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2022 MAS●S

International Conference on Management Studies and Social Science

Virtual Conference: May 05, 2022

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Book of Abstract Conference Proceeding The International Conference on Management Studies and Social Science 2022 (MASOS 2022)

Yayasan Sinergi Riset dan Edukasi
Virtual Conference
May 05, 2022

research synergy

Book of Abstract Conference Proceeding
The International Conference on Management Studies and Social Science 2022 (MASOS 2022)

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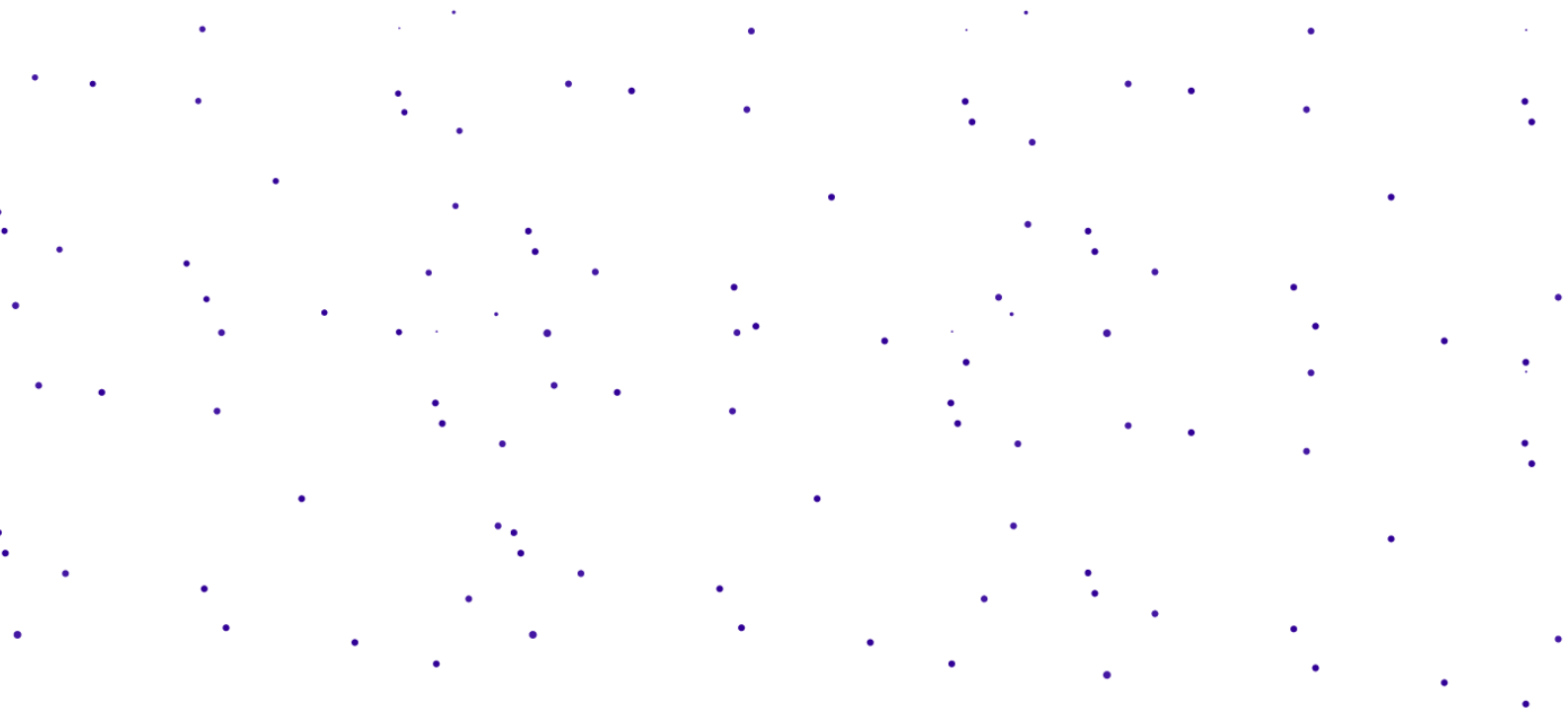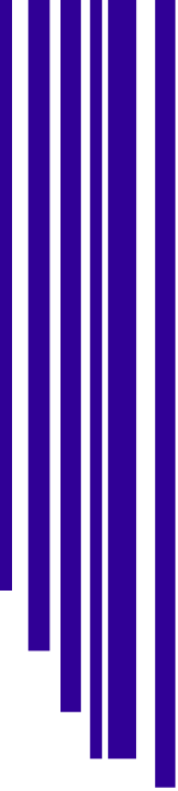(School of Management, PP Savani University, India)
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FOREWORD

2022
MASOS

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 tool 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 tool 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.

https://www.researchsynergy.org/

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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to **The International Conference on Management Studies and Social Science 2022 (MASOS 2022)** by Research Synergy Foundation (RSF) that held virtually on May 05, 2022.

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 these 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. Hendrati Dwi Mulyaningsih

Conference Chair of MASOS 2022

CONFERENCE CHAIR

Dr. Hendrati Dwi Mulyaningsih

Founder & Chairperson of Research Synergy Foundation

Dr. Hendrati Dwi Mulyaningsih is the chairperson and founder of Research Synergy Foundation that has shown great commitment on creating Global Network and Research Ecosystem. This GNR ecosystem has been developing since 2017 up to the present and having increasing numbers of the member up to more than 15.000 from all around the globe. Her passion in how to create impact and co creation value among all the stake holder of RSF has made her focus on upholding integrity in the scientific process through enhancement of RSF's support-support system as like Reviewer track, Scholarvein, Research Synergy Institute and RSFPress. Thus, her work in this area has made her as the Nominee of Impactful Leadership Awards from Tallberg Foundation Sweden 2019. As lecturer, she has been working in the University since 2008 – at present in Indonesia as assistant professor and she hold her Doctoral Science of Management graduated from School of Business and Management Institute of Technology Bandung (SBM-ITB) and she has strong interest to her research project as well as her research field in Social Entrepreneurship, Social Innovation and Knowledge Management.

As researcher, her work studies and research on this research field made her being invited as reviewer in many reputable Scopus and WOS indexed journals and also as keynote speaker in many International Conferences in Philippines, Thailand, Malaysia, Indonesia, Australia, Japan and US . She also has shown her great passion on writing her research study into some books chapter, papers and contemporary scientific articles that has already been published in Springer, Emerald, Taylor and Francis and in many reputable international journals. The terrific association between her professional experiences as researcher, lecturer, the certified Trainer & Coach combined with her wider horizon on networking in the research area made her establish the strong commitment on having global learning platform to accelerate knowledge through many workshops and research coaching in Research Synergy Institute as one of RSF's support system.

SESSION CHAIR

Dr. Silvia Catalan Ambag
Quezon City University

Dr. Silvia C. Ambag is a specialist in education, research, publications, and extension. Currently, he works as an Education Consultant at Quezon City University and as a Professor Lecturer 3 at Universidad de Manila and Laguna State Polytechnic University. Member of the Scientific Board of the Research Synergy Foundation in Indonesia, as well as the Editorial Board of the International Journal of Theory and Application in Elementary and Secondary School Education (IJTAESE) in Indonesia. Asia Pacific Consortium of Researchers and Educators Board Member and Finance Officer (APCORE).

Invitations to speak as an expert in research and education were extended. From 2018 to 2020, Dr. Ambag is a guest lecturer and speaker at Politeknic Piksi Ganesia and SEAMEO CECCEP in Bandung, Indonesia. She has also been published in various journals and has presented her research paper in countries such as Indonesia, Japan, Phuket, Bali, Indonesia, Bangkok, California, and Guam, USA

CONFERENCE PROGRAM

Thursday | May 05, 2022

Time (UTC+7)	Activity
08.50- 09.00	**Participant Login and Join Virtual Conference by ZOOM**
09.00 – 09.05	Welcome Address
09.05 – 09.25	**Global Research Ecosystem Introduction** Dr. Hendrati Dwi Mulyaningsih Founder & Chairperson of Research Synergy Foundation
09.25 – 09.30	**Group Photo Session**
09.30 – 09.35	**Preparation for Online Presentation**
09.35 – 10.50	**Online Presentation Session** Session Chair : Dr. Silvia Catalan Ambag **Quezon City University**
10.50 – 11.00	**Open Research Discussion Session & Participant Testimonial**
11.00 – 11.10	**Closing and Post-conference information announcement**

X

List of Presenters

Thursday, 5 May 2021
Session : 09.30 – 10.50
Session Chair : Dr. Silvia Catalan Ambag

Paper ID	Presenter	Media	Paper Title
MSO05109	Dr. Choi Meng Leong	Virtual Presentation	Stock Price Asymmetric Responses: Does Inflation or Interest Rate Matter?
MSO05108	Mr. Bayu Mogana Putra	Virtual Presentation	Strategic Analysis of Improving Socioeconomics of Community During the Digital Era in Indonesia

Track Psychology

Paper ID	Presenter	Media	Paper Title
MSO05107	Dr. Ethel Reyes Chua	Virtual Presentation	The Metacognitive Strategies of College Students in One Higher Education Institution in Cavite, Philippines
MSO05103	Mr. Mohammad Ichsan Rasyid	Virtual Presentation	The Brand Associative Perception of Expertise in Barista Special Blend by Top Coffee Advertising

Track Organizational Studies

Paper ID	Presenter	Media	Paper Title
MSO05105	Dr. Jo Ting Wei	Virtual Presentation	Transformational Leadership and Employee Performance

Track: Applied Economics
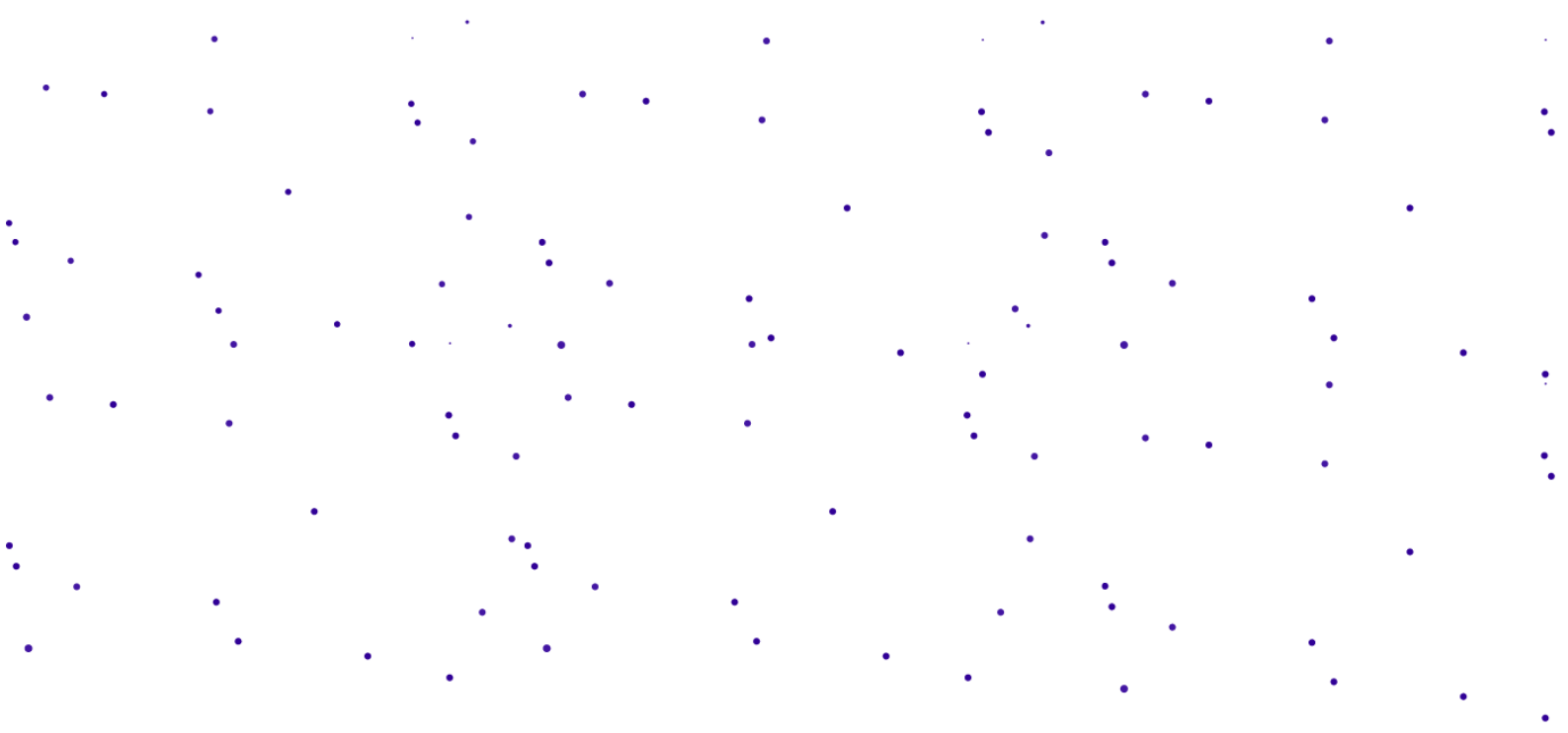
STRATEGIC ANALYSIS OF IMPROVING SOCIOECONOMICS OF COMMUNITY DURING THE DIGITAL ERA IN INDONESIA

|Bayu Mogana Putra[1], Ridwan Adnan Erlangga[2]

[1]Department of Law Universitas Islam Indonesia, [2]Department of International Relations Universitas Islam Indonesia

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Abstract

Background - *The socioeconomic state of the community in Indonesia that spread evenly and become government homework continuously must be resolved immediately. One of the instruments which can support the Indonesian community to solve the socioeconomic problem is the active participation of the community. Moreover, in the current digital era, we can feel the convenience of the technological advances utilized in the aspects of social life. Therefore, indeed, the community participation involved by the technology utilization will productively support improving the socioeconomic state of the community in Indonesia.*

Purpose - *The objective of scientific works was to analyze and reveal the ideal strategy of the process of improving the socioeconomic state community in Indonesia via digital technology use that had developed rapidly and productively in people's lives. Thus, the socioeconomic state could be evenly spread throughout Indonesia.*

Design/methodology/approach - *The method used in this scientific work was qualitative social research, i.e., examining social phenomena that involved social interaction in achieving common goals. In this case, an object of study was social interaction, which involved community participation in actualizing the improvement of socioeconomic state success and its equity in Indonesia through technology utilization.*

Findings - *In the end, the analysis and research of this scientific works would reveal the involvement of the community's active participation in improving their socioeconomic state via digital technology use, where the progress and the current digital-technology system advances had been developing rapidly and being used productively in people's lives in Indonesia. Thus, a great expectation related to the ideal strategy of improving the socioeconomic state of the community through the use of digital technology could affect the deployment of the socioeconomic state of the community evenly throughout Indonesia.*

Research limitations - *his scientific work only discussed the ideal strategy that could be applied to the community in their active involvement in driving the improvement of the socioeconomics state by the technology utilization based on the current state of digitalization.*

Originality/value - *This research had its uniqueness. The things that would be studied were recommendations of the concrete ideal strategies that could be conducted by the community to encourage the improvement of the socioeconomics state through the use of technology so that it could achieve equity in Indonesia. The analysis is based on phenomena that currently occur in people's lives globally. Most studies of previous scientific works only discussed social phenomena based on issues or problems of social interaction that occurred in the community, which were then analyzed by the applicable regulations, and lived amid society to determine the truth or false of social phenomena occurrence.*

Keywords : Strategy, Socioeconomic, Digital Technology

STOCK PRICE ASYMMETRIC RESPONSES: DOES INFLATION OR INTEREST RATE MATTER?

|Peck-Ching Sia[1], Choi-Meng Leong[2], Chin-Hong Puah[3]

[1,3]Universiti Malaysia Sarawak, [2]Ucsi University

Abstract

Background - *The stock market is becoming an essential and inseparable part of the Indonesia's economy. Macroeconomics fundamentals play an essential role in economic activities, thus, affect the stock market performance. This paper studies the asymmetry relations between macroeconomic fundamentals toward stock price.*

Purpose - *The paper analyses both asymmetric effect of inflation and interest rate on Indonesia stock market.*

Design/methodology/approach - *This paper utilises the Nonlinear Autoregressive Distributed Lags (NARDL) model over the period 1999:Q1 â€" 2021:Q4 to examine the asymmetric cointegration of inflation rate and interest rate by analysing two different models: Asymmetry Inflation Rate Model and Asymmetry Interest Rate Model.*

Findings - *The bounds test of the NARDL specification suggests the presence of cointegration among the variables. The estimated NARDL model affirms the presence of asymmetries in inflation rate towards stock price. From the analysis, the presence of asymmetries is detected in both long-run and short-run in asymmetry inflation model while absence in interest rate model. More specifically, in Asymmetry Inflation Rate Model, an increase in inflation rate tends to lead to a decrease in the stock price while the decrease in inflation rate does not seems to be related to stock price. In addition, economic development and exchange rate show positive and significant effect on stock prices in short run.*

Research limitations - *As not all macroeconomics variables are asymmetric for all countries, it is interesting to study the effect of asymmetric nature of various variables on stock market.*

Originality/value - *This study supports the existence of an asymmetric effect between inflation and stock market. Asymmetry response of inflation and interest rate in two different models reflect their unique effects on Indonesia stock market.*

Keywords : Stock market, inflation, interest rate, asymmetry, Indonesia.

Track: Psychology

2022
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The Brand Associative Perception of Expertise in Barista Special Blend by Top Coffee Advertising

|Mohammad Ichsan Rasyid[1]

[1]Universitas Budi Luhur

Abstract

Background - *Advertising is one of the brand communication tools to create Brand Association perception. This paper seeks to present how a newly launched roast and ground coffee brand in the Indonesian market attempt to create expertise brand association perception through Advertising.*

Purpose - *The study aims to understand how is The Barista Blend by Top Coffee Advertising message was crafted to create audiovisual sensation and associative perception. The study applied the framework of the Elaboration Likelihood Theory Model to determine which elaboration routes applied by the brand to create the brand association perception.*

Design/methodology/approach - *The methodology of this study is the Qualitative Descriptive method. Data gathered from relevant literature reviews and the advertising material was collected from the Digital Media Sharing platform, YouTube. The method allows this study to describe the sensations that are provided and executed in the Advertising materials to create expertise brand association perception and subsequently be analyzed utilizing the theoretical framework and the Advertising Concepting message approaches in conjunction with the theoretical framework.*

Findings - *The result of the analysis shows that Barista Special Blend by Top Coffee mainly uses the peripheral route of a persuasive message to create expertise perception short-cut by associating the product with the Artisan Coffee Making Process, Barista Character, and the Brand Ambassador. The conclusion derived from the fact that the Ad does not explain the product ingredients and experiences in detail but associatively used the image of the Artisan Coffee-Making process, Barista Character, dan Brand Ambassador to build an associative perception of expertise and attract the attention of the consumer.*

Research limitations - *The study analysis focuses mainly on brand communication exposure from the advertising materials rather than the experience of consuming the end product. Further research can be done to examine whether the brand association perception is created by the sensation post-product consumption.*

Originality/value - *The significant of the study is the notion that the consumer's perception towards a brand must take multiple sensory sensations into account as it provides multiple perceived information for the consumers. In today's digital era, whereas digital innovation continued to strive, brand experience will play a significant role that drives brand values.*

Keywords : Brand Assocation, Advertising Strategy, Brand Perception, Coffee Product, The Elaboration Likelihood Theory

The Metacognitive Strategies of College Students in One Higher Education Institution in Cavite, Philippines

|Ethel Reyes-Chua[1], Rowena Vargas Isidro[2], Alejandro D. Magnaye[3], Joel John A. Dela Merced[4], Elsa A. Dela Merced[5]

[1,3]Paranaque City College, [2]Institute of Science and Technology University, [4]Philippine Women's University, [5]Victoria National High School

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Abstract

Background - *Encouragement of metacognition is one of the most fundamental ways that reflective activity aids learning in general. Metacognition is the awareness of one's own cognitive processes; learning is referred to as metacognition in this study.*

Purpose - *The study's goal was to discover the metacognitive methods of college students in a higher education institution in Cavite, Philippines. Its goal was to measure students' degrees of metacognitive skills in terms of motivation, organizing and planning their work, interacting with others and utilizing resources and feedback, managing schoolwork stress, note taking and reading, and assignment and project preparation.*

Design/methodology/approach - *By analyzing the levels of metacognition of college students based on their own experiences, viewpoints, or outlook, the study revealed the effectiveness of these metacognitive tactics. This study's participants were 25 students from Emilio Aguinaldo College in Cavite. In SY-2020-2021, they were all pursuing Teacher Education.*

Findings - *The majority of student respondents use self-motivation at work, and some of them are easily distracted, making it difficult for them to complete assignments. Despite some minor errors on their part during the pandemic, students at this college were able to cope with the difficulties and continue to learn, according to the findings. The subjects were chosen to aid their learning and prepare them for a future profession as instructors.*

Research limitations - *The purpose of this study is to improve the metacognitive skills of college students in one Philippine higher education institution. It focused on students' assessments of their metacognition levels based on their own perceptions in schooling.*

Originality/value - *This study is unique in that it primarily examined the metacognitive methods of selected Education major students at a Philippine higher education institution.*

Keywords : Metacognition, strategies, motivation, organization, work stress

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Track: Organizational Studies
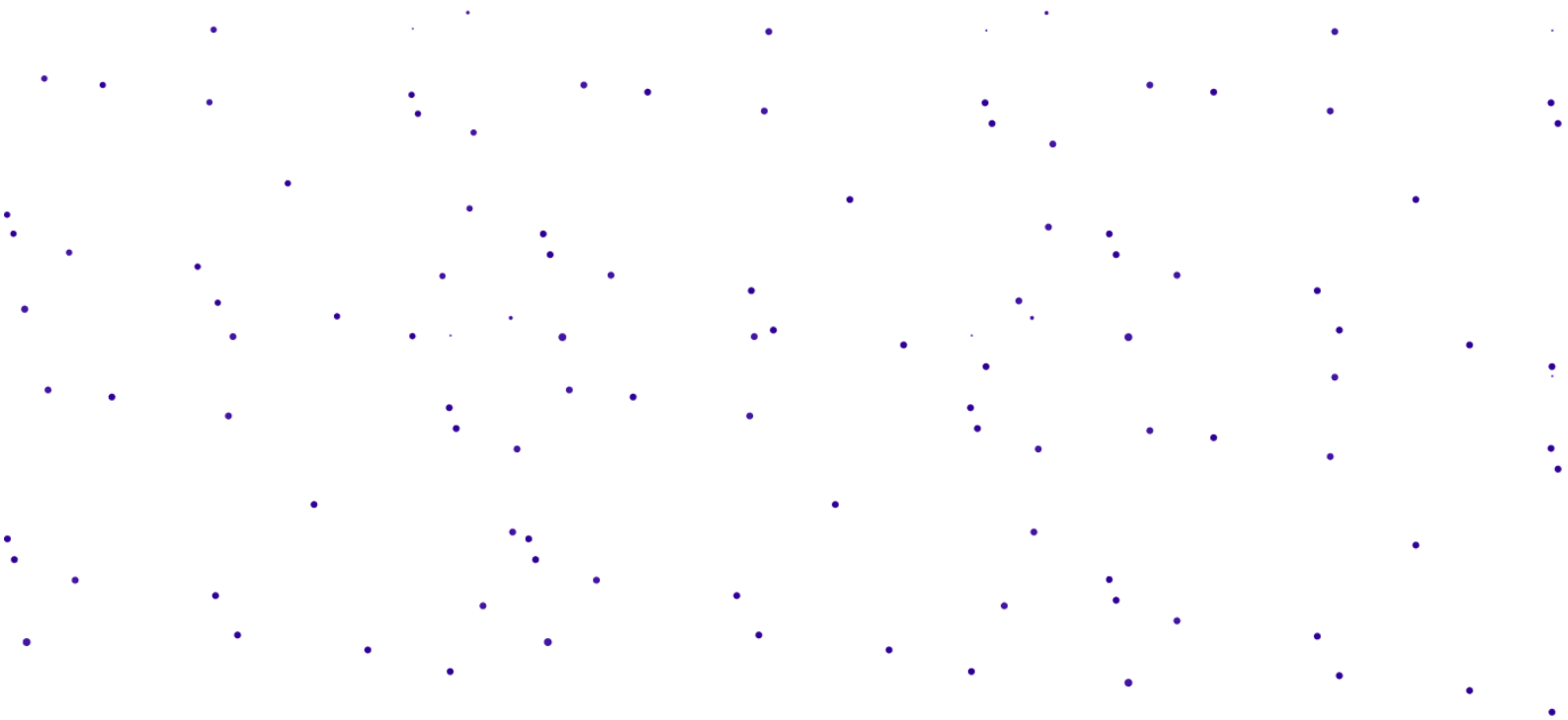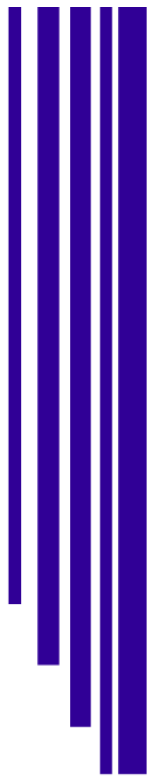
Transformational Leadership and Employee Performance

|Jo Ting Wei[1]

[1]International Business Department, Providence University

Abstract

Background - *Little research examines the relationship among tranformational leadership, LMX quality and employee performance in the banking industry and little research examines the moderating effect in the above relationship.*

Purpose - *The purpose of this paper is to examine the relationship among transformational leadership, LMX quality and employee performance as well as the moderaitng effect of LMX-differentiation measured by employee performance.*

Design/methodology/approach - *This paper adopts the Hierarchical Linear Modeling (HLM). We collected data from a large commercial bank in Taiwan.*

Findings - *The findings show that LMX quality mediates the positive relationship between transformational leadership and employee performance. Besides, LMX differentiation measured by employee performance moderates the relationshp between transformational leadership and LMX quality and moderates transformational leadership's indirect effect on employee performance via LMX quality.*

Research limitations - *This paper only focuses on the banking industry. Thus, the conclusions may be limited to explain the situations in other industries.*

Originality/value - *This paper adopts HLM to analyze and collects sample data from several sources. Hence, we can identify individual and group effects on the outcome of interest.*

Keywords : transformational leadership, employee performance

FUTURE EVENT

8th JIBUMS

Japan International Conference on Business, Management Studies and Social Science
https://www.jibums.com/8th-jibums/
Virtual Conference, May 31, 2022

4th ICISS

International Conference on Islamic Education Studies and Social Science
http://www.icissconference.com/index.php/4th-iciss/
Virtual Conference, July 14, 2022

3rd MESS

International Conference on Management, Education, and Social Science
https://messconference.com/3rd-mess/
Virtual Conference, July 28, 2022

ICHBS

International Conference on Health and Biomedical Science
https://ichbs.com/
Virtual Conference, August 11, 2022

ICCSP

International Conference on Clean and Sustainable Production
https://ahsiccsp.com/
Virtual Conference, August 22-23, 2022

6th IBEMS

International Conference on Interdisciplinary in Business, Economy, Management, and Social Studies
http://www.ibemsconference.com/index.php/6th-ibems/
Istanbul, Turkey, September 22-23, 2022

8th BEMSS

International Conference on Business, Economy, Management and Social Studies Towards Sustainable Economy
http://www.bemssconference.com/index.php/8th-bemss/
Virtual Conference, August 30, 2022

2nd ICLET

International Conference on Language, Education and Teaching Research
http://www.icletconference.com/index.php/2nd-iclet/
Virtual Conference, June 15, 2022

8th SIMBES

Singapore International Conference on Management, Business, Economic and Social Science
http://simbesconference.com/8th-simbes/
Virtual Conference, October 4, 2022

7th RESBUS

International Conference on Interdisciplinary Research on Education, Economic Studies, Business and Social Science
http://resbusconference.com/7th-resbus/
Virtual Conference, November 8, 2022

ICP-IBS

International Conference on Interdisciplinary Research on Psychology and Interdisciplinary Behavioral Studies
https://icpibs.com/
Virtual Conference, November 15-16, 2022

8th JIBM

Japan International Business and Management Research Conference
https://jibmconference.com/8th-jibm/
Virtual Conference, December 6, 2022

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