



# 7th BEMSS

## Book of Abstract 7th International Conference on Business, Economy, Management and Social Studies Towards Sustainable Economy

Virtual Conference  
August 30, 2021

Supported by:



# **Book of Abstract**

## **The 7th International Conference on Business, Economy, Management and Social Studies Towards Sustainable Economy**

**Virtual Conference  
August 30, 2021**



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## **7th International Conference on Business, Economy, Management and Social Studies Towards Sustainable Economy**

**E-ISBN No.: 978-602-5902-98-7 (PDF)**

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**Publisher:**

Yayasan Sinergi Riset dan Edukasi

**Office Address:**

Komplek Sinergi Antapani

Jl. Nyaman 31, RT01 RW23, Bandung 40291, Indonesia

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Seventh publication, August 2021

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# FOREWORD





**Research Synergy Foundation** is a digital social enterprise platform that focuses on developing Research Ecosystem towards outstanding global scholars. We built collaborative networks among researchers, lecturers, scholars, and practitioners globally for the realization of knowledge acceleration. We promote scientific journals among countries as an equitable distribution tools of knowledge. We open research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities.

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:***

*As global social enterprise that will make wider impact and encourage acceleration quality of knowledge among scholars.*

***Our Mission:***

*First, developing a research ecosystem towards outstanding global scholars. Second, Promoting scientific journals among countries as an equitable distribution tools of knowledge. Third, opening research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Fourth, creating global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation.*

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# **ORGANIZING COMMITTEE**

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## **PROGRAM COMMITTEE**

### **Conference Chair:**

Dr. Prameshwara Anggahegari

## **ORGANIZING COMMITTEE**

Ani Wahyu Rachmawati

Santi Rahmawati

## **CONFERENCE SUPPORT**

Diah Rahmadani

Risky Adha P

Information and Technology Support by Scholarvein Team



## **SCIENTIFIC COMMITTEE**

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Prof. Dr. Rashmi Gujrati (KC Group Of Institutions, India)

Dr. Rilla Gantino (Esa Unggul University, Indonesia)

## CONFERENCE CHAIR MESSAGE

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We are delighted to welcome you to the 7th International Conference on Business, Economy, Management and Social Studies Towards Sustainable Economy by Research Synergy Foundation (RSF) that held virtually on August 30th, 2021.

This conference not only give you global forum to share and exchange idea, research, and work. But also, provide wider network and research ecosystem for further collaboration and projects. We are glad to share this good opportunities in the scientific community, that will be offered only for all participants who participate in the conference.

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

Best regards,

Dr. Prameshwara Anggahegari

Conference Chair of 7<sup>th</sup> BEMSS 2021

## SESSION CHAIR

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### **Dr. Prameshwara Anggahegari**

Wara, as Prameshwara Anggahegari is known, is a lecturer in the School of Business and Management. She holds her Doctoral of Philosophy from Institut Teknologi Bandung, Indonesia. She teaches courses in social entrepreneurship, community project management, corporate social responsibility, and environmental management systems, all of which are closely related to her research interests in triple bottom line and blended values. She is also the Community Engagement Specialist at teras Hijau Project, an empowerment movement located in Indonesia. This movement attempts to decrease food insecurity in Bandung by promoting urban farming, which is driven by low-income housewives living in high-density areas. She also participates in numerous government initiatives as a member of the Social Expert Team. Under the Research Synergy Foundation, Wara is also the director of Reviewer Track, a hub for empowering other academicians and reviewers all around the world. Her current interest is about gender, social entrepreneurship and empowerment.





# CONFERENCE PROGRAM

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**Monday, August 30<sup>th</sup>, 2021**

<b>Time (UTC+7)</b>	<b>Activity</b>
08.50- 09.00	<b>Participant Login and Join Virtual Conference by ZOOM</b>
09.00 – 09.05	<b>Welcome Address</b>
09.05 – 09.25	<b>Global Research Ecosystem Introduction</b> Dr. Hendrati Dwi Mulyaningsih Founder & Chairman of Research Synergy Foundation
09.25 – 09.30	<b>Group Photo Session</b>
09.30 – 09.35	<b>Preparation for Online Presentation</b>
09.35 – 11.05	<b>Online Presentation Session</b> Session Chair: Dr. Prameshwara Anggahegari School of Business and Management, Institut Teknologi Bandung
11.05 – 11.15	<b>Open Research Discussion Session &amp; Participant Testimonial</b>
11.15 – 11.25	<b>Closing and Post-conference information announcement</b>

Session : 09.35 – 11.05 / Session Chair : Dr. Prameshwara Anggahegari

***Track Management Science***

<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
BEM21102	Eric Santos Parilla	Effects of COVID-19 Pandemic on Micro, Small, and Medium-Sized Enterprises in the Province of Ilocos Norte Philippines

***Track Management***

<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
BEM21101	Jennifer Herosa Operio	Practical Leadership: Learning from Great Rulers in History
BEM21104	Fario Pranadi Prakoso, S.AB.	Investment Project of Sekala: Should Sekala Open Up a New Outlet?

***Track Tourism and Hospitality***

<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
BEM21105	Rovena I. Dellova	Social Medias' Effect on Intramuros' Tourism Growth as Perceived by National Capital Region Tourists

***Track Sustainability Studies***

<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
BEM21103	Paulina Permatasari	Sustainability Reporting Guideline for Small Medium Enterprises (SMEs): Case Study from 25 SMEs in Indonesia

***Track Social Science***

<b>Paper ID</b>	<b>Presenter</b>	<b>Paper Title</b>
BEM21106	MA. SHIELA TARRIELA VERA	Homeroom adviser's role on school family involvement in Senior High School in Manila



**Track:  
Management  
Science**



# Effects of COVID-19 Pandemic on Micro, Small, and Medium-Sized Enterprises in the Province of Ilocos Norte Philippines

Eric Santos Parilla<sup>1</sup>

<sup>1</sup>Northwestern University

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## Abstract

*The study investigates the effects of the pandemic brought about by Covid-19 on Ilocos businesses and establishments. The study participants were the owners of micro, small and medium businesses in Ilocos Norte, and they were selected using a convenience sampling technique. The study employed a quantitative research design, and the entrepreneurs were asked about the perceived impact of Covid-19. Using descriptive statistics, the findings divulged that the impact of the Covid-19 pandemic on the businesses ranged from retrenchment of employees, disruption in the supply chain, and temporary to permanent shutdown. The impact of the pandemic includes uncertainties, the decline in productivity, demand, and sales. Implications, conclusions, and recommendations were also provided in the study.*

*Keywords : COVID-19, business resiliency plan, pandemic, economic impact*

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A close-up photograph of a young green seedling with two leaves growing out of dark soil. The seedling is the central focus, with its stem and leaves clearly visible. The soil is dark and textured. In the background, other seedlings are visible but out of focus. The overall scene is lit with soft, natural light.

# Track: Management

# Practical Leadership: Learning from Great Rulers in History

Jennifer Herosa Operio<sup>1</sup>

<sup>1</sup>Holy Angel University

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## Abstract

*This paper examines the applied principles and leadership styles of great ancient men in the light of the bible as the Word of God. Practically speaking, scholarly literature in leadership and management lacked attention to the study of biblical figures as leaders. The author utilised secondary analysis of qualitative information from documented life stories of renowned leaders in human history. This paper used the qualitative content analysis to evaluate patterns of popular ancient leaders' style in leading their subjects. With content analysis, the author is obliged to read and re-read text specifically the Bible as the main source of data and focusing on the specific timeline of the ancient world. The scope and limitation of this paper covers only the discussion on the historical prominent people specifically Biblical characters and does not include the current leaders of our time. This paper hopes to bring back the basics on leading people worth emulating by modern day leaders. It explores successes and failures of these ancient leaders that shaped history and even world cultures.*

*Keywords : ancient, history, values, character*

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# Investment Project of Sekala the Common Place: Should Sekala Open Up a New Outlet?

Fario Pranadi Prakoso, S.AB.<sup>1</sup>, Dr. Sylviana Maya Damayanti, CFP<sup>2</sup>

<sup>1,2</sup>Bandung Institute Of Technology

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## Abstract

*Coffee is one of the most consumed beverages in the world, coffee consumption in the world and Indonesia is growing rapidly year to year. Even in the pandemic, the demand for coffee is still high. This was the reason that there are so many new coffee shops, but some of them did not last long, the main reason was they are not preparing the calculation precisely. Sekala planning to open up a new outlet in Bandung, with the measurement projection using capital budgeting from the year 2022-2026. This was required to measure whether the project is feasible or not. The project will be considered feasible if it meets certain analysis that was provided by feasibility analysis, sensitivity analysis, and Monte Carlo simulation. Feasibility analysis is required to show whether the projection is feasible or not. Sensitivity analysis is used to measure some criteria that affect the most Sekala in terms of the financial side, later on, it will be used on Monte Carlo analysis to see the project feasibility based on several simulations. The initial investment for this project is IDR 242,177,275.60, and the result of this projection is, payback period of 1.22 years, an estimated NPV of IDR 513,913,208.73, benefit/cost ratio of 3.12, and an internal rate of return of 52.04%. The sensitivity analysis result shows that the 4 most influential criteria are affecting the business. Monte Carlo simulation results show that this project has a high chance probability of giving NPV and  $\geq 0$ , for 40-55%.*

*Keywords: Coffee, New Outlet, Feasibility Analysis, Sensitivity Analysis, Monte Carlo Simulation*

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**Track:  
Tourism and  
Hospitality**

# Social Medias' Effect on Intramuros' Tourism Growth as Perceived by National Capital Region Tourists

Paul Arndrei A. De Guzman<sup>1</sup>, Miyara Shane R. De Jesus<sup>2</sup>, Rovenia I. Dellova<sup>3</sup>, Hanal L. Gocela<sup>4</sup>,  
Ryan Rey B. Aron<sup>5</sup>

<sup>1,2,3,4,5</sup>Lyceum Of The Philippines University

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## Abstract

*Intramuros, also known as the "Walled City" is one of the Philippines' pride and a top tourist spot in Manila. If marketed well, more people will go down memory lane and learn about this must-seen destination. One will venture into its culture and learn the history within the walls. To make use of this advantage, a platform is effective. Thus, social media impact is seen nowadays as an effective way to create an impact in the tourism industry. This study aims to explore how social media affected the tourism growth in Intramuros as perceived by tourists from National Capital Region. This descriptive study utilized snowball sampling resulting in 400 respondents from the National Capital Region, aged 18 and above, who visited Intramuros. The findings revealed that social media has a significant part in Intramuros' tourism growth, thus, social media serves as popular platform among visitors to research trips and share their travel's most significant memories. Reviews and feedback help determine the needed improvement of Intramuros, and social media serves as a cost-effective way to reach target audiences. The walled city's cultural, historical, and religious benefits are some of the factors that influence the tourist to visit Intramuros. It concluded that social media is a meaningful marketing tool, therefore, it will lead to an excellent platform to attract potential visitors. Tourists' posted data seem to be a potential, credible, reliable source to represent the historic walled city of Intramuros.*

*Keywords : Intramuros, Social Media, Tourism Growth, Factors, Advancement*

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**Track:  
Sustainability Studies**

# Sustainability Reporting Guideline for Small Medium Enterprises (SMEs): Case Study from 25 SMEs in Indonesia

Paulina Permatasari<sup>1</sup>, Elsjie Kosasih<sup>2</sup>

<sup>1,2</sup>Parahyangan Catholic University

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## Abstract

*The sustainability reporting trend has been increasing in Indonesia for the past few years, with the government's plan to make sustainability reporting mandatory for all companies, including Small and Medium-sized Enterprises (SMEs) that have significant impacts on national economics. So far, there are no specific guidelines for SME's sustainability report. There are many indicators in the global sustainability reporting guidelines that are not suitable for SMEs since they are limited in the resources and knowledge they can disseminate. Therefore, this study aims to develop a sustainable reporting guideline for SMEs. This study analyzes the sustainable development reporting practices of Indonesia and other countries through literature review, interviews and surveys, in order to build a sustainable development reporting guide for SMEs. The reporting guidelines recommended in this study contain 25 indicators: 12 general information indicators, 1 economic indicator, 6 environmental indicators, and 6 social indicators. Based on a survey of 25 small and medium-sized enterprises, this guideline is suitable for preparing SMEs' sustainability sustainability report*

*Keywords: Sustainability Reporting guideline, Small Medium Enterprises, Indonesia*

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**Track:  
Social Science**

# Homeroom Adviser's Role on School Family Involvement in Senior High School in Manila

Ma. Shiela T. Vera <sup>1</sup>, Silvia C. Ambag <sup>2</sup>

<sup>1</sup> College of Arts and Sciences, Arellano University, Philippines.

<sup>2</sup>, College of Education, Quezon City University, Philippines

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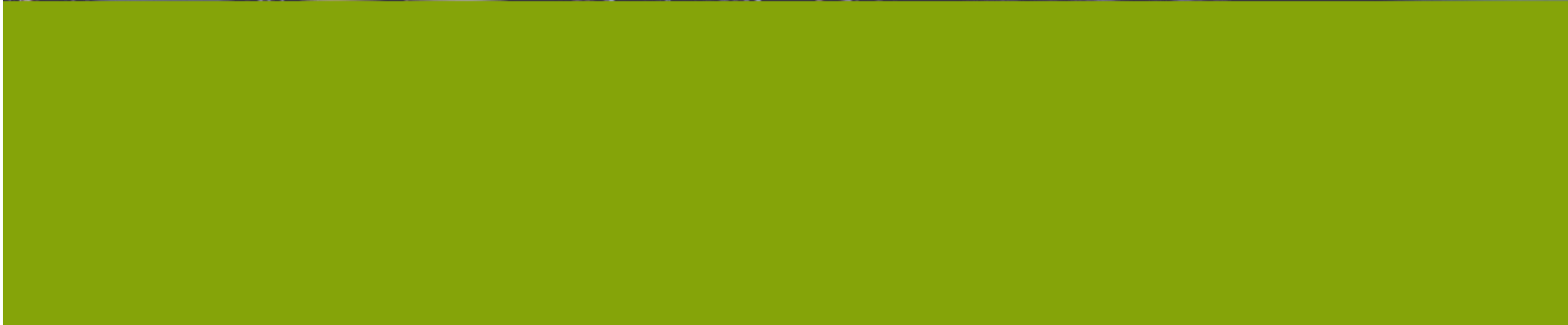
## Abstract

*Teachers play an important role in bridging the gap between school and home. The success of pupils is defined by their relationship to the educational process. Parent participation can improve the conduct, participation, and accomplishment of pupils. School and community partnerships can also serve to enhance, support, and even transform learners and individual partners to increase the quality, resources efficiency and goal alignment of the program. In this case Republic Act No. 9155, school leaders should have authority, accountability, and responsibility in the school and community. The purpose of this descriptive study was to evaluate the roles of homeroom advisers in school-family involvement. The study polled 375 parents in grade 12 from a selected Senior High School in Manila's District VI. Its specific goal was to investigate the extent to which homeroom advisers play a role in school-family engagement as perceived by parent respondents for families to participate in school planning, leadership, and volunteering. The overall mean result of the evaluation on the degree to which homeroom advisers influence school-family engagement is involved. Among the indicators of respondent 's assessment on the extent of Homeroom Advisers' Role on school-family involvement, the highest is Information to families to assist their children's learning and the lowest indicator is Opportunities for families in school planning, leadership, and volunteer activities. There is a recommendation of the study that the homeroom adviser's manual should indicate the involvement of parents in school, planning, leadership and voluntary activities to improve their commitment to high-quality education.*

*Keywords: Assessment, homeroom adviser, family involvement, Manila*

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## **FUTURE EVENT**

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September 8-9, 2021 | Virtual Conference

5<sup>th</sup> International Conference Postgraduate School

<http://icpsunair.com/>

September 14, 2021 | Virtual Conference

2nd International Conference on Language, Education and Teaching Research (2nd ICLET)

<http://www.icletconference.com/index.php/2nd-iclet/>

September 25-26, 2021 | Virtual Conference

Bandung International Conference on Medical and Health Sciences (BICMHS)

<https://bicmhs.com>

October 5-7, 2021 | Virtual Conference

LPPM UPN "VETERAN" Yogyakarta Conference Series 2021 - Economic and Business, Political and Social Science, & Engineering and Science

<https://upnconfeseries.com/2021-2/>

October 4, 2021 | Virtual Conference

7th Singapore International Conference on Management, Business, Economic and Social Science (7th SIMBES)

<http://www.simbesconference.com/7th-simbess/>



November 8, 2021 | Virtual Conference

6th International Conference on Interdisciplinary Research on Education, Economic Studies, Business and Social Science (6th RESBUS)

<http://resbusconference.com/index.php/6th-resbus/>

November 10, 2021 | Virtual Conference

International Conference on Post-Pandemic Society (ICPPS)

<https://paramadinaconference.com>

November 22, 2021 | Virtual Conference

International Conference on Governance Risk-management and Compliance (ICGRC)

<https://www.icgrc.com/>

November 29-30, 2021 | Virtual Conference

International Conference on IT, Communication, and Technology for Better Life (ICT4BL)

<http://ict4blconference.com/index.php/home-2021/>

December 6, 2021 | Virtual Conference

7th Japan International Business and Management Research Conference (7th JIBM)

<http://www.jibmconference.com/index.php/7th-jibm/>

December 14 - 15, 2021 | Virtual Conference

The International Halal Science and Technology Conference 2021 (IHSATEC): 14th Halal Science and Business (HASIB)

<https://www.ihsatec.com>



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