroleum resources had impacted to the rising awareness of global warming, which had made many research focuses on using natural resources. The rattan fibers are represented as natural materials to reinforced matrix resulting composite products. Purpose – The specific purposes of this research is to produce environmental friendly of woven pattern rattan based to reinforced epoxy matrix. The work is done to partially reduced the synthetics matrix. It is expected the product characteristic met the resemblance toughness of non-renewables products. Design/methodology/approach – The rattan fibres are made in woven pattern which previously conducted in designated concentration of alkali treatment. This was considered to enhanced the cohesiveness of fibers into matrix. The present of adhesives treatments; silane and dimethylethanolamine (DMEA) to respective composites formula applied onto fibers surface up to the composite bulks are also affected to the production process. Findings – From the test results it is found the ultimate property of the composites are depends on type of woven pattern fiber. Silane and DMEA can affected to shortening the curing time of matrix. As in general can reduce production cost Research limitations – Results of an experimental foundation needs to be applied in comprehensive application to determine failures if up-scaled before fabricated to wide industrial scale. Originality/value –The uniqueness of this work is making woven rattan fiber based composite to reinforced matrix to resulted an ultimate mechanical property. The porosity and hydroxyl content of fibers might be obstacles to the series process which can affected to the failures of maximizing the products toughness. The proper treatment can solved the problems.

Keywords: EU, Cultural Diplomacy, Horizon 2020, Normative Power

FUTURE EVENTS

October 3 – 4, 2018

The 1st International Conference in Business Administration: Governance, Entrepreneurship and Managing Business (ICBA-GEM).

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

October 10 – 11, 2018

2nd Singapore International Conference on Marketing, Management Science and Business Theory and Practice (SIMBUT)

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

October 15 – 16, 2018

2nd Hong Kong International Conference on International Business, Economic Studies and Humanities (HIBESH)

<http://www.2ndhibesh.researchsynergy.org/>

October 25 – 26, 2018

2nd Japan International Conference on Global Business Practice and Theory, Management Studies and Social Science (JIGMES)

<http://www.2ndjigmes.researchsynergy.org/>

November 15 – 16, 2018

2nd Korea International Conference on Business, Management and Social Science: Theory, Current Issues and Research (KIMTIR)

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

November 19 – 20, 2018

2nd International Conference on Business, Economy, Management and Social Studies towards Sustainable Economy (BEMSS)

<http://www.2ndbemss.researchsynergy.org/>

November 29 – 30, 2018

2nd International Conference on Management Studies and Social Science (MASOS)

<http://www.2ndmasos.researchsynergy.org/>

December 3 – 4, 2018

2nd International Conference on Emerging Issues in Social Studies, Economy, Education and Management in Digital Era (EISDE)

<http://www.2ndeisde.researchsynergy.org/>

December 13 – 14, 2018

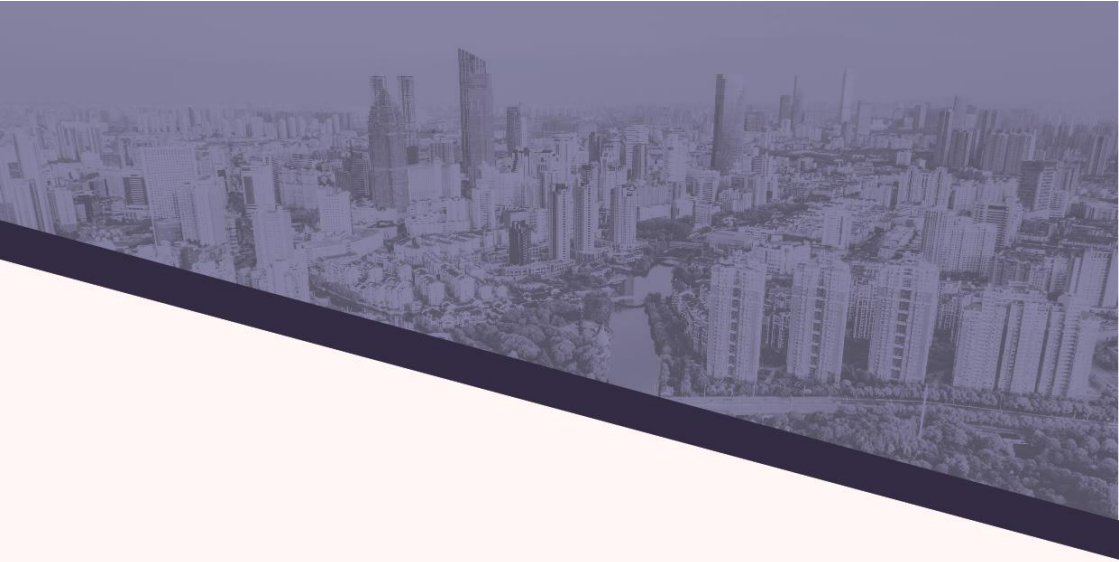
2nd International Conference on Global Economy in Business, Management, Social Science and Humanity Perspective (GEMSH)

<http://www.2ndgemsh.researchsynergy.org/>

December 20 – 21, 2018

2nd International Conference on Interdisciplinary Studies for Leveraging
Innovation (ISLI)

<http://www.2ndisli.researchsynergy.org/>



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