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BOOK OF CONFERENCE PROCEEDINGS

3rd JIBUMS

Tokyo

January 28-29, 2019

**3RD JAPAN INTERNATIONAL
CONFERENCE ON**
*Business, Management
Studies and Social Science*

SUPPORTED BY:



Abstract Proceeding Book
of
3rd Japan International
Conference on Business,
Management Studies and
Social Science
(3rd JIBUMS)

January 28 - 29, 2019

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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.

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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the 3rd Japan International Conference on Business, Management Studies and Social Science (3rd JIBUMS) by Research Synergy Foundation and Scholarvein as official partner held on January 28 – 29, 2019 at Hotel Listel Shinjuku, Tokyo, Japan.

The aim of Conference is to enable a presentation of scientific work results as well as to arrange an interdisciplinary discussion among the representatives of the academic field, professionals of practice and students of doctoral studies about a relation of business, management and social science. 3rd JIBUMS 2019 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 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 3rd JIBUMS 2019

CONFERENCE PROGRAM

Day 01- Monday | January 28, 2019

Venue: Akebono Room

Hotel Listel Shinjuku - Tokyo, Japan

08.30-09.00	Welcome Reception and Registration
09.00-09.05	Opening Address Conference Coordinator: Sri Maryati – Research Synergy Foundation
09.05-09.15	Group Photo Session, Morning Tea and Grand Networking

Day 01

Akebono Room

Monday, 28 January 2019

Session 1 (09.15 – 10.00)

Session Chair : Dr. Yuhana

Track Business Administration

Paper ID	Author	Media	Paper Title
JIU19113	Surawat Janttharaophat	Oral Presentation	Knowledge Storage & Retrieval to Online Cop in Thai Call Center
JIU19116	Jeonghwan Lee	Oral Presentation	The Effects of Institutional and Cooperative Factors on the Establishment of Public Technology Start-ups
JIU19106	Jo Ting Wei	Oral Presentation	Transformational Leadership and Employee Service Performance: Effects of Performance-Based LMX differentiation and LMX Quality

Day 01

Akebono Room

Monday, 28 January 2019

Session 2 (10.00 – 10.15)

Session Chair : Dr. Yuhana

Track Management

Paper ID	Author	Media	Paper Title
JIU19110	Mass Hareeza Ali	Oral Presentation	Entrepreneurship, Entrepreneurial Competencies and SME success: The Unanticipated Roles of Environmental Turbulence and Government Support

Day 01

Akebono Room

Monday, 28 January 2019

Session 3 (10.15 – 10.45)

Session Chair : Dr. Yuhana

Track Social Science

Paper ID	Author	Media	Paper Title
JIU19103	Paranee Anusonthi	Oral Presentation	The factors associated to prevalence of obesity in adolescents, Thailand.
JIU19117	Alexandra Jeanice Olivia	Skype Presentation	Effect of Work Craving and Work Engagement Against Occupational Health of the Employees at Jakarta

Day 01

Akebono Room

Monday, 28 January 2019

Session 4 (10.45 – 11.00)

Session Chair : Dr. Yuhana

Track Economy

Paper ID	Author	Media	Paper Title
JIU19105	Rian Sabrina Rahmani	Oral Presentation	Perks of Marrying an Educated Woman: Examining the Impact of Women's Educational Attainment on Husbands' Health in Indonesia

Day 01

Akebono Room

Monday, 28 January 2019

Session 5 (11.00 – 11.15)

Session Chair : Dr. Yuhana

Track Macroeconomy

Paper ID	Author	Media	Paper Title
JIU19111	Panagodage Janaka Sampath Fernando	Oral Presentation	The impact of foreign aids on economic growth in South Asia

Day 01

Akebono Room

Monday, 28 January 2019

Session 6 (11.15 – 12.00)

Session Chair : Dr. Yuhana

Track Finance

Paper ID	Author	Media	Paper Title
JIU19101	Binh T.Thanh Nguyen	Oral Presentation	Earnings Managements of Taiwan Banks
JIU19109	Jia-Qi Hsu	Oral Presentation	The Impact of Resource Concentration Strategies on the Development of Intangible Assets
JIU19108	Mei-Shan Chen	Oral Presentation	The Risk Assessment of Intangible Assets

Lunch Break 12.00 - 13.00

Closing Ceremony

Day 02

Tuesday (January 29, 2019)
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**

Knowledge Storage and Retrieval to Online Cop in Thai Call Center

Surawat Jantharaophat¹

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Abstract

Background - *In the business world nowadays, service is also a key factor for business competition as it could lead to brand loyalty and repeated purchase. Thus, call center had been used as one of channels to manage relationship with customers (Timothy L. et al, 2006). Organizations also applied knowledge management to maintain and improve call center performances (Amit K., 2004). In order to reduce knowledge problems in call centers, Online Community of Practice (CoP) was applied as it was believed to be the most effective way (Jens G. andamp; Thomas R., 2005). Online CoP was the interactive platform that allowed users to share knowledge with each other. Shared knowledge was recorded in the system for later retrieval (Donath et al., 1999; Erickson et al., 1999). However, how to successfully implement Online CoP, especially in Thai call centers, was not widely discussed.*

Purpose - *The purpose of this thesis was to explore and find out how to successfully establish the online Community of Practice, especially, in Thai Call Center environment, where time and timely response were expected. Moreover, the researcher expected that the finding or result found from this research could usefully solve the knowledge overload problem in Call Center and, hence, enhance operation efficiency through better knowledge flow as a whole.*

Design/Methodology/Approach - *The research was conducted through a quantitative methodology by distributing questionnaires to 400 call center agents in various industries. Data analysis was done through Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). The conceptual framework was adopted from TRA theory, where intention to use Online CoP was driven by Attitude towards using Online CoP and Social Influence.*

Findings - *The result turned out that, with their components, Attitude towards Using Online CoP and Social Influence had positive association with Intention to Use Online CoP. it led to the conclusion that the management is the key to create the successful Online CoP and setting the direction and organization culture. Plus, the organization should develop the online CoP which is easy to use and able to retrieve the knowledge within a short time. Moreover, the organization should also use extrinsic motivation (rewards) to stimulate the use in short term and long term engagement.*

Research Limitations - *The results obtained from this research regarding how to successfully drive an online CoP were limited to Thai call center organizations. How to successfully implement an online CoP for improving knowledge storage and retrieval in other cultures and professions needed to be expanded and explored in the future researches.*

Originality/Value - *The result led to the theoretical implication that the proposed conceptual framework was the extension of Theory of Reasoned Action (TRA).*

Keywords: Contact Center, Call Center, Knowledge Management, Online Community of Practice.

Transformational Leadership and Employee Service Performance: Effects of Performance-Based LMX differentiation and LMX Quality

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Abstract

Background - Little is known about the extent to which the service performance of individuals is influenced by transformational leadership through LMX quality and the possible moderating effect of LMX differentiation in the above relationship.

Purpose - This paper adopts a moderated mediation model to examine how transformational leadership and performance-based LMX differentiation interact to influence LMX quality and employee service performance.

Design/Methodology/Approach - By applying the Hierarchical Linear Modeling (HLM), data were collected, comprising 228 manager-employee dyads in 23 branches of a large commercial bank in Taiwan.

Findings - The findings show that LMX quality mediates the positive relationship between transformational leadership and employee service performance. Furthermore, performance-based LMX differentiation does not moderate transformational leadership's direct effect on LMX quality whereas moderates transformational leadership's indirect effect on employee service performance via LMX quality, such that the effects are more pronounced when performance-based LMX differentiation is high rather than low.

Research Limitations - Limited to the investigation on the branches of a single commercial bank, there could be other possible individual and group level factors to influence employee service performance.

Originality/Value - This paper adopts HLM to analyze and collects sample data from multiple sources so that we can effectively disentangle individual and group effects on the outcome of interest and avoid common method variance.

Keywords: Transformational leadership, LMX, LMX differentiation, Hierarchical linear modeling

The Effects of Institutional and Cooperative Factors on the Establishment of Public Technology Start-ups

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Abstract

Background - *The survival rate of public technology-based start-ups using results of government-funded R andamp; D is more than 80%. Public-sector-based entrepreneurship has been shown to have a high survival rate even if the company continues to operate for a long period of time. Increasing public technology entrepreneurship is an important social issue.*

Purpose - *The purpose of this study is to propose a plan to promote the entrepreneurial spirit of the institute by promoting the technology start - up of the public research institute from the institutional viewpoint. Design/methodology.*

Design/Methodology/Approach - *The basic data of this study, andquot;Survey on the status of technology transfer and commercialization,andquot; is a survey of domestic public research institutes (universities and research institutes) every year since 2007 at the Ministry of Commerce, Industry and Energy. We analyzed the raw data of the report published in 2017. This analysis uses negative binomial regression analysis using nonlinear models suitable for countable data.*

Findings - *As a result of this study, the entrepreneurship education program had a positive effect on the establishment of public technology. In addition, business cooperation with external organizations will have a positive impact on public technology startups.*

Research Limitations - *This study evaluated the number of science and technology start - up companies from the perspective of cooperation, but failed to reflect the performance after the start - up.*

Originality/Value - *This study conducted a systematic study under the condition that the research on entrepreneurship was lacking based on public technology.*

Keywords: Technology, Start-up, Entrepreneurship, Collaboration

Track: Management Research

Entrepreneurship, Entrepreneurial Competencies and SME success: The Unanticipated Roles of Environmental Turbulence and Government Support

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Abstract

Background - Literature review and experiences of entrepreneurs concluded that entrepreneurial competencies are the key for SMEs business success. Competencies change dramatically from region to region. This research paper aims to highlight the impression of culture diversity on the growth of Malaysian SMEs with entrepreneurial competencies and venture success. Towards the end propose model of Entrepreneurial competencies for SMEs business success was expected.

Purpose - Aims to high spot the impression of culture diversity on the growth on Malaysian SMEs with entrepreneurial competencies and also the government support in business success.

Design/Methodology/Approach - Approach towards the SMEs with questionnaire which designed and send via google web search.

Findings - model of entrepreneurial competencies for SMEs business success was beneficial with important element such as government support and also environmental turbulence.

Research Limitations - having culture diversity with different ethnic and getting response on business success may a challenge work to complete.

Originality/Value - proposed a model of entrepreneurial competencies for SMEs business success was something beneficial.

Keywords: Entrepreneurship, Environment Turbulence, Government Support, SMEs, Entrepreneurial Competencies

Track: Social Science Research

The factors associated to prevalence of obesity in adolescents, Thailand

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Abstract

Background - Obesity can be defined as excessive and abnormal fat depositions in our body. They have become one of the emerging and serious public health concerns of the twenty-first century. The aim of this study was to identify demographic, personal and interpersonal factors associated with obesity in adolescents.

Purpose - The aim of this study was to identify demographic, personal and interpersonal factors associated with obesity in adolescents.

Design/Methodology/Approach - 151 adolescents age 13-14 years were included in the study to evaluate the associations between obesity and personal factors (including sex, age, education, receipts, congenital disease and perceived on image), and interpersonal factors (including, teacher, parent doctor/nurse communication). The questionnaire was employed which consisted of personal characteristic and factors related to obesity. The content validity was tested by 3 expertise and cronbach's alpha coefficient was 0.86. Data were analyzed by using descriptive statistics and Chi-square.

Findings - The study was found that the onset of obesity was 72.19%. Most of them were female (37.75%), age 13 years (36.9%), 14 year (43.9%), receipts 10-50 baht (53.64%) congenital disease (8.6%). The factors which statistically relation to the onset of obesity were as follows: First, as for personal factors, age (pandlt;0.000), budget (pandlt;0.048), perceived on image (pandlt;0.000). Second, as for interpersonal factors, teacher communication (pandlt;0.000).

Research Limitations - no.

Originality/Value - The recommendations were health personnel should employed the significant factors to design nursing activities, create health innovation, guideline or home visit which strongly participate between the obese person, families, and community. Also, the sharing well experiences related to obese management and pilot project which coordinate among health organizations in many levels should be processed.

Keywords: obesity, adolescents

Effect of Work Craving and Work Engagement Against Occupational Health of the Employees at Jakarta

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Abstract

Background - occupational health of employees also affects the running of a company. According to Mangkunegara (2004: 161), occupational health is a condition that is free from physical, mental, emotional or pain disorders caused by the work environment. Health risks in the work environment are factors that exceed the specified time period, an environment that can create stress or physical disturbances. With the presence of occupational health care, all employees will be able to work well.

Purpose - The purpose of this study was to determine the effect of work craving and work engagement on the occupational health of employees at Jakarta.

Design/Methodology/Approach - The data in this study were processed from quantitative data collected using a questionnaire. The samples collected were people who had worked at Jakarta. Sample selection was performed randomly. The collected data were processed with the help of SPSS and Smart PLS. Outer and inner models were used to analyze the data. The outer model method is an analysis that focuses on the validity and reliability of data. Meanwhile, an inner model test was conducted to analyze the effect of variables on other variables directly and indirectly. Then, the correlation test was performed on each variable.

Findings - Based on the results of the analysis and discussion of the research that has been described, it can be concluded as follows: (1) the level of work craving is low: bringing work to home; (2) the level of work engagement of most employees is very high: many important things occur when engaged in current work, most of the employee's interests are centered around the work, and sometimes employees feel separated from their work; (3) the level of occupational health is high: every sick employee will be referred to a hospital that has been determined by the workplace; (4) work craving positively influences the occupational health of employees (5) work engagement has a positive effect on occupational health of employees.

Research Limitations - *Suggestions for further research are to separate panelists based on their divisions in order to see which divisions are most affected by AOF, AOD, work craving and work engagement.*

Originality/Value - *This research is original, conducted by the authors themselves.*

Keywords: Jakarta, Human Resource Management, Work Craving, Work Engagement, Occupational Health

Track: Economic Research

Perks of Marrying an Educated Woman: Examining the Impact of Women's Educational Attainment on Husbands' Health in Indonesia

Rian Sabrina Rahmani¹, Dwini Handayani²

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Abstract

Background - Men are found to benefit more from marriage in the form of healthy lifestyle, emotional support and physical comfort. This is because women are more caring and sensitive due to the nurturance characteristics that are usually inherited within them.

Purpose - With the nurturance characteristics differing them from men, this paper aims to see if education for women brings more benefits to her surroundings, starting from the health status of the husbands.

Design/Methodology/Approach - This paper uses data from Indonesian Family Life Survey wave 5 and multinomial logistic regression on husband's health status with wife's education and other supporting variables.

Findings - The study found that women's education have positive association on husband's health status, even more substantial affect than his own education level. As women traditionally are the care provider in Indonesian households, her education is more likely to influence the family's lifestyle and have effect on the husband's well-being.

Research Limitations - the writer was unable to exclude the possibility of assortative mating as an explanation for the tangible spillover effects in the observation. Another limitation in this study is the existence of endogeneity in the model which may have caused the results to be overestimated.

Originality/Value - This study promotes women's education as a soon to be mother figure plays an important role in shaping the family's well-being

Keywords: husband's health, nurturance, women's education, bargaining power

Track: Macroeconomic Research

The impact of foreign aids on economic growth in South Asia

Panagodage Janaka Sampath Fernando¹, H.K.A.R.D. Rajakaruna²

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Abstract

Background - *Many developing countries use foreign aids that are grants and concessionary loans from developed countries and international organizations to fuel economic growth. However, there is a long inconclusive debate amidst economists and policymakers in national as well as international level whether the economic growth relies on foreign aids or not.*

Purpose - *In this paper, we attempt to analyze the impact of foreign aids on economic growth in South Asia. South Asian countries heavily depend on foreign aids to finance development projects and day to operations. Therefore, the region provides a strong background to address the relationship between foreign aids and economic growth.*

Design/Methodology/Approach - *Macroeconomic data of four South Asian countries, namely, India, Pakistan, Bangladesh, and Sri Lanka, from 1990 to 2015 were employed. We considered foreign aids as a significant determinant of economic growth in the extended neo-classical growth model. In the paper, we applied both fixed effect and random effect models, and the random effect model was selected based on the Hausman test results.*

Findings - *The results suggest that capital, which is measured by gross capital formation, is the main determinant of economic growth in South Asia. In addition, human capital plays a significant role in achieving economic growth. However, the impact of foreign aids on economic growth is not significant. Therefore, an excessive focus of poor countries on foreign aids should be discouraged as it does not stimulate economic growth. Instead, it is recommended to facilitate foreign direct investments in physical and human capital to achieve rapid growth in South Asia.*

Research Limitations - *Due to the data limitations, four South Asian countries, namely, Nepal, Bhutan, Maldives, and Afghanistan are excluded from the analysis.*

Originality/Value - *There are several studies that addressed the impact of foreign aids on economic growth using country-level data.*

However, this is the first study that applies panel data to address the impact of foreign aids on economic growth in South Aisa.

Keywords: Economic Growth, Foreign Aids, Panel Data, South Asia

Track: Finance Research

Earnings Managements of Taiwan Banks

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Abstract

Background - *Loan loss provisions and realized fixed assets gains and losses are useful information for analysts and investors because they indicate a bank's sense of how stable its lending base and assets are. They are also used as forms of earnings management at banks as higher levels of loan loss provisions decrease earnings while higher levels of realized fixed assets gains and losses increase earnings.*

Purpose - *This study examines how corporate governance mechanisms affect earnings management at 24 publicly traded banks in Taiwan over the period of Jun. 2003 to Jun. 2018.*

Design/Methodology/Approach - *The discretionary component of loan loss provisions and the discretionary realized security gains and losses are the error terms of the discretionary models.*

Findings - *The empirical results show that board power, board size, board independence, foreign board, and debt are negatively related to loan loss provision (LLP) management. Whilst the manager's power and board independence are negatively related to realized fixed assets gains and losses (RRE) management. Moreover, it is found that banks of financial holding companies prefer the LLP rather than RRE management.*

Research Limitations - *The sample covers only Taiwanese banks.*

Originality/Value - *We follow the Beatty et al. (2002) model to estimate discretionary loan loss provisions and discretionary realized security gains and losses.*

Keywords: Earnings management, Banks, Loan loss provision, Corporate governance.

The Impact of Resource Concentration Strategies on the Development of Intangible Assets

Ming-Che Lu¹, Jia-Qi Hsu²

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Abstract

Background - Among Michael Porter's three generic competitive strategies, differentiation and focus strategies are closely associated with intangible assets. Differentiation and focus strategies concentrate resources to develop specific intangible assets and build long-term competitive advantage. This study intended to examine the efficiencies for resource concentration strategies.

Purpose - Hence, we observe the magnitudes of intangible assets to examine whether concentration strategies dominate equally distributed strategy in resource allocations.

Design/Methodology/Approach - Our study first explores the pattern of enterprise resource allocation from the perspective of expenditures for the listed firms of Taiwan during the 2008-2017 period. Cluster analysis will be used in the discrimination of different resource concentration strategies. Regression models will be constructed to test the incremental effect on intangible assets for resource concentration strategies relative to equally distributed strategy.

Findings - The exploratory results discriminate three resource concentration strategies and one equally distributed strategy. The concentration strategies include focus on both Randamp;D and human resource, focus on human resource, and focus on capital advantage. The empirical results find that three concentration strategies significantly increase intangible assets. Moreover, the strategy of focus on both Randamp;D and human resource is more efficient than other concentraton strategies in developing intangible assets.

Research Limitations - Smaller market restricts our results since there is no concentration strategy which focuses on advertisement expenditures. The latter research can extend our study to other bigger market..

Originality/Value - Our results provide an insight into the relationship between resource allocations and intangible assets.

Keywords: Intangible Assets, Operation Strategy, Resource Allocation

The Risk Assessment of Intangible Assets

Ming-Che Lu¹, Mei-Shan Chen²

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Abstract

Background - *Rapid changes in the external environment cause impairment of intangible assets, which usually comes suddenly and hugely. Especially, some intangible assets take greater impairment possibilities and amounts. Companies that develop such intangible assets will be evaluated higher operation risk. This study intended to examine what kinds of intangible assets stand at higher impairment risk.*

Purpose - *Corporates usually concentrate resources to develop specific intangible assets. The resource concentration strategies drive what kinds of intangible assets are constructed. On the other hand, the intangible assets of corporates that adopt equal resource allocation strategy are mostly goodwill recognized by mergers and acquisitions. Hence, we observe the impairment of intangible assets to examine whether firms adopting resource concentration strategies take greater impairment possibilities and amounts than firms adopting equal resource allocation strategy.*

Design/Methodology/Approach - *Our study first explores the pattern of corporate resource allocation from the perspective of expenditures for the listed firms of Taiwan during the 2008-2017 period. Cluster analysis will be used in the discrimination of different resource concentration strategies. Logistic models will be performed to test the incremental effect on the impairment possibilities of intangible assets for resource concentration strategies relative to the equal resource allocation strategy. Regression models will be performed to test the incremental amounts of impairment of intangible assets for resource concentration strategies relative to the equal resource allocation strategy.*

Findings - *The exploratory results discriminate three resource concentration strategies and one equally distributed strategy. The concentration strategies include focus on both Randamp;D and human resource, focus on human resource, and focus on capital advantage. The empirical results show that three concentration strategies increase impairment possibilities and amounts. However, only the strategy of focus on both Randamp;D and human resource achieves significant level. Our findings document that corporates adopting the strategy of focus on both Randamp;D and human resource take higher operation risk due to higher impairment possibilities and amounts.*

Research Limitations - *This study assumes that resource concentration strategies can drive specific intangible assets. The violation of assumption will limit our research results.*

Originality/Value - *Our results provide an insight into the relationship between resource allocations and impairment of intangible assets.*

Keywords: Impairment, Intangible Assets, Resource Allocation

FUTURE EVENTS

February 14 – 15, 2019

2nd International Conference on Entrepreneurship studies, Business, Economy, and Management Science (ESBEM)

<http://www.esbem.com/>

February 18 – 19, 2019

2nd International Conference on Interdisciplinary Research on Education, Economic studies, Business and Social Science (RESBUS)

<http://www.resbusconference.com/>

March 4 – 5, 2019

3rd KIBSS: Korea International Conference on Humanities, Social Science and Business Studies (KIBSS)

<http://www.kibssconference.com/>

March 6 – 7, 2019

the 2nd International Conference on Inclusive Business in the Changing World (ICIB)

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

March 11 – 12, 2019

International Conference on Psychology and Education Research (ICPER)

<http://www.icperconference.com/>

March 21 – 22, 2019

3rd Hong Kong International Conference on Business, Social Science and Management Studies for Sustainable Innovation (HIBSSI)

<http://www.hibssi.com/>

March 25 – 26, 2019

3rd Japan International Business and Management Research Conference (JIBM)

<http://www.jibmconference.com/>



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