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Ibis Bali Kuta, Jl. Raya Kuta No. 77, 80361 Kuta, Bali, Indonesia

**KEYNOTE SPEAKER**



**Dr Sunildro Ls Akoijam**

**Assistant Professor in the area of Marketing and Strategy at the Department of Management, North-Eastern Hill University (NEHU), Tura Campus, Tura, Meghalaya (India)**

**PLENARY SPEAKER**



**Marek Matejun**

**Department of Management, Faculty of Organization and Management, Lodz University of Technology, Poland**



**Zhun Gu**  
GICICBMLS1707051

**Nostalgia in Urban Cinema -A comparative analysis of Zhang Yang's Shower (1999) and Jia Zhangke's 24 City (2008)**

**Zhun Gu**  
University of Nottingham

**Abstract**

Since the late 1990s, the acceleration of modernization in many cities in China has resulted in the demolition of the old architectures. In this context, cinematic works depicting modern urban life have grown, shot by many Chinese urban generation filmmakers (Sixth Generation filmmakers) such as Zhang Yang and Jia Zhangke. Most of these filmmakers come from privileged backgrounds in cities and studied in the elite departments of directing or cinematography. Their films not only pay attention to developments and changes in the urban demolition and reconstruction of post-socialist China but more importantly, they witness the marginalized subcultures and self-marginalizing countercultures. 'Urban cinema' in this chapter is depicted likely to adopt documentary aesthetics to record and construct the presentation of post-socialist modernity through nonprofessional actors. In this sense, the development of urban cinema can be set against the backdrop of the development of China's market economy and the mass consumer culture. Discussing the relationship between the socialist collective way of life and anxiety of post-socialist modernity, urban cinema often explores individual affective experiences in the process of social transformation. Drawing on interdisciplinary studies in film studies and urban culture, I situate urban cinema within a nexus of local and global economic, historical, and ideological contexts. Analysing two films from the trope of demolition, documentary aesthetics, and restorative/reflective nostalgia, this chapter argues that some Sixth Generation filmmakers adopt the theme of nostalgia in urban cinema since the 1990s onwards to represent city images and reconstruct their identities. Therefore, nostalgia is not only represented as the role of filmmaking in the Sixth Generation filmmakers' works; it also constructs the film language, identity, and politic of the filmmakers.

**Key words:** nostalgia, demolition, documentary aesthetics, the 6th generation filmmakers

**Theme:** cultural memory studies



**Siti Aisyah, S. I. Kom**  
GICICBMLS1707052

**A Comparison Between Online Native Advertising And Online Banner Advertising Using Theory "Belief About Online Advertising Influence on Consumer Attitudes and Behavior Toward Online Advertising"**

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**Abstract**

In Indonesia, online banner advertising remains a top choice for marketers in advertising, but through literature study it was known that in Europe and America online banner advertising is going to be obsolete and they have been switched to an online native advertising. In Indonesia, the native online advertising have been used but it is infrequent as compared with online banner advertising Therefore, the purpose of this study is to examine the effectiveness of online native advertising as compared to online banner advertising by using the theory that belief about online advertising influence on consumer attitudes and behavior toward online advertising. One of advertising in Kompas.com used as research object.

Survey are conducted among 402 readers of Kompas.com and structural equation

	<p>modeling from previous study was used to measure the influence among variables. The results showed that belief about online advertising is positive significant influence on consumer attitudes and behavior toward online advertising; consumer attitudes is positive significant influence on behavior toward online advertising . As compared to online banner advertising, online native advertising are more acceptable by respondents. Keywords: Online Advertising; Online Native Advertising; Online Banner Advertising; Belief; Attitude; Behavior</p>
 <p>Melva Irene Damanik GICICBMLS1707053</p>	<p><b>The Impact of Knowledge Sharing on Innovation Capability at KPPBC Tipe Madya Pabean A Bandung</b></p> <p>Melva Irene Damanik Magister Management, Faculty of Economics &amp; Business, Telkom University, Bandung, Indonesia</p> <p><b>Abstract</b></p> <p>An Innovation capability is therefore defined as the ability to continuously transform knowledge and ideas into new products, process and systems for the benefit of the firm and its stakeholders. Knowledge sharing is one that affects Innovation capability. Variables considered knowledge sharing that can affect Innovation capability is knowledge donating and knowledge collecting. This study aims to determine how the implementation of knowledge sharing in KPPBC Tipe Madya Pabean A Bandung, and how innovation capability in KPPBC Tipe Madya Pabean A Bandung, how the effect of knowledge sharing which consists of knowledge donating and knowledge collecting simultaneously on innovation capability, and how the influence of knowledge sharing which consists of knowledge donating and knowledge collecting partially on innovation capability KPPBC Tipe Madya Pabean A Bandung. Data analysis techniques in this study using path analysis with SPSS for Windows version 20. In this study took a sample of 111 employees of KPPBC Tipe Madya Pabean A Bandung. Data were collected using a questionnaire containing 35 items related statement of knowledge donating, knowledge collecting and innovation capability. Descriptive analysis showed that the percentage of the value of knowledge sharing as a whole amounted to 80% categorized as high, where the value of a variable percentage of 80.75% knowledge donating and knowledge is collecting a variable percentage of 79.3%. Innovation Capability variables are categorized very high by the amount of the percentage value 84.5%. The results of path analysis showed that simultaneous knowledge sharing with the two previously mentioned variables that significantly influence innovation capability in KPPBC Tipe Madya Pabean A Bandung at 20.3%. In partial knowledge of the donating significant influence amounted to 10.2%, while the variable knowledge collecting significant influence amounted to 10% of the variable innovation capability. Keywords: knowledge sharing, knowledge collecting, knowledge donating, innovation capability.</p>
 <p>Nadila Destria GICICBMLS1707056</p>	<p><b>Financial Condition Analyze Before And After Acquisition (Case Study Of PT. Hutama Karya Acquiring PT. Istaka Karya)</b></p> <p>Nadila Destria, ST., MM Prodi S2 Magister Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Telkom</p> <p>Dr. Norita, SE., MSi., Ak., CA Prodi S2 Magister Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Telkom</p> <p><b>Abstract</b></p>

	<p>In midst tight competition of construction service in Indonesia, businessmen such private or state-owned enterprise contractors are striving to sustain their business. The Enterprise that cannot maintain its performance, will face bankruptcy. Purpose of this research is to understand financial condition of PT.Hutama Karya before acquisition, 2011-2012 and after acquisition, 2014-2015. Furthermore to analyze difference between Keputusan Menteri BUMN No. KEP-100/MBU/2002 model to Altman, Springate, Zmijewski, and Grover model.</p> <p>Analyze method uses secondary data analyze to describe the company financial condition using financial statement (as secondary data) from the choosen company. Financial condition comparison is tested statistically using statistic parametric test, paired sample t-test.</p> <p>Result shows that there are differences in analyze financial condition of PT. Hutama Karya before acquisition, 2011-2012 and after acquisitions, 2014-2015 between Kepmen to Altman, Kepmen to Springate, Kepmen to Zmijewski and Kepmen to Grover.</p> <p>Keywords: Altman, Springate, Zmijewski, Grover, Ministerial Decree BUMN, Financial Condition.</p>
 <p><b>Henrina Bhatari Kadang GICICBMLS1707057</b></p>	<p><b>Revenue Optimization Model Tests on Telecommunication Equipment Certification Laboratory in Digital Service Division PT Telkom Indonesia Tbk (Case Study Testing Fibre Optic Cable)</b></p> <p><b>Henrina Bhatari Kadang Business and Economic, Telkom University, Bandung, Indonesia</b></p> <p><b>Abstract</b></p> <p>Pt Telkom Indonesia Tbk's Laboratory For Telecommunication Equipment certification provides services which include Quality Assurance testing, Type Approval and Voluntary Test for customers' telecommunication equipments in Indonesia.</p> <p>In this laboratory testing services Fibre Optic Cables provide the largest contribution of other testing testing services. Therefore the writer conduct research object on Fibre Optic Cable testing to analyze revenue optimization on Optical fiber cables testing laboratory.</p> <p>This study uses Linear Programming method and POM-QM by using the variables that affect the output of the testing process in the laboratory so as to give the right decision in order to optimize existing resources. The initial stage in the development of this model is the identification of variables measuring equipment, human resources (Test Engineer) with respect to time and then create a mathematical model. A major component in the development of a mathematical model is to setting objective function of the cost component testing, and then determine the functions of its boundary.</p> <p>The output of revenue and boundary maximization model determines only the type of Loose Tube constructed Fibre Optic cable testing to be applied in Aerial Kap 4-96 Core that provides the dominant contribution.This optimization explains that some barriers that become obstacle in the process of carrying out the functions Testing Services greatly affect the results of the optimization target.</p> <p>The results of the study is expected to provide input in setting the maximum revenue from the results of laboratory testing on optical fiber cable by controlling resource requirements planning which include the number of measuring instruments, the number of Test Engineer personnel and scheduling effective and efficient testing.</p> <p>Keywords: Optimation, cost, validation, reliability, linear programming, POM-QM</p>

 <p><b>Lukito Adi Nugroho</b> GICICBMLS1705060</p>	<p style="text-align: center;"><b>Real Options Valuation Of Franchise Territorial Exclusivity</b></p> <p style="text-align: center;"><b>Lukito Adi Nugroho</b> Advanced Mathematical Science, Meiji University, Tokyo, Japan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>With the maturity of the franchise system, franchisors have to look for new markets to capitalize constantly. This continuing expansion comes at the expense of the existing franchise establishments, as it could lead to territorial encroachment. One possible solution to mitigate this problem is by offering territorial exclusivity rights of new potential location to the existing franchisee. Yet, pricing the value of territorial exclusivity rights is not simple due to contingent claim nature of this rights. Hence the goal of this paper is to model the territorial exclusivity rights using real options approach, a financial options valuation method that applies in real business. The real options will be built using Datar-Mathews method and then simulated using hypothetical case data. Results and implications will also be discussed.</p> <p><b>Keywords:</b> franchise; real options; territorial encroachment; territorial exclusivity; Datar-Matthews <b>JEL Classification:</b> G130, G17</p>
<p><b>Desiree David</b> GICICBMLS1705062</p>	<p style="text-align: center;"><b>Criminalizing the Transmission of HIV – Lessons for South Africa</b></p> <p style="text-align: center;"><b>Desiree David</b> Nelson Mandela University, Port Elizabeth, South Africa</p> <p style="text-align: center;"><b>Abstract</b></p> <p>South Africa has one of the highest rates of HIV infection in the world, with a sizable percentage of the population living with HIV. A substantial number of new infections occur as a result of sexual activity. South African courts have awarded civil claims for damages as a result of the transmission of HIV as a result of non-disclosure by the HIV positive sexual partner, and more recently, the criminal courts have also convicted and sentenced individuals accused of infecting others as a result of sexual activity. This paper will analyse some case law from South African court cases that have dealt with criminal convictions for the transmission of HIV, and the potential for more widespread prosecutions of these cases. It will also address the desirability of this trend in light of the social public health system, as well as human rights concerns surrounding this highly contentious issue. This will be done by considering some applicable provisions of the Bill of Rights such as the right to privacy and equality, as espoused in the Constitution of the Republic of South Africa.</p> <p>The paper further addresses the experience of other jurisdictions such as Canada, Singapore, Lesotho and Uganda, by analyzing case law, and considers the pitfalls of criminalizing a wide spectrum of sexual conduct that could result in the transmission of HIV. The paper concludes with a proposal that the issue of criminalizing the transmission of HIV cannot be addressed by the criminal justice system alone, as to do so could result in harsh consequences for those living with HIV. As such individuals may be burdened with additional responsibilities that could potentially impact on the rights of the individual. This may ultimately result in injustice for those living with HIV.</p> <p><b>Keywords:</b> Criminalization, HIV, human rights, South Africa.</p>
<p><b>Chun Chih Chen</b> GICICBMLS1705063</p>	<p style="text-align: center;"><b>Impact of Feed-in tariffs on 3E model using system dynamics methodology: a case of Germany</b></p> <p style="text-align: center;"><b>Chun Chih Chen</b> Department Of Management Science, National Chiao Tung University, Taiwan</p>

	<p style="text-align: center;"><b>Abstract</b></p> <p>Germany is leaving the fossil-nuclear age behind, paving the way for renewable energy to play a significant role in a future shaped by sustainable power production. According to the Germany government confirms end to renewable energy Feed-in tariffs. The paper aims to explore the impact of Feed-in tariffs policy on the relationship among renewable energy, co2 emission, and economic growth in Germany by using system dynamics methodology and applied the modified biological ecology Lotka-Volterra model. Firstly, we draw on the system dynamics methodology to build Germany 3E(emission, energy, and economics) model. Then we analyzed the relationship among carbon dioxide emission, energy, and economics. By utilizing the developed and validate system dynamics model we analyze different scenarios Feed-in tariffs and non Feed-in tariffs to examine the Feed-in tariffs effect. The research finds that, Feed-in tariffs plays a significant role import role in Germany 3E model. The policy maker should use the Feed-in tariffs cautiously to achieve a sustainable and balance 3E system in Germany.</p>
<div style="text-align: center;">  <p><b>Anggi Aditiawan</b> GICICBMLS1705066</p> </div>	<p style="text-align: center;"><b>Physical Activity Of Primitive Society In Jambi Indonesia</b></p> <p style="text-align: center;"><b>Anggi Aditiawan</b> Study Program of Sport Science, Post-graduate Program, Sebelas Maret University, Surakarta, Indonesia</p> <p style="text-align: center;"><b>Prof. Dr. Sugiyanto</b> Supervisor in this research, Study Program of Sport Science, Post-graduate Program, Sebelas Maret University, Surakarta, Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study aims to (1) reveal the phenomenon of physical activity of primitive society in their daily life, (2) understand which physical activities have the element to improve physical performance, (3) understand which physical activities have the element of motor skills.</p> <p>The subject of the study is physical activity conducted by primitive society of Suku Anak Dalam in Jambi, Sumatera, Indonesia. This study uses descriptive qualitative method with phenomenology approach. Level of confidence is tested by using data triangulation from the informants who are considered to understand the primitive society Suku Anak Dalam's life structure. The analysis in this study is conducted within five stages, which are: (1) data reduction, (2) data display, (3) conclusion drawing, (4) validity result improvement and (5) narrative analysis result.</p> <p>The result of study shows that: (1) there is physical activity conducted by Suku Anak Dalam people as part of survival activity in the jungle, (2) there is physical activity which has the element of physical performance, (3) there is physical activity which has the element of motor skills.</p> <p><b>Keywords:</b> Physical Activity, Primitive Society, Suku Anak Dalam, Physical Performance, Motor Skills.</p>
<p><b>Mohammed Inuwa</b> GICICBMLS1705067</p>	<p style="text-align: center;"><b>Job attitude and employee performance: An empirical study of non- academic staff of Bauchi State University Gadau Nigeria</b></p> <p style="text-align: center;"><b>Mohammed Inuwa</b> Department of Business Administration, Faculty of Social and Management Sciences, Bauchi State University, Gadau, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Getting the best out of an employee has always been a major challenge an</p>

	<p>employer faced in today's competitive environment. These might be however, connected to the fact that an employee is most dynamic and unpredictable aspect of business resources. It therefore become important for organisation to realise the importance of an employee and also the device strategic means through which an employee can be influenced in order to develop positive job attitudes that can lead to higher performance. Hence, the study aims to examine the relationship between job attitude and employee performance by using the non-academic staff of Bauchi State University Gadau as unit of analysis. An aggregate of two hundred and seventy questionnaires were distributed non-academic staff of BASUG based on systematic random sampling and data collected was analysed using Statistical Package for Social Sciences (SPSS). The outcome of the analysis express that there is positive and significant relationship between job attitude and employee performance. Also, the study is limited due to the fact that it adopts only two variable and concentrate in one institution only. Furthermore, the study will serve as a policy guide to the management of the Nigerian Universities in areas relating to employee performance improvement through job attitude and it will also further make an impetus the field of organisational behaviour and human resource management.</p> <p><b>Keywords: job attitude, employee performance, organisational efficiency</b></p>
<p><b>Walayet A. Khan</b> <b>GICICBMLS1705068</b></p>	<p><b>Risk-reward trade-offs and Volatility Performance of Islamic versus Conventional Stock Indices: A Global Empirical Evidence</b></p> <p style="text-align: center;"><b>Ahmad Abu-Alkheil, Dr. Oec</b> Assistant Professor of Finance &amp; Accounting, German Jordanian University School of Management and Logistic Sciences, P.O Box 35247 Amman 11180 Jordan</p> <p style="text-align: center;"><b>Walayet A. Khan, PhD</b> Professor of Finance, Research Director, Institute for Global Enterprise, University of Evansville, Schroeder Family School of Business Administration 1800 Lincoln Avenue, Evansville, IN 47722</p> <p style="text-align: center;"><b>Bhavik Parikh, PhD*</b> Assistant Professor of Finance, Gerald Schwartz School of Business St Francis Xavier University, Antigonish, Nova Scotia – B2G W5, Canada</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Using Islamic and conventional indexes from FTSE, DJ, MSCI, S&amp;Ps and Jakarta series for the period of 2002-2014, we compare the performance of Islamic stock indices (ISI) and conventional stock indices (CSI).</p> <p>We find a significant difference between both types of indices. M<sup>2</sup>, Omega, Sharpe and Treynor measures show that ISI underperform CSI counterparts while Jensen's alpha and Sortino ratio put ISI ahead of CSI. However, our results reveal no significant superiority of ISI over CSI during the financial crisis of 2008. As compared to the overall market for the full sample period, both indices are shown to be superior. ISI appear to have the ability to offer possible long-term diversification opportunities in an investor's portfolio.</p> <p>Results for GARCH model reveal a significant risk-return trade-off for both indexes and previous volatility of returns have significant explanatory impact on spot risk-return relationship which can be used for predicting future returns.</p> <p><b>Keywords: Islamic stock indices, Conventional indices, GARCH, CAPM, Portfolio.</b> <b>JEL Classification: G11, G32, G15</b></p>
<p><b>Dr H Lambrechts</b> <b>GICICBMLS1705071</b></p>	<p style="text-align: center;"><b>Alternative dispute resolution in the labour law: A South African perspective</b></p> <p style="text-align: center;"><b>Dr H Lambrechts</b></p>

	<p style="text-align: center;">Senior lecturer, Central University of Technology, Free State, South Africa</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Litigation has always been an expensive and time consuming route to follow should you end up with a dispute. The modern approach is to save money and time by using alternative methods of dispute resolution (ADR). ADR refers to ways other than litigation to resolve the dispute. One need to keep the cost low and speed up the process.</p> <p>The discussion will be on the effectiveness of these ADR methods, which includes: conciliation, mediation and arbitration. Hybrid forms have also become a well-known norm, like con-arb, a mixture of conciliation and arbitration.</p> <p>The discussion will further look at ADR in South Africa specific with reference to the necessary bodies working with it (CCMA) and the success thereof. This will be followed by recommendations and the attendees can refer to their own experiences as well.</p>
<p style="text-align: center;"><b>Imad Jabbouri</b> <b>GICICBMLS1705072</b></p>	<p style="text-align: center;"><b>Dividend Policy of Firms Listed on Casablanca Stock Exchange: a Panel Data Analysis</b></p> <p style="text-align: center;"><b>Imad Jabbouri</b> School Of Business Administration, Al Akhawayn Univerisity In Ifrane, Ifrane, Morocco</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study attempts to identify the main determinants of dividend policy in an emerging market, Casablanca Stock Exchange (CSE). It evaluates the theories that better explain the dividend behavior of Moroccan listed firms. The factors examined in this study include: Current Profitability, Expected Level of Future Earnings, Financial Leverage, Growth, Size, Liquidity, Pattern of Past Dividend, Free Cash Flow, Institutional Stock Holdings, and the Economic Conjuncture. : Data consists of 64 non-financial listed firms on CSE between 2004 and 2015. To analyze the data, this study employs panel data analysis, specifically the fixed effects and the random effects models. The findings of this study reveal that current profits, financial leverage, growth, liquidity, free cash flow, institutional stock holdings and economic conjuncture represent the main determinants of dividend policy of Moroccan listed firm. The study also demonstrates that the level of expected earnings and past dividends pattern do not influence dividend policy. Prior literature documents that dividend payout ratio is negatively related to growth only when country governance mechanisms are resilient and shareholders' protection is strong. Hence, reporting a negative relationship between dividend policy and growth in CSE may indicate that Moroccan listed firms, through building a reputation of decent treatment of shareholders, were able to restore investors' confidence and persuade them to postpone current dividends for potential growth. This evidence rejects the bird-in-the-hand theory explanation for paying dividends. Moreover, the positive relationship between free cash flow and dividend policy strongly support the agency explanation for paying dividends. The study offers a valuable tool to CEOs, CFOs, and board of directors to formulate dividend policy while taking into consideration empirically tested determinants of dividend policy. Moreover, given the severity of agency problems in CSE and the role of dividend policy in reducing agency problems, understanding the factors influencing dividend policy is fundamental for investors trading in this market. Finally, a comprehensive understanding of dividend policy and the factors shaping it enables analysts and investors to select the appropriate valuation models and enhance their dividend forecasts. Such improvements are expected to produce better firm's valuation and investment decisions, which subsequently boost investors' confidence, increase market activity, and support</p>

	<p>economic growth. <b>Keywords: Dividend Policy; Panel Data; Emerging Markets; Morocco.</b></p>
 <p><b>Monsour Pelmin</b> GICICBMLS1705074</p>	<p><b>Hotel Managerial Competencies and the Growth of the Organizational Performance</b></p> <p><b>Monsour Pelmin</b> General Education Department, Faculty Member, Mindanao Polytechnic College, General Santos City, Philippines</p> <p><b>Abstract</b></p> <p>The relationship between hotel managerial competencies and organizational success still remains an important issue within organizational literature. However, there were limited studies conducted to assess the relationship of the hotel managerial competencies and organizational performance. For this reason, this study aimed to determine whether there is a significant relationship between hotel managerial competencies and the growth of the organizational performance in General Santos City, Philippines. The research design employed was descriptive correlation. A total of 90 respondents participated in this study. In the research process, the researcher used modified questionnaires. The findings show that the managerial competencies were high. The importance level of the organizational performance indicates that the managerial competencies have an impact to the growth of the organizational performance. There is a significant relationship between managerial profile and the organizational performance. There is a significant relationship between age, sex, field of specialization, number of years as manager and classification of manager as to owner or hired manager to the managerial competencies. However, Insignificant to civil status. There is a significant relationship between managerial competencies and the organizational performance. The result will help the managers on how their competencies support and contribute to the firms overall success as well as their improvement in the organization.</p> <p><b>Keywords: General Santos City, Managerial Competencies, Organizational Performance, Philippines</b></p>
<p><b>Muhammad Arslan Prince</b> GICICBMLS1705079</p>	<p><b>Determinants Influencing the Risk-Taking Behavior of Financial Institution</b></p> <p><b>Muhammad Arslan Prince</b> Bahria University Islamabad</p> <p><b>Sabib Shah</b> Bahria University, Islamabad</p> <p><b>Dr. Hafiz Mushtaq Ahmed</b> Professor, Bahria University Islamabad, Shangrilla Road Sector E-8, Islamabad</p> <p><b>Abstract</b></p> <p><b>Introduction:</b> Risk management plays a very significant role in the operation of financial institutions, especially for banks. Now-a-days banking sector is rapidly growing. Due to increased number of banks and their size, and the increasing competition in banking sector attention must be paid to analyze the risk. As banks are facing so many risks on regular basis. So, they need to be aware of different type of risk and how these can be managed.</p> <p><b>Purpose:</b> This research is an attempt to discuss risk management and its importance to the fundamental operation of banks in Pakistan. The main objective of the study is to determine different determinants of risk taking behavior of financial institutions. For this purpose, non- random sampling technique will be pursued to select sample size of 8 banks.</p> <p><b>Practical implications:</b> The broad policy implication of this paper is that systemic</p>

	<p>risk cannot be lowered by market discipline due to the moral hazard problem. Therefore, regulatory measures are necessary to ensure that individual financial institutions are not endangering the financial system.</p> <p><b>Data Collection:</b> Primary data will be collected from key managers of banks for deciding the impact of varied factors on risk taking behavior of banks. Well-designed questionnaire will be designed to collect data. The questionnaire will be composed of three main parts. The first part will be looked at the goals of risk management process. Second part will be focused on understanding the degree to which bank staff understand the risk and attitude they take towards risk and risk management. Third part will focus on open ended questions designed to obtain more details about specific attitude towards and understanding of risk and risk management. Collected data will be transferred from questionnaire to computer.</p> <p><b>Analysis:</b> Statistical analysis will be applied to understand the impact of various factors affecting risk taking behavior of financial institutions. Managerial implications will be suggested based on the finding of present study. The previous study shows that systemic risk has a positive effect on valuation and that corporate governance has no significant effect on risk-taking. The influence of competition is conditional on the state of the economy and the risk measure used.</p> <p><b>Keywords:</b> Risk, Behavior, Financial Institution, Pakistan.</p>
<p style="text-align: center;"><b>Smita Gupta</b>  <b>GICICBMLS1705083</b></p>	<p style="text-align: center;"><b>Impact Of Ethical Leadership And Servant Leadership On Employee' S Behaviour: A Comparative Study</b></p> <p style="text-align: center;"><b>Smita Gupta</b>          Research Scholar in the department of management studied, Indian Institute of Technology Delhi, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The purpose of this study is to examine the impact of two comparative leadership styles on employees role behaviour. The leadership style is undertaken is ethical leadership and servant leadership. A sample of 67 working executive is taken from IT sector of India. Data gathered through survey using five point likert scale from the organisations. SPSS is used for statistical analysis. The result shows that the ethical leadership predicts extra role behaviour (Whistle blowing) of employees and in-role behaviour (Team effectiveness) of employees are more likely predicted by servant leadership. Leaders and managers of corporate world can be benefited hugely from this study. The study aims to examine the commonalities and differences between these two leadership styles and its impact on employee's role behaviour.</p> <p><b>Key words</b> Ethical leadership, Servant leadership, in role behaviour, Extra role behaviour, Team effectiveness, Whistle blowing</p>
<p style="text-align: center;"><b>Fatihah, Gita Genia</b>  <b>GICICBMLS1705086</b></p>	<p style="text-align: center;"><b>Effect of Employee Stock Ownership Program, Leverage, Size and Growth to Return on Equity at Manufactur Company</b></p> <p style="text-align: center;"><b>Fatihah, Gita Genia</b>          Telkom University</p> <p style="text-align: center;"><b>Norita</b>          Telkom University</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Financial performance is a description of condition company to assess profitability and return on equity. Financial performance can be influenced by many factors, that is ESOP, leverage, size and growth. The purpose of this paper is to examine the effect of ESOP, leverage, size and growth on financial performance. The financial performance used ROE method with dupont system. The paper includes</p>

	<p>a conceptual as well as empirical analysis, in which data from a sample of listed manufacturer firms for the period from 2011 to 2015. The method of this paper is descriptive and verifikatif, method to describe research variables and explain the relationship between variables with hypothesis testing. Data analysis technique is panel data model, use F test and T test.</p> <p>From the result of this study, it can be concluded that ESOP has a significant effect to ROE, leverage not significant to ROE, size has significant effect to ROE, and growth not significant to ROE. Future research can examine other variabels, such as funding policies, ownership structures, intellectual capital and good corporate governance. Researchers can take samples in other sectors, such as financial and insurance sector, service sector, property sector, or industry sector also.</p> <p><b>Keyword: ESOP, leverage, size, growth, financial performance, ROE</b></p>
<p style="text-align: center;"><b>Radita Dwiseptiani Adiningrum GICICBMLS1705087</b></p>	<p style="text-align: center;"><b>The Analysis of Effect of Social Media Engagement to Purchase Intention (Study : Facebook Fan Page of Isotonic Drink in Indonesia)</b></p> <p style="text-align: center;"><b>Radita Dwiseptiani Adiningrum Department of Marketing Science, Faculty of Economic and Business, University of Indonesia, Jakarta, Indonesia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The evolution of social media nowadays has widened the horizon of communication; this also has an effect to marketing communication. Social media build the relationship with specific community and promote the active engagement with consumers as well as give the new challenges to the brand manager to develop their brand. Facebook is chosen as social media under study because it has the biggest number and quality of personal information of its users which can be accessed and identified. Healthy life style is increasing especially in young adult, the life style is shifted from fast food and soft drink consumption into healthy food and mineral water as well as isotonic drink. This study aims to analyze the effect of brand page commitment, brand awareness, word-of-mouth and annoyance to purchase intention of isotonic drink (Mizone, Pocari Sweat, HydroCoco) in Indonesia. The subject of this study is fan page member of those three brands mentioned earlier where the e-questionnaire is used as the research instrument and has been analyzed by Structural Equation Model with Path Analysis. The result shows that brand page commitment, brand awareness, word-of-mouth affect positively to purchase intention, while annoyance affect negatively to purchase intention. Among the three variables that affect positively, WOM has the greatest influence to purchase intention. This study is expected to be able to contribute in marketing communication literature especially consumer interaction with selected brand in social media, as well as a reference to the digital marketing manager to increase the fan page engagement in social media.</p> <p><b>Keyword: Path Analysis, Brand Page Commitment, Brand Awareness, Word-of-Mouth, Annoyance, Purchase Intention, Social Media, Isotonic Drink.</b></p>
<p style="text-align: center;"><b>Huang, Guan-Wen GICICBMLS1705088</b></p>	<p style="text-align: center;"><b>Introduced VR technology into the traditional footwear industry whether affect the customer purchase intention</b></p> <p style="text-align: center;"><b>Huang, Guan-Wen Industrial Engineering and management, National Kaohsiung University of Applied Sciences, Kaohsiung City, Taiwan</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>A procedure is using the questionnaire survey and statistical analysis of the method to explore the introduction of the footwear industry, the application of VR technology whether affect the purchase intention of consumers, form different researchers proposed facets then extend, such as the brand image can bring</p>

	<p>positive impact to the perceived value of the customer, or the traditional shoe industry to import VR technology can also have a positive impact on customer perceived value? This research will explore include VR technology, brand image, customer perceived value, service quality, service innovation and other aspects of the field and research these parts. Technology is changing with each passing day, that will changed the shopping experience for customer in the future. This study by the questionnaire of different facets to stream the verify, main purpose is to help traditional shoes to increase the sales, if the hypothesis factors affect the consumer's behavior to buy the product, and for the purchase of customers have a significant improvement, for the traditional footwear industry to bring the overall positive benefits.</p> <p><b>Keywords:</b> brand image, customer perceived value, service quality, service innovation</p>
<p><b>Tirta Dimas Wahyu Negara</b> GICICBMLS1705089</p>	<p style="text-align: center;"><b>Introduction Of Local Cultural Values Through The Form Of Batik Motifs As The Identity Of The City Of Surabaya</b></p> <p style="text-align: center;">Tirta Dimas Wahyu Negara Art Education, Faculty of Language And Arts, Surabaya State University Jalan Lidah Wetan, Lakarsantri, Surabaya, Jawa Timur 60213</p> <p style="text-align: center;">I Noyman Lodra Education Of Arts And Culture, Postgraduate, Surabaya State University Jalan Ketintang No. 30 Surabaya, East Java, Indonesia 60231</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The existence of UNESCO recognition for batik as Indonesian cultural heritage, resulting in increasing life of national batik industry. The results provide a positive impact for batik craftsmen to be more creative in creating his work. This moment is utilized by local government to be a political media in introducing the advantages and image of the region through the visual display of a particular icon that symbolizes. Each region competes to find local identity of the region for visual icon on the batik motif. This research takes place in surabaya city as an observation location underway. This study uses the approach of cultural studies and semiotics theory as the main theory, To find out if the icon is eligible to be the identity surabaya as a metropolitan city with a very dynamic social society. With the hope of the results of this study can be used as educational media to introduce, to the next generation to know the local values and the identity of surabaya city. Because not infrequently symbols or icons are made on batik motif is form of local artistic depiction, Historic buildings, special food, until flora and fauna that represent in the visualization of surabaya city</p> <p><b>Keywords:</b> Visual icon, batik, local cultural identity</p>
<p><b>Prof. Karunesh Saxena</b> GICICBMLS1705092</p>	<p style="text-align: center;"><b>Effect of Customer Demographics on Their Perception Towards CRM Practices Adopted by Selected Hotels in Rajasthan Province of India</b></p> <p style="text-align: center;">Prof. Karunesh Saxena ICCR Chair Professor, Department of Business Studies, PNG UNITECH, LAE, Papua New Guinea</p> <p style="text-align: center;">Farheen Free Lance Research Scholar &amp; Ex-UGC JRF, FMS, MLS University, Udaipur, Rajasthan India</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Hotel industry is a highly flourishing, lucrative and competitive market. To compete in such a market, the hotels should focus on maintaining good relations</p>

	<p>with the customers and satisfying the customers. Increasingly, the organizations are using Customer Relationship Management (CRM) to help boost sales and revenues by focusing on customer retention and customer loyalty. CRM is the new concept of customer retention and its ruling the marketing world like a pro. Rajasthan province of India is on the world map of tourism and well renowned for its hotel industry. There is a limited study on this topic hence the researcher finds it worth exploring the topic in this region. An attempt has been made in this paper to study the perception of customers towards CRM practices followed by Managers of respondent organizations.</p> <p><b>Keywords:</b> Hospitality Industry, Customer Relationship Management, Customer Retention, Customer Loyalty</p>
 <p>Mr. Jari Martikainen GICICBMLS1707058</p>	<p>Visual Leadership</p> <p>Mr. Jari Martikainen Ph.D., M.Ed., M.A.</p> <p>Abstract</p> <p>The goal of this experimental interdisciplinary research was to examine how to combine visual and verbal research methods and to highlight the role of visuality in defining leadership. The data was produced by showing portrait paintings to a group of participants and by discussing the paintings. The aim of the research was to study, what kind of categories of leadership the participants created on the basis of visual data by applying the method of membership categorization analysis. Stereotypical categories of leadership, as well as categories that broke conventional conceptions of leadership, were detected from the data. The data also revealed that participants made far-reaching interpretations about a manager's personality, as well as ways of managing and communicating with the staff. The study reveals that visual elements clearly play an important role when categorizing our environment. Visual categorization is often unconscious and its realization can lead to questioning one's own conceptions. For this reason, picture-based methods could be very suitable for research that aims at bringing up critical points of view and promoting alternative ways of thinking.</p> <p><b>Keywords:</b> leadership, visual leadership, visual categorization, membership categorization analysis, interdisciplinary research, visual culture studies, social sciences</p>
 <p>Shu-Mei Chiang GICICBMLS1705065</p>	<p>Cross-Listing Hedging Performance and Trading Error: Evidence from Taiwan</p> <p>Shu-Mei Chiang Professor, Department of Finance, Lунghwa University of Science and Technology, Taiwan</p> <p>Chien-Ming Huang Assistant Professor, Department of Banking and Finance Tamkang University, Taiwan</p> <p>Hsin-Fu Chen Associate Professor, Department of Finance, Lунghwa University of Science and Technology, Taiwan</p> <p>Abstract</p> <p>This paper investigates the influences of cross-listing of TTTs on premium/discount, price volatility, cumulative return, and tracking ability as well as the comparison of hedging effectiveness between TTTs and index futures. Our results indicate that TTTs usually trade at a discount. Next, the discount of the TTT listing in Hong Kong is larger than its competitor in Taiwan. Third, the</p>

	<p>intraday mean is smaller for the TTT listing in Hong Kong. Hence, the investors in Hong Kong face lesser price volatility. Besides, the tracking ability of TTT is worse than before after dual-listing in Hong Kong. However, the TTT listing in Taiwan has better cumulative return than that listing in Hong Kong. Moreover, the tracking error of TTT listing in the home country is comparatively smaller than its opponent. Accordingly, if the investors would like to invest in the TTT, they had better invest in the TTT listing in Taiwan to prevent more losses. At last, the hedging effect of TX is better than the other two TTTs, except for the different holding period with 60-day hedging period.</p> <p><b>Keywords: TTT, Cross-listing, Tracking Error, Hedge performance</b>  <b>JEL Classification: G10, G15, C32</b></p>
<p style="text-align: center;"><b>Hye-in, Yoo</b>  <b>GICICBMLS1705094</b></p>	<p style="text-align: center;"><b>A Comparative Study of the priorities between perceived importance of the Legal Issues of Digital Forensics in South Korea</b></p> <p style="text-align: center;"><b>Jae-bin, Lee</b>  <b>Yonsei University, 50, Yonsei-ro, Seodaemun-gu, Seoul, Republic of Korea</b></p> <p style="text-align: center;"><b>Choong C, Lee</b>  <b>Yonsei University, 50, Yonsei-ro, Seodaemun-gu, Seoul, Republic of Korea</b></p> <p style="text-align: center;"><b>Hye-in, Yoo</b>  <b>Yonsei University, 50, Yonsei-ro, Seodaemun-gu, Seoul, Republic of Korea</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>In modern society, many records related to crime are left on digital. Generally, digital information is difficult to be distinguished from the original and is easy to modulate. Thus, digital forensics is becoming more important. However, digital forensic technology now has a lot of inefficiencies because of The rapidity of technology, Unclearness of Jurisdictional, and tool errors due to rapid changes. Therefore, this study surveys digital forensic specialists, and derived the priority of domestic digital forensic issues by redefining the 17 digital forensics fields issues derived from the Brungs-Jamieson study in Australia. The study will be divided into four groups, ‘police’, ‘government and public corporations’, ‘private companies’, and ‘legal groups’; thus, the study will compare and analyze not only the comparative analysis with the existing Australia and the US’s researches, but also the differences in the results of each group in Korea. The results of this study will be used to understand the causes of differences in priorities and importance between groups and countries. Also, it is expected that this study will be able to systemize the method of prioritizing the legal issues in digital forensics.</p> <p><b>Keyword: Digital Forensic, Legal issues, Priority</b></p>
<p style="text-align: center;"><b>Clara Liagina</b>  <b>GICICBMLS1705095</b></p>	<p style="text-align: center;"><b>The Inter-Temporal Relationship Of Non-Performing Loan And Cost Efficiency Of Indonesian Commercial Banks During Period 2013q1 To 2016q3</b></p> <p style="text-align: center;"><b>Anon Kuswardono</b>  <b>Management Program, Faculty of Economics and Social Science, Universitas Bakrie, Indonesia</b></p> <p style="text-align: center;"><b>Clara Liagina</b>  <b>Management Program, Faculty of Economics and Social Science, Universitas Bakrie, Indonesia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This research investigates the inter-temporal relationships between bank efficiency, especially cost efficiency and non-performing loan (NPL) of Indonesian Commercial Banks in the period of 2013Q1 to 2016Q3 to test two hypotheses</p>

	<p>introduced by Berger and deYoung (1997): ‘Bad Luck’ and ‘Bad Management’. This research covers the periods January 2013 – September 2016 using time series and quarterly -published report data of Central Bank of Indonesia (Bank Indonesia) with 10 commercial banks in Indonesia. The Data Envelopment Analysis (DEA) approach is used to measure cost efficiency of commercial banks and Vector Autoregressive (VAR) model is used to test the two hypotheses ‘Bad Luck’ and ‘Bad Management’. The finding of DEA indicates that Bank Permata (BNLI) in every quarter as the most cost efficient in managing its cost with all efficiency score is equal to 1. The average cost efficiency of commercial banks is 0.9294 or 92.94%. The finding also indicates that inefficiency problem of banks lies in the input side rather than output side. This results support the “bad management” hypothesis proposed by Berger and De Young (1997) which suggested that decrease in measured bank efficiency is generally followed by increases in non-performing loan. The bad management hypothesis indicates the major risks facing commercial banks are caused by internal problem. Keyword: Cost Efficiency, Data Envelopment Analysis, ‘Bad Luck’ and ‘Bad Management’.</p>
<p><b>Astri Utami Indriyani</b> GICICBMLS1705097</p>	<p style="text-align: center;"><b>Effect of Compensation and Benefit to Employee Engagement through Organisation Brand in Indonesia’s Startup Company</b></p> <p style="text-align: center;">Astri Utami Indriyani Faculty of Economics and Business, Universitas Indonesia, Depok</p> <p style="text-align: center;">Dr. Ir. Ignatius Heruwasto</p> <p>Startup business in Indonesia has become a popular way to start the business. Startup is as well a promised business in the filed of investment and pay/salary. Does pay and facility is suit well with their job description and makes the engage to company? This paper tests the hypothesis that compensation and benefit have effect on employee engagement with organisation brand in between. Result shows that organisation brand failed to be mediating variable just because only compensation who have effect, that is on organisation brand and employee engagement. Which engagement is affected as well by compensation. Keywords: Startup, organisation brand, employee engagement, compensation, benefit</p>
<p><b>Alireza Mollazadeh</b> GICICBMLS1705099</p>	<p style="text-align: center;"><b>Legal Issue on Termination of E-Contract: A Proposal for Co -existence Between Fair Treatment and Sustainability of E-Market</b></p> <p style="text-align: center;">Alireza Mollazadeh Researcher on Civil Law and Judge in General Civil Court, Hormozghan Iran</p> <p style="text-align: center;">Abstract</p> <p>Nowadays advancement of technology has posed the question on definition, protection and formation of e- contract. In line with that law has recognized some replacement of forms and rules such as original format, best evidence rule and so on. Although such revolution could be considered as advantages and attentions of law in harmonization of law with information technology there is lack of certainty in rule on termination e- contract and way to tackle current issue in Iranian market. The main reason for giving a chance of termination to parties refers to unfair rule. It worth mention that nature and form of e- contract is based on invisible format which could be led to increase parties' damage and unfair treatment among them. In the other part, it has been manifested right to termination of contract as vital and significant subject to tackle unfairness in e-contract. Legal ambiguities on right of termination (format, time, action) and liquidation of the e-contract has posed the question on appropriates of Iranian law</p>

	<p>(Civil Code / E- Commerce Act 2006). In the same time aforementioned ambiguities has forwarded question on the appropriate approach to protect sustainability of market. This research aims to keep the line through legal analysis of nature of right to termination of e- contract and e-market to find an appropriate approach for co e-existence between tackle unfair treatment and sustainability of market.</p> <p>This is legal research that using qualitative research method for analyzing the Iran legislatives' (Civil Code / E- Commerce Act 2006).</p> <p>The result of the study will be mentioning the statement in the law on e- contract and e-market. The implication of this study is right of termination in e- contract and virtual world shall be formulated with fit and properly.</p> <p><b>Keywords: Liquidation of Contract, Right of Termination, E- Contract, E-Market.</b></p>
 <p><b>Murtala Sale</b> GICICSSH1707051</p>	<p><b>The Role Of Motivation In Quality Teaching For Sustainable Development At Primary School Level In Katsina Metropolis, Nigeria</b></p> <p><b>Murtala Sale</b> Bharathidasan University, Tamilnadu, India</p> <p><b>Abstract</b></p> <p>The use of motivation in teaching is an indispensable tool that enhances qualitative teaching and learning especially at the primary level. When behavior of motivation in teaching and learning used, would facilitate comprehension of ideas in the learners as well as ensure long term retention of ideas and topics taught to pupils. This study examined the relevance of using motivation during teaching and learning in primary schools in Katsina metropolitan, Nigeria. It employed survey design using cluster sampling technique. The questionnaire was used to gather data for analysis, and statistical and frequency tables were used to analyze the data gathered. The results show that teachers and students alike have realized the effectiveness of using motivation in learning process and also give the opportunity for the attainment of set objectives in the basic primary education policy. It also discovered that reluctance in the use of motivation during teaching and learning will hamper the achievement of qualitative primary education. The study therefore suggests that there should be the provision of adequate and up-to-date motivational facilities to all primary schools in Katsina metropolis for effective teaching and learning process.</p> <p><b>Key words: Motivation, Quality Teaching, Sustainable Development</b></p>
 <p><b>Zoran Matevski</b> GICICSSH1707052</p>	<p><b>Religion and values in R. Macedonia</b></p> <p><b>Zoran Matevski</b> Department of Sociology, Faculty of Philosophy, Ss. Cyril and Methodius University in Skopje, Skopje, Macedonia</p> <p><b>Abstract</b></p> <p>The European multicultural context includes the Republic of Macedonia, which regionally belongs to the Balkans, not only regarding its geographic position but also considering its politics and culture, respectively. Multicultural comprehension of the society through the contemporary research discourse, can not at any instance circumvent neither the analyses of the studies of values, nor, following the topic of this analysis, the religious values analyses.</p> <p>The social order of the Republic of Macedonia runs on neither as isolated, nor as entirely unique one. Although it is permanently dynamical, a part of it may be subject to sociological research. If one distinguishes the values which are the most important for the cohabitation in the Republic of Macedonia, both during the history and today, from the corpus of values being prevalent in some member countries of the European Union, we could get to what is essential for the Republic</p>

	<p>of Macedonia and this is what should be preserved, verified and maintained. Republic of Macedonia is a multi-cultural structure where the sociological aspects are seething, as for instance: ethnicity and religion. The significance of the dominant value and its analysis is particularly important in transitional societies where values have lost their primary meaning. The modification of values is closely related to the modification of norms thus determining the social implications and changes. The faith strengthens the vertical connection of the people with God as well as the horizontal connection among the people. As any other social constellation, the current one has been also determined by both the cultural and civilizational heritage. Consequently, one must always be aware of the values from the past along with social and cultural heritage. On the other hand, we have been defined by the values currently occurring, i.e. those which are currently being introduced, established and further confirmed.</p> <p>The system of values suggests complexity in a socio-historical context. Human reality is not only the production of something new, but the reproduction of the past, as well. Human and social values aim to keep preserving the social system and culture. The changes and upheavals in the system of values entail large and associated changes in culture in general. This is important to emphasize since the values have the attribute of an impact, which through the socialization i.e. culturalization is accepted as a rule.</p> <p>Values are all those real or ideal objects to which the human needs and desires interconnect. The value is considered to be anything that may be subject to human necessity and desire and that can be satisfied in a way that is not contradictory to the given culture. If there is any dominant value within the society, then the existential meaning is simpler to be reached by the realization of that value. In addition to the sacrilegious values there are also sacral ones offered by the belief as the highest ecclesiastic and moral ideals. Values of the belief date back from the archaic period.</p> <p>Value is a general idea, a product of the evaluation process in the overall reality (material objects, spiritual phenomena and human behavior), that the man considers the given social community as an eligible, desirable and good one. In addition to the profane values there are also sacral ones offered by the religion as the highest ecclesiastic and moral ideals. Religious values impose to the believers to exercise them as both personal and collective practice. The extent at which an individual or a community will be able to get from and to understand the ideal world of values, but not only to convey them as norms and rules but rather to apply them in practice, depends on the person's open-mindedness, willingness, sensitivity and maturity. Religious values are not opposed to the secular ones, rather they are just more deeply rooted and give the secular values the meaning that treats the human as the highest value.</p> <p>Religious values are mostly values that belong to the traditional model of behavior. They have a significant impact on the integrity of the value system and play a great role in shaping the character of the value orientations. In the Entry "European Views Towards the Other" in the "New Dictionary of the History of Identities", Albrecht Classen says: "The entire personality is profoundly associated with the recognition of the Other, as a phenomenological datum beyond the ergo-existence, and all of the cultures, religions and people rely on this basic truth in order to found their own ergo-existences, laws, cultures, religions and nationalities.</p>
<p><b>Santhidran Sinnappan</b> <b>GICICSSH1707053</b></p>	<p style="text-align: center;">Transformative coping and its effect on subjective well-being</p> <p style="text-align: center;">Santhidran Sinnappan Universiti Tunku Abdul Rahman, Malaysia</p> <p style="text-align: center;">Dagmar Corry</p>

	<p style="text-align: center;">Wrexham Glyndŵr University, United Kingdom</p> <p style="text-align: center;">Thanaseelan Rajasekran Universiti Tunku Abdul Rahman, Malaysia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study aims to examine the strength of the relationship between creative coping, spiritual coping, and subjective wellbeing. Sample of this study is students, 247 participants (91 males, 156 females) completed the Creativity, Spirituality, and Wellbeing survey, with a mean age of 19. The majority were of Malaysian (241) nationality. Religious denominations ranged from a majority of Buddhists (110), to 46 Muslims, 36 Christian, 26 Hindu, and small numbers of Tao, Agnostics, and others. Most were of Chinese ethnicity (154), with some Malay (46), some Indian (37), and small numbers of others. There was a strong significant correlation (<math>r=.580</math>) between scores on the spiritual nurture scale and the spiritual coping scale; and between scores on the creative nurture scale and the creative coping scale (<math>r=.580</math>). There were small, statistically significant correlations between spiritual nurture and creative nurture (<math>r=.200</math>), and between spiritual coping and creative coping (<math>r=.183</math>). Lastly, there was a small, statistically significant association between creative nurture and spiritual coping (<math>r=.153</math>). There was a medium, statistically significant correlation between spiritual coping and subjective wellbeing (<math>r=.251</math>). There was no correlation between creative coping and subjective wellbeing. Future study should be extended to other cultures to explore further on relationships between creative coping, spiritual coping, and subjective wellbeing.</p> <p><b>Keywords:</b> Creative coping, spiritual coping, well-being, Malaysia</p>
 <p><b>Kusumawardhana, Ramiaji GICICSSH1705056</b></p>	<p style="text-align: center;"><b>The Survival Strategy of Indonesian Agricultural Sector Towards The Impact of the ASEAN Economic Community</b></p> <p style="text-align: center;">Kusumawardhana, Ramiaji Department of Business Administration, Asia University, Taichung, Taiwan</p> <p style="text-align: center;">Lin, Chun-Wei Department of Business Administration, Asia University, Taichung, Taiwan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>ASEAN Economic Community (AEC) is more than just a manifestation of free trade between ASEAN member countries, but it is an economic integration to create the ASEAN as a single market and production base to envisage the world market. However, it is still needs to be analyzed what is the potential possibility impacts of the AEC especially to the agriculture sector in Indonesia, having concern that Indonesia is a large country in terms of population and of natural resources. This paper explains the outlines of the agriculture position in AEC, moreover focus on the potential impact of AEC on the agricultural sector, and then discuss the implications of AEC on the agricultural sector strategy in Indonesia. The argument is that the AEC impact on the agricultural sector will vary across commodities traded and depending on the strategy pursued by Indonesia to enter the ASEAN free market. Free trade access can propel Indonesia towards food self-sufficiency.</p> <p><b>Keywords-</b> free trade, ASEAN, ASEAN Economic Community (AEC), agriculture</p>
<p><b>Azizah Binti Ismail GICICSSH1705057</b></p>	<p style="text-align: center;"><b>A New Multi-Criteria Framework For Development Of Sustainable Community-Based Tourism Through Homestay Programmes In Malaysia: Multi-Stakeholder Involvement Management Model</b></p> <p style="text-align: center;">Ismail, A., Ph.D,</p>

	<p><b>Faculty Built Environment, Universiti Teknologi Malaysia</b></p> <p><b>Khalifah, Z.,</b> <b>Faculty Built Environment, Universiti Teknologi Malaysia</b></p> <p><b>Mardani, A.</b> <b>Faculty Built Environment, Universiti Teknologi Malaysia</b></p> <p><b>Abstract</b></p> <p><b>This research examines sustainability criteria for homestay programme in Malaysia covering economic, socio-cultural and environmental dimensions. Sustainable community-based tourism through homestay programme is a growing niche market that has impacted destinations in many countries including Malaysia. With demand predicted to continue increasing, the importance of the home stay product will grow in the tourism industry. Malaysia should leverage on the new opportunities for host destinations and service providers generated by the homestay programme. Many studies have been conducted on community-based tourism; however there is a lack of studies on sustainable community-based tourism through homestay programme and multi-stakeholder involvement. Therefore, as a new contribution to knowledge, the aim of this research is how stakeholders can participate more efficiently in a sustainable community-based tourism through homestay programme. Specifically, this research suggests a hierarchical model in the form of the Multi-Stakeholder Involvement Management (MSIM) model. This study proposes a new framework to describe the criteria of sustainable through homestay programmes in Malaysia. In the Delphi method step of the study, criteria of sustainable community-based tourism through homestay programmes will be collected from literature reviews, previous case studies, and interview with stakeholders based on Multi-Stakeholder Involvement Management (MSIM) model.</b></p> <p><b>Keywords: community-based tourism, homestay, tourism, stakeholder, Multi-Stakeholder Involvement Management, Delphi</b></p>
 <p><b>Derry Ramdianto</b> <b>GICICSSH1705060</b></p>	<p><b>Positioning Study of Low Cost Green Car Based on Consumer Perception in Indonesia</b></p> <p><b>Derry Ramdianto</b> <b>Faculty of Business and Economics, Telkom University, Bandung, Indonesia</b></p> <p><b>Abstract</b></p> <p><b>The development of car sales in Indonesia is quite good and dynamic in recent years. One phenomenon of interest is the new segment of Low Cost Green Car (LCGC) since 2013. In this time since LCGC is launched, it has proven to boost auto sales at a time when the economy is unstable. In 2013 when LCGC was unveiled by the government, its sales increased fairly well in 2014. However, entering 2015 and 2016, sales of LCGC did not increase significantly. The purpose of this study was to determine the position map of Toyota Agya, Daihatsu Ayla, Suzuki Karimun Wagon R, Honda Brio Satya, Datsun GO, Daihatsu Sigra and Toyota Calya based on the perception of consumers in Indonesia. And providing advice on what steps should be done each car company to have a better product image so it can be a consumer choice especially in Indonesia.</b></p> <p><b>The method used in this research is descriptive method by comparing the seven products of car. Analyses were performed using Multidimensional Scaling to map the position of the LCGC with one another to analyze and mapping the competition level in the perceptual attributes of a folder with the number of respondents was 500 respondents.</b></p>

	<p>The result of this research is that consumers already perceive that the closest competitor of Toyota Agya is Daihatsu Ayla, the closest competitor of Daihatsu Ayla is Toyota Agya, the closest competitor of Suzuki Karimun Wagon is Honda Brio, the closest competitor of Honda Brio is Daihatsu Ayla, the closest competitor of Datsun Go is Daihatsu Sigra, the closest competitor of Daihatsu Sigra is Datsun Go, and the closest competitor of Toyota Calya is Daihatsu Sigra. While based on attributes, consumers perceive that has the best quality and product features is Daihatsu Sigra and the worst is Datsun Go, according to consumer perceptions in Indonesia, the best security system earned by Toyota Calya and the worst is Datsun Go, the best price is Toyota Agya and the worst is Honda Brio, the best performance earned by Suzuki Karimun Wagon and the worst is Toyota Calya, the best design is Honda Brio and the worst is Datsun Go, and the best technology is Brio and the worst is Datsun Go.</p> <p><b>Keyword: Low Cost Green Car, Car Sales, Multidimensional Scaling</b></p>
 <p><b>Joanda Kevin Yoga Aditama</b> GICICSSH1705061</p>	<p><b>Female Genital Mutilation (FGM) Practice Rejection and Future Challenges in Kenya</b></p> <p><b>Joanda Kevin Yoga Aditama</b> Department of International Relations, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta, Indonesia</p> <p><b>Risky Fauzi Widodo</b> Departement of International Relations, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta, Indonesia</p> <p><b>Abstract</b></p> <p>This paper will explain about Female Genital Mutilation (FGM) practice that happens in Africa, Kenya in particular. This paper will comprehensively explain with unobtrusive research to present the research result in two layers. First, this paper will explain about factor that make this practice has been rejected by majority. With the result that, because of this massive rejection, establishing movement wave against FGM practice by Kenya society, Africa society, even NGO and activist. To explain this first section, this paper will use human rights approach. Second, we will explain about the challenges on FGM practice. In this section, this paper will focus on factors that make several part of society still trying to preserve FGM culture. Since this practice has become their belief and culture, because FGM has been practiced by their ancestors until this time. To explain this section, this paper will use feminism and cultural approach. With those approach we can know that society which still preserving this practice is because of the values, belief, and culture.</p> <p><b>Keywords: Female Genital Mutilation, Kenya, Human Rights, Feminism, Cultural Approach</b></p>
 <p><b>Risky Fauzi Widodo</b> GICICSSH1705062</p>	<p><b>Female Genital Mutilation (FGM) Practice Rejection and Future Challenges in Kenya</b></p> <p><b>Joanda Kevin Yoga Aditama</b> Department of International Relations, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta, Indonesia</p> <p><b>Risky Fauzi Widodo</b> Departement of International Relations, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta, Indonesia</p> <p><b>Abstract</b></p> <p>This paper will explain about Female Genital Mutilation (FGM) practice that</p>

	<p>happens in Africa, Kenya in particular. This paper will comprehensively explain with unobtrusive research to present the research result in two layers. First, this paper will explain about factor that make this practice has been rejected by majority. With the result that, because of this massive rejection, establishing movement wave against FGM practice by Kenya society, Africa society, even NGO and activist. To explain this first section, this paper will use human rights approach. Second, we will explain about the challenges on FGM practice. In this section, this paper will focus on factors that make several part of society still trying to preserve FGM culture. Since this practice has become their belief and culture, because FGM has been practiced by their ancestors until this time. To explain this section, this paper will use feminism and cultural approach. With that approach we can know that society which still preserving this practice is because of the values, belief, and culture.</p> <p><b>Keywords:</b> Female Genital Mutilation, Kenya, Human Rights, Feminism, Cultural Approach</p>
 <p><b>Ahmad Isa Waziri</b> GICICSSH1705070</p>	<p style="text-align: center;"><b>The Impact Of Insecurity On Governance A Case Study Of Nigerian Fourth Republic</b></p> <p style="text-align: center;"><b>Ahmad Isa Waziri</b> Public Administration, Kano State Polytechnic, Kano, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This research work is an examination of “the impact of insecurity on governance a case study of Nigerian Fourth Republic. The study was guided by research questions, hypotheses and objectives, the primary objective of the study is to explore the implication that insurgence and militancy bring about in retaliating efficient performance of the Nigerian fourth republic. The study employed primary and secondary source of data, whereas the primary data was gathered through questionnaire administered where the result of the questionnaire has been presented and analyze in order to test the research hypothesis. From the research findings, it discovered that Failure of the ruling elites to provide purposeful and responsible political leadership has affected the delivery of public goods and services and undermined popular trust in democracy and democratic institutions. Secondly, the failure of democratic governance to improve the wellbeing of most Nigerians is one of the contributing factors to the emergence of numerous threats to national security in the fourth republic. The study finally recommended that there is need for Nigerian leaders to improve the wellbeing of most Nigerians hence lack of social amenities is one of the contributing factors to the emergence of numerous threats to national security in the fourth republic.</p> <p><b>Key words:</b> Impact, Insecurity, Good governance</p>
<p><b>Chun Chih Chen</b> GICICSSH1705072</p>	<p style="text-align: center;"><b>Impact of Feed-in tariffs on 3E model using system dynamics methodology: A case of Germany</b></p> <p style="text-align: center;"><b>Chun Chih Chen</b> Department Of Management Science, National Chiao Tung University, Taiwan</p>
 <p><b>Zulinda Ayu Zulkipli</b> GICICSSH1705074</p>	<p style="text-align: center;"><b>Recognizing Scientific Reasoning Skills of Science Education Students</b></p> <p style="text-align: center;"><b>Zulinda Ayu Zulkipli</b> University Technology MARA, Education Faculty, Puncak Alam Campus, 42300, Malaysia</p> <p style="text-align: center;"><b>Norezan Ibrahim</b> University Technology MARA, Education Faculty, Puncak Alam Campus, 42300, Malaysia</p>

	<p style="text-align: center;"><b>Abstract</b></p> <p>The development of general scientific abilities is critical to enable students of science, technology, engineering, and mathematics (STEM) to successfully handle open-ended real-world tasks in future careers. Teaching goals in STEM education include fostering content knowledge and developing general scientific abilities. One such ability is scientific reasoning. Scientific reasoning that encompasses critical thinking is an important and vital learning outcome in modern science education. Yet in the science classroom often students are not being stimulated to think instead they are groomed to what to think and memorising content of science. Science teachers are not to be blamed as the system of education is very much exam-oriented and students are trained to answer test papers correctly that required recall and procedural understanding that involved minimum thinking. To nurture the scientific reasoning of science students, the science teachers themselves must be competent in scientific reasoning. Lawson (1978) has defined scientific reasoning into four domains: Conservative Concept, Proportional Concept, Control Variable &amp; Probabilistic Thinking, and Hypothetical-Deductive Reasoning. This paper is based on the research seeking scientific reasoning skills among 82 pre-service science teachers enrolled in a Malaysian faculty of education using a survey questionnaire adopted from Lawson (1978). These students were in their final year of study majoring in a discipline of science (such as Biology, Chemistry, or Physics). Among the major findings are: 1. A majority of the inservice science teachers possess low ability in scientific reasoning; 2. There is no significant difference among the inservice teachers of Biology, chemistry, and Physics major; 3. Physics students have higher ability in Conservative Concept, Proportional Concept, and Hypothetical-Deductive Reasoning and Chemistry students have higher ability in Control Variable and Probabilistic Thinking, whereas Biology has moderate ability in the four scientific reasoning patterns. Implication for in-service science teachers programs will be discussed. <b>Keywords:</b> scientific reasoning; science education; higher education.</p>
 <p style="text-align: center;"><b>Arif</b> GICICSSH1705075</p>	<p style="text-align: center;"><b>The Management Of Indonesia's Outermost Small Islands As A National Strategic Region Based On Eco Marine Tourism</b></p> <p style="text-align: center;"><b>Arif</b> Universitas Sumatera Utara</p> <p style="text-align: center;"><b>Sutiarnoto</b> Universitas Sumatera Utara</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Indonesia is the largest archipelago country in the world. Referring to UNCLOS, 1982, Indonesia set the outermost small islands as the base line to determine the border of the marine regime with the principle of the island base line. For indonesia the position of the outermost small islands holds a strategic role, especially from the defense aspect, and security to maintain the wholeness of its territory. This study emphasizes on the law aspect of the mantainance of outermost small islands from several dimensions, such as spatial planning, environment, tourism, institutional, authority management between the central government level, province, and the district/town. Facts had shown that in many countries, small islands that are managed effectively and comprehensively to become a tourism destination that gives foreign exchange to a country and gives economical life to its society. In contrary, management of small islands, especially outermost small islands receive quite many challenges, such as; limited accessibility, ports, streets, electricities, telecommunication, and accomodation supports. To show how available legal instruments in management of small islands are implemented, in this study Berhala Island Serdang Bedagai in the Malaka strait which is the base</p>

	<p>line separating Indonesian and Malaysian territorial waters as a development model of eco marine tourism. Natural resources inventory, and the beauty as tourist attraction, makes Berhala Island Serdang Berdagai promising as a eco marine tourism area. The analysis made towards the law sincronization which regulates the outermost small islands has shown how hard it is to execute development programs of the outermost small islands related to institutional, coordination, management organization changes in the central level aspects, changes in regional authority in managing water regions could be seen as the slowing factor of management momentum in the outermost small islands of Indonesia. Development in nautical tourism in the outermost small islands in Indonesia, at least could shift the approach paradigm from defense and security dimension to local people empowerment dimension, and could also show international society in the effective authorization aspect which in many international juridical decisions is made as judges consideration on ownership territories conflicts of disputed small islands.</p> <p><b>Keywords:</b> Management, Outermost Small Islands, Regulations, Eco Marine Tourism, Berhala Island Serdang Bedagai.</p>
<p><b>Muhammad Prayito</b> <b>GICICSSH1705076</b></p>	<p style="text-align: center;"><b>Lesson Design Of Plane Matter By Using Van Hiele Theory On High School</b></p> <p style="text-align: center;"><b>Muhammad Prayito</b> Mathematic Education Department, Universitas Pendidikan Indonesia Bandung, Indonesia</p> <p style="text-align: center;"><b>Didi Suryadi</b> <b>Endang Mulyana</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The purpose of this study is to construct lesson design of plane matter by using van hiele theory on high school 7th grade in SMP N 2 Limpung. Data about learning obstacle are collected by analyze the student answer of test and study process is used as the basic of lesson design. Lesson table is made of table form that contain 4 main columns. First column is filled by the report of student activity of plane by using van hiele theory. Second column contains student response possibility of learning activity. Third column is filled by reasonable duration of study activities. This study is a qualitative research by using didactical research design method.</p> <p><b>Keyword:</b> Lesson design, Van hiele, Plane</p>
<p><b>Wei-Jen Huang</b> <b>GICICSSH1705077</b></p>	<p style="text-align: center;"><b>Exploring relationships among brand attachment, relationship inertia, virtual community management, mobile marketing and brand loyalty of drugstores' APP in Taiwan</b></p> <p style="text-align: center;"><b>Wei-Jen Huang</b> Department of Business Administration, National ChengChi University, Taiwan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>With information technology advances tremendously, the virtual community and smartphone applications marketing are quickly prevailing and becoming the new platforms of internet marketing. Thus, many drugstores managers are eager to know how their mobile marketing to make their customers and community fans can quickly obtain the latest information about APP experienced activities and publish their reviews and comments will be a critical issue.</p> <p>This study attempts to combine qualitative (eg. in-depth interview, focus group) and quantitative (eg. SEM, PLS) analysis as research method and the main purpose is to probe the relationship of the Taiwan drugstores: Watsons, Cosmed. These APP users among brand attachment, relationship inertia, virtual community management, mobile marketing, and brand loyalty to explore what kind of</p>

	<p>influences from these drugstores' APP users. Our methodology assists the drugstores in formulating of marketing strategies recommendations. Accordingly, these research findings can be served as practical management implications for the drugstores relevant industry.</p> <p>Keyword: Brand Attachment, Relationship Inertia, Virtual Community Management, Mobile Marketing, Brand Loyalty, Drugstores' APP.</p>
 <p>Preeti GICICSSH1705078</p>	<p>Cultural colonization through Shakespeare in Colonial India</p> <p>Preeti Zakir Husain Center for Educational Studies, School of Social Sciences, Jawaharlal Nehru University, New Delhi, India, Pin- 110067</p> <p>Abstract</p> <p>The purpose of this paper is not to provide a descriptive narrative account of Shakespearean plays narrated in colonial India. The work more or less lies in the paradigm of cultural Marxism. This paper challenges the 'innocence' of the Shakespearean plays. It locates specific cultural contexts, involving complex relationships among performing and reading practices that diverge from more buoyant theories. It tries to catch the transition from a printed world to a world where the connotations come alive, a transition from England to India marked by multiple cultural milieus. Shakespeare was a tool in the hands of the Empire to lead to an intense drive to cleanse and standardize the 'untidy and colloquial' local languages and to stamp it with 'authenticity' and 'respectability'. The reproduction of Shakespeare's works occurred as a part of a political strategy of exporting English culture to India in the 19th century. This paper lies at the intersection of history, literature, theatre and education and tries to examine how Shakespeare was used in all these areas, by the colonisers, to further their hegemony without using force. It was Shakespeare who was used by the colonisers to consolidate the British Empire in India and it was Shakespeare again who was used by the native Indians to challenge the Empire.</p> <p>Keywords: hegemony, cultural colonization, Shakespeare, plays, theatre, civilising mission.</p>
 <p>Maslihati Nur Hidayati GICICSSH1705078</p>	<p>Special and Differential Treatment in the WTO Agreement on Agriculture: in the perspective of the Developing Countries</p> <p>Maslihati Nur Hidayati Universitas Al Azhar Indonesia</p> <p>Abstract</p> <p>The existence of the World Trade Organization (WTO) is expected to be instrumental in promoting economic development of countries in the world, particularly the developing country members. Various kinds of arrangements, principles and rules have been agreed among the members in order to harmonize all the existing rules applicable for international trade, which then is expected to create a multilateral trading system acceptable to all parties. One important principle in the WTO Agreement is the principle of special and differential treatment; i.e. different treatment for developing countries (and also the least developed countries) in their obligations to apply the WTO Agreement. Hopefully, the existence of this principle is not contrary to the multilateral trading system that should be always free and fair. Nevertheless, the application of this principle can become questionable if we compare it to the sense of justice in general. On the other hand, the usefulness of this principle depends on how each of developing and underdeveloped countries utilize it in order to facilitate the economic development of their country. This study will analyze how developing countries can take full advantage of the international trade arrangement and implement the principles</p>

	<p>and rules on special and differential treatment in the various rules in the field of international trade within the context of economic development, especially in the agricultural sector. This can be crucial, considering that developing countries members is currently working hard to develop the economy, to reduce poverty and to align themselves with other countries in the world. This is the basic core of the existence of the WTO's multilateral trading system. Keywords: Special and Differential Treatment, Agreement On Agriculture, developing country, Agricultural Sector</p>
 <p><b>Drina Intyaswati</b> GICICSSH1705080</p>	<p><b>Characteristics Of President Jokowi's Communication Style In Communicating Policies</b></p> <p><b>Drina Intyaswati</b> UPN "Veteran" Jakarta - Indonesia</p> <p><b>Mansur</b> UPN "Veteran" Jakarta – Indonesia</p> <p><b>Abstract</b></p> <p>Communication is an activity undertaken by an individual to convey a message or information to the receiver, causing stimulus are able to influence a person's behavior. The mass media bring news about the various issues that arise in the community, including those related to communication styles of President Jokowi in communicating policies. The last case, in which ministers make "political noise" that attacked each other in front of the public, many people questioned about coordination between Jokowi and his officials. Furthermore, researchers set problems taken in the study, 1) How is the characteristic of Jokowi's communication style in communicating policies 2) How is the communication competencies possessed by Jokowi?. Research using qualitative research methods with a makrostruktural discourse analysis approach. The population in this study are the news about communications by President Jokowi as well as policies in the country and abroad, where the medium used is the online media. Online media selected in sampling are News.detik.com and Kompas.com which is the most popular news providers (ALEXA version per February 18, 2015). The results showed that the characteristic of Jokowi's communication style in communicating policies in general is controlling style, although in some situations also use communication styles in accordance with existing conditions, such as dynamic style, relinquishing style, egalitarian style, and also withdrawal style. Based on an analysis of the communication's Jokowi in communicating policies, Jokowi's communication competence covering aspects of commitment and confidence, empathy, flexibility, sensitivity of consequences, and prowess. Keywords : communication style, Jokowi, discourse analysis, critical discourse</p>
 <p><b>Aqueleem Un Nabi</b> GICICSSH1705081</p>	<p><b>The Defensive Functions Of Resilience In Patients With Cardiovascular Disease: An Evaluation Of Current Evidences</b></p> <p><b>Aqueleem Un Nabi</b> Research Scholar, Department of psychology, Aligarh Muslim University</p> <p><b>Mohd. Ilyas Khan</b> Professor, Department of psychology, Aligarh Muslim University</p> <p><b>Abstract</b></p> <p>As we know that psychological factors play an important role in all types of heart disease. The researcher argued that the health benefits advanced by positive emotions may be instantiated in certain traits that are characterized by the experience of positive emotion. . In this regard, the proposed study aimed to review</p>

	<p>on resilience in cardiovascular patients. The role of psychosocial factors in the etiology of cardiovascular disease continues to be debated. Risk profiles for cardiovascular disease are surely among the most valuable products of epidemiology of the past half century. Considering the high prevalence of psychological distresses among patients with chronic physical diseases, the question is why do some of these patients not experience any disorders and cope better with their disease? The concept of resilience is receiving increasing attention in chronic conditions. Resilience has been shown to play a protective role in patients with chronic disease conditions including osteoarthritis (Wright, Zautra, &amp; Going, 2008). It can be concluded from the rapidly growing body of literature that resilience is a balance between risk factors and defensive factors, and it disappears or develops through changes in risk factors and defensive factors. Patients with high resilience have a propensity to improve their defensive factors and administer their everyday life in spite of disease related confines.</p> <p><b>Keywords:</b> Defensive Functions, Resilience, Cardiovascular disease.</p>
<p style="text-align: center;"><b>Supratman</b> GICICSSH1705082</p>	<p style="text-align: center;"><b>Formation Of Public Opinion Through Media Change.Org</b></p> <p style="text-align: center;"><b>Supratman</b> UPN “Veteran” Jakarta</p> <p style="text-align: center;"><b>Drina Intyaswati</b> UPN “Veteran” Jakarta</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Various issues and problems that developed in the community will bring up public opinion. Along with the development of technology and the mass media, Change.org is a website that became media forming public opinion, through campaigns conducted and soliciting support to public opinion that is raised. This study wanted to see how Change.org conduct public opinion formation, and subsequently also wants to be seen how the relationship between the variables that contribute to the formation of public opinion of the user audience Change.org. This research is a survey study with an explanatory approach. Taken a sample of 50 people with accident sampling technique. Data analysis technique using product moment correlation to see the strength of the relationship between the variables opinion formation.</p> <p><b>Keywords:</b> public opinion, change.org, raising opinion, opinion formation</p>
<p style="text-align: center;"><b>Sabiha Yasmeen</b> GICICSSH1705083</p>	<p style="text-align: center;"><b>Gender Difference On Dimensions Of Quality Of Life Among Cardiovascular Patients</b></p> <p style="text-align: center;"><b>Sabiha Yasmeen</b> Research Scholar, Department of Psychology, A.M.U, Aligarh</p> <p style="text-align: center;"><b>Mohd. Ilyas Khan</b> Professor, Department of Psychology, A.M.U, Aligarh</p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Background:</b> Heart failure is an escalating health problem around the world. Cardiovascular disease is always one of the major causes of mortality in the world affecting all aspects of patient’s lives. The World Health Organization (WHO) defines quality of life as, individual perception if their position in life in the context of the culture and value system in which they live and in relation to their goals, expectations, standards and concerns (Awan et al., 2011). This study aimed to explore gender difference on quality of life along with its dimension cardiovascular diseases (CVD) patients. CVD are the leading cause of death globally. This study provides an important contribution to a growing field of research of quality of life</p>

	<p>that shows the gender difference of cardiovascular patients.</p> <p><b>Aims and Objectives:</b></p> <ol style="list-style-type: none"><li>1. To find out the difference between male and female cardiovascular patient on overall score of quality of life.</li><li>2. To explore the gender difference on the dimensions (physical health, psychological, social relationships, and environmental) of quality of life among cardiovascular patients.</li></ol> <p><b>Materials and Methods:</b> This descriptive cross-sectional study was conducted on 100 CVD patients referring to JNMCH (A.M.U, Aligarh). The study included two groups of cardiovascular patients. Group 1 consisted of 60 male cardiovascular patients and group 2 consisted of 40 female cardiovascular patients. Data were collected using the WHOQOL-BREF scale. Data analysis was performed using descriptive and inferential statistics and independent sample test was performed in SPSS 16.</p> <p><b>Results and Conclusion:</b> Result revealed there is a significant difference among male and female on three dimensions of quality of life and overall scores of quality of life. It can be seen that on first dimension i.e. physical health significant difference was found (<math>t=3.34</math>), on second dimension psychological (<math>t=2.98</math>), on fourth dimension environment <math>t=4.69</math> whereas on third dimension social relationship there is no gender difference (<math>t=1.30</math>) while on overall score of quality of life (<math>t=4.13</math>).</p> <p><b>Keywords:</b> Gender, Quality of life, Cardiovascular Disease.</p>
<p>Md. Shamsuddoha GICICSSH1705084</p>	<p style="text-align: center;"><b>Refugees In India During The Liberation War Of Bangladesh And Human Rights: A Historical Analysis</b></p> <p style="text-align: center;">Md. Shamsuddoha Lecturer, Bangladesh Studies, BRAC Institute of Languages, BRAC University 66, Mohakhali, Dhaka-1212, Bangladesh</p> <p style="text-align: center;"><b>Abstract</b></p> <p>In 1947, British India was divided into two countries based on the majority of religion which gave the birth of independent India and Pakistan. As East Bengal (Bangladesh) had a Muslim majority, it joined with Pakistan even being 1400 miles aloof from West Pakistan. Eventually this distance was covered by India. Soon, this geographical barrier turned into a fatal disunity which was multiplied by many other born deformities existed between two wings of Pakistan in terms of Language, culture, tradition and moreover by elitist arrogance of West Pakistani leaders. Instead of breezing these gaps Pakistani leaders increased the dissatisfaction in East Pakistan by denying popular demands. This reflected in the election of 1970 where East Pakistani political party Awami League got a landslide victory not only in the Provincial Assembly of East Pakistan but also in the National Assembly of Pakistan. Surprisingly, instead of showing respect to the mandate of the people by handing over the power to the elected leader Bongobondhu Sheikh Mujibur Rahman, West Pakistani leaders started procrastinating and killing unarmed Bengali people through launching “Operation Search Light” in the midnight of 25th March, 1971. The magnitude of the massacre was so high that thousands of people died in the first few days and approximately 10 million people fled from Bangladesh crossing the border and took shelter in India as refugees leaving their home, jobs, and all other means of living .UNHCR described it as the highest number of refugees in the short time after the 2nd World War. These refugees sheltered mainly in West Bengal, Bihar, Assam, Tripura and Meghalaya. India also hosted this huge number of refugees cordially and helped them in many ways. But the number was so high that being a developing country it was not easy for India to treat them with all they needed for solvent living. Even only giving shelter was not a mere contribution from Indian</p>

	<p>side because it at least helped these massive number of people to be spared from becoming victim of genocide committed by West Pakistani soldiers in the then East Pakistan. There were also some international supports to help refugees but all these could not fully stop the sufferings and the death pole in the refugee camps. Hence, this paper is an attempt to explore the ruthless condition of refugees sheltered in India from Bangladesh in 1971. The humanitarian role played by India to deal with refugees will also be highlighted and analyzed from historical perspective.</p> <p><b>Keywords:</b> human rights, international support, libration war of Bangladesh, role of India, refugee.</p>
<p style="text-align: center;"><b>Thanh Pham</b> GICICSSH1705087</p>	<p style="text-align: center;"><b>Hybrid practices in the implementation of formative assessment in Asian classrooms</b></p> <p style="text-align: center;"><b>Thanh Pham</b> Monash University</p> <p style="text-align: center;"><b>Lam Pham</b> Deakin University</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Formative assessment has recently become a preferred assessment strategy in educational institutions worldwide. However, it is not easy to achieve this practice in Asian classrooms because there are disparities between the socio-cultural context and the principles of formative assessment practices. This one-semester study aimed to uncover the complexities of the implementation process of formative assessment in Vietnamese higher education classrooms. Participants were two lecturers and 250 students from two college classes in Vietnam. The results showed that there were various structural and cultural obstacles, especially existing rules and norms in Vietnamese classrooms that hindered the implementation of formative assessment practices. To suite the local socio-cultural context, the initiative needed to be modified to become hybrid and transformative types of practices.</p> <p><b>Keywords:</b> Formative assessment, Vietnam, hybrid practices</p>
<div style="text-align: center;">  <p><b>Yali Wong</b> GICICSSH1705091</p> </div>	<p style="text-align: center;"><b>The Construction of Law Evaluation Model inUniversity Based on The Institutional Approach</b></p> <p style="text-align: center;"><b>Yali Wong</b> School of Education Shaanxi Normal University</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The law evaluation model is the operational analysis of the rule of law theory, and also the precondition on which the evaluation indexsystem is built.Having observed the current situation and problems of rule of law in university, this article tries to deconstruct the real meaning of rule of law in university tothe definition of evaluation, takes existing law system as research approach and finally forms a lawevaluation model in universities which includes four modules ofinstitutionalization, functionalization, security and effectiveness. This model will help us to measure or evaluate the level of the construction of the rule of law in public colleges and universities.</p> <p><b>Keyword:</b> The Institutional Approach ; Rule of Law inUniversity ; The Construction of Law Evaluation Model</p>
<p><b>NDM Santi Diwyarthi</b> GICICSSH1705092</p>	<p style="text-align: center;"><b>Operational Procedures Standard and Training and Career Development at CS Hotel in Ubud</b></p> <p style="text-align: center;"><b>NDM Santi Diwyarthi</b></p>

	<p>Hospitality Administration, Bali Tourism Institute, Nusa Dua Bali, Denpasar Bali, Indonesia</p> <p><b>Abstract</b></p> <p>Hotel as a type of commercial services business has role and function to provide qualities of facilities. Guests would come to enjoy the facilities provided by the hotel, like rooms, food, drinks, and other facilities. The hotel will always emphasizes quality services to provide satisfaction to their guests and get its benefits. To achieve these objectives, the management set operational prochedures standard and work competence covering knowledge, skills and attitudes (knowledge, skills, and attitude) for the staff. The early step of recruitment involves some series of tests, such as the language proficiency test and competencies of work. The candidates who have passed the test will be placed according to their competence and in accordance with the needs of the company. The next step is to conduct orientation. new employee will be given further knowledge about the hotel's general knowledge, hotel organization, responsibilities that must be carried during working at the company. Next is training and development. Training and development programs prove employees abilities to perform duties and responsibilities.</p> <p>CS Hotel in Ubud is a three-star hotel with 101 rooms, 96 employees and seven departments: Front Office, Food &amp; Beverage Service, Food &amp; Beverage Products, Human Resources, Sales &amp; Marketing, Finance, and Engineering. studied the subject matter of "How are the implementation of Operational Prochedures Standard, Training and Career Development of employees CS Hotel in Ubud". Discussion of this research is the implementation of the Operational Prochedures Standard, Training and Career Development for employees at Food Production Department, CS Hotel in Ubud. The research is Qualitative Research using Observation Methods, instruments are, check list observation, camera. Samples were employees from Food Production Department. There are 13 employees and two outsourced staff.</p> <p>The conclusion are, Work Systematics (there is no operational prochedures standard, job description and job specification for food production department, workload analysis, training plan). Related to Human Resources (No program in training and career for employee, Lack of understanding hygiene and sanitation, non-standard work). Related to Conditions Workplace (poor illumination caused by light contained in kitchen, ceiling of the kitchen, slippery floors, drainage system or sewer iron contained in kitchen are less well maintained, lack of air circulation for kitchens pastry and bakery).</p> <p><b>Keywords:</b> Operational Prochedures Standard, Training and Career</p>
 <p><b>Md. Rabiul Islam</b> GICICSSH1705093</p>	<p><b>Elder Abuse and Neglect in Rural Bangladesh</b></p> <p><b>Md. Rabiul Islam, PhD</b> Professor, Institute of Social Welfare and Research, University of Dhaka, Dhaka 1205, Bangladesh</p> <p><b>Abstract</b></p> <p>The aim of this study was to unfold the nature, causes and consequences of elder abuse and neglect in rural Bangladesh. The study used a mixed method approach, where a social survey and in-depth case study methods were employed. Results revealed that poverty, breaking joint family, decrease of earning capacity, dependency, health hazard; maladjustment, changing social norms and values, natural calamity had distinct causations of elder abuse. The study also found that the older people in rural areas were physically, mentally, financially, and verbally abused and neglected and that were related with their social isolation, loneliness, illness, fear, stress, and tendency to commit suicidal attitude. The findings would</p>

	<p>be important guideline to the policy makers, human rights practitioners, government and non-government organizations. <b>Keywords: elder abuse and neglect, elderly people, rural society, Bangladesh</b></p>
 <p><b>Mohammad Hafiz Uddin Bhuiyan</b> GICICSSH1705094</p>	<p style="text-align: center;"><b>Consequences of Early Marriage among Slum Women in Dhaka City</b></p> <p style="text-align: center;"><b>Mohammad Hafiz Uddin Bhuiyan, PhD</b> Institute of Social Welfare and Research, University of Dhaka, Dhaka-1205, Bangladesh</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The present study aimed to understand the present situation of early marriage in the country and identify the factors associated with the practice. It is also intended to reveal the consequences of early marriage on young married women as well as society. Interview and observation technique for data collection are used in the study. The survey findings highlight just how prevalent child marriage is in Bangladesh and also it's changing trends. It showed that majority slum women got married before the age of eighteen years because of poverty, insecurity and ignorance. The mean marital age is found 14.6 years. So, early marriage is more common in rural areas compared to urban areas. But slum area is the deprived section of rural area where slum women, the poor and marginalized sections of society, are the victims of early marriage in most cases. The most common consequence of early marriage is the negative impact on a woman's health. It also covers the policy and advocacy recommendations to prevent child marriage in Bangladesh.</p>
 <p><b>Windhi Tia Saputra</b> GICICSSH1705095</p>	<p style="text-align: center;"><b>Moslem's Perception Towards Advertising With Mystical Approach On Television</b></p> <p style="text-align: center;"><b>Windhi Tia Saputra</b> Department of Communication, Faculty of Social &amp; Political Science, Universitas Pembangunan Nasional "Veteran" Jakarta , Jakarta, Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Advertising is a form of promotion that is widely used to introduce a product. Selection of television as a media for advertising is considered for its extensive coverage and can be viewed by different levels of economic class. Despite in Moslem's faith, some of mystical beliefs are prohibited, especially the shaman magic, but the television still advertise a product that contain mystical element. This study wanted to know; How is Moslem's perception towards advertising with mystical approach on television?</p> <p>This research is a qualitative study with descriptive research approach. Samples were taken 10 audiences as an informant to interview about Elastex advertising product on television. Analysis of data using descriptive analysis to represent moslem's perception of Elastex advertising product.</p> <p>Results from the study showed that the majority of the informants stated that advertising of Elastex products containing elements of mysticism, although some believe that it is only the creativity of advertising. They also stated that the products with advertisement that contain mystical should be reconsidered to broadcast by television stations. Perceptions about the mystical advertising are related to the environmental belief and also the knowledges or one's education.</p> <p>This study uses primary data taken directly by the researchers through interviews with informants. This research is helpful for the Indonesian government, especially KPI (Commission of Indonesia Broadcasting) to overseeing implementation of regulations on advertising in Indonesia, so that it can avoid restlessness, particularly in the Muslim community.</p> <p><b>Keywords : perception, mystical advertising, moslem's perception</b></p>

<p>Jacqueline M. Quinless GICICSSH1705096</p>	<p><b>Decolonizing Bodies and Indigenous Pathways to Health and Well-being</b></p> <p>Jacqueline M. Quinless Camosun College and Rebeccah Nelems, University of Victoria, Canada</p> <p><b>Abstract</b></p> <p>The adverse effects of colonialism have been identified as a determinant of poor health, resulting in lower states of wellness in Indigenous peoples and communities (Reading et al, 2007, Gone, 2011; Ahenakew, 2011; Kirmayer et al., 2011; Kirmayer et al., 2012; Gone, 2013; Smith, 2012; Reading et al, 2007; White et al, 2009). This has influenced Indigenous peoples' efforts to shape and determine their well-being through the resurgence of Indigenous worldviews as a strengths-based response to ongoing colonial practices. Research into Indigenous resistance and resurgence (Alfred, 2008) has shown that the sense of interdependency that Indigenous peoples maintain through participation in cultural activities, and traditional land-based practices helps them cope with the adverse impacts of colonization. Indigenous scholars are aware that Indigenous peoples who are rooted in traditional Indigenous ways of thinking and being have improved health and well-being (Alfred &amp; Corntassel, 2005; Ahenakew, 2012; Corntassel, 2012; Corntassel, 2008; Baskin, 2005; Gone, 2011; Chandler &amp; Lalonde, 1998; Gone et al, 2010; Gone et al, 2014; Kelley et al, 2012; Kenny et a al, 2004; Kirmayer et al., 2011; Kirmayer et al., 2012; Kral, 2012; Lawson-Te Aho &amp; Liu, 2010; Mundel &amp; Chapman, 2010; Wilson &amp; Rosenberg, 2002). How does understanding well-being through a decolonizing research approach support an understanding of well-being that will be of benefit to Indigenous people, their communities, as well as non-Indigenous peoples and the broader environment? Decolonization offers alternative ways to think about health and well-being that are rooted in Indigenous traditional knowledge systems, community values, and an interconnected holistic approach to well-being that can serve to enhance community capacities and promote health for all.</p> <p><b>Keywords:</b> Indigenous, decolonization, interdependency, well-being</p>
<p>Aqueleem Un Nabi GICICSSH1705098</p>	<p><b>The Defensive Functions Of Resilience In Patients With Cardiovascular Disease: An Evaluation Of Current Evidences</b></p> <p>Aqueleem Un Nabi Research Scholar, Department of psychology, Aligarh Muslim University</p> <p>Mohd. Ilyas Khan Professor, Department of psychology, Aligarh Muslim University</p> <p><b>Abstract</b></p> <p>As we know that psychological factors play an important role in all types of heart disease. The researcher argued that the health benefits advanced by positive emotions may be instantiated in certain traits that are characterized by the experience of positive emotion. . In this regard, the proposed study aimed to review on resilience in cardiovascular patients. The role of psychosocial factors in the etiology of cardiovascular disease continues to be debated. Risk profiles for cardiovascular disease are surely among the most valuable products of epidemiology of the past half century. Considering the high prevalence of psychological distresses among patients with chronic physical diseases, the question is why do some of these patients not experience any disorders and cope better with their disease? The concept of resilience is receiving increasing attention in chronic conditions. Resilience has been shown to play a protective role in patients with chronic disease conditions including osteoarthritis (Wright, Zautra, &amp; Going, 2008). It can be concluded from the rapidly growing body of literature</p>

	<p>that resilience is a balance between risk factors and defensive factors, and it disappears or develops through changes in risk factors and defensive factors. Patients with high resilience have a propensity to improve their defensive factors and administer their everyday life in spite of disease related confines. <b>Keywords:</b> Defensive Functions, Resilience, Cardiovascular disease.</p>
 <p><b>Prof. Dr. Bahattin YAMAN</b> GICICSSH1705099</p>	<p style="text-align: center;"><b>Aleppo as a sign of Doomsday in Islamic Culture and Ottoman Art</b></p> <p style="text-align: center;"><b>Prof. Dr. Bahattin YAMAN</b> Suleyman Demirel University, Isparta TURKEY</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Doomsday is a reality in Islamic culture as in some belief systems. Although God emphasizes in the Holy Quran that only He knows the time of Doomsday, it has always been an issue of concern and question of debate in Muslim societies. Some events and facts that are accepted as signs of Doomsday are mentioned in Classical Islamic sources even if its time is not known. One of the signs that are seen as a sign of Doomsday is the events about Aleppo.</p> <p>Tercume-i Miftah Jifr al Jami written by Abdurrahman bin Muhammad al Bistami (d. 1454) is a book that mentions about the signs of Doomsday. Four events are drawn attention in the book and in a sense a connection between the events about Aleppo and Doomsday is made. According to these events, Doomsday will not happen unless the army with 12 flags arrives at the Aleppo Plain. In another story, it is drawn attention that the Christian army with 80 flags will arrive at Aleppo. Later on the events, some books include that Mahdi and his army that are the sign of Doomsday will be ready in Akka Plain near Aleppo, surround Aleppo Castle and fight with unbeliever troops. The illustrations about the events that were mentioned in the text were drawn in the late 16th and early 17th century copies.</p>
 <p><b>Ibrahim Ghide Adamu</b> GICICSSH1705101</p>	<p style="text-align: center;"><b>Niger- Delta Crisis: Causes and its effects on the socio-economic life of the people of Ogoni, River State, Nigeria</b></p> <p style="text-align: center;"><b>Ibrahim Ghide Adamu</b> Social Development, Mai Idris Aloma Polytechnic, Geidam, Nigeria</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The Niger Delta crisis especially in Ogoni land is a persistent issue that has continues to threaten the hegemony of Nigeria as a single united political entity. Its implications on the nation`s economy is also another important issue to be serious about. Conducted with the used of qualitative research methodology and analysis, this research examines some of the major causes of the Niger Delta Crisis. It also assesses the effects of the crisis on Ogoni people and their land. The implications of the crisis on Nigeria`s economy were examined by the research. Poor environmental protection and management policies from the part of the Nigerian authority as well as ineffective and unsustainable social corporate responsibility measures on the part of multinational oil companies involved in oil exploration in Ogoni land as this research found out are some of the causes of the Niger Delta crisis such as marginalization, environmental degradation greed etc. The research finally recommended that the federal government of Nigeria improve in its environmental protection and management policies in the region. Oil companies the research also recommended should adopt effective and sustainable social corporate responsibility measures so as to contribute in the development of infrastructure, improve living conditions and guide maintains effective environmental protection and management measures in Ogoni land and the entire oil producing communities in the Niger Delta region of Nigeria.</p>
<p><b>Norman Mudor</b></p>	<p><b>Patient perception and attitude towards medical students' involvement in patients</b></p>

<p>GICICSSH1705107</p>	<p>care at Yala Medical Education Center</p> <p>Norman Mudor Yala Medical Education Center, Yala Medical Education Center, Yala Hospital, Yala Thailand</p> <p>Adhhiyah Mudor</p> <p>Abstract</p> <p>A descriptive cross sectional study of all adults inpatients who attend the surgical department of Yala hospital. The duration of the study is from April 20th to May 10th 2017. All inpatients will be select. A structured self-administered questionnaire is use to collect from the patients' information relating to their perception and attitude towards the involvement of medical students in their care. The questionnaires will distribute for all inpatients in surgical department and will being duly return for the study. Respondents were aged between .....The mean aged was.....% were males while .....% were females. ....% of inpatients felt confident about the examination. The majority of respondents were .....% indicated their willingness to allow medical students participate in their care.</p> <p>Keywords: Patient perception, Patient attitude, medical students</p>
 <p>Yenni Rosana GICICSSH1705108</p>	<p>Understanding the Socio-Cultural Context of Child Labour in Aceh, Indonesia</p> <p>Yenni Rosana Lecturer at the English Literature Department Dehasen University, Bengkulu, Indonesia</p> <p>Associate Professor Richard Chauvel Honorary Fellow, at Asia Institute, the University of Melbourne, Australia</p> <p>Dr. Siew Fang Law Senior Lecturer, Victoria University, Australia</p> <p>Abstract</p> <p>Child labour is illegal in Aceh. However, there is no enforcement of the available laws and regulations to prevent child labour from occurring and this daily phenomenon is escalating at an alarming rate. Furthermore, this research presents the complexities of the situation.</p> <p>The field study for this research used primary data from in-depth qualitative interviews with community participants and intellectual participants. In addition, this study also use some secondary data sources including government and NGOs documents, books, articles, photos and videos. Other sources included the mass media, published books, previous research studies, government and organization's websites and other online sources also some informal discussions with community and intellectual participants and field observations were conducted.</p> <p>The general assumption that poverty is the main cause of child labour; however, this study found that children who are less poor are also working. The reason of working are varies from each different perspectives. In addition, most of community participants argued that they are not familiar with the laws and regulations of child labour.</p> <p>The Acehnese culture does not recommend children to work nor to take responsibility of family income. However, it is true that the working children in the village are not banned by parents and community in their environment. Most of these children maintain their schooling while working. Consequently, some communities reject the impact of child labour on formal education. Many</p>

	<p>communities also see work as part of education, which teaches children responsibility, independence and self-esteem and/or pride, which represents the strong qualities of traditional Acehnese people, which has shaped the patterns and behaviours of children working in the region.</p> <p>The community's perspectives and other social polemics have continued the existence of child labour in Aceh. Therefore, the reduction of child labour programs in Aceh is not merely by strengthening the implementation of laws and regulations, but also requires the understanding of community values and attitudes around the issue.</p> <p><b>Keywords: socio-cultural, Aceh, child labour, communities, education</b></p>
 <p><b>Desideria Cempaka Wijaya Murti GICICSSH1705109</b></p>	<p style="text-align: center;"><b>What can “Old Villages” tell us about nations? A Comparative Study on the Local Preservation Movements in the Heritage Villages of Tsumago, Nagano-Japan and Penglipuran, Bali-Indonesia</b></p> <p style="text-align: center;"><b>Desideria Cempaka Wijaya Murti</b> Lecturer of Universitas Atma Jaya Yogyakarta and currently a PhD Candidate at Curtin University, Australia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>In an increasingly competitive tourism industry where old villages are preserved to promote a nation brand through nostalgic approach, this study investigates the narratives expressed in the cultural heritage village sites. The study explores the “old village” of Tsumago in Nagano Prefecture and Penglipuran in Bali Province, both are well known as the initiator of Japanese and Indonesian local movements to preserve cultural heritage villages.</p> <p>Both villages are used to romanticize and celebrate the nation identity in a nostalgic setting. In Japan, this approach is known as “Furusato.” Philosophically, it is a part of cultural life to express the imagining of “home” or “old village” or “native place”. This term is widely used in the marketing of heritage to resonance and to politicize the message of “going/looking back to the native place” to attract visitors to the heritage sites. The concept of Furusato functions as a way to bridge the hybrid past with modern setting using a nostalgic approach. A similar concept also elucidates in Bali especially in the Penglipuran village, from the words “Pengeling” and “Pura” which also means as a reminder to go back to the ancestors or the past. Penglipuran village is preserved to keep the authentic life of Bali and let the tourists ‘ride on the time machine’ through the old village setting. Specifically, this research projects will compare the contested process of preserving these two cultural heritage villages in Japan and Indonesia. Primary field research is conducted through interviews with local people and participant observation of the villages’ routines to experience and examine how tourist culture is performed and to retract the preservation movements. A textual analysis of tourism promotional media is also conducted to examine how cultural heritage performance in tourist villages works in conjunction with the media text to experience a nation and conveys stories.</p> <p><b>Keywords: tourism, media, spaces, tourist village, imagining, nostalgia, nation, heritage</b></p>
<p><b>Ratugamage Asha Nimali Fernando GICICSSH1705110</b></p>	<p style="text-align: center;"><b>Teaching and Learning in a Multicultural Society: A educational philosophical approach</b></p> <p style="text-align: center;"><b>Ratugamage Asha Nimali Fernando</b> University of Sri Jayewardenepura, Sri Lanka</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The purpose of this research paper is to define the concept of multicultural education and multicultural education as a philosophy to be followed by the</p>

	<p>present system of education in metropolitan world.</p> <p>Multicultural education is a philosophical concept built on the ideals of freedom, justice, equality, equity, and human dignity as acknowledged in various documents, such as the U.S. Declaration of Independence, Universal Declaration of Human rights adopted by the United Nations. It affirms our need to prepare student for their responsibilities in an interdependent world. It recognise what sort of role schools can pay in developing the attitudes and values necessary for a democratic society. It values cultural differences and affirms the pluralism that students, their communities, and teachers reflect. It challenges all forms of discrimination in schools and society through the promotion of democratic principles of social justice.</p> <p>Multicultural education is a process that permeates all aspects of school practices, policies and organization as a means to ensure the highest levels of academic achievement for all students. It helps students develop a positive self-concept by providing knowledge about the histories, cultures, and contributions of diverse groups. It prepares all students to work actively toward structural equality in organizations and institutions by providing the knowledge, dispositions, and skills for the redistribution of power and income among diverse groups. Thus, school curriculum must directly address issues of racism, sexism, classism, linguicism, ageism, heterosexism, religious intolerance, and xenophobia. This paper will discuss the importance of the application of multicultural approach to modern education. This will consist three sections , the section one discuss the meaning and scope of the multicultural education, and the section two analyses the different approaches to multicultural education and the final section will bring about the principles of teaching and learning in multicultural society.</p> <p><b>Keywords:</b> education, multiculturalism, freedom, teaching, learning.</p>
<p>Hosein Asadollahi GICICSSH1705111</p>	<p style="text-align: center;">Socio-economic issues in the shadow of propagation of visual satire culture; Review the status of the TV comedy series in iran's national media in the context of the economic crisis</p> <p style="text-align: center;">Hosein Asadollahi M.A. in Cultural Studies</p> <p style="text-align: center;">Abstract</p> <p>Statistics show that popular comedy series have been one of the most viewed TV programs in Iran in the past two decades. With offering audio-visio contents reflected from everyday social life, these series not just get people to watch them, but also, with propagating concepts and behaviors and affecting collective conscious and subconscious, they work as ideological drive of cultural policies made by the government. Broadcasting such series at critical junctures when the society is facing enormous economic crises is questionable, critically arguable, and problematizable.</p> <p>In the past decades, economic crises caused by sanctions have affected the economy of Iran, and consequently have challenged various aspects of social life of people. Simultaneously and beyond all sanctions and economic deadlocks, consumerism— institutionalized by global communication and uninterrupted exchange of information and advertisements—has created a non-constructive conflict between individuals' demands and their economic origins, and has forced the government to think about cultural solutions.</p> <p>Increase in production of popular comedy series with reflecting socio-cultural issues is one of the approaches that the government has taken to deal with such problems. One of these series that is currently broadcasting via an official governmental channel is “lisanseha” and has been chosen as the case study of this paper. With the narration of the lives of three young people with a bachelor's degree, Lisanseha presents a wide spectrum of issues including shortcomings in</p>

	<p>academic education, unemployment, difficulties in making emotional relations among educated young people, family dysfunctions caused by drug abuse, and other middle-class problems.</p> <p>Using qualitative approach and the methodology of Fairclough’s critical discourse analysis, this study not just tries to problematize the epidemic, organized trend of presenting such phenomena on the official governmental TV, but also address the following questions: Why does the government want to show socioeconomic issues in the form of comedy series? Has this comedy discourse provided a platform for asking fundamental questions, or has this comedy discourse only reduced such complicated issues into trivial issues?</p> <p>Results suggest humorously presenting socioeconomic crises via comedy series not just is the ideological representation of reality, but also is the propagation of superficial culture and sentimental, massive perception of social issues. In the collective unconscious, it also transforms the resistance against crisis into accepting the crisis.</p> <p>Keywords: popular series, comedy discourse, critical discourse analysis, socioeconomic crisis, visual culture, government.</p>
<p style="text-align: center;"><b>Sang Mi Jeon</b> GICICSSH1705112</p>	<p style="text-align: center;"><b>The Effects of Visitors’ Safety Perception on Overall Image, Trust, and Behavioral Intentions at the Marine Leisure Exhibition</b></p> <p style="text-align: center;"><b>Sang Mi Jeon</b> Assistant Professor, Department of European Culture &amp; Tourism, Andong National University 36729 Gyeongdongro 1375 Andong-si, Gyeongsangbuk-do, South Korea</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The objective of this study is to empirically examine the effects of visitors’ safety perception regarding experiential activities at the marine leisure exhibition on overall image of exhibition, trust, and behavioral intentions. To collect a data, a self-administrated survey will be conducted at the marine leisure exhibition in Korea. Simple descriptive statistics, factor analysis, and regression will be utilized to test the proposed hypotheses. The findings of this study will help exhibition organizers to gain a comprehensive and strategic understanding of visitors’ safety perception, and to develop strategies to enhance visitors’ safety perception.</p> <p>Keywords: Safety, Safety perception, Image, Trust, Behavioral intentions, Exhibition Industry</p>
<p style="text-align: center;"><b>Halimah Irna Pujiati</b> GICICSSH1705116</p>	<p style="text-align: center;"><b>Negotiating Gay Community : Social Exclusion And Identity As Gay In Jombang</b></p> <p style="text-align: center;"><b>Halimah Irna Pujiati</b> Student of Magister Sociology, University of Indonesia, Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The emergence of communities and individuals who carry identity as gay in Indonesia is still be debate. Gay in Indonesia is still be a part of exclude society, that situation is different everywhere and this depends on several things such as social circumstances and local culture. This article will describe about how is the state gay community and exclusion process in a city that has a dominant culture of pesantren, Jombang. Despite getting the image as a “santri” city but there is a gay community exist in it. So, how is the real situation of the gay community in Jombang and how they negotiate with their identity as gay in the dominant culture of pesantren. By using the theory of social exclusion (Haralambos&amp;Holborn, Kiepal, Tukacs,etc) and the way negotiations are analyzed with communicative action from Habermas. The results of this research are gay community experiencing a state of social exclusion which relates to their identity. Social exclusion has an impact on the lack of public access.</p>

 <p style="text-align: center;"><b>Deniz MADEN DEĞER</b> GICICSSH1705117</p>	<p><b>Keyword: social exclusion, dominant culture, public space, limitations.</b></p> <p style="text-align: center;"><b>The Education Policy Of British Colonialism “The Case Of India”</b></p> <p style="text-align: center;"><b>Deniz Maden Değer</b> PhD research scholar, Süleyman Demirel University, Isparta, Turkey</p> <p style="text-align: center;"><b>Abstract</b></p> <p>There has been an ongoing debate about whether colonialism had a modernizing influence on the colonized societies or colonial policies were just imposed to the benefit of the imperialist powers and led to the socioeconomic inequality. This research analyzes the British colonial education systems within a framework that considers education as a main factor in the advancement of civilization and social prosperity, and an instrument of social change and control. Also, this paper examines the “British social engineering process” (by which a human being is changed from what he is to something that those in authority wish him to be) on Indian population by means of education. The research reveals that British colonial education policy introduced the first “modern” educational institutions in India. These schools were not located in all regions, and did not educate all population. Indians who received this education eventually turn into trained, Western-oriented elites who embraced Western values and culture. On the other hand, the uneven educational development within India resulted in increased socioeconomic differences and disparities by gender, region, ethnicity and religion. However, despite difficulties and shortcomings, India is developing a local, alternative body of knowledge, and is rapidly advancing as a world leader.</p> <p><b>Keywords: British Colonialism, Education Policy, India, Social Engineering.</b></p>
<p style="text-align: center;"><b>Reeba Gaba</b> GICICSSH1705118</p>	<p style="text-align: center;"><b>A Comparative Analysis Of Leadership Styles Of Men And Women Civil Servants In Haryana</b></p> <p style="text-align: center;"><b>Reeba Gaba</b> Department of Sociology, Panjab University, Chandigarh</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The representation of women at all levels in Government and Civil Services has always been low. The insignificant presence of women in these services owes to a number of reasons such as- the traditional mindset that men are always superior to women, that the women’s place of work is confined to the domain of household and her identity is attached to that of her father, husband or son. But, there has been a change. Women are breaking these stereotypes and witnessing an equal participation with men. This paper attempts to highlight a comparison of leadership styles of men and women Civil Servants in the Administrative Services of Haryana- a state where women are governed by a strong patriarchal mindset, denial of education and basic rights; and prevalent violence against women. The objective of this study is to examine the functioning and leadership styles of women administrators as compared to their male counterparts. The major findings of this study are- Women form comparatively better leaders than men. According to most men, women administrators are more focused, able and more competent than men administrators. Fewer women, who treat their staff like a family at the workplace, expressed a desire to be a little aggressive and authoritarian, not just to make the staff work, but also for their own reputation. Most male officers feel comfortable working with a male boss, but they are a little hesitant when they have a female boss. On the other hand, some men find it easy working with female bosses because they believe women take work and work related problems more seriously as compared to men officers.</p> <p><b>Keywords : Women, leadership, administrators, civil service</b></p>
<p style="text-align: center;"><b>Jessica Noviena</b></p>	<p style="text-align: center;"><b>Globalization &amp; Entrepreneurship: Poverty Reduction in China</b></p>

<p><b>GICICSSH1705119</b></p>	<p style="text-align: center;"><b>Jessica Noviena</b> Padjadjaran University, Department of International Relations, Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper elaborates the anti-thesis of globalization caused poverty, without dismissing the existence of such phenomenon; instead presents the incentives provided by globalization and/through entrepreneurship to reduce poverty. China was one of once of the poorest nations with the highest number of people below the poverty line. However after the reformation of its economy on 1978 by Deng Xiaoping, more people have been released from poverty than in any other country in the world and at the rate that has never been predicted before. It is certainly central to know the “formula” in reducing poverty, because it is a pertinent issue in the world. According to World Bank, in 2013 alone, 10.7 percent of the population worldwide still lives below \$1.90 per day. By using qualitative research method, this writing seeks to present the consequential relationships, in other word, how globalization and entrepreneurship managed to leads to poverty relief in China.</p> <p><b>Keywords: Globalization, Entrepreneurship, Poverty, China</b></p>
<p><b>Annisa Prima Ramadhina</b> GICICSSH1705120</p>	<p style="text-align: center;"><b>Language in the Globalized World: The Use of English Language among Indonesian Youth</b></p> <p style="text-align: center;"><b>Annisa Prima Ramadhina</b> Department of International Relations, Universitas Padjadjaran, Jatinangor, Indonesia</p> <p style="text-align: center;"><b>Dadan Suryadipura</b> Department of International Relations, Universitas Padjadjaran, Jatinangor, Indonesia</p> <p style="text-align: center;"><b>Anggia Utami Dewi</b> Department of International Relations, Universitas Padjadjaran, Jatinangor, Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Today, in this globalized world, the use of English language has become mandatory and it has been used worldwide, including Indonesia. English language skill is very beneficial these days, but on the other side, it has an impact towards other languages. Indonesia is a country of many cultures, with one national language as an identity of Indonesian people. We see young people these days use English language in their daily basis, both verbally and written and both in academic and in personal life scope. This paper aims find out the usage of both English and Indonesian language among Indonesian youth, and to analyze the impact of English language towards Indonesian national language. The method which will be used in this research is qualitative method, where the writer will conduct a literature review from various sources. The writer will also do an observation and interview with Indonesian youths, and then a conclusion will be made from the findings. The purpose of this paper is to learn more about the usage of language among youth in the globalized world and to give the solution to preserve the good use of national language despite the globalization.</p> <p><b>Keywords: Globalization, Language, English language, Indonesian language, Indonesian Youth, Indonesia</b></p>



Rozikeen Sarae  
GICICSSH1705125

The effectiveness of oral health promotion project in a primary school, Yala province, Thailand

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**Abstract**

Globally, dental caries is one of the most prevalent diseases and more common in children living in rural areas. Good oral health practices started at earlier age lead to healthy gums and teeth later in life. Promotion and prevention are most importance for assisted the students to reduce the occurrence of dental caries.

**Objective:** The general objective of this study was to evaluate the effectiveness of oral health promotion project among 1st grade students in a primary school. The specific objectives were to assess 1) oral health attitudes among 1st grade students, 2) oral health knowledge and practices of their parents and teachers in a primary school, Yala province.

**Study Design:** A cross-sectional descriptive study was conducted in a primary school in Yala province. The samples include 150 of 1st grade students, 60 student's parents, and 6 teachers in its school. The instruments used in this study were 1) oral health self-care attitudes questionnaire of student and 2) oral health care knowledge of children among parents and teachers. Descriptive statistic was used by percentage, mean and standard deviation. Paired samples t-test were used to compare oral health knowledge among parents and teachers after the project had finished.

**Result:** The result of this study showed that the mean score of oral health attitudes among 1st grade students was fairly high ( $M= 2.54$   $S.D.=0.38$ ). There was no statistically significant difference in oral health knowledge among parents and teachers.

**Conclusion:** To improve oral health status need to improve knowledge, attitudes, and practices. The oral health stimulation by intervention should be done, especially in parents whose take care children.

**Keywords:** Oral health care

Shaivi Dhruva  
GICICSSH1705126

Pakistani artistes in Indian cinema: A Study of their Acceptance in India

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Shivam Thakur

**Abstract**

Since the time of partition in 1947 after the independence of India and Pakistan, the relations between the two nations have been very strenuous. The two nations share a lot in common ranging from language, geography, economy to certain cultural links. The differences though, do not cease to exist. Where India and Pakistan still stand against each other in the global political scenario, there have been several efforts on the sides of both nations to mellow down the enmity and promote a better understanding and tolerance towards the formerly brethren nations. A part of these efforts is Films and Media. They stand as an opportunity towards the peace making of both nations. For the past few years, a large number of Pakistani artistes have been migrating to India for careers in the entertainment industry and they have been accepted widely in India as well. These Pakistani

	<p>artistes have not only become a crucial part of the industry, but also started to contribute towards inspiring Indian youth. While this stands true for a majority of the Indian audience, there is also a part of the population that is staunchly against having Pakistani artistes coming to India and earning love and respect. To top it all, at times of political and military tension, there have been instances where these artistes have been bashed and asked to go back to their nation through means like social media. This research focuses on their acceptance and persistency in India. The research methodology was a questionnaire including a series of 25 questions that supported my objective. The sample size was 90 and the range of the respondents' age was from 18 to 50 years. The primary objective of this research is to promote tolerance and enhance a better understanding in the minds of Indian audience towards the Pakistani artistes. The secondary objective of this research is also to create a more genuine understanding of the Indian culture and society among the minds of Pakistani audience and youth specifically, through the medium of films, music and entertainment.</p> <p><b>Keywords:</b> India, Pakistan, Cinema, Artistes, Nations, Peace.</p>
 <p><b>Marlyna Maros</b>  <b>GICICSSH1705127</b></p>	<p style="text-align: center;"><b>A Needs Analysis Of Youths' Knowledge And Application Of The Palm Oil Industry In Malaysia</b></p> <p style="text-align: center;"><b>Marlyna Maros</b>  <b>Universiti Kebangsaan Malaysia, Malaysia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Working in the palm oil industry can be quite challenging, especially those involve in work at the plantation areas. The Malaysians' general perception about palm oil industry revolves around the lower tier of the occupation that contributes to the first impression whenever working at palm oil industry is mentioned. The job includes planters, cultivators, machine operators and site managers. This however is just the tip of the iceberg in the industry. The most publicized due to the workforce issue in this industry would be foreign workers and the settlement of the plantation itself. There are concerns over crimes and social issues arising from this condition. The researchers believe that one of the ways to solve this concern is to derive human resources from the youths of the country. Youths should be exposed to the job opportunities in oil palm industry and efforts should be made to improve on the perceptions of the work related to this industry. This can be done by increasing the youths' knowledge and appreciation on the palm oil industry in Malaysia. On the other hand, this could just be a presumption, because nowhere is there a reference of the levels of awareness among Malaysian youths regarding the palm oil industry. Hence, it is the objective of this research to investigate the Malaysian youths' knowledge, attitude and application of the palm oil industry. To achieve this objective, a Needs Analysis was carried out from a set of questionnaire that was designed based on the KAP (Knowledge, Attitude, and Practice) framework and administered to 281 multiracial youths from rural and urban areas around the country. Discussions in this paper will be based on the Needs Analysis of the knowledge and practice among the youths in oil palm and palm oil industry. The paper ends with some suggestions on how to incite interests among the Malaysian youths on one of the major income generating industries of the country.</p> <p><b>Keywords:</b> Needs Analysis, Malaysian youths, oil palm, palm oil industry, Knowledge, performance</p>
<p><b>Nur Dewi Rahayu</b>  <b>GICICSSH1705128</b></p>	<p style="text-align: center;"><b>Enhancing Concentration Through Dayak's Beaded Crafts</b></p> <p style="text-align: center;"><b>Nur Dewi Rahayu</b>  <b>Fakultas Psikologi, Universitas Mulawaraman Samarinda</b></p>

	<p style="text-align: center;"><b>Anindya Pinasthi Putri</b> Fakultas Psikologi, Universitas Mulawaraman Samarinda</p> <p style="text-align: center;"><b>Siti Afifah</b> Fakultas Psikologi, Universitas Mulawaraman Samarinda</p> <p style="text-align: center;"><b>Puji Larasati</b> Fakultas Psikologi, Universitas Mulawaraman Samarinda</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The purpose of this study was to find out the concentration enhancement of Elementary Students after they were given the Dayak's beaded craft beading training treatment. The design of the study was quantitative by experimental approach. The data collection method in this research was using concentration scale which consisted of 45 items with reliability value <math>r_{calc} = 0,98</math> and validity value <math>r_{table} = 0,334</math>. The sample in this research was 30 Elementary Students of SD 001 Samarinda Iir. The data analysis technique had been used in this research was T-Test. The result of this research showed there was concentration enhancement of subject after they were given the activity of making Dayak's beaded pen's sleeve with t count value = 4,742 by means of <math>p = 0,000</math>. There was concentration enhancement after they were given the activity of making Dayak's beaded wristband t count = 5,810 by means of <math>p = 0,000</math>. Those things showed that the activities that were given succeeded at enhancing the concentration of subject in Dayak's beaded pen's sleeve activity and also Dayak's beaded wristband activity.</p> <p><b>Keywords:</b> concentration, dayak's beaded craft</p>
 <p style="text-align: center;"><b>Malik Dndar</b> GICICSSH1705130</p>	<p style="text-align: center;"><b>An Investigation From A City Marking And City Marketing: A Practical Application</b></p> <p style="text-align: center;"><b>Malik Dndar</b> Konya, Turkey</p> <p style="text-align: center;"><b>Abstract</b></p> <p>In today's world, many well-known cities are still trying to market well-known cities. In the great majority of the municipalities in our country, this understanding has become dominant. Now they are using marketing in order to use their resources more effectively in cities, to create livable spaces, and to turn them into a center of attraction. The goal is to be more salable. In other words, it means to increase the number of visitors, to encourage investment demands and to express their values by analyzing the problems of residents in the city immediately. Within the scope of the study carried out with qualitative approach, Konya Beyşehir county was examined as a case. While the sample was being created, representatives from different cultures and environments living in the city were selected with a judicial method. Findings shows that the district of Konya has the qualities that can create a brand. It has been determined that this mark can be built on the basis of the tolerance and comfort that is defined as the city's core values.</p> <p><b>Keyword:</b> City branding, branding, city marketing</p>
<p style="text-align: center;"><b>Ilham Romadona</b> GICICSSH1705131</p>	<p style="text-align: center;"><b>Empowerment Of The Poor Society Through Modern Traditional Massage And Entrepreneurship In Butuh Village, Wonosobo</b></p> <p style="text-align: center;"><b>Ilham Romadona</b> Faculty of Economic, Semarang State University, Semarang, Indonesia</p> <p style="text-align: center;"><b>Khusnul Azizatunnishak</b> Faculty of Economic, Semarang State University, Semarang, Indonesia</p>

	<p style="text-align: center;"><b>Callista Herdianingtyas</b>  Faculty of Economic, Semarang State University, Semarang, Indonesia</p> <p style="text-align: center;"><b>Muhammad Zuhhad</b>  Faculty of Sport Science, Semarang State University, Semarang, Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Village has been calling poor and far from civilization. Wonosobo district, the highest percentages of poor people in Central Java Province than other. Poor people's Wonosobo district has reached 21.45% percentages and 4.74% percentages for poverty deeply Central Java do. Wonosobo district is one of village which as a rural tour of ascent that often called Butuh Village. Based on RPJMDes Data 2016-2018 there are 20% percentages of pre prosperous society in Butuh Village. The Butuh Village, that village with a favorite climbing route to Sumbing Mountain with an height of 3771 meter below sea level (mdpl). Increasing number of climbers through Butuh Village did not maximized by villagers to supply their income. Handling injury and body reflections are sollutions that can be income alternative for villagers who are also needed by climbers. The villager's need for additional income from climbers when they tired after climbing. So, massage training is necessary for the people Butuh Village. This empowerment is implemented using the principles of emancipatory approach to doing community organizations using participatory method in community-based research (CBR). This approach emphasized the active role of the community in planning, implementation, and evaluation of research results. The program includes traditional modern massage training and entrepreneurship training to starting a massage business. The modern massage training uses the 'sport massage' technique, while the traditional uses the 'kerokan' therapy. The follow-up of the activities of empowerment is establishment of a business group under the name GRIYA PIMOTRA in cooperation with the massage association. The factors that drive the successful of the society empowerment are the openness of the target community, and the support and participation of the community of Butuh Village. While the inhibiting factor is there are few people who cannot following the several meetings.</p> <p><b>Keywords: empowerment, poor, massage, entrepreneurship.</b></p>
<p><b>Alia Latifah Hanum</b>  <b>GICICSSH1705132</b></p>	<p style="text-align: center;"><b>The Effect Of Service Quality, Customer Satisfaction, Trust, Switching Cost, And Price Perception On Customer Loyalty In Pay Tv Services</b></p> <p style="text-align: center;"><b>Alia Latifah Hanum</b>  Marketing Sciences, Faculty of Economic and Business, Universitas Indonesia  Pondok Cina, Beji, Depok City, West Java 16424 Indonesia</p> <p style="text-align: center;"><b>Ignatius Heruwasto</b>  Marketing Sciences, Faculty of Economic and Business, Universitas Indonesia  Pondok Cina, Beji, Depok City, West Java 16424 Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The big market potentiality of pay-TV in Indonesia along with the emergence of many new service providers has made the market very competitive nowadays. This condition trurns customer loyalty into one of the most crucial factor for the success of the business itself. This study purposed to examine the effect of service quality, customer satisfaction, trust, switching cost, and price perception on customer loyalty in pay-TV services in Indonesia. The samples of this study were the customers of pay-TV in Jabodetabek area. An e-questionare was developed to targeting those customers, later on the data was analized using Structural</p>

	<p>Equation Model (SEM) and Confirmatory factor analysis (CFA). The result shows that all the variables was significantly affect on customer loyalty of pay-TV services. These results contribute to the literature on customer loyalty in Indonesia, especially in terms of studies on the effects of trust, switching cost, and price perception. For business aspect, these results show that customer loyalty was not only determined by the service quality, as has always been emphasized. In fact, trust, switching cost, and price perception has also turn out to be the factors to be considered in developing business strategies to increase the customer loyalty in pay-TV services</p> <p><b>Keywords:</b> Customer Loyalty, Switching Cost, Trust, Price Perception, pay-TV</p>
<div style="text-align: center;">  <p><b>Jinhyo Jung</b> GICICSSH1705133</p> </div>	<p style="text-align: center;"><b>The Analysis of Research Trends in Biometrics in South Korea</b></p> <p style="text-align: center;"><b>Jinhyo Jung</b> Graduate School of Chung-Ang University, Seoul, Korea</p> <p style="text-align: center;"><b>Hyunjung Yang</b> Graduate School of Chung-Ang University, Seoul, Korea</p> <p style="text-align: center;"><b>Chang-Moo Lee</b> Professor at Chung-Ang University, Seoul, Korea</p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>I. Introduction:</b> A large amount of research on biometrics has been conducted in recent years, particularly in South Korea. Approximately 1,000 academic papers about biometrics which focused mainly on technologies, algorithms, regulations, standardizations, and applications have been published (Lee, Man Sick, 2003; Young-Mi Yoon, 2006; Hong Seung June, 2011; Yun, Sung-Min, 2012). These studies have resulted in improving biometrics both in technologies and markets (KISA, 2015). However, there has been no significant output in the analysis of the research trends in biometrics. In order to develop biometrics as a discipline, a process to organize and summarize research results is necessary (Lee, Hyang-ee, 2015). It's an essential part to describe the overall structure of biometrics to make further studies much more efficient and effective. Thus, the primary objective of this study is to analyze the Korean research trends in biometrics with reference to fingerprint recognition, iris recognition, face recognition, speaker—or speech—recognition, and vein recognition through semantic network analysis. This approach provides the scholars who may struggle to make sense of biometrics field or prepare for their own research with insights into the foundation of biometrics. Existing research trends have mainly employed qualitative research methods—such as literature research, expert evaluation, and Delphi method—which require a lot of time and money to deal with a huge amount of data. Furthermore, those methods are likely to be influenced by the biased and subjective viewpoints of authors. To move beyond these weaknesses, many researchers have instead used quantitative research methods like data mining (Hyun-jung Kim, Nam-ok Jo &amp; Kyung-shik Shin, 2014). In this paper, research trend analysis is carried out by utilizing the network analysis based on data mining.</p> <p><b>Keyword :</b> Biometrics, Research Trends, Social Network Analysis, Korea</p>
<p style="text-align: center;"><b>Silviana Purwanti</b> GICICSSH1705135</p>	<p style="text-align: center;"><b>The practice of consumption of The Ganbatte Arisan group in the Baudrillard perspective</b></p> <p style="text-align: center;"><b>Silviana Purwanti</b> Department of Communication, Faculty of Social Science and Political Science, University of Mulawarman, Samarinda, Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p>

	<p>This study is a study of consumption practices with the basic assumption of post-industrial capitalist or postmodern society is a society of consumption. Researchers try to examine the practices and patterns of consumption of material objects and symbolic activities. Consumption is the whole type of social activity that everyone does so that it can be used to characterize and recognize it. The attempt to acquire knowledge of present-day consumption practices, in its development, also touches on the debate of more philosophical epistemological aspects of the term 'modernity', or even 'postmodernity' terminology. Piliang (2004: 150) recommends the use of Jean Baudrillard's perspective to understand consumption that links consumption and lifestyle practices that will ultimately form an identity or group that always disseminates and creates signs for consumption by the consumption community. We can no longer distinguish between truth and falsehood, between issues and reality. Consumption, in Baudrillard, is radicalized into consumption of signs. That is, the consumption society is no longer bound by a morality and custom held, they live in a new culture that is a culture that sees their existence from the aspect of how much the sign is consumed so that in this society consumption is no longer seen as an activity Spent the object, but it is a systematic act of manipulating objects. Consumption referred to in this study is no longer about use (usability) or exchange value (exchange rate), but symbolic value (symbolic value). Consumption serves as an important expression of the self through symbolic meanings and interpretation of signs. Consumption rationality diverted its path as an effort to fulfill desire (desire) not necessity (needs). The real object of fulfilling this desire has disappeared, replaced by an imaginary object substituted by symbols. This research uses qualitative ethnography approach. Subjects in this study were members of the Ganbatte arisan in Samarinda consisting of 10 upper middle class women who work as entrepreneurs and professionals. According to Engkus Suwarno (2011: 32) ethnography method is a type of research that is qualitative that departs from the science of anthropology that developed in the early 20th century. This research uses approach in cultural perspective as way of life in reviewing a problem. <b>Keywords: Arisan, Baudrillard, Consumption, Women,</b></p>
 <p><b>Rudlofuddin Jindan</b> GICICSSH1705136</p>	<p><b>Function of Ludruk Irama Budaya Surabaya in the Presevation Traditional Theater in Surabaya City</b></p> <p><b>Rudlofuddin Jindan</b> Art n Culture Education Department, Graduate Programs, State University Of Surabaya, Surabaya, Indonesia</p> <p><b>Abstract</b></p> <p>This study is to show the position of the folk art "Ludruk" in Surabaya, East Java, Indonesia. Ludruk Irama Budaya Surabaya is one of the folk performing arts are alive and Growing in the midst of urban communities. The art of life depends on the supporting community folk art can still exist if the public still supports, either passively or actively. The existence Ludruk Rhythm Culture Surabaya become a favored form of icons but, gradually becoming obsolete supporters. Amid the modern currents that swept our society today, make some populist art form increasingly blurred existence. Folk art life is even more alarming in quantity and quality. But not the same as for the People of the city of Surabaya. For those Ludruk art is a means of expression distribution would eventually evolve associated with the paradigm ma-society regarding art that flourished in the city of Surabaya. Conservation efforts remain to be done as a form of public awareness of the art of living in the city of Surabaya. Growth Rhythm Culture Ludruk Surabaya always include many aspects, including actors, community and shapes the show. <b>Keywords: Function, Presevation, Ludruk, Surabaya</b></p>

<p><b>Wening Hesti Nawa Ruci</b>  <b>GICICSSH1705137</b></p>	<p style="text-align: center;"><b>Moelyono's Early Childhood Education for Marginal Community</b></p> <p style="text-align: center;"><b>Wening Hesti Nawa Ruci</b>  <b>Art and Culture Education Department, Graduate Program, State University of Surabaya</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Marginal community is a lower class society whose existence is marginalized. In the marginalized areas there are children who have social, economic and cultural oppression, so that the rights of children are not met. It affects the growth of children who will affect the quality of community. Children in marginal areas need child-friendly education to fulfill children's rights and solve the problems they face. Some marginalized areas in Indonesia have not enabled formal education to be effective. Moelyono is an environmental activist actively involved in early childhood education in a marginal area for 31 years. Moelyono implemented the Early Childhood Care and Development (ECCD) method as a praxis action that is expected to solve the problems faced by marginalized people. One of the important points in ECCD is development. Moelyono wants to develop a critical and logical marginal society. In the process, moelyono started it through early childhood education. Early childhood education is an entry point for wider community development. The whole community is involved in education including home education through children's education. Moelyono implements a curriculum sourced from social reality so that education is not separate from reality. This paper was studied using qualitative method with phenomenology approach.  <b>Keyword: children growth, early childhood, ECCD, marginal, education.</b></p>
<p><b>Tirta Dimas Wahyu Negara</b>  <b>GICICSSH1705138</b></p>	<p style="text-align: center;"><b>Introduction Of Local Cultural Values Through The Form Of Batik Motifs As The Identity Of The City Of Surabaya</b></p> <p style="text-align: center;"><b>Tirta Dimas Wahyu Negara</b>  <b>Art Education, Faculty of Language And Arts, Surabaya State University.</b>  <b>Jalan Lidah Wetan, Lakarsantri, Surabaya, Jawa Timur 60213</b></p> <p style="text-align: center;"><b>I Noyman Lodra</b>  <b>Education Of Arts And Culture, Postgraduate, Surabaya State University.</b>  <b>Jalan Ketintang No. 30 Surabaya, East Java, Indonesia 60231</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The existence of UNESCO recognition for batik as Indonesian cultural heritage, resulting in increasing life of national batik industry. The results provide a positive impact for batik craftsmen to be more creative in creating his work. This moment is utilized by local government to be a political media in introducing the advantages and image of the region through the visual display of a particular icon that symbolizes. Each region competes to find local identity of the region for visual icon on the batik motif. This research takes place in surabaya city as an observation location underway. This study uses the approach of cultural studies and semiotics theory as the main theory, To find out if the icon is eligible to be the identity surabaya as a metropolitan city with a very dynamic social society. With the hope of the results of this study can be used as educational media to introduce, to the next generation to know the local values and the identity of surabaya city. Because not infrequently symbols or icons are made on batik motif is form of local artistic depiction, Historic buildings, special food, until flora and fauna that represent in the visualization of surabaya city  <b>Keywords: Visual icon, batik, local cultural identity</b></p>
<p><b>Iga Ayu Intan Candra</b>  <b>GICICSSH1705140</b></p>	<p style="text-align: center;"><b>Jerzy Grotowski (Poor Theater): The Concept of Experimental Theater in Surabaya</b></p>

	<p style="text-align: center;"><b>Iga Ayu Intan Candra</b>  <b>Department of Art and Culture Education, UNESA, Indonesia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Jerzey Grotowsky is the father of experimental theater, the concept of which is done through laboratory Grotowski theater to discover the concepts of acting on which the experimental theater. Via negativa is one of Grotowski training odel towards poor poor theater or theater. Poor theater in the concept proposed by Grotowski not solely as a theater without any equipment. But Grotowski want to make the actor-audience is the most important component in the theater is regarded as a multidisciplinary art with. Artistic in the theater trying to be ruled by eliminating the line between audience and performer, and the audience is part of the show. Eugenio barba is important figures accompanying and writing progress Grotowski in theater so Grotowski laboratory recognized by the public. Surabaya is a multicultural city that gave birth to an experimental theater group since 1974. Surabaya Theater Man Uses poor theater training Jerzey Grotowski, and offers a unique combination of theater and performance art, sometimes called performance theater.</p> <p><b>Keywords:</b> Jerzy Grotowski, experimental, theatre, poor theatre</p>
<p style="text-align: center;"><b>Sesaria Prima</b>  <b>Yudhaningtyas</b>  <b>GICICSSH1705141</b></p>	<p style="text-align: center;"><b>Foreigner’s Cultural Arts Learning Method at Indonesian Art and Culture Scholarship Programme</b>  <b>Sesaria Prima Yudhaningtyas</b>  <b>Cultural Art Education Programme</b>  <b>Post-Graduate State University of Surabaya</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Introducing the Indonesian cultural art is not only for Indonesian people but also for foreign people. The Indonesian ministry of foreign affair then programme the Indonesian Art and Culture Scholarship (BSBI) in order to be an effort to introduce the Indonesian’s cultural art to foreigners. This programme apparently not only serves as public diplomacy but also promote the local cultural art to the world. BSBI programme extend in several regions of Indonesia including East Java. Therefore, Tourism Office of East Java gives the foreigner the task to study cultural art at Tydif dance studio Surabaya. This study was utilized descriptive-qualitative approach in order to describe the learning process and the learning interaction of cultural arts performed by foreigners at the studio Tydif Surabaya. The results of the study found that the process of learning cultural art was set through several method, i.e. The cultural art observation, outdoor learning, classroom learning, and they were closed with the evaluation through the Indonesia Chanel. The result of learning interaction of cultural art found three relationship patterns, such foreigners with teachers / coaches, foreigners with cultural arts objects, and foreigners with community.</p> <p><b>Keywords:</b>  <b>Cultural Arts, Foreigners, Learning Process, Interactive Learning.</b></p>
<p style="text-align: center;"><b>Purwita Chirnicalia</b>  <b>GICICSSH1705142</b></p>	<p style="text-align: center;"><b>Meaning Symbolic Batik “sunduk Kentang” Typical Sidoarjo</b></p> <p style="text-align: center;"><b>Purwita Chirnicalia</b>  <b>Universitas Negeri Surabaya</b></p> <p style="text-align: center;"><b>Abstreat</b></p> <p>Batik is one of the works of art which is specially made by writing / incised canting containing hot liquid on the cloth. Then dikoses uniquely so it has to khasan. Batik not only serves to protect the body from different kinds of weather but has a meaning and symbol. One of them “Sunduk Kentang” batik motifs in 2016. This</p>

	<p>research with descriptive qualitative design is implemented with the aim to describe some of the colors that include color motifs, batik process and symbolic meaning of batik motifs of “Sunduk Kentang” submitted by Painah or bu Hartono of reinforcement village of Sidoarjo Summarized in the scope of the study. Data collection starts from data reduction, data presentation and conclusion. Based on the results of the analysis presented that created a potato bend motif because of his love with the beauty of nature. Dyes used to make batik comes from natural dyes made from plant extracts, fabrics used primissima and silk, night candles and other quality raw materials. This batik marketing has penetrated the country of Japan, Switzerland, United States and Australia. The results of this study can be useful for learners or researchers as a source of reference data search on the meaning of symbolic and UKM (Small and Medium Enterprises) motivated to be more eager in running their business.</p> <p><b>Keywords: Meaning, Symbolic, Motif, Batik</b></p>
<p><b>Rif'atul Anita</b>  <b>GICICSSH1705143</b></p>	<p style="text-align: center;"><b>Simfoni Nusantara Book As a Learning Media for violin music in children</b></p> <p style="text-align: center;"><b>Rif'atul Anita, S.Pd</b>  <b>Universitas Negeri Surabaya</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>A learning music of violin is required appropriate media to support the learning process in children. Media Simfoni Nusantara book is a medium of learning that uses mother tongue. According to the Symphony Nusantara book, the learning of mother tongue is the process of learning music in children with the approach of compassion and love. In violin learning, teachers use the Simfoni Nusantara book, which includes about how to hold the violin, how to swipe, and play the song, where the book is oriented to the Nusantara song's. where the songs are the daily songs of the people of Indonesia. This study discusses the application of the Simfoni Nusantara book on the learning process of violin in non-formal music institutions. This research applies the book media of Simfoni Nusantara to children in non-formal music institution and how to increase enthusiasts to learn violin and actualization of learning quality in violin instrument oriented towards the archipelago songs in the learning process. It is expected that with the application of Simfoni Nusantara Book can increase the spirit of children in learning violin musical instruments and at the same time increase the knowledge and love of children to the song of archipelago.</p> <p><b>Key Word :</b>  <b>Simfoni Nusantara Book, Media, Violin Music, Children</b></p>
<p><b>Parrisca Indra Perdana</b>  <b>GICICSSH1705144</b></p>	<p style="text-align: center;"><b>Dharma Budaya Art Performance Studio At Pasuruan City</b>  <b>(Study Of Regional Art Facts And Activities)</b></p> <p style="text-align: center;"><b>Parrisca Indra Perdana (*A), Setyo Yanuartuti (B)</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Dharma Budaya Art Performance Studio at Pasuruan is a regional art community. Especially the art of dance that is still developing to date in the urban environment. Pasuruan is known as an Islamic society (santri society). As part of the Social system of existence society or existence of Art Studio of Dharma Budaya. Not out of the attention and support of the community, the Regional Government of Pasuruan City, and The artists to preserve and develop the potential of regional arts. Can be accepted by the community community in the city of Pasuruan. The condition is as illustrative. Reality of regional arts and the diversity of human culture, including views on. The socio-cultural values of his own and which are generally applicable to societ local. The diversity of art is in a system of its elements. Interrelated and functioning in a balanced way. Good elements that exist</p>

	<p>in Art Studio Dharma Budaya itself as well as in society and local government of Pasuruan city. <b>Keywords:</b> acculturation, assimilation, enculturation, local art</p>
<p><b>Young-Ju Youn</b> GICICSSH1705148</p>	<p><b>Applying Value Focused Thinking for e-Government</b></p> <p><b>Young-Ju Youn</b> Yonsei University, South Korea <b>Jaehwan Song</b> Yonsei University, South Korea <b>Jungwoo Lee</b> Yonsei University, South Korea</p> <p><b>Abstract</b></p> <p>Systems development is not value neutral, and e-government systems are not exceptions. In this regard, understanding values underpinning policy initiatives related to e-government play critical roles in directing future directions of e-government. In this study, a means-ends network is developed using a value focused thinking approach. Value Focused Thinking (VFT) is the explorative methodology suggested by Keeney, which emphasizes the importance of the decision making by the fundamentally exposing values than the alternative-based decision making. Official e-government plans for last three years were collected and subjected to a value assessment exercise. Initially, 175 value statements were extracted. After eliminating duplicates and synonymous statements, total of 143 objective statements were surfaced and 25 clusters were confirmed: 11 were ends-objectives and 14 were means-objectives. The model is geared towards identifying factors that influence value judgments concerning e-government. The purpose of this study is to draw the value the users using the e-government feel in the use of e-government through VFT methodology and to apprehend what the value users want really through this.</p> <p><b>Keywords</b> E-government, Value Focused Thinking, value framework, means-ends network, user value</p>
<p><b>Andika Gutama</b> GICICSSH1705150</p>	<p><b>Supplementary Book Of Ensemble Local Songs For Surabaya Junior High School Students</b></p> <p><b>Andika Gutama</b> Arts and Culture Education Study Program Postgraduate program, Surabaya State University</p> <p><b>Abstract</b></p> <p>Learning cultural arts in schools is a means in developing students' artistic talent, thinking and creativity. Ensemble Music is a musical dish simultaneously performed by using one type of musical instrument or various types of musical instruments. The learning of musical ensembles using regional song material should be done especially in Surabaya as a form of art appreciation and cultural knowledge, because the junior high school students are currently less familiar with the local culture of East Java, especially Surabaya. Based on the results of observations during curriculum 2013 workshop for junior high school teachers, it was found that many teachers for Cultural Art lesson have not been able to apply ensemble music lessons, especially those who are not Music art Study Program graduates. Therefore, it was needed to update and improve the quality of music art learning for Junior High School students in Surabaya by developing a supplementary musical ensemble book consisting of knowledge as an appreciation of traditional music art in East Java regional songs and play songs from Surabaya as Skill material for seventh graders in second semester.</p>

<p><b>Riskiyan Widihantoko</b> GICICSSH1705152</p>	<p><b>Keywords: Supplementary, Books, Ensemble, Music, Education.</b></p> <p><b>Ace House Collective's Educational Role in the Development of Yogyakarta's Contemporary Art</b></p> <p><b>Riskiyan Widihantoko</b> Art Education, Faculty of Language and Art, Surabaya State University Jalan Lidah Wetan, Surabaya Arts and Cultural Education Programs, Postgraduate Surabaya State University Jalan Ketintang, Surabaya</p> <p><b>Abstract</b></p> <p>Ace House Collective is a collective artist founded in 2011 in Yogyakarta, active in the field of pop culture and emphasizes both theoretical and practical exploratory approaches, as well as finding possible visual art perspectives. Ace House Collective has an educational role through their programs such as the residency of young artists, workshops, exhibitions, and so on.</p> <p>The author makes Ace House Collective as the subject of research with the problem is (1) Background of the establishment of Ace House Collective (2) The role of Education House Ace Collective in the development of Yogyakarta art. Researchers use qualitative research by using methods include: observation, interview and documentation and then analyzed data, to achieve data validity using data triangulation.</p> <p>From the data analysis obtained conclusion; (1) Ace House Collective stands on the basis of the common goal of its members to acquire networks and has a formal structure as a strategy to build contemporary art of Yogyakarta. (2) Ace House Collective plays a role in assisting formal education and community education institutions in solving problems and complementing, enhancing and substituting formal education through its programs.</p> <p><b>Keyword :</b> Ace House Collective, Non Formal Education, Art Community</p>
<p><b>Isma Wati</b> GICICSSH1705153</p>	<p><b>The Role of Pojok Budaya Community in Preserving Local Culture Through Cultural Tourism in Bantul</b></p> <p><b>Dian Tarakanita</b> Study Program Pancasila and Citizenship Education Faculty of Teaching and Education Science Sebelas Maret University</p> <p><b>Pungky Ayu Yulitasari</b> Study Program Pancasila and Citizenship Education Faculty of Teaching and Education Science Sebelas Maret University</p> <p><b>Ismawati, Sriyono</b> Study Program Pancasila and Citizenship Education Faculty of Teaching and Education Science Sebelas Maret University</p> <p><b>Eka Ahmad Rinaldhi</b> Study Program Pancasila and Citizenship Education Faculty of Teaching and Education Science Sebelas Maret University</p> <p><b>ABSTRACT</b></p>

	<p>After the earthquake in Bantul district in 2006, a local youth group calling itself “Pojok Budaya Community”, actively empowered Kampung Dolanan in Pandes Hamlet, Bantul District, Special Province of Yogyakarta. The initial empowerment effort for a social mission in order to heal the trauma of children earthquake victim has now developed into a cultural tourism rides. Based on the description, the purpose of this research are: (1) to know the role of Pojok Budaya Community as the initiator of Kampung Dolanan in preserving local culture through cultural tourism, (2) to know the factors that make Pojok Budaya Community still exist in managing Kampung Dolanan. The Descriptive qualitative research methods, and data collection conducted through interviews, observation, questionnaires, and documentation. The results have obtained are: (1) Pojok Budaya Community has three roles, namely: a) cultural preservation: explores the cultural meanings contained in every traditional game; b) child protection: creating a safe game for children; c) empowerment: empowering local communities to support the existence of Pandes hamlet as a cultural tourism village; (2) The Factors that make the Pojok Budaya Community still exist in managing Kampung Dolanan are: a) the creative community itself, and b) availability of facilities and infrastructure.</p> <p><b>Key words: Pojok Budaya Community, Kampung Dolanan, cultural tourism</b></p>
 <p><b>Zoran Matevski</b>  <b>GICICSSH1707052</b></p>	<p style="text-align: center;"><b>Religion And Values In R. Macedonia</b>  <b>Zoran Matevski</b></p> <p style="text-align: center;"><b>Zoran Matevski</b>  <b>Department of Sociology, Faculty of Philosophy, Ss. Cyril and Methodius</b>  <b>University in Skopje, Skopje, Macedonia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The European multicultural context includes the Republic of Macedonia, which regionally belongs to the Balkans, not only regarding its geographic position but also considering its politics and culture, respectively. Multicultural comprehension of the society through the contemporary research discourse, can not at any instance circumvent neither the analyses of the studies of values, nor, following the topic of this analysis, the religious values analyses.</p> <p>The social order of the Republic of Macedonia runs on neither as isolated, nor as entirely unique one. Although it is permanently dynamical, a part of it may be subject to sociological research. If one distinguishes the values which are the most important for the cohabitation in the Republic of Macedonia, both during the history and today, from the corpus of values being prevalent in some member countries of the European Union, we could get to what is essential for the Republic of Macedonia and this is what should be preserved, verified and maintained. Republic of Macedonia is a multi-cultural structure where the sociological aspects are seething, as for instance: ethnicity and religion.</p>
<p><b>Lea Lei M. Bonggas</b>  <b>GICICSSH1707054</b></p>	<p style="text-align: center;"><b>Pagkanaug Sa Imahe Ni San Miguel: Iligan City’s Religious And Cultural Celebration</b></p> <p style="text-align: center;"><b>Lea Lei M. Bonggas</b>  <b>St. Peter's College, Iligan City, Philippines</b></p> <p style="text-align: center;"><b>Abstrcat</b></p> <p>In a country where diversity in culture and belief caused us of our indifferences, there are still many practices and elements that unifies us together. One of these elements is fiesta. Fiesta as defined by Merriam- Webster, is a public celebration usually with parades and dances in honor of a saint. These tradition was inherited to us by the Spaniards. September is a culturally charged month for Iliganons. It's time for Diyandi Festival sa Iligan, a month-long cultural celebration in honor of</p>

	<p>its patron saint, St. Michael. One of the highlights of the celebration is the “Pagkanaug sa Imahe ni Sr. San Miguel”, which signals the start of the novena (nine days of prayer). “Pagkanaug” is a Cebuano term which translates “to descend”.</p> <p>This paper will try to document the different preparations and practices done during the celebration of the “Pagkanaug”. It will use oral interviews and written articles as a source for the documentation. The researcher took interest of the said event as a topic of this paper because of three main reasons: first, the researcher observed, as a person who participates in the event annually, that it does not only involve the people of Iligan but as with the nearby towns, municipalities, and even cities also. Second, it is during this celebration the Iliganons witness and celebrates the coexistence of the tri-people, the Lumads, Christians, and Muslims in Iligan City. Lastly, these will be a good source material for researchers who are interested in peculiarities among fiesta celebrations in the country.</p>
 <p>Adhhiyah Mudor GICICSSH1705055</p>	<p>A cross-sectional study on quality of life among the Southern part of Thailand: A case study in Yala Province</p> <p>Adhhiyah Mudor Department of Dental Public Health, Sirindhorn College of Public Health , Yala, Thailand Aneera Binisris Department of Dental Public Health, Sirindhorn College of Public Health , Yala, Thailand</p> <p>Abstract</p> <p><b>Background</b> There is a rapid increase in the population of the elderly globally, and Thailand was an ageing nation since 2001. Maintaining health, social participation, reducing institutionalization, and improving quality of life of the elderly are public health challenges of the 21st century. Quality of life among elderly in Yala province is under researched. This study aims to determine the quality of life and its associated factors among the Elderly in Yala, Thailand.</p> <p><b>Methods</b> This was a cross-sectional study among 330 residents aged 60 years or more in Taladkao, Muang District, Yala Province. in September 2014. Simple random sampling was used to select participants. Study instruments included World Health Organization Quality of Life Questionnaire-Brief Version in Thai language (WHOQOL_BREF_THAI), Multidimensional Scale for Perceived Social Support, and a questionnaire for Socio-demographic variables. Data collection was by face to face interview. Univariate analysis was used to determine associations, and P-value &lt;0.05 was considered statistically significant.</p> <p><b>Results</b> The overall quality of life among the elderly was at the high level (59.7%).The scores of the quality of life of physical and psychological domains were at the high level with 53.9 % and 54.5%. Social and environmental domains were at the moderate level with 51.2 %and 52.4 %. Factors significantly associated with quality of life included gender, religion, marital status, level of education, systemic disease, eating ability, speaking ability and smiling ability.</p> <p><b>Conclusion</b> This study confirms that multiple factors are associated with quality of life among elderly in Yala province. Gender, religion, marital status, level of education, systemic disease, eating ability, speaking ability and smiling ability were significantly associated with quality of life. Among the four domains of quality of life, the psychological domain had the highest score while the social domain had</p>



Merrienne Couture  
GICICSSH1705058

**Practical Pedagogy: Teaching Graphic Memoir by Women**

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**Abstract**

Auto/biographical representation in the context of contemporary identity politics and gender issues is complex, rich and problematic. Social media, inclusive practices and critical thinking about how the self is represented in comic form will be some of the concerns explored in an advanced college course I will be teaching this term. For the purposes of this conference presentation, I will discuss the results of pedagogical inquiries into visual design, gender, and intertextuality in Marjane Satrapi's *Persepolis* and Alison Bechdel's *Fun Home*. In particular, the paper will investigate the (dis)connections between and among text and visual, genre and gender and the role of representation as a tool for engaging in socio-political discourse. The paper is an examination of important aspects of these texts and how my pedagogical practice accounts for, creates, and challenges assumptions that readers may have about the suitability of these texts for academic study. These two texts in particular have formed or are in the process of becoming the foundation of a nascent canon of graphic memoir. My paper will explore student response to these readings, and how the pedagogical practice prepares them for a close reading, one which will address contrasts in cultural representations, aesthetic design, visual cues, inter-textuality, historical assumptions and gender. Students will be trained (and expected) to produce clear literary analysis of a genre that is also under scrutiny for its authenticity, *truthiness*, subjectivity and canonical potential. The paper will investigate the limits and possibilities of a pedagogical practice which overtly promotes a self-consciously rendered understanding of the subversive potential for both literary production (of graphic memoir by women) and its analysis. Another pertinent question at the core of my essay will perhaps highlight the degree to which analysis of this particular genre may also be a form of autobiography. A synthesis of recent scholarship on graphic memoir will frame this exploration.

**Key Words: pedagogy gender memoir interpretation autobiography**



Marek Matejun  
GICICSSH1705059

**The effect of innovative potential on small business performance**

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**Abstract**

The aim of the paper is to describe and identify the level of innovative potential of micro, small and medium-sized enterprises (SMEs) and to assess its impact on small business performance. Three research questions were formulated. The author's empirical research in the form of a survey conducted on a sample of 1,741 SMEs in the European Union Member States served the aim of the paper. The measurements were based on an original synthetic index of small business innovative potential (6 items, alpha Cr. = 0.841) structured with respect to three areas: the social area, the area of the company's creative competencies and the area of business opportunities. The results obtained indicate a moderate level of innovative potential of the surveyed companies which increases significantly as the

	<p>size of the enterprises grows. The innovative potential significantly and positively influences the level of small business performance, with a stronger impact on qualitative than quantitative performance.  <b>Keywords:</b> Small business, Innovation management, Innovative potential, Business opportunity, Business performance</p>
 <p><b>Heherson Castro Tolentino GICICSSH1705064</b></p>	<p style="text-align: center;"><b>Organizational Patterns and Linguistic Features of Memoranda Written by DepEd Officials in Nueva Vizcaya</b></p> <p style="text-align: center;"><b>Tolentino, Heherson C. Philippine Science High School-Cagayan Valley Campus</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study basically examined the organizational patterns and linguistic features of selected memos issued by officials of DepEd Nueva Vizcaya. Specifically, it is an inquiry into how the memos may be classified; how they were written in terms of sentence structure, voice of the verb, pronoun-antecedent agreement, language and mechanics. To a certain extent, this study is an assessment of the current state of memo writing in the above-mentioned office. Also, this study aimed at identifying the common speech acts present in the memos. And lastly, it aimed at recommending guidelines and generic templates in drafting memoranda. Findings of this study revealed that DepEd Nueva Vizcaya delivers or requests significant information to the field from top to bottom through an information memo. The other three types of memos were seldom or have never been used. Apparently, the memos being cascaded were compliant with the set standard format as suggested by cited authorities. They, in fact, utilize formal language, varied sentence structure with a combination of both passive and active voice of the verbs. Furthermore, the speech act prevalent in the memos was “informing” since most of the memos the said office issued were information memos. While the memos are very good in terms of formal language, there is nonetheless a need to reinforce rules on memo writing especially on sentence structure, voice of the verb and spacing. Because there were varied writing styles on the memos, which consequently led to the output’s non-standardization, guidelines and generic template are hereby recommended.  <b>Keywords:</b>  <b>memoranda, speech acts, genre analysis, discourse analysis</b></p>
<p><b>Dr Drew Cottle And Mr Sunil Thapa GICICSSH1705085</b></p>	<p style="text-align: center;"><b>The Role OF Truth and Reconciliation Commission in peace building after the Maoist insurgency in Nepal</b></p> <p style="text-align: center;"><b>Dr Drew Cottle Western Sydney University, Australia</b></p> <p style="text-align: center;"><b>Mr Sunil Thapa Western Sydney University, Australia</b></p> <p style="text-align: center;"><b>Abstract:</b></p> <p>The ten-year Maoist insurgency in Nepal ended in 2006. A Comprehensive Peace Accord (CPA) between the Maoists and Nepal’s Royal Government was concluded. The insurgency had a severe social and economic impact on Nepal. In February 2015, a Truth and Reconciliation Commission (TRC) was established to address the human rights violations which occurred during the insurgency and to bring justice to its victims and perpetrators.  This conference paper explores the role of the TRC in facilitating and establishing peace in Nepal. It also analyses and compares similar TRCs’ operations in South Africa, Liberia, and Sierra Leone with Nepal’s TRC. This paper also examines the key societal impacts of the conflict.</p>

	<p>Its research utilized primary information data collection methods and use content analysis to critically examine the role of TRCs in the peace process of the South African, Liberian and Sierra Leone conflicts and to compare them with the TRC in Nepal. It identifies the key achievements of these previous TRCs and recommends '6R' measures which could be followed in fulfilling Nepal's peace process.</p> <p><b>Key words:</b> Maoist insurgency, TRC, peace building, '6R'</p>
<p><b>Ms Pramila Bakhati</b>  <b>GICICSSH1705086</b></p>	<p style="text-align: center;"><b>Making The Peaceful Society Through Integration Of Value Based Education Into The Formal Education System: Perspective Of Buddhism</b></p> <p style="text-align: center;"><b>Ms. Pramila Bakhati</b>  <b>Lumbini Buddhist University, Nepal</b></p> <p style="text-align: center;"><b>Abstract:</b></p> <p>The school curriculum of the 21st century does not support the teaching of moral values as the experts are raising the questions on it frequently. However, we live in a material world that values material comforts, commercialization, and success, in education as well as other sectors. Hence, students' progress and success in school are frequently measured by their examination scores and 'wins' rather than demonstrations of moral ethics and values. But, to prepare the students with good morals it can be succeeded through values-based education i.e.; Pariyatti education (Buddha's teaching). Importantly, it teaches the lord Buddha's discovery of four Noble truths (realization of truths and human's unlimited desires) and Noble eightfold path (eliminating the sufferings through non-violence, non-aggressiveness, compassion, peace and harmony). Therefore, incorporating the core human values exemplified in Buddhism into the school curriculum (formal education) aims to first, promote values-based education and, second better equip future generations to live a moral and ethical life which directly contributes for making the peaceful society. This paper is part of the larger research project that examines the need for values-based education in the formal education. So, the paper discusses the importance of values-based education through Pariyatti education, gaps in formal education, and integration of values-based education into the formal education to provide an appropriate model of curriculum, especially for primary education in Nepal. It is the qualitative research which utilizes the primary as well as secondary information to determine the above-mentioned curriculum.</p> <p><b>Keywords:</b> values-based education, pariyatti, gaps, school curriculum</p>
<p><b>Chun-Li Tsai</b>  <b>GICICSSH1705089</b></p>	<p style="text-align: center;"><b>How do Unconventional Monetary Policy Surprises Affect U.S. Stock Returns at the Zero Lower Bound?</b></p> <p style="text-align: center;"><b>Chun-Li Tsai</b>  <b>Department of Economics</b>  <b>National Cheng Kung University</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper uses firm-level data covering the period from November 2008 to December 2013 to examine the impact of unconventional monetary policy announcement surprises on U.S. stock returns at the zero lower bound and during days when LSAP (Large-Scale Asset Purchases) were announced. The empirical findings suggest that the monetary policy surprises during the days when LSAP were announced boosted the stock returns through the bank funding channel. Significant evidence is provided for the statistical difference between the impact of positive and negative monetary policy surprises on stock returns during the days when LSAP were announced. The returns of capital-intensive firms in the construction and finance industry were strongly impacted by the monetary policy surprises, and firms in the services and retail trade were also strongly impacted through the wealth effects. The impact of the monetary policy surprises on stock</p>

returns during the first round of the LSAP announcements was positive and statistically significant. However, the impact during the second round of LSAP announcements and the launching of the maturity extension program was insignificant.

It is found that a positive monetary surprise has a greater impact on the stock returns of financially unconstrained firms compared to financially constrained firms during LSAP announcements, and the difference is statistically significant. This indicates that the positive impact of an expansionary monetary surprise during the days when LSAP were announced is further magnified in a firm with a debt rating or a cash dividend payout.

**Keywords:** Zero Lower Bound, Monetary Policy Surprises, Stock Returns, LSAP, Financial Constraint.



**Yue-Dian Hsu**  
GICICSSH1705090

**Reviewing the problems of special education law under the fundamental right to education for mentally or physically disabled students**

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**Abstract**

The ideal of social state shall be implemented to the constitutional state that prescribes the protection of social security as one of constitutional basic state policies and imposes duties on the state to enact law to protect the rights of the mentally or physically disabled nationals. Due to their difficulties on their physical functions or mental intelligences, mentally or physically disabled students as compared with ordinary students confront more learning difficulties and are in need of special channels to access their fundamental right to education. Therefore, the state has duties to design a fine special education system for the mentally or physically disabled students to provide appropriate care and protection to enable them to stand behind the same starting line in order to accomplish the goal of self-fulfillment. This research project begins with the constitutional mandate of the right to education of the mentally or physically disabled students under the basic state policies of the Constitution, collects the current important laws and regulations regarding the mentally or physically disabled students, observes their implementations and shortages in practices to attempt to construct the constitutional structure of the right to education of the mentally or physically disabled students, and sculpts the functions as subjective rights and their objective legal functions. Eventually, through those constructed functions of the fundamental right to education of the mentally or physically disabled students, this project will review the implementations of special education under current laws and raise reform proposals to implement the protection of the right to education of the mentally or physically disabled students.

**Keywords:**

self-fulfillment, Fundamental Right to Education, Social State, Mentally or Physically Disabled Students, The Special Education Act, Special Education, The People with Disabilities Rights Protection Act, constitutional mandate



**The Construction of Law Evaluation Model in University Based on The Institutional Approach**

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**Abstract**

The law evaluation model is the operational analysis of the rule of law theory, and

<p style="text-align: center;"><b>Yali Wong</b> GICICSSH1705091</p>	<p>also the precondition on which the evaluation index system is built. Having observed the current situation and problems of rule of law in university, this article tries to deconstruct the real meaning of rule of law in university to the definition of evaluation, takes existing law system as research approach and finally forms a law evaluation model in universities which includes four modules of institutionalization, functionalization, security and effectiveness. This model will help us to measure or evaluate the level of the construction of the rule of law in public colleges and universities.</p> <p><b>Key word:</b> The Institutional Approach; Rule of Law in University; The Construction of Law Evaluation Model</p>
<p style="text-align: center;"><b>Willi Mutschler</b> GICICSSH1705113</p>	<p style="text-align: center;"><b>Optimal monetary and fiscal policy in an empirical dynamic stochastic general equilibrium model with rare disasters</b></p> <p style="text-align: center;"><b>Dr. Willi Mutschler</b> Postdoctoral researcher (assistant professor equivalent) Technical University Dortmund, Germany, Collaborative Research Center 823 of the German Research Foundation (DFG SFB 823)</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Rietz (1988, <i>Journal of Monetary Economics</i>) and Barro (2006, <i>Quarterly Journal of Economics</i>) introduce the hypothesis that the probability of a rare but extreme event is an important determinant of risk premiums in investment and asset markets. Usually these events correspond to very bad times (disasters), examples of which are war, epidemics, economic crises, nuclear conflicts and natural catastrophes such as tsunamis or earthquakes. The beauty of setting up economic models within this class is that it is possible to stay within the rational expectations framework commonly used in economics. Accordingly, many commentators and macroeconomists have expressed the concern of a global financial crisis before its outbreak in 2007/08. Still, fully fledged modern dynamic stochastic macroeconomic models that include the probability of a rare disaster are rather sparse in the literature. Therefore, we develop and estimate a New Keynesian model with a small but time-varying probability of disaster. The main result of our model is that an increase in the probability of disaster, without occurrence of the disaster itself, suffices to trigger a recession, i.e. a drop in employment, production, investment, share of prices and interest rates, as well as a countercyclical risk premium. Risk aversion therefore plays a significant role for the economic cycle and for factor prices. We then address a classic question in economics, namely: How should a benevolent government conduct stabilization policy? We address this issue of implementation of optimal policy by limiting attention to simple monetary and fiscal rules. Our estimated model provides us with means to find parametrizations of such policy rules capable of mimicking the optimal stabilizing policy. This opens the door for further research on models where the valuation of rare events in asset pricing can interact with macro-financial frictions and richer policy tools such as unconventional monetary policy.</p> <p style="text-align: center;"><b>Keywords:</b> Optimal Policy, Rare Disaster, Economics, Empirical, Research Abstract</p>



**I Ketut Astawa**  
GICICSSH1705102

**Spatial Carrying Capacity Development Of Tourism Facilities On Revisiting Tourists Intention To Kuta Tourism Area**

**I Ketut Astawa**  
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**Abstract**

Kuta is the pioneer of tourism in Bali, even from the early 20th century when Bali was recently discovered as a tourist destination. Along with the development of tourism in the world, a tourist destination of Kuta improved by updating the facilities and comforts such as hotels, restaurants, travel bureau, transport, tourist attractions, souvenirs, and other tourism facilities such as villas, modern shops, culinary, bicycles, motorcycles and cars rental, surfboards, beach chairs, beach umbrellas, the tourism police and other public facilities. This study aims to examine and analyze the effect of spatial carrying capacity, the development of tourism facilities on the revisiting tourists' intention, and socioeconomic impacts arising from the development in Kuta tourism area. Data collected through questionnaires and conducted at 80 tourists in Kuta tourism area. Secondary data used comes from the district of Kuta, the village of Seminyak, Legian and Kuta. Analysis of the data in this study using SPSS version 23. The sampling technique used is incidental sampling. Data analysis techniques used in this study include validity, reliability, normality test, and multiple regression analysis to test and prove the hypothesis of the study. The results showed that the population density is in the category of very dense and buildings is in higher. The analysis showed that congestion/density has a positive and significant effect on revisiting tourists' intention. As for cleanliness, land, and design/layout has a positive effect but not significant on revisiting tourists' intention. The positive impact of socioeconomic are rising incomes, increasing employment, and knowledge for the local community. While the negative impacts such as consumptive lifestyles, the population density, and less land.

**Keywords:**

spatial carrying capacity, density, social economy, and revisiting intentions

**Wen Cheng**  
GICICSSH1705104

**Good Teachers in College Students' Eyes:  
The Analyses of Student Evaluation of Teaching**

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**Abstract**

Student Evaluation of Teaching (SET) has been used to evaluate teachers' teaching performance in the world over decades. Besides numerical scores, students sometimes provide writing feedbacks in SET forms. However, the writing feedbacks are difficult to analyze and conclude because of their qualitative nature. In the current, the new method of qualitative word analysis was adopted. Meaning Extraction Helper (MEH) was applied to analyze writing feedbacks in the online Student Evaluations of Teaching among 76 courses. After calculating frequencies of words used in students' writing feedbacks for each course, cluster analyses on the words were performed in order to investigate the underlying clusters among the 76 courses. Five clusters were found within the 76 courses here. The five clusters of courses were compliant, common, charisma, content, and

	<p>conscientiousness. Among the five types of courses, the ones of complaint were generally rated low in the scores of teaching evaluation, compared to the other types of courses; whereas the courses of charisma, content, and conscientiousness were rated scientifically high in the score of teaching evaluation, but there was no difference among the three types of courses. The results indicate that there should be more than one type of “good teachers” according to college students’ points of view. Nevertheless, the courses of content had lowest standard deviations and had smallest numbers of students compared to the others, implying that teachers may tend to provide rich materials in small course. Overall, the study revealed the images of “good teachers” in college students’ eyes, and the findings should provide schools some insights for making administrative and teaching polices.</p> <p><b>Keywords:</b> Good teacher, SET, text mining</p>
 <p style="text-align: center;"><b>Tame Ramya</b> GICICSSH1705105</p>	<p style="text-align: center;"><b>Departure from the Traditional Livelihood: A Study on Puroiks of Kurung Kumey District, Arunachal Pradesh</b></p> <p style="text-align: center;"><b>Tame Ramya</b> Assistant Professor, Department of Anthropology School of Human &amp; Environmental Sciences, Saint Claret College, Ziro Lower Subansiri District, Arunachal Pradesh – 791 120</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The Puroiks are traditional occupational group in Kurung Kumey district of Arunachal Pradesh inhabiting in about 20 villages. Hunting and gathering is their main livelihood. They use their indigenous knowledge and techniques to hunt animals and gather food stuffs from the dense forest. It is their popular livelihood and income. Presently lots of issue affects their traditional livelihood. They try to hold on to their profession but poor socio-economical condition compels them to change their traditional way of earning. Some external and internal social, economical, and environmental pressures are responsible for this change. At the same time new generation does not give any positive response in favour of this profession. So the tendency is very clear that it will change in near future. In this study, I try to find out the responsible socio-economical conditions of present scenario behind the changing patterns of traditional livelihood of Puroiks community.</p> <p><b>Keywords:</b> Livelihood, socio-economic background, Puroiks, Kurung Kumey district</p>
<p style="text-align: center;"><b>Willi Mutschler</b> GICICSSH1705113</p>	<p style="text-align: center;"><b>Optimal monetary and fiscal policy in an empirical dynamic stochastic general equilibrium model with rare disasters</b></p> <p style="text-align: center;"><b>Dr. Willi Mutschler</b> Postdoctoral researcher (assistant professor equivalent) Technical University Dortmund, Germany, Collaborative Research Center 823 of the German Research Foundation (DFG SFB 823)</p> <p style="text-align: center;"><b>Abstract</b></p> <p>Rietz (1988, Journal of Monetary Economics) and Barro (2006, Quarterly Journal of Economics) introduce the hypothesis that the probability of a rare but extreme event is an important determinant of risk premiums in investment and asset markets. Usually these events correspond to very bad times (disasters), examples of which are war, epidemics, economic crises, nuclear conflicts and natural catastrophes such as tsunamis or earthquakes. The beauty of setting up economic models within this class is that it is possible to stay within the rational expectations framework commonly used in economics. Accordingly, many commentators and macroeconomists have expressed the concern of a global financial crisis before its outbreak in 2007/08. Still, fully fledged modern dynamic stochastic macroeconomic</p>

	<p>models that include the probability of a rare disaster are rather sparse in the literature. Therefore, we develop and estimate a New Keynesian model with a small but time-varying probability of disaster. The main result of our model is that an increase in the probability of disaster, without occurrence of the disaster itself, suffices to trigger a recession, i.e. a drop in employment, production, investment, share of prices and interest rates, as well as a countercyclical risk premium. Risk aversion therefore plays a significant role for the economic cycle and for factor prices. We then address a classic question in economics, namely: How should a benevolent government conduct stabilization policy? We address this issue of implementation of optimal policy by limiting attention to simple monetary and fiscal rules. Our estimated model provides us with means to find parametrizations of such policy rules capable of mimicking the optimal stabilizing policy. This opens the door for further research on models where the valuation of rare events in asset pricing can interact with macro-financial frictions and richer policy tools such as unconventional monetary policy.</p> <p><b>Keywords:</b>Optimal Policy, Rare Disaster, Economics, Empirical,Research Abstract</p>
<p>Isto Widodo GICICSSH1705121</p>	<p><b>Elite Agenda In Policy Making Process of Internal Institutional Relations Arrangement (Tata Tertib) of Dewan Perwakilan Daerah Republik Indonesia (Indonesian House of Local Representatives/DPD RI)</b></p> <p><b>Isto Widodo</b> Student,Universitas Indonesia Graduate Program Of Political Science,Depok , Indonesia <b>Meidi Kosandi</b> Student,Universitas Indonesia Graduate Program Of Political Science,Depok , Indonesia</p> <p><b>Abstract</b></p> <p>This paper is about policy-making process on Internal Institutional Relations Arrangement (Aturan Tata Tertib/Tatib) of Dewan Perwakilan Daerah Republik Indonesia (DPD RI/ Indonesian House of Local Representatives). Initially-as it on normative arrangement-all of DPD's member is equal, so it should be plural on it's every policy making process. This paper goal is testing that basic assumption by using Cobb and Elder's Agenda Control Theory. Run in qualitative method focused on observation, deep interview and document study, this paper finds: (1) because of its limited function in Indonesian legislative, internal political position is important for actors in DPD; (2) Elites agenda is found on this policy making process, they are agenda of Irman Gusman and agenda of Oesman Sapta Odang (Oso). Internal institutional relations (tatib) is important for them as instrument for their next political goals, so it is crucial for them to control the agenda of its policy making process; (3) elite control agenda in this case compete each other in plural situation in which all DPD members has some autonomy. Then, political structure also plays important rule for succeeding elite agenda. These finding is expanding our understanding on Indonesian legislative new branch and elitist-pluralist model on unstable democracy state like Indonesia. In future it is important for deepening the study on how political structure plays important rule on elitist-pluralist models of policy making process analyse.</p> <p><b>Keywords:</b> Tatib, policy making process, elite agenda</p>



**Prof. Anura  
Manatunga**  
GICICSSH1705122

**Archaeology as Soft Power: Foreign collaborative projects on heritage management in Sri Lanka**

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**Abstract**

Archaeology is generally considered as a subject dealing with the past. However, Archaeology is functioning in the contemporary society, hence; it has been highly influenced by the current social, economic and political milieu. Moreover, Archaeology is presently considered as an influential tool of diplomacy by several countries to implement their cultures and policies upon another country.

The present paper is meant for exploring this situation in contemporary Sri Lankan Archaeology. Sri Lanka is an Island in the Indian Ocean and closely located to India. It is in-between the sea route from Southeast Asia and the Western World. The country was ruled by three Western Powers, i.e. the Portuguese, the Dutch and the English from 15th Century.

The contemporary world politics should also be considered in this regard. American hegemony over the world, rise of China and India as economic powers and Japanese policy towards world politics are also influenced for heritage management activities in Sri Lanka.

The excavation and exploration projects, conservation of monuments, landscaping of sites, changing pattern of interests on regions or subjects and setting up of museums are highly influenced by foreign funding of those countries. It is an understood fact that those funding agencies are governed by the policies of particular countries. Some international associations like UNESCO, ICOMOS and SAARC also play a great role in managing Sri Lankan Heritage. The Present paper is a critical review of this situation and an attempt to understand the power of Archaeology as Soft Power of world politics and diplomacy.

**Keywords:**

**Soft Power, Archaeology, Heritage Management, World Politics, Diplomacy**



**Professor Mapa  
Thilakarathna**  
GICICSSH1705124

**Effectiveness of the Health Communication program in Family Health Services in Sri Lanka**

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**Abstract**

Family health service has been one of the fundamental health practices in Sri Lanka, which deals with specially health risks at the maternity and child born health protection. Objective of this study is to explore the existing health communication practices used in the family health care and hygiene reference to the selected field surveys in terms of the ongoing rural and semi urban health care services, provided by the health ministry in Sri Lanka as it remains significant importance on improving the quality and standard of the effective communication practices in the health care services.

Having a qualitative study covering both maternity and child health care services used in the family health services, this study used observation and participatory interviewing at the on going family health care services at the grass root level.

Based on the selected data on this survey, this study could be concluded that the

	<p>prevailing health care practices leading to specially family health services in the ministry of health in Sri Lanka should be very effectively implemented as well as planned before they are directly used in the rural and semi- rural and urban level grass root level services in the family health services programs. Having conducted that the more local level effective communication could be used, if grass root level family health services can be identify ,what are the existing literacy rate of the rural and semi urban level mothers as well as their family environment. Further, this study suggest that the maternity level health communication program should be programmed within the scope of the indigenous knowledge of communication that could be found in their own societal level. More scientific information can be disseminated by the use of interpersonal communication and small group communication.</p> <p><b>Key terms; Family Health Care Services, Maternity health and child born society, Effective Communication, Health Communication</b></p>
 <p><b>Rozikeen Sarae</b>  <b>GICICSSH1705125</b></p>	<p style="text-align: center;"><b>The effectiveness of oral health promotion project in a primary school, Yala province, Thailand</b></p> <p style="text-align: center;"><b>Rozikeen Sarae.</b>  <b>Dental public health, Sirindhon College of Public Health, Muang, Yala,</b></p> <p style="text-align: center;"><b>Adhiyah Mudor</b>  <b>Dentist, Sirindhon College of Public Health, Muang, Yala,,</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Globally, dental caries is one of the most prevalent diseases and more common in children living in rural areas. Good oral health practices started at earlier age lead to healthy gums and teeth later in life. Promotion and prevention are most importance for assisted the students to reduce the occurrence of dental caries.</b></p> <p><b>Objective: The general objective of this study was to evaluate the effectiveness of oral health promotion project among 1st grade students in a primary school. The specific objectives were to assess 1) oral health attitudes among 1st grade students, 2) oral health knowledge and practices of their parents and teachers in a primary school, Yala province.</b></p> <p><b>Study Design: A cross-sectional descriptive study was conducted in a primary school in Yala province. The samples include 150 of 1st grade students, 60 student’s parents, and 6 teachers in its school. The instruments used in this study were 1) oral health self-care attitudes questionnaire of student and 2) oral health care knowledge of children among parents and teachers. Descriptive statistic was used by percentage, mean and standard deviation. Paired samples t-test were used to compare oral health knowledge among parents and teachers after the project had finished.</b></p> <p><b>Result: The result of this study showed that the mean score of oral health attitudes among 1st grade students was fairly high (M= 2.54 S.D.=0.38). There was no statistically significant difference in oral health knowledge among parents and teachers.</b></p> <p><b>Conclusion: To improve oral health status need to improve knowledge, attitudes, and practices. The oral health stimulation by intervention should be done, especially in parents whose take care children.</b></p> <p><b>Keywords</b>  <b>Oral health care</b></p>
<p><b>Sumekar Tanjung</b>  <b>GICICSSH1705129</b></p>	<p style="text-align: center;"><b>on Indonesia Integrated Broadband Village Program</b></p> <p style="text-align: center;"><b>Sumekar Tanjung</b>  <b>Department of Communications, Faculty of Psychology and Socio-Cultural Science</b>  <b>Universitas Islam Indonesia</b></p>

	<p style="text-align: center;">Jl. Kaliurang Km. 14,5 Sleman Yogyakarta 55584</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study aims to describe the forms of Pejeng community participation in the village website utilization in Indonesia Integrated Broadband Village Program. Village plays strategic role in the national development plan. Village development is contained in the third Nawacita of President Joko Widodo i.e., building the nation from the periphery by strengthening the regions. The program that supports this development plan is the Integrated Broadband Village Program by the Ministry of Communications and Informatics through the provision of the desa.id. domain. In 2016, domain users increased by 84% compared to 2015. To appreciate, Ministry of Communications and Informatics organized the ICT Village Festival (Destika) by awarding a Destika Award for the villages that play an active role in managing the website. One of the winners of Destika Award is Pejeng Village, Bali which is also this research location. The approach used in this study is a qualitative approach that uses the unit of analysis informant with data collecting technique through observation, interview, and document study. The analysis used was a qualitative descriptive analysis. The results showed that: first, the form of community participation in the preparatory stage presence and the contribution in the form of the ideas. Second, the preliminary stage on energy, fund, and materials. Third, the maintenance phase of community participation in the form of capability and strength. Community participation in village website utilization is expected to promote economic potential with increasing community productivity while maintaining local wisdom.  <b>Keyword:</b> communications, community, Indonesia, participation, Intergrated Broadband Village.</p>
<p style="text-align: center;">Zhuoya Wang GICICSSH1705147</p>	<p style="text-align: center;">The analyses to carry out psychology health education by headmasters in middle school</p> <p style="text-align: center;">Zhuoya Wang Yanan experimental middle school, Shannxi province, China.</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The period of middle school is not only a golden age during our lives, but also in that period there exist a lot of psychologist problems. If these middle school students can't receive psychology health education in time, it will affect their physical and psychological health. And the new idea of education requires that school carry out the mental health of education effectively, which is a basic and important job for the headmasters. It is the duty of headmasters to look for all kinds of efficient ways to carry out psychology health education to them, improve the ability of adapting to society, make them develop fullest.</p> <p>Based on the research that how headmasters carry out psychology health education, in this article I bring out the importance and necessity of the headmasters carrying out psychology health education to students and how to carry out psychology health education scientifically. What I write in this article provides the base of theory for carrying out psychology health education effectively so that the functions of headmasters can be promoted well.</p> <p><b>KEYWORDS</b> psychology health, psychology health education, headmaster</p>
<p style="text-align: center;">Seulki Lee GICICSSH1705149</p>	<p style="text-align: center;">Exploring the Moderating Effects of CMC between Conflict and Shared Vision in Virtual team</p> <p style="text-align: center;">Seulki Lee Yonsei University, South Korea</p>

	<p style="text-align: center;"><b>Jungwoo Lee</b> Yonsei University, South Korea</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The virtual team members communicate through online. So it is difficult to form closed relationship, shared language, trust so on. The virtual team members communicating via online communication accept sensitively team member's feedback, opinion and words. It is the starting point of conflict. This conflict generates inconveniences for each other and even negative feelings to members. So, on the virtual team, online communication is more important than anything else. This study is to verify the influence of conflict on shared vision and team performance in virtual teams. First, previous studies of conflict, computer-mediated-communication (CMC) and shared vision were reviewed. Based on these review, an empirical research model is developed. Team conflict is posited as two types for this study: task conflict and relational conflict. These two types of conflict were set as the antecedent that may influence the shared vision of the team. The CMC was set as the moderating variables. The data points in this study are collecting from the people who experienced virtual team projects. We conducted online survey for two weeks. Initial analyses are being conducted using Smart PLS 3.0. Analysis results will be presented in the poster conference.</p> <p><b>Keywords</b> virtual team, conflict, CMC, shared language, communication</p>
<p style="text-align: center;"><b>Xi Wang</b> GICICSSH1705151</p>	<p style="text-align: center;"><b>Evaluation of University Scientific Research Competitiveness in University Ranking</b></p> <p style="text-align: center;"><b>Xi Wang</b> Institute of Higher Education, Xi'an Jiaotong University, Xi'an China</p> <p style="text-align: center;"><b>Abstract</b></p> <p>In recent years, university rankings have attracted the attention of students, country of officials and the public. The aim of this paper is to construct a new indicator to evaluate the scientific research competitiveness of Chinese higher education system by extracting the indexes of China's best university rankings. First of all, using principal component analysis to analysis the scientific research indicators of China's best university ranking, and discussing the possible advantages and disadvantages of indicators. Second, combining the scientific research indicators and the GDP figures of China's provinces and cities to establish a new indicator. Finally, this paper discusses the performance and limitations of this new indicator.</p>
<div style="text-align: center;">  <p><b>Harsh Mahaseth</b> YRSICSSH1705051</p> </div>	<p style="text-align: center;"><b>The Cultural Impact Of Manga On Society</b></p> <p style="text-align: center;"><b>Harsh Mahaseth</b> Student , Nalsar University Of Law, Hyderabad, India</p> <p style="text-align: center;"><b>Abstract</b></p> <p><b>Introduction</b></p> <p>The manga industry has taken the world by storm since the early 20th century. Not only does it hold a large market share in Japan, mangas have attracted a global audience; they have become a popular medium through which entertainment is being derived. Not only has the sales of mangas been booming in foreign countries as well as within their own country, it has penetrated into its readers' culture as well. Mangas have been successful in transcending the cultural barriers and making an important and lasting impression on the audiences across the globe. At first, these Japanese comics did not garner the appeal from the audiences, however now it has been successful in capturing the imagination of the</p>

	<p>readers around the world, spawning a fan base that has been increasing day by day. However, these comics have faced quite a few problems along the way. This paper will focus on the evolution of manga in society, the content within these mangas and their criticism and their cultural influence on society, with specific references from China and USA.</p>
 <p><b>Wang Tang-Wei</b>  <b>YRSICSSH1705052</b></p>	<p style="text-align: center;"><b>Walking/Surviving in the Foreign Land: Reconsidering Jamaica Kincaid's Lucy</b></p> <p style="text-align: center;"><b>Wang Tang-Wei</b>  <b>Department of Foreign Languages and Literatures, National Cheng Kung University No. 1, University Rd., Tainan 70101, Taiwan</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>In her most admired novella, <i>Lucy</i>, Jamaica Kincaid not only uses diasporic narrative as the core structure to re-consider the atrocious British colonial ideology but also scrutinizes the white hegemonic discourse. Set in 1969, the novel manifests how the white logic places the heroine in the dilemma of assimilation and resistance; likewise, it confirms Lucy's politics of location. Drawing on Franz Fanon's insight into colonialism—particularly his analysis of atrocious colonialism in erasing the subjectivity of the colonized—this paper, first of all, argues that Mariah's white woman discourse is thinly disguised colonialism which tries to distort Lucy's conception with her whiteness. Moreover, this paper employs contemporary discourses on the politics of differences to assert that: First, Lucy's past is constructed around the coercive colonial ideology apparatus--the atrocity of English colonialism which causes tremendous trauma. Secondly, that Mariah's hospitality and generosity dissipate the difference of black women can be perceived as an alternative "gaze of colonizer." Thirdly, Lucy's divergent identity cannot be totalized by any essentialism and her identity has the sharpest edge to break any essentialist understanding of cultural identity. As an immigrant who is from Antigua, Lucy's identity muscles her to name Mariah's generosity and hospitality narcissistic and to deconstruct Mariah's white universalism. In conclusion, the dialectics of Lucy and Mariah bespeaks well the contingency of self-reflection on cultural identity. Thus, this paper will assert that Kincaid's <i>Lucy</i> epitomizes the black diaspora's "politics of location."</p> <p><b>Key Words:</b>  <b>Jamaica Kincaid, diasporic narrative, politics of differences, colonialism, de-terrorization, politics of location</b></p>
 <p><b>Ansa Javed Khan</b>  <b>YRSICSSH1705053</b></p>	<p style="text-align: center;"><b>The Change Of Climate In The Maize Production Of Khyber Pakhtunkhwa</b></p> <p style="text-align: center;"><b>Ansa Javed Khan &amp; Hadeeqa Rafique</b>  <b>Ms Scholar –Economics, University of Peshawar , Peshawar, Pakistan</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>The variation in climate that Pakistan experienced in the recent past and the projections made for the upcoming decades bells alarms to the agricultural scientists. Given the central role of agriculture sector for the economy of Pakistan, ignoring the climate variations could pose serious threats to the survival of 47% population besides the delay in accomplishment of Millennium Development Goals (MDGs). This study is an attempt to access the impact of climate variation on agricultural production utilizing the data from 1981-2014 with the help of regression models. Stationarity and Normality of Data were tested with Fuller Augmented and Jarque-Bera Test respectively. A Cobb-douglas production function was applied and regression models were estimated. The estimated result of the total Maize Production Model exhibited a varying relationship when regressed with eight different socio-economic and climate variables. The model of the Aggregate Value of Maize production was carved out by taking per unit</p>

 <p>Mely Chinthya Devi YRSICSSH1705054</p>	<p>productivity as dependent variable and results were estimated.</p> <p>Economic Reforms in Timor Leste: Between Economic Growth, Ease of Doing Business and Ineffective Government</p> <p>Mely Chinthya Devi Yonsei University, Korea</p> <p>Abstract</p> <p>Background: Timor Leste, also known as East Timor, is one small country that located in the southern part in the Southeast Asia. Its capital city is Dili, its official language is called “Tetum” and its governmental system is Semi-Presidentialist Republic with President as the Head of States . The country is located in the eastern part of Timor Island, sharing its western part with the West Timor district, Nusa Tenggara Timur Province, Indonesia. The total area of Timor Leste is 14,919 km<sup>2</sup>, which become the home for 1.211 million people with a population density around 81.5 people per km<sup>2</sup> . Among of those populations, in 2015, 41.8% of them was falling into the poverty line and 35,97% of them was illiterate . Historically, Timor Leste initially declared their independence on 27 November 1975. However, two months after, the neighboring country—Indonesia, decided to annex the region and to include it as their 27th province under the name of East Timor. Such annexation, then marked the beginning of violent conflict in Timor Leste, which lasted for 24 years. Following such conflicts, other internal conflict, caused by rebellious and separatism group also occurred during 2007 to 2012 . Consequently, the occurred conflicts had a very significant effect toward the country’s instability and fragility. According to the 2015 report of state fragility by the Organization for Economic Co-operation and Development (commonly known as “OECD”), Timor Leste has been constantly fall into the category of “Fragile States” for 10 years based on economics, justice and resilience indicators . A year after, OECD also—once more—included the country as a fragile state based on the same indicators. Furthermore, the Fragile State Index 2016 by the Fund For Peace (shortly known as “FFP”) had put the country in the 35th rank among all countries in the world and classified it under the “Alert” category . As the economic situation in the country has been considered as one of the three reasons of its fragility issue, it seems reasonable to begin the research by looking over their GNI per capita data first. Based on the World Bank data, their GNI per capita in 2000 was US\$1,820 and it had been fluctuatively changed—both positively and negatively—during 15 years. The recent data shows that, in 2015, their GNI per capita reached the nominal of US\$ 4,550—2.5 times more than it was in 2000 . With such amount of GNI per capita, the country has been classified as one of the lower middle income countries by the World Bank . In addition to that, taking into consideration that they had experienced violent conflict before, their GNI per capita is quite fine, especially if it is compared to another country with a same experience of violent conflict within the same area. For example, let’s take a look on the GNI per capita of Papua New Guinea—another country in East Asia and Pasific region. In 2014, its GNI per capita was only US\$ 2,240 in 2014 . Papua New Guinea was also classified as a fragile state by the 2015 OECD report. However, regardless to its less number of GNI per capita, this country was not considered economically fragile. In contrast with Timor Leste, the OECD classified Papua New Guinea as a fragile state based on the justice and resilience indicators only. Such data are somehow interesting to be explored furthermore, as a country that has higher—even doubled amount of GNI per capita—in this case, Timor Leste was considered as economically fragile while another country who has lower GNI per capita—in this case, Papua New Guinea was not. It is prematurely assumed that there is something wrong with the economic institution in the Timor Leste,</p>
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	<p>which make it falls into the category of fragile state based on economic indicator. Thus, this research will try to find out what's missing from the economic reforms in Timor Leste, by exploring their current economic institutions—relatively compared to the Papua New Guinea's. It will particularly elaborate the relation between poverty, unemployment and the ease of doing business. It will also analyze the relation between the latter and the existing political institution in the country. Finally, at the end of the research, certain recommendations will also be given in order to solve the found problem as well.</p>
<p style="text-align: center;"><b>Ryan Smith</b>  <b>GICICSSH1705155</b></p>	<p style="text-align: center;"><b>The World is a Melting Pot</b></p> <p style="text-align: center;"><b>Ryan Smith</b>  <b>School of Hotel and Tourism Management, The Hong Kong Polytechnic University</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>There is a common conception that Asian and Western cultures differ. Tourism is one main driver gaining other cultural knowledge to pass on with others. People choose to travel to different countries for many different reasons; however, travellers gain knowledge of local culture he or she is visiting. The more travellers visit a specific country, the more knowledge and understanding of that culture will become known. This paper attempted to define differences of Western and Asian cultures through Hofstede's cultural dimensions. An aggregated a score was calculated using each cultural dimension for selected Asian and Western countries separately based upon a weighted tourism penetration index. Results indicated that there are large cultural differences between the Asian and the Western societies in regards to 5 of the 6 cultural dimensions. Using tourism as a way of understanding cultures, the findings show how Westerners perceive Asian culture and how Asians perceive Western Culture. The results of this research can be used to further investigate cultural differences in the business environment.  <b>Keywords: Cultural Dimensions, Cultural Differences, Tourism Penetration Index</b></p>
<p style="text-align: center;"><b>Diana Noviarini</b>  <b>GICICSSH1705156</b></p>	<p style="text-align: center;"><b>Developmental and Implementation of Integrated Information System in Public Administration</b></p> <p style="text-align: center;"><b>Diana Noviarini</b>  <b>State University of Jakarta, Jl.Rawamangun Muka UNJ, Indonesia</b></p> <p style="text-align: center;"><b>Rida Prihatni</b>  <b>State University of Jakarta, Jl.Rawamangun Muka UNJ, Indonesia</b></p> <p style="text-align: center;"><b>Akhmad Yamani</b>  <b>State Senior High School 107, Indonesia</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Banten in one of region that grow steadily in Indonesia. The growth of Public administration could cause several matters in Public Policy therefore the researcher have made a system called Integrated Information System. This information system that formed based on procedure and based on information and communication technology in purpose of handling several administration system matters in Banten. This research is purpose to develop and implement of software and the developmental of handling difficulties of implementation of the software at Banten Province. This research is using structural design method with of software. The result is to know how the matters in public administration could be resolved.  <b>Keywords: Public Administration, Developmental, implementation, integrated software system</b></p>
<p style="text-align: center;"><b>Dr. Hakan Sezerel</b>  <b>GICICSSH1705157</b></p>	<p style="text-align: center;"><b>An Emerging Trend In Tourism Development In Turkey: A Case Study</b></p>

	<p style="text-align: center;"><b>Dr. Hakan Sezerel</b>  <b>Anadolu University Tourism Faculty, Tourism Management Department,</b>  <b>Eskisehir/Turkey</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study exemplifies the imitation based touristic attractions and their functioning in tourism arrivals. A case study was conducted to comprehend an emerging tourism strategy which took place in a city in Middle Anatolia, Turkey. After significant efforts on renovation and transformation of historical buildings, accompanying with a sort of gentrification, Eskisehir leveraged tourist arrivals in 10 years. The interesting side of the case is that Eskisehir lacks a seashore, historical/archeological or/and natural sites, and “unique” tourism products. Nevertheless, the city has supplemented by an artificial seashore. What is more, some theme parks (including a local adaptation of the Disneyland) and monuments like Ugur Mumcu (assassinated journalist) have been built. Then, old neighborhoods have been gentrified. A lot of recreational facilities such as beeswax museum (adapted from Madame Tussaud) were provided and classical music, jazz, and cinema festivals are held regularly.</p> <p>These efforts and initiatives for destinations can be characterized in an umbrella concept, so called “eclecticism”. Examining the secondary data from the official websites of tourism related governmental agencies, tour operators, and tourism schools a content analysis were conducted. Additionally, the author participated a daily tour to observe the distinguished tourism destinations. Analyzing the each destination, a destination development model which is distinctive to the city was explored. According to the proposed model there are three components of creating an imitation based attractions; namely, the leadership cult, the secular/modern city image, and imitation.</p> <p>The leadership cult was constructed through a social process and the mayor (former rector of the one of biggest universities of the country, an amateur sculpture) of the city was able to transform the city during his administration in 15 years. The secular/modern city image is one of the key elements to comprehend tourism development in the city. A main motive of visitors emerged as, to see a European city in Middle Anatolia. The last one, imitation was deduced from the study. Imitation of universally well- known attractions were exemplifying the eclectic composition of efforts, regarding to the terms, namely, inauthenticity/existential authenticity, and rewriting history.</p> <p><b>Keywords: Imitation, destination development, eclecticism, critical analysis.</b></p>
<p style="text-align: center;"><b>Deniz Ync</b>  <b>GICICSSH1705158</b></p>	<p style="text-align: center;"><b>Relationships among Tourists’ Perceived Authenticity, Emotions and Behavioral Intentions</b></p> <p style="text-align: center;"><b>Deniz Ync</b>  <b>Tourism Faculty, Anadolu University, Eskişehir, Turkey</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study tested a structural model which investigates the relationships among perceived authenticity (object-based authenticity and existential authenticity), emotional reactions and behavioral intentions to consume cultural and heritage destinations. The sample of the study comprised of 428 participants in a cultural heritage site, in Cappadocia, Turkey. The data were provided via face to face interviews in two months (September and October) which considered the high season. Structural equation modeling was employed to test the causal relationships among the hypotheses. Findings revealed tourists’ perceived existential authenticity and object-based authenticity had influence pleasure and arousal emotions. Tourists’ emotional reactions had influence on behavioral intentions. The study concluded that two dimensions, namely, the object based authenticity</p>

	<p>and existential authenticity had significant impact on behavioral intentions.  <b>Keywords:</b> Object-based authenticity, existential authenticity, emotions, behavioral intentions.</p>
<p><b>Neneng N Aprianti</b> GICICSSH1705160</p>	<p style="text-align: center;"><b>Death And Self-Realization In Sadegh Hedayat’s The Blind Owl And John Banville’s The Sea</b></p> <p style="text-align: center;"><b>Neneng N Aprianti</b> Language and Literature Education Study Program, Post Graduate Program, State University of Surabaya, Indonesia</p> <p style="text-align: center;"><b>Budi Darma</b> Language and Literature Education Study Program, Post Graduate Program, State University of Surabaya, Indonesia</p> <p style="text-align: center;"><b>Ali Mustofa</b> Language and Literature Education Study Program, Post Graduate Program, State University of Surabaya, Indonesia</p> <p style="text-align: center;"><b>Abstract</b></p> <p>This study aimed to describe the death perception and its roles to unveil the awareness to achieve self-realization through the concept of existentialism, and also to explore the form of social cultural and religion in Hedayat’s The Blind Owl and Banville’s The Sea. This study applied the concept of theistic and atheistic existentialism which are proposed by Kierkegaard and Sartre and American school of comparative literature. The results showed 1) the main character in the two novels presents death as anxiety awakening, the refusal of afterlife, and death as the stages of life. 2) The death perception leads the character to reveal self, acknowledge superiority, and reveal spiritual being. 3) Hedayat voices his freedom of speech upon changes in cultural and social aspects in Persians ‘life. Meanwhile, Banville criticizes the freedom as the reason in appearing dominance of high social class and degradation of religion. He believes that the awareness of death helps man to reconstruct life and faith. These cases showed that existential death in existentialism is not merely appeared as the annihilation of human’s life.  <b>Keywords:</b> theistic and atheistic existentialism, death, self-realization, Comparative Literature; American School.</p>
<p><b>Astri Utami Indriyani</b> GICICSSH1705162</p>	<p style="text-align: center;"><b>Effect of Compensation and Benefit to Employee Engagement through Organization Brand in Indonesia’s Startup Company</b></p> <p style="text-align: center;"><b>Astri Utami Indriyani</b> Faculty of Economics and Business, Universitas Indonesia, Depok</p> <p style="text-align: center;"><b>Dr. Ir. Ignatius Heruwasto</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Startup business in Indonesia has become a popular way to start the business. Startup is as well a promised business in the filed of investment and pay/salary. Does pay and facility is suit well with their job description and makes the engage to company? This paper tests the hypothesis that compensation and benefit have effect on employee engagement with organisation brand in between. Result shows that organisation brand failed to be mediating variable just because only compensation those have effect that is on organisation brand and employee engagement. Which engagement is affected as well by compensation.  <b>Keywords:</b> Startup, organisation brand, employee engagement, compensation, benefit</p>
<p><b>Anum Zara</b></p>	<p style="text-align: center;"><b>Islamic Microfinance as an Alternative for Poverty Alleviation: a case study of</b></p>

GICICSSH1705163	<p style="text-align: center;"><b>Pakistan</b></p> <p style="text-align: center;"><b>Anum Zara</b> Lahore Business School, University of Lahore, Gujrat Campus, Gujrat, Punjab, Pakistan</p> <p style="text-align: center;"><b>Maria Noreen, Mubashir Ali</b> University of Lahore, Gujrat Campus, Pakistan</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The main purpose of this research paper is to demonstrate that how poverty can be potentially alleviated by using Islamic Microfinance as an alternative tool. Poverty being a common problem of all countries requires to pool all resources, efforts and actions as there is a long way ahead to get rid of this social menace so, a comprehensive and effective approach should be adopted by development oriented organizations and all governments around the world. Poverty not only has material aspect but also spiritual aspect due to Islamic ideology and hence, poverty alleviation strategy must reflect both. Contrary to conventional microfinance, Islamic microfinance offers unique solution to poverty alleviation. Islamic Microfinance being the application of Islamic values promotes social justice with an ultimate goal of achieving economic development. Questionnaire was developed and random sampling survey of Islamic Micro financing institutions was conducted in Lahore Division of Pakistan. Studies have shown that Islamic microfinance actually helps in poverty alleviation. This study can be very beneficial for banking and finance sector as Pakistan is potential market for success of Islamic Microfinance being one of the largest Islamic population countries and also being one of the top forty countries badly hit by poverty. <b>Keywords:</b> Islamic, poverty alleviation, shari'ah, microfinance</p>
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