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BOOK OF CONFERENCE PROCEEDINGS

3rd IBEMS

Dubai

May 6-7, 2019

**3RD INTERNATIONAL
CONFERENCE ON**
*Interdisciplinary Business, Economy,
Management, and Social Studies*

SUPPORTED BY:



Abstract Proceeding Book
of
3rd International Conference
on Interdisciplinary
Business, Economy,
Management, and Social
Studies 2019 (3rd IBEMS)

May 6 - 7, 2019

Dubai, United Arab Emirates



Abstracts Proceeding Book
of
**3rd International Conference on Interdisciplinary
Business, Economy, Management, and Social
Studies 2019**
(3rd IBEMS)

ISBN:

978-602-5902-23-9

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

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Email: contact@researchsynergy.org

Third publication, May 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.

TABLE OF CONTENTS

ORGANIZING COMMITTEE	V
SCIENTIFIC AND REVIEW COMMITTEE	VI
CONFERENCE CHAIR MESSAGE.....	VIII
CONFERENCE AGENDA	IX
A. MANAGEMENT RESEARCH.....	1
B. ORGANIZATIONAL BEHAVIOUR RESEARCH	8
C. PSYCHOLOGY RESEARCH.....	10
D. OPERATION MANAGEMENT RESEARCH	13
E. AREA STUDIES RESEARCH	15
F. SUSTAINABLE DEVELOPMENT RESEARCH.....	19
G. BUSINESS ETHICS RESEARCH.....	27
H. INSTITUTIONAL MANAGEMENT RESEARCH	30
FUTURE EVENTS.....	33

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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International Conference on Interdisciplinary Business, Economy, Management and Social Studies (IBEMS) organized by the Research Synergy Foundation in cooperation with MODUL University Dubai and Scholarvein, held on May 06 – 07, 2019 at the campus of MODUL University Dubai, United Arab Emirates.

The aim of the IBEMS Conference is to provide an opportunity academics and professionals from various scientific fields such as Business, Management, Sustainable Development, Economics and Social Sciences from all over the world to come together and learn from each other. The International Conference IBEMS 2019 shows up as a cutting-edge social research platform to gather presentations and discussions of recent achievements by leading researchers of the academic world.

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 in order to ensure the realization of the conference.

We welcome you to Dubai and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations and friendships. We are convinced that: Together, we can expand horizons.

Best regards,

Dr. Daniel Marco-Stefan Kleber
Conference Chair of 3rd IBEMS 2019

CONFERENCE PROGRAM

Day 01- Monday | May 06, 2019
Venue: Room A – Auditorium
Building One Jumeirah Lakes Towers
Dubai, United Arab Emirates

Time	Duration	Activities
09.00 - 09.30	30'	Welcome Reception and Registration
09.30 - 09.35	5'	Welcoming MC
09.35- 09.50	15'	Welcome Speech Conference Chair : Dr. Daniel Marco-Stefan Kleber – MODUL University Dubai
09.50 - 10.00	10'	Opening Speech Chairman of Research Synergy Foundation: Dr. Hendrati Dwi Mulyaningsih
10.00 - 12.00	120'	Morning Session
12.00 - 12.30	30'	Refreshment Break
12.30 - 12.45	15'	Session Opening Speech Academic President : Prof. Dr. Joerg Finsinger – MODUL University Dubai
12.45 - 15.15	150'	Afternoon Session
15.15 - 15.35	20'	Certificate, Award distribution and Group Photo
15.35 - 15.40	5'	Closing MC

Day 01

Room A - Auditorium

Monday, 6 May 2019

Session 1 (10.00 – 11.00)

Session Chair : Katariina Juusola

Track Sustainable Development

Paper ID	Author	Media	Paper Title
IEM19104	Andrea Hesketh	Oral Presentation	Achieving SDG 5: A Comparative Analysis Of Gender Equality Policies In Rwanda And The United Arab Emirates
IEM19107	Rebecca Keogh	Oral Presentation	Media Representations Of Land Clearing In Northern Queensland: An Ecolinguistic Discourse Analysis
IEM19108	Ahmed Abusamra	Oral Presentation	Renewable Energy and Energy Efficiency: What Can UAE Learn From Germany?
IEM19111	Ahmad Hakimzadeh	Oral Presentation	Analysis Of Milestones And Achievements To Increase Sustainability At Expo 2020

Day 01

Room A - Auditorium

Monday, 6 May 2019

Session 2 (11.00 – 11.30)

Session Chair : Jacinta DSilva

Track Psychology

Paper ID	Author	Media	Paper Title
IEM19112	Iryna Havryliuk	Oral Presentation	Socio-adaptive Dimension Of Students' Personal Space
IEM19109	Dyah Nirmala Arum Janie	Oral Presentation	The Difference Effects Between Slow and Fast-Pace In

Day 01

Room A - Auditorium

Monday, 6 May 2019

Session 3 (11.30 – 11.45)

Session Chair : Jacinta DSilva

Track Operation Management

Paper ID	Author	Media	Paper Title
IEM19117	Ali Nader Hakimzadeh	Oral Presentation	The Importance Of Hip Hop Events And Their Impact On Event Management In Dubai

Day 01

Room A - Auditorium

Monday, 6 May 2019

Session 4 (11.45 – 12.00)

Session Chair : Jacinta DSilva

Track Organizational Behaviour

Paper ID	Author	Media	Paper Title
IEM19118	Benny Hutahayan	Oral Presentation	The Impact of Transformational Leadership on Organizational Culture and Organizational Citizenship of Employee Behaviour

Refreshment Break**12.00-12.30**

Day 01

Room A - Auditorium

Monday, 6 May 2019

Session 5 (12.45 – 14.00)

Session Chair : Jeremy B Williams

Track Management

Paper ID	Author	Media	Paper Title
IEM19113	Kilm Popov	Oral Presentation	Factors, Affecting Students' Decision To Enroll In A University
IEM19115	Sarthak Sharma	Oral Presentation	The Effects of Hosting Events on Destination Branding: Dubai Expo 2020
IEM19116	Alina Beisembayeva	Oral Presentation	Children - Centered Business Models In Tourism
IEM19120	Cecep Safa'atul Barkah	Oral Presentation	Design of tourism product based on literacy in Pangandaran Regency, West Java Province, Indonesia
IEM19121	Healthy Nirmalasari	Oral Presentation	A Proposed Model of Increasing Entrepreneurial Capacity for Cinta Ratu Village SMEs Business Group through Activation of Penta Helix Collaboration

Day 01

Room A - Auditorium

Monday, 6 May 2019

Session 6 (14.00 – 14.30)

Session Chair : Daniel Marco-Stefan Kleber

Track Area Studies

Paper ID	Author	Media	Paper Title
IEM19105	Jamoliddinov Fakriyor	Oral Presentation	Investigating The Central Place Theory: A Case Study On Uzbekistan
IEM19106	Aswathy Rajan	Oral Presentation	Economic And Technological Development: A Dynamic Change In Finland

Day 01

Room A - Auditorium

Monday, 6 May 2019

Session 7 (14.30 – 14.45)

Session Chair : Daniel Marco-Stefan Kleber

Track Business Ethics

Paper ID	Author	Media	Paper Title
IEM19109	Dyah Nirmala Arum Janie	Oral Presentation	Do Personality, Professionalism, And Spirituality Have Impact On Dysfunctional Behavior? (a Case Of Indonesian Accountants)

Day 01

Room A - Auditorium

Monday, 6 May 2019

Session 8 (14.45 – 15.15)

Session Chair : Daniel Marco-Stefan Kleber

Track Institutional Management

Paper ID	Author	Media	Paper Title
IEM19109	Dyah Nirmala Arum Janie	Oral Presentation	Village Government Officials' Understanding of the Village Financial System Indicators: A Confirmatory Factor Analysis
IEM19109	Dyah Nirmala Arum Janie	Oral Presentation	The Implementation of Indonesian Accounting Standards for Micro, Small and Medium Entities

List of Conference Attendees

ID	Attendee	Field of Study	Affiliation
ICL19102	Katariina Juusola	Management	Ministry of Education Malaysia

Day 02

Tuesday (May 7, 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 purpos

Track: Management Research

Factors, Affecting Students' Decision to Enroll in a University

Kilm Popov¹

¹MODUL University Dubai

Abstract

Background – Globally, Higher Education Providers are seeking new ways of increasing student recruitment and diversify economic growth. The market in Dubai for higher education is very competitive originating andquot;excess educational supply.andquot; In the case of Dubai, the factors which students consider may vary due to a diverse background of the students and a wide selection of study options.

Purpose – Analyzing and forecasting student choice factors enables a university to take the right strategy, position on the market. Therefore, a university should be able to distinguish itself by focusing on factors which students consider locally, instead of known common aspects which over universities overseas consider for their students.

Design/methodology/approach – Two surveys were conducted highlighting the decision factors. Secondary research created the foundation for the primary research targeting Dubai-based students. In total, 75 current and 220 potential students participated in the survey, where demographics, factors and preference of university location were examined. To analyze the data, the mean analysis and MANOVA were used. In addition, an integrated marketing communication (IMC) analysis of the brand was conducted.

Findings – The research observed a significant difference between Dubai and global market. Results reveal that majority of the students consider degree recognition as the most important aspect of their education, followed by career after graduation, academic excellence and practical approach. There was no direct correlation between the location and a final decision to join. The list of recommendations was created to enhance the IMC practices in the niche market, including conventional and digital marketing, events and PR.

Research limitations – One of the limiting factors of this research can be considered the diverse sample of respondents (nationality, curriculum, residency location).

Originality/value – This research serves as a foundation for marketing campaigns for Dubai universities and can contribute to the strategic roadmap by focusing on prime factors affecting students' decision.

Keywords: Student Recruitment, Universities in Dubai, Marketing in Education

The Effects of Hosting Events on Destination Branding: Dubai Expo 2020

Sarthak Sharma¹, Ana Stranjančević², Daniel Marco-Stefan Kleber³

^{1,2,3}MODUL University Dubai

Abstract

Background – *This paper evaluates the effects of events on the destination brand of Dubai as it prepares to host the Expo 2020. Destination branding assists in understanding the city's strong andquot;assetsandquot; and their impact on the upcoming Expo.*

Purpose – *The purpose of the study is to understand how large events impact development of a city's brand. Based on the results, conclusions can be made on whether the efforts for the Expo will have a lasting impact on Dubai's destination brand.*

Design/methodology/approach – *The methodology acquires information about the effects of hosting events on Dubai's destination brand through the analysis of the Expo 2020. Primary research, primarily in-depth interviews, bring perspective from industry professionals about destination branding, event management, and their economic implications. The TourismAreaLifeCycle(TALC)and other comparative models are utilized to understand correlations and applications to the Expo 2020.*

Findings – *The paper considers the preliminary efforts of Dubai indicating the increased opportunities in the city and excitement in the global community. The results highlight that the successful initiation of Expo 2020 would display Dubai's capability of hosting events, differentiating it from other cities, and presenting a positive outlook for the economy. Areas that will experience growth include Dubai as a major event venue, a major tourist destination, and an economic hub in the region.*

Research limitations – *This study has been conducted before the official commencement of the Expo 2020 and therefore it gives a andquot;before the eventandquot; perspective only. It could be improved by assessing the visitor interest and attitudes after the event and making cause and effect models to develop comprehensive conclusions about the impact.*

Originality/value – *There are limited studies on this topic as World Expos are major events occurring in select cities with economic and infrastructural capabilities. The current research on the impact of events mainly focuses on sports or festivals. Expo 2020 has great importance to Dubai due to its economic and destination brand implications, confirming the uniqueness of the research. Based on the results, future studies can assess large-scale events around the world, present accurate information on the impacts of expos, and enrich destination branding studies.*

Keywords: Dubai, Destination Branding, Events, Expo 2020, World Expo

Children - Centered Business Models in Tourism

Alina Beisembayeva¹, Daniel Marco-Stefan Kleber²

¹MODUL University Dubai,²Daniel Marco-Stefan Kleber

Abstract

Background – *Since 2016, a number of research activities on topics such as children's tourism in Kazakhstan, family tourism in Dubai and children's tourism in Dubai were conducted by the authors. During previous research and based on personal experience in Almaty and Dubai, the authors realized that in these cities, and most probably in these countries, the business model of children camps is different. In addition, the authors identified a diverse understanding of children's tourism*

Purpose – *The aim of this research is to explain children's tourism, to identify children's tourism products and to compare the business models of Almaty's and Dubai's children camps*

Design/methodology/approach – *This research is done by analyzing secondary data, collected from diverse sources in Russian and English languages, which are giving the possibility to analyze the situation from different perspectives and to compare children-centered business models in tourism*

Findings – *One of the most widespread types of tourism is youth tourism, including schoolchildren, aged 7 to 17 years, who travel under supervision with different goals and objectives. Russian scientists believe that in the future, youth tourism has the potential to become one of the priority directions of tourism development. The economic advantages of this type of tourism can be identified as follows: schoolchildren and students travel usually happens in organized groups, rhythmically repetitive trips from year to year which facilitates business planning*

Research limitations – *The limitations of this research are that children's tourism is not well explained in English scientific literature, as children's tourism is usually understood as a part of family tourism in the English speaking society. That was also mentioned by previous research on andquot;Childrencentered tourismmandquot;. At the same time Russian literature suggests that children's tourism is one of the most important types of tourism because of its sustainable value for future generations. Furthermore, a lack of primary data was identified as an additional limitation*

Originality/value – *The study of children in tourism is a relatively new endeavor in tourism studies. Usually, tourism research on children mainly focuses on children exploitation or on other negative effects of tourism on the social environment. However, the children-centered approach of tourism must receive more attention as a strategic inclusion and education of generation z will be essential for achieving an increase of sustainable business models and thus an increase of sustainability in the future*

Keywords: Children's Tourism, Children's Tourism Products, Children
Camps, Value Creation, Business Models

Design of Tourism Product Based on Literacy in Pangandaran, West Java Province, Indonesia

Bambang Hermanto¹, Cecep Safa'atul Barkah², Zaenal Muttaqin³

^{1,2,3}Universitas Padjadjaran

Abstract

Background – Pangandaran is one of regencies in West Jawa Province, Indonesia that has big potential in tourism, specially in natural attraction such as beach, river, cave, hills and another various of cultural and traditional art.

Purpose – The aim of this research was design of tourism product based on literacy that using value proposition canvas in Cintaratu Village, Parigi Subdistrict, Pangandaran regency.

Design/methodology/approach – The author using qualitative method through descriptive analitical approach. Data collection process was designed through observation participant and non participant, depth interview, and secondary data collection.

Findings – The result of this research is design of tourism product based on folklore that representing various of local wisdom as the newest alternative tourism product that could be offered to the tourists.

Research limitations – The limitations of the research was focused into certain village in Pangandaran regency, namely Cintaratu Village, Parigi Subdistrict.

Originality/value – The point of originality that represent as advantage of this research that the tourism product had been designed involving participatory of university as educational institution, government and local community.

Keywords: Tourism Product, Literacy, Pangandaran

A Proposed Model of Increasing Entrepreneurial Capacity for Cinta Ratu Village SMEs Business Group through Activation of Penta Helix Collaboration

Healthy Nirmalasari¹, Gema Wibawa Mukti², Rani Andriani Budi³

^{1,2,3}Universitas Padjadjaran

Abstract

Background – *Penta Helix Collaboration can be utilized to support potential aspects in business. Background of this study is along with new status as Pangandaran District and Cinta Ratu Village planned to be government and educational area. By days farming area is decreasing so Cinta Ratu Village Business Group need to find out the solution. Cinta Ratu Village Business Group is group of farmers who also doing business to get extra income while they are waiting harvest time. They need to strengthen their capacity in entrepreneurial to maximize their current assets and to face up challenges.*

Purpose – *For this purpose, we try to find the model to increasing entrepreneurial capacity for informal SMEs Business Group at Cinta Ratu Village - Pangandaran District, West Java, Indonesia.*

Design/methodology/approach – *Depth Interview, Observation and Focus Group Discussion used in this research.*

Findings – *After the research we find that collaboration can be initiate through connecting the penta helix aspects that already exist in Pangandaran but not yet connected. Connecting the penta helix aspect to increase entrepreneurial capacity can be started from breakdown the activities. Type of connectivity that can be used such as workshops that related with expertise from each aspect like such as academican and media, distribution, and marketing.*

Research limitations – *Due to the nature of the research question and limitation of methodology variation, this research was based on largely qualitative research methods. The survey conducted in this research did not, for the most part, yield statistically significant results.*

Originality/value – *The results are limited by the case in Cinta Ratu Village SMEs Business Group and the existing partnership with government, independent medias, communities around Cinta Ratu village, and the only Unpad as academican aspect.*

Keywords: Tourism Product, Literacy, Pangandaran

Track: Organizational Behaviour
Research

The Impact of Transformational Leadership on Organizational Culture and Organizational Citizenship of Employee Behaviour

Benny Hutahayan¹

¹Lecture/ Brawijaya University

Abstract

Background – *Transformational leadership constitutes ways of acting conducted by leader as direct supervisor of subordinates in influencing staffs to achieve organizational goals which are characterized from its effect of idealism, inspirational motivation, intellectual stimulation and individual consideration. The principle of transformational leadership is basically motivating subordinates to do better than what is usually done, including being able to grow extra role behavior or OCB*

Purpose – *The purpose of this research is to investigate the relationship between transformational leadership on organizational culture and organizational citizenship (OCB) of employee. OCB is needed to support organizational activities which sometimes are not enough to only be done formally through routine organizational activities*

Design/methodology/approach – *This research is a quantitative research using path analysis located in PT. Pelindo 1 (Persero)*

Findings – *The results of this research showed that transformational leadership and organizational culture has a direct effect to organizational citizenship behavior. Transformational leadership also has an indirect effect to organizational citizenship behavior through organization culture*

Research limitations – *PT. Pelindo 1 (Persero)*

Originality/value – *The relationship between transformational leadership on organizational culture and organizational citizenship (OCB) of employee*

Keywords: Transformational leadership, Organizational Culture Behaviour, Organizational Citizenship Behaviour

Track: Psychology Research

Socio-Adaptive Dimension of Students' Personal Space

Iryna Havryliuk¹

¹MODUL University Dubai

Abstract

Background – *Psychological literature presents such notions as “living space”, “mental image”, “psychological space”, etc.; however, only a few pieces of research practically view the modal content of students' spatial organization within the limits of their social and adaptive security. Therefore, it is essential to develop empirical programs for studying the modal features of students' personal space in a socio-adaptive dimension*

Purpose – *The article aims to introduce and apply conceptual and methodological support for studying the above-mentioned issue; explain the psychological content of modal signs of students' personal space in a socio-adaptive dimension*

Design/methodology/approach – *The following methods were used to conduct the research: theoretical (analysis, synthesis, comparison, abstraction, systematization, and generalization); empirical (observation and conversation); mathematical statistics (Kruskal-Wallis H Test). Data were processed using SPSS software, version 13.0*

Findings – *157 students aged 18 to 25 were invited to participate in research. After specifying the study stages, defining strategies and applying various psychodiagnostic methods, the results were as follows: Students with a high level of personal space sovereignty (45.9 %) demonstrated profound control over life; it indicates excellent socio-psychological adaptation and mental well-being of an individual, combined with high standards of autonomy and self-identity; Students with an average sovereignty level (38.2 %) denoted an uncertain position related to determining their personal space. It is often associated with social factors of individual's self-realization, which impede and even destroy the potential establishment of a holistic, full-fledged personal space; The low level of psychological space sovereignty (15.9 %) testified the signs of deprivation; such students might experience alienation and fragmentation of their own life, complications in the search for the object of identification*

Research limitations – *The article does not cover all aspects of the problem; further studies might aim to develop applied programs of forecasting and forming the socio-adaptive content of students' personal space*

Originality/value – *The proposed format of research is an effective way of determining the socio-adaptive profile of students' personal space*

Keywords: Students, Modality, Personal Space, Adaptation, Sovereignty

The Difference Effects Between Slow and Fast-Pace In Accompanying Music on The Work Performance

Hardani Widhiastuti¹, Dyah N. A. Janie¹

¹Psychology Faculty, Universitas Semarang, ²Economics Faculty, Universitas Semarang

Abstract

Background – *In terms of economical development, Indonesia is not yet classified into one of countries free from any global economical shock. This is indicated by unstable economical development in any kinds of its element and any kinds of business.*

Purpose – *This study is meant to examine the extent of the effect of the fast-pace and slow-pace accompanying music on the work performance of employees*

Design/methodology/approach – *The study was conducted with 44 employees as the research subjects PT Jamsostek of Semarang, which active in monetary service, which active in labor insurance, which is have address to in Pemuda Semarang street*

Findings – *The data were analyzed by using a Product Moment correlation, and the difference of mean tested by using a t-test. The data analysis using SPSS Version 12, it shows that fast-pace music correlates with the employees work performance, especially their work dynamic. This is indicated by the correlation coefficient of $r=0.411$ with $p<0,01$. On the other hand, the correlation between the slow-pace music and the work performance is $r=0.344$ with $p<0,05$. In addition, it is also proven that the slow rhythmic music can lower the stress so that the work target is achieved, even though it is small. But the effect is low*

Research limitations – *Based on the results of the study, it can be concluded that there are some difference effects between fast and slow-pace music on the work performance of the employees. In addition, it is also proven that the slow rhythmic music can lower the stress so that the work target is achieved, even though it is small. However, the fast-pace rhythmic music can control the stress, so that the work target is achieved*

Originality/value – *In general, the hypotheses of the study are proven but they imply that the accompanying music for work strongly contribute to motivate the employees to finish their works.*

Keywords: Music, Work Performance, Indonesia

Track: Operation Management
Research

The Importance of Hip Hop Events and their Impact on Event Management in Dubai

Ali Nader HakimZadeh¹, Daniel Marco-Stefan Kleber²

¹MODUL University Dubai, ²Daniel Marco-Stefan Kleber

Abstract

Background – *Events and concerts give participants a chance to display their talents or showcase a new idea, perspective or invention. Dubai has established itself as one of the major destinations for events, specifically in the genre of Hip Hop. Hip Hop has become a worldwide cultural phenomenon and has impacted Dubai's large international young community. The world market is becoming increasingly saturated and differentiation has become essential*

Purpose – *An assessment needs to be conducted on the usage of marketing and event management tools in major hip hop events and their effectiveness in providing economic benefit*

Design/methodology/approach – *This research study will utilize both primary and secondary data sources, mainly primary, in the form of interviews with industry professionals and experts in Dubai's event field, to obtain an accurate perspective*

Findings – *Understanding the importance of hip hop and its economic impact will help to open up a new perspective to current research streams in the field. The research will focus on three key areas through analyzing Dubai's hip hop events significance: - The city's ability to differentiate itself through hip hop events. - The ability to attract major artists and audience from the region. - The benefits for the event management sector*

Research limitations – *At this stage, there is limited secondary data on this topic as Hip Hop events are specifically occurring in select cities with the infrastructural, audience, and economic provisions*

Originality/value – *Development of surrounding businesses, employment opportunities, culture awareness and crowd attraction are potential outcomes which can be expected from the above presented events in Dubai. The study aims at supporting a successful initiation and execution of hip-hop events which will give Dubai an economic edge against its competitors in this growing sector*

Keywords: Culture, Dubai, Events, Event Management, Hip-Hop

Track: Area Studies Research

Investigating the Central Place theory: A case study on Uzbekistan

Fakhriyor Jamoliddinov¹, Jacinta DSilva²

^{1,2}MODUL University Dubai

Abstract

Background – *Economic geography is the study of the distribution and spatial organization of economic activities across the world and is a dynamic sub-discipline of geography. However, many economists have also approached the field in ways more typical of the discipline of economics. Space or location analysis is where local growth models include space as an economic resource as well as a generator of dynamic advantage for the firms situated in it, therefore, it is trivial to emphasise the importance of location for economic activity, however, only recently it has been given due consideration by economic theory*

Purpose – *The purpose of this study is to evaluate how the physical dimensions of Uzbekistan have improved the economy in recent times compared to the Soviet era and to investigate the central place theory in relation to Mahallas*

Design/methodology/approach – *The methodology utilized for this paper was country-specific research and existing studies on space and location analysis. The paper also focuses on evaluating the renowned Central Place theory by Walter Christaller and its application using Uzbekistan as a case. This is a conceptual paper therefore, literature review and recommendations based on previous studies will be the prime methodology*

Findings – *The findings based on extensive research confirm that there has been incremental growth in space and location analysis. It was also found that Uzbekistan has successfully utilised its space and territories for economic development. In addition, the Central Place theory was applied in an interesting manner to Mahallas in Uzbekistan. Finally, the paper also highlights the importance of technological advancement and transportation to the success of economic development*

Research limitations – *This study follows a conceptual approach therefore, the limitation is to utilize the theories conducted by other researchers and apply them to Uzbekistan. Another practical limitation is that the researchers should have extensive knowledge about the country-specific in this case Uzbekistan. Future studies can be done on conducting quantitative research using some of the empirical models from economic geography*

Originality/value – *This research paper contributes to the existing body of research on locational analysis and regional studies as well as economic development. There has been limited research conducted on economic development of Uzbekistan; a growing economy post-soviet era and therefore, it is important to evaluate the significant contribution*

Keywords: Economic Geography, Central Place Theory, Location
Analysis, Regional Study, Economic Development

Economic and Technological Development: a dynamic change in Finland

Aswathy Rajan¹, Jacinta DSilva², Jasmina Popov-Locke³

^{1,2,3}MODUL University Dubai

Abstract

Background – *As we stand in the era of globalization where the economic activities are spreading increasingly without boundaries between various countries intensifying the competition, thus economic geography becomes more significant in helping to understand the contemporary economies in terms of patterns of investment, trade, production activities and consumption being uneven. It also illuminates how various economic activities in a specific country are governed at multiple geographical level. Even though there is a lot of research on economic development, regional studies need to be further researched to map the development happening in the globalized era*

Purpose – *The purpose of this paper is to investigate the attributes like the importance of economic geography, significant economic details, and how population decline as affected Finland. The paper also aims to highlight the key economic and technological developments that have led Finland to score admirably on worldwide rankings with regards to social advancement and the most joyful nation*

Design/methodology/approach – *This study followed a conceptual model and therefore, an extensive literature search was conducted in relation to research conducted on regional development, economic geography and economic developments in Finland. The paper documents updated information on economic developments in Finland*

Findings – *The study draws rich information on the key developments in Finland in terms of location and territory studies. The paper also highlights the importance of Central Place theory and discusses the advantages and drawbacks of applying it to a specific place. The paper further evaluates the advancements in transportation and communication networks that have led to economic development in Finland*

Research limitations – *The study was limited to a specific country and therefore, this could be considered a limitation. In the future, cross-regional studies could be better to create a comparison between the regions and to identify the key developments contributing to the individual region*

Originality/value – *The study adds to the body of knowledge on regional and national studies on the key economic and technological developments. The study also highlights the impact of population increase or decrease in a region*

Keywords: Economic Geography, Central Place Theory, Location Analysis, Regional Study, Economic Development

Track: Sustainable Development Research

Achieving SDG 5: A Comparative Analysis of Gender Equality Policies in Rwanda and the United Arab Emirates

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Abstract

Background – *This paper discusses the gender equality policies implemented in two countries; the UAE and Rwanda. Both countries are considered developing nations but are recognised globally for two very different reasons. The UAE has one of the fastest growing and most competitive economies in the world but is ranked 120th on gender equality. Rwanda is in the top five countries in the world for gender equality, but ranks as one of the world's least developed nations (WEF, 2018)*

Purpose – *The paper looks at how gender equality has been shaped in each country, and briefly discusses the history behind the current gender policies and the role of government in their implementation. In the process, it will provide an overview of the policy design principles in regard to the UN Sustainable Development Goals (SDGs), and what Rwanda and the UAE may learn from each other*

Design/methodology/approach – *A case study approach is employed, analysing qualitative and quantitative data from government reports, international agencies and NGOs focusing on gender equality issues, along with peer-reviewed journal articles, media reports, and speeches delivered by leading political figures and social commentators. To assist in the analysis of the cases of Rwanda and UAE, the six policy design principles proposed by Daly and Farley (2004) are used to evaluate the progress of each country. Specific research questions to be explored include (i) how historical and cultural factors have helped or hindered progress towards gender equality; and (ii) what contemporary influences are serving to advance or impede progress towards the realisation of Goal 5; gender equality and empowerment of women and girls*

Findings – *The very different trajectories of the short histories of these two countries have created very different dynamics impacting gender equality. The genocide in Rwanda catapulted gender equality onto the centre stage of its political landscape, while the UAE's progress has been slower but a strong foundation has been established from which women's influence can grow. Both countries are strongly affected by patriarchal traditions that shape policy implementation. The UAE can learn from Rwanda's strong female leadership, constitutional rights and stronger protection of women's rights. Rwanda's economic status has hindered their progress in some areas and if it could obtain the same*

educational successes the UAE has seen they can benefit greatly. The results of this analysis are also considered within the context of ends-means framework (Daly 1973), and the impact that female empowerment can have on national (and international) political economies; specifically in relation to finding an environmentally safe and socially just operating space for humanity (Rockstroem et al 2009; Raworth 2017)

Research limitations – *The lack of official records on female participation for both UAE and Rwanda is a problem*

Originality/value – *The academic literature on gender equality in the MENA region is sparse, and there is value in documenting progress since the launch of the SDGs in 2015 which has put gender equality firmly on the political agenda all around the world*

Keywords: Gender Equality, SDGs, Rwanda, United Arab Emirates

Media Representations of Land Clearing in Northern Queensland: An Ecolinguistic Discourse Analysis

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Abstract

Background – *Individuals and social groups actively create varied meanings from the same event or text within the context of their daily lives. These contending realities can be reinforced and perpetuated in the media further polarising public opinion. Ecolinguistic discourse analysis (EDA), when used critically, is a tool for identifying linguistic patterns that can be a destructive, neutral or constructive force in the transition to a sustainable society. In this way, EDA strives to provide a framework for the increased use of commonly understood sustainability science language to promote social learning and cohesion. Without a shared understanding of complex natural systems, there is a risk of irreparable damage to the planet. Large-scale salinity and biodiversity loss as a result of land clearing in Queensland, Australia is a case in point.*

Purpose – -

Design/methodology/approach – *An EDA of stakeholder voices in the ongoing landclearing debate in northern Queensland is used to explore how contending environmental realities are constructed and perpetuated in the media. Print, radio and social media are analysed in relation to the case study of a Queensland landowner being fined A0,000 for illegally clearing 2,875 hectares of native woodland. The choice of case study is justified in that it represents a landmark case, and 2019 is a federal election year in Australia in what is being dubbed the 'climate election'. Given the time-bound nature of the study, it is necessarily exploratory but selecting a single event expedites identification of a relevant linguistic corpora to analyse. The main objective is to critically evaluate any linguistic patterns that reinforce and convey a type of ecosophy; a certain set of beliefs on the relationship between humans and nature. The analytical framework utilises four themes identified in a 10-year study of Australian media representation of sustainable development by Yacoumis (2018).*

Findings – *The selection of the three media types generated a rich, more diverse ecosystem of information producers compared to Yacoumis (2018), which focused only on print media. This notwithstanding, the use of Yacoumis's previous work proved helpful in identifying areas with common linguistic features emerging in the media that can assist in developing a strategy for promoting and supporting social learning on this complex and emotive issue. The preliminary findings of this case study are that the four dominant themes identified by Yacoumis (2018) in the eight major newspapers in Australia on sustainable development are still very much in evidence, even allowing for increased breadth of the media landscape. Two of the four themes appear more dominant on this issue of*

land clearing; viz. 'environmental politics and its discontents' and 'win-win: the language of business'. Some common lexical features were identified between environmental conservationists and farmers that may point to a way forward for a shared and constructive discourse on this issue.

Research limitations – *This was a small-scale exploratory study. Further research on how farmers, scientists and conservationists have shared good intent towards the environment in a non-polarising discourse would be a tentative next step.*

Originality/value – *There is no existing literature on EDA applied specifically to this landmark case of land clearing in Australia.*

Keywords: ecolinguistics, linguistic corpora, discourse analysis, land clearing, sustainability

Renewable Energy and Energy Efficiency: What Can UAE Learn From Germany?

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Abstract

Background – *In the field of renewable energy and energy efficiency Germany is recognized as one of the world's leaders. On the other hand, UAE has made great strides in the past few years and has positioned itself as a leader in the Gulf and the MENA region, more specifically in the solar energy field.*

Purpose – *The purpose of this paper is to examine the strategies and policies implemented to achieve Sustainable Development Goal 7; namely, "To ensure access to affordable, reliable, sustainable and modern energy for all" with a specific focus on public policy on renewable energy and energy efficiency in both Germany and UAE. This comparative analysis can assist in highlighting what the UAE can learn from Germany in terms of their energy strategy in order to accelerate the movement towards a clean and efficient energy economy.*

Design/methodology/approach – *The paper uses a case study approach analysing qualitative and quantitative data from secondary sources including government reports and international agencies focusing on renewable energy, along with peer-reviewed journal articles, media reports, and speeches delivered by leading political figures and industry experts. To assist in the qualitative evaluation of public policy on energy in Germany and UAE, the six policy design principles proposed by Daly and Farley (2004) are used to evaluate the progress of each country.*

Findings – *Findings reveal that both Germany and UAE are making a significant progress in achieving SDG 7 through their policies to expand renewable energy and their energy efficiency efforts. However, it is evident that Germany is making more significant progress mainly due to its efforts being structured. In UAE, meanwhile, the targets are driven by declared government plans and strategies but without a structured policy in place. Moreover, these strategies differ from city to city, most of the progress being attributable to Dubai and Abu Dhabi; the other emirates lagging behind somewhat. Therefore, energy policies must be context specific and tailored to the political, economic and social circumstances of a country in which they are to be applied. The target of UAE is ambitious but can be realised through clearly defined and structured policies tailored specifically to the country's needs.*

Research limitations – *The limitations of this research lie primarily in the methods used. A primary source for data collection (specifically in UAE) such as transcripts from interviews with government officials would provide a clearer picture of the government's agenda and the prospects for effective implementation of future policies.*

Originality/value – *The academic literature on public policy for renewable energy in the GCC region is quite sparse, and there is value in documenting progress since the launch of the SDGs in 2015 which has put clean firmly on the political agenda all around the world.*

Keywords: renewable energy, SDG 7, Germany, UAE, sustainability

Analysis of Milestones and Achievements to Increase Sustainability at Expo 2020

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Abstract

Background – Dubai, a city synonymous with multiple world-record breaking achievements in terms of architecture, rapid growth, and advancement in several fields. A definitive force in the region that aims to not only excel ahead of its neighbors, but lead amongst the world's best. The next ambitious project is hosting the World Expo 2020 that will utilize modern technology and design in daily transactions and innovative infrastructure to fuel the city's movements

Purpose – There are many challenges and concerns that are immediately apparent when revisiting the long-term effects of previous World Expos through the years. The purpose of this scientific study is to identify and to anticipate these challenges while ideating possible solutions for them at the same point in time

Design/methodology/approach – The following methods were used for the research at hand: Identification, analysis and comparison of most relevant secondary data sources within the research areas of event and sustainability management. In addition, depth interviews with academics that are well-versed within the field of sustainability as well as with individuals working within Expo 2020 were conducted

Findings – The research presents an overview of key learnings from previous World Expos along with what additional novel and creative measures have been introduced in the blueprint for Expo 2020 and its future

Research limitations – The scope of this article is limited to an analysis of past mega events while external circumstances may vary in 2020 due to dynamic and fast changing external environments. Additionally, interview bias was reduced to a minimum but cannot be fully eliminated

Originality/value – The handling of this mega event and the results it bears will be a testament to Dubai's capability as a modern 21st century metropolitan city adapting to the various needs for its residents. Many sites had went through great efforts in man labour and investment to host their respective events without much pay-off for the local stakeholders, especially with the site itself. This is particularly important now due to climate change being a part of the conversation when it comes to such mega-projects and how sustainable the methods are in terms of technical execution, along with social and economic sustainability

Keywords: Dubai, Event, Expo, Expo 2020, Sustainability

Track: Business Ethics Research

Do Personality, Professionalism, and Spirituality Have Impact on Dysfunctional Behavior? (A Case of Indonesian Accountants)

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Abstract

Background – *The number of accounting scandals that occurred around the world and in Indonesia in particular, showed the presence of accounting firms who performed dysfunctional behavior during audit process that threaten audit quality (Patsuris, 2002; Kelley andamp; amp; Margheim, 1990; R. Smith, 1995; Sijabat, 2010). Dysfunctional behavior in auditing has been leading to a decline in public trust, particularly investors in the capital market (Peterson andamp; amp; Buckhoff, 2004; Rezaee, Crumbley, andamp; amp; Elmore, 2004).*

Purpose – *This exploration means to ponder on the reception of dysfunctional behavior in auditing. Firstly, this examination means to inspect the impact of locus of control on the reception of dysfunctional behavior in auditing. Second, we scrutinize the impact of locus of control to accountants' professional commitment. Third, we test the impact of accountants' professional commitment to the reception of dysfunctional behavior in auditing. Fourth, we dissect the impact of accountants' professional commitment to the reception of dysfunctional behavior in auditing moderated by the work environment spirituality.*

Design/methodology/approach – *The study population was accountants working in accounting firms in Indonesia. Sampling in this study selected is a convenience sampling method. We use the method because the accountantsandamp;#39; population who work in accounting firms in Indonesia is not known with certainty. The overall research questionnaire was adopted from previous research. The reception of dysfunctional behavior in auditing questionnaire was adopted from the research of Donnelly et al. (2003a andamp; amp; b). Then the locus of control questionnaire was adopted from the research of Rotter (1966) and Donnelly, et al. (2003b).*

Findings – *The first alternative hypothesis states that the locus of control has a positive influence on dysfunctional behavior in auditing reception. Based on the results of data processing, this hypothesis is empirically supported. Support for this hypothesis because of the level of significance (p) in line with expectation. The results of data processing show that the estimated value of the regression coefficient between locus of control with dysfunctional behavior in auditing reception is 0.646 (positive) with a significance level of andamp; lt;0.001. Due to the significance level is much smaller than 0.05, then the hypothesis is accepted.*

Research limitations – *This study contains many flaws. The weaknesses of this study are as follows. The questionnaire sent to the official e-mail of the accounting firms, where usually the password is known only to certain officials at the firm level and usually at least a senior/supervisor. Respondents who were also more likely to complete the questions are managers and partners.*

Originality/value – *This study has several originalities. The first originality is that this study combines reasoned action theory and contingency theory. The second originality is that this study connects locus of control and professional commitment. It has never been done before referred to in this study.*

Keywords: reception of dysfunctional behavior in auditing, locus of control, professional commitment and work environment spirituality.

Track: Institutional Management
Research

The Implementation of Indonesian Accounting Standards for Micro, Small and Medium Entities

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Abstract

Background – In Indonesia, as of January 1, 2017, IAI has just implemented Indonesian Accounting Standards for Micro, Small and Medium Entities/Standar Akuntansi Keuangan untuk Entitas Mikro, Kecil, dan Menengah (SAK EMKM). Micro, Small and Medium Enterprises (MSMEs) are obliged to implement SAK EMKM. MSMEs may choose to use SAK EMKM or Indonesian Accounting Standards for Non-Publicly-Accountable Entities/Standar Akuntansi Keuangan Tanpa Akuntabilitas Publik (SAK ETAP) if the SAK EMKM is deemed inadequate. Likewise, medium and large entities without public accountability may use SAK ETAP or IFRS if SAK ETAP is considered insufficient.

Purpose – The tax regulation is strongly influence the application of Indonesian GAAP. Meanwhile, taxation regulations in Indonesia are increasingly orderly and strict, forcing MSMEs to apply financial reporting standards according to their particular conditions. With the relatively low education levels in Indonesia, the application of SAK ETAP and SAK EMKM is considered confusing, especially for small and micro businesses. This problem is what drives this research.

Design/methodology/approach – Sixty-six respondents are eligible to be processed in this study using linear regression.

Findings – The results show that MSMEs respondents, which have better conditions, show better understandings of SAK EMKM. Although most respondents believe that currently, the SAK EMKM is the best SAK for them, they are still reluctant to implement because of various obstacles. These obstacles both in terms of inadequate educational background in accounting, do not have human resources who understand accounting, and lack of support from fellow EMKM actors, government and other accounting practitioners. One other oddity, even though they are reluctant to implement SAK EMKM, but somehow they can still present reports of changes in financial position, statement of profit/loss, and cash flow statements. It needs to be further investigated, how they produce these financial statements.

Research limitations – SAK ETAP and SAK EMKM.

Originality/value – MSMEs respondents, which have better conditions, show better understandings of SAK EMKM..

Keywords: MSMEs, Indonesian Accounting Standards.

Village Government Officials' Understanding of the Village Financial System Indicators: A Confirmatory Factor Analysis

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Abstract

Background – *This exploration is inspired by the implementation of the Village Law and the dispensing of Village Funds in Indonesia. The considerable measure of Village Funds requires progressively complex responsibility. With limited time and deficient human resources, there is an inclination of Village Fund to leak caused by errors and irregularities.*

Purpose – *By utilizing the confirmatory factor analysis, this examination scans to investigate the indicators that can be identified with town administration and comprehension of the Village Financial System or Sistem Keuangan Desa (Siskeudes).*

Design/methodology/approach – *Using a convenience sampling method, three hundred and twelve village officials from 83 villages in Central Java, Indonesia, participate in this research. We distributed the questionnaire, interviewed and guided respondents directly. We utilized the confirmatory factor analysis to measure the worthiness of the indicators.*

Findings – *There are six perceptive variables, specifically: Siskeudes understanding, village financial management principles, village fund allocation, village financial administration, village financial reporting and accountability, and village assets report. There are 54 indicators tested in this research. So far, the results show that all indicators are valid and reliable. Further research can utilize the indicators to measures the village government officials' understanding of Siskeudes.*

Research limitations – *The test results on all indicators show their ability to explain the validity and reliability of the variables in this study. However, the results of this study are still very early. Therefore, researchers in the future need to do further testing to explain the capabilities of indicators in the construct of this study.*

Originality/value – *This examination is still all around ahead of schedule. So far there has been no exploration in Indonesia identified with village administration. Consequently, in this investigation, it was expected to incorporate variables that could conceivably have an association with village administration generally and Siskeudes explicitly, since the order of Law No. 6 of 2014.*

Keywords: Indonesia, Village Fund, Confirmatory Factor Analysis, Siskeudes

FUTURE EVENTS

May 13 – 14, 2019

3rd International Conference on Management studies and Social Science (MASOS)

<http://masosconference.com>

May 13 – 14, 2019

3rd International Conference on Business, Economy, Management and Social Studies towards Sustainable Economy (BEMSS)

<http://bemssconference.com>

June 17 – 18, 2019

International conference on Integrated Marketing, Media, and Communication Science (IIMMC)

<http://iimmconference.com>

June 20 – 21, 2019

International conference on Entrepreneurship, Small Business, and Management Innovation (IESMI)

<http://iesmiconference.com>

July 1 – 2, 2019

International conference on Performance Management and Organizational Behavior Research (ICPOR)

<http://iesmiconference.com>

July 11 – 12, 2019

International conference on Agrotechnology, Business and Socio-Economic (ICABSE)

<http://icabseconference.com>



3rd IBEMS

Dubai

May 6-7, 2019