Conference Proceedings

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July 10-11

CONFERENCE VENUE

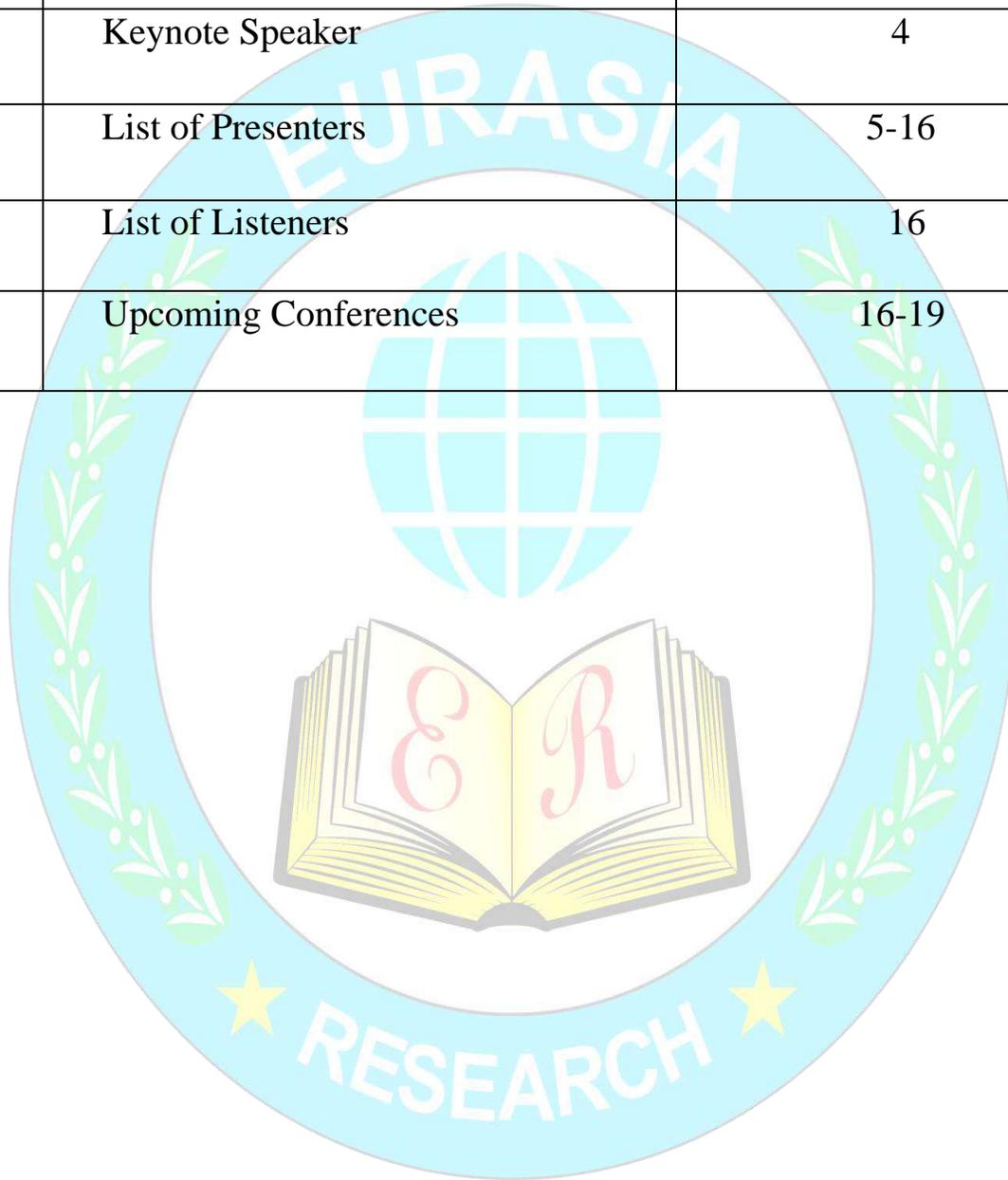Ibis Bali Kuta, Jl. Raya Kuta No. 77, 80361 Kuta, Bali, Indonesia

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Preface:

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KEYNOTE SPEAKER

Magdalena Matulewicz
Co-Founder / President, Natural Born Leaders, United Kingdom

Experienced Teacher Trainer, Early Years Professional and Assessor-Evaluator in Early Years Education, and Child Care, Learning, Development and Play (UK-certified A1 National Vocational Qualifications Assessor in CCLD and Play work, and the Early Years Professional Status Assessor) responsible for assessing the quality of Early Years and Early Childhood provisions in the UK and training Early Years Professionals. Specialises in Positive Pedagogy, Child-Led and Self-Directed Learning, Multi-Sensory Learning, Cross-Curricular Education, Multicultural Learning, Entrepreneurial Education and Multilingualism. He had worked hands-on with hundreds of children of all ages all over the world, taught at universities and colleges (Kingston University, Canterbury Christ Church University, The Tribal Education Group, The JGA Group), managed own schools and early years provision in the UK, designed curricula and teaching resources for renowned international educational institutions. With more than 20 years of hands-on experience she has delivered high quality teacher training sessions, recruited passionate teachers and childcare practitioners, organized numerous empowering workshops and hosted support groups for parents and worked with them to plan personalized learning journeys for their children. Author of numerous educational publications on early year's education, parenting and mobile applications for children promoting early literacy and cultural heritage.

List of Presenters

Siti Rahajeng Nh **ERCICBELLP1911054**	**Distribution of Sasak Language Phonology in East Lombok District** **Siti Rahajeng Nh** **Department of Indonesia Language and Literature, Faculty of Humanities,Universitas Airlangga, Surabaya, Indonesia** **Abstract** **This research aims to find and analyze the phoneme distribution of Sasak language. Sasak Language is a language that spoken by Sasak tribe, which is the native speaker of that language in Lombok island. Lombok has four regencies, there are East Lombok regency, Central Lombok regency, West Lombok regency, and North Lombok regency, and have one city area, namely Mataram city. In each of these regions, the mention of Sasak language has differences dialect. The east Lombok regency area is the one region with unique speakers, because it has variety of dialects. The method that used in this research is descriptive qualitative method, which is describing the sound of Sasak language. Then, the researcher will analyze that sounds and find the minimum pairs of that. The amount of vocabulary that used in this study is 200 words which are considered capable of representing the Sasak language vocabulary in east Lombok regency to find the phonemes. The result of this study is there are 24 Sasak language phonemes, with details of 8 vocal phonemes and 16 consonant phonemes. That phonemes are distributed in three position. The positions are early, middle, and end of the words.** **Keywords: Sasak Language, Distribution, Phonemes**
Antonio Olivera La Rosa **ERCICBELLP1911051**	**Deconstructing the Uncanny Feeling: An Implicit Ivestigation; Exploring Implicit Attitudes towards Violence in a Colombian Sample of Young Offenders with Conduct Disorder** **Antonio Olivera La Rosa** **Faculty of Psychology, Universidad Catolica Luis Amigo, Medellan- Colombia** **Evelyn Gil** **Mateo Gutierrez** **Estefania Jaramillo** **Abstract** **Exploring implicit attitudes towards violence in a Colombian Sample of young offenders with conduct disorder: This study test whether implicit attitudes towards two types of violence (physical and relational) differ between two groups of young offenders: one group with conduct disorder (CD) and the other group without this condition (No- CD).** **Compared to the No-CD group, young offenders in the CD condition showed less negative implicit association towards physical violence, $t(36) =2.0514$, $p=.048$, $d=0.32$. We found no differences between groups in the case of relational violence. Therefore, these results showed that CD influences implicit evaluation of physical violence (but not relational violence).** **Deconstructing the uncanny feeling: an implicit investigation:** **The fact that people draw multiple social inferences from facial cues about a person implies a remarkable puzzle: is there an implicit link between the perception of uncanny faces and perception of deviant (abnormal) morality? The visited analysis of the literature suggests a causal link between the UF and moral cognition. We propose that the UF functions as an emotional signal that something is "not right" with a human-like entity, and therefore needs to be avoided.** **Exploring Implicit Attitudes towards Violence in a Colombian Sample of Young Offenders with Conduct Disorder** **Antonio Olivera-La Rosa** **Department of Psychology and Social Sciences, Universidad Católica Luis Amigó. Transversal 514A #67B 90, Medellín, Colombia**

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Research goal: This study proposes an implicit approach to research in attitudes toward violence in offenders. In particular, we test whether implicit attitudes towards two types of violence (physical and relational) differ between two groups of young offenders: one group with conduct disorder (CD) and the other group without this condition (No-CD).

Method: 62 male young offenders were selected from the "Instituto Psicoeducativo de Colombia" (CD group=36, No-CD group=26; age: M= 16.4, SD=.86). The CD group was selected according to the criteria of the DSM IV-TR (American Psychiatric Association, 2002), and confirmed the diagnosis with the module of Conduct Disorder of the International Neuropsychiatric Interview (M.I.N.I) (Sheehan et al., 1997). We used the Single Target Implicit Association Test (ST-IAT; Karpinski & Steinman, 2006) to assess implicit attitudes towards two types of violence: physical and relational.

Findings & Future scope: Compared to the No-CD group, young offenders in the CD condition showed less negative implicit association towards physical violence, $t(36) = 2.0514$, $p = .048$, $d = 0.32$. We found no differences between groups in the case of relational violence. Therefore, these results showed that CD influences implicit evaluation of physical violence (but not relational violence). Further, by taking an implicit approach to attitudes towards violence in young offenders with CD, we expect to contribute to new perspectives on CD and its diagnosis.

Keywords: Implicit attitudes, violence, conduct disorder, offenders

Dr. Amit Kumar Jain **ERCICBELLP1911056**	**Engaging in Social Action at Work: Demographic Differences in Participation** **Dr. Amit Kumar Jain** **Associate Professor, Gitarattan International Business School, Delhi** **Abstract** **Numerous associations are using corporate social obligation activities that require representative support. These activities, which include social activity at work (SAW), can be a wellspring of reputational gains, advantage the network, and increment worker hierarchical recognizable proof [1]. In spite of the fact that examination has been led on worker volunteer projects (EVP), one part of SAW, those investigations have not recognized the attributes of representatives who are well on the way to take an interest in EVP nor have they thought about the extensive variety of SAW programs. In the field of Sociology, extensive research has been led to recognize attributes of volunteers, yet these volunteer projects are outside the setting of CSR activities. This exploration tends to this hole by recognizing the attributes of enployees who en- gage in SAW over an extensive variety of exercises. The aftereffects of the examination can help sharpen future research questions and help experts in creating and promoting SAW programs that reverberate with workers and amplify cooperation for the benefit of the representatives, association, and network all in all.** **Keywords: Corporate Social Responsibility; Employee Engagement; Employee Volunteerism**
Bruce Bidgood **ERCICBELLP1911058**	**Cultural Dissonance and the Up/Down Sides of Compassion in Canadian Palliative Care Workers: Contrasting Structural Models** **Bruce Bidgood** **School of Social Work, University of Northern British Columbia, Canada** **Abstract** **Canada, like many industrialized western countries, is experiencing a rapidly aging citizenry with retirement aged residents (over 65 years) projected to represent an estimated 23% to 25% of the population by 2036. This has translated into an increased demand for Hospice and Palliative Care (PC), which necessitates the use of "compassion" as a cornerstone element of quality care. A growing body of literature exists on both the negative (downside) and positive**

(up-side) effects of the prolonged use of compassion and its impacts on both patients and professionals. There exists a paucity of research on the potential role of the workplace culture in mediating the impacts of the compassion demands of PC. The current research attempts to address this gap through an examination of how the evaluations of individual and organizational cultural beliefs, and any dissonance between the two, can be used to predict and potentially improve the compassion satisfaction while decreasing the compassion fatigue of the palliative healthcare professional.

Method: Palliative health care workers from the member organizations of the Canadian Hospice Palliative Care Association were surveyed (n=504). Measured constructs included, workplace culture, compassion satisfaction, compassion fatigue, demographic data and practice experience information such as employment status and education. Three separate domains of cultural beliefs (individual, team and patient) were identified through content analysis of the Nursing Unit Cultural Assessment Test-3 (NUCAT-3). Cultural dissonance scores were calculated as the absolute value between the importances of the NUCAT item (e.g., importance of profession development) to the worker versus how important they perceived the item to be to the organization. Compassion satisfaction and compassion fatigue were operationalized through the Professional Quality of Life Scale (ProQOL). The validity of the scale items and domain structure was evaluated using confirmatory factor analysis. A conceptual model of the contributions of each domain score to the overall construct of cultural dissonance was constructed and the direct and indirect effects on compassion satisfaction and compassion fatigue was evaluated through the use of structural equation modeling.

Results: The study demonstrated the reliability and validity of the ProQol, NUCAT-3 and dissonance scores (based on the proposed domain structure). The domain items, which manifested the greatest level of cultural dissonance, were identified. The conceptual model(s) linking constructs of the individual, team and patient domains, to that of cultural dissonance were assessed using SEM as well as the its direct and indirect effects on compassion measures. . Individual models' goodness of fit and loadings were adequate and statically significant, respectively. The structural path relating disinace and compassion satisfaction was significant whereas the path linking to compassion fatigue was not. The results clearly establish cultural dissonance as an important predictor of compassion satisfaction while the results for compassion fatigue were more conservative. Overall, the study establishes cultural values/dissonance as potential targets for intervention strategies designed to reduce the deleterious effects of the compassion demands of PC professional practice.

Conclusion:

This study established the reliability and validity of using the ProQol and NUCAT-3 to assess culture in PC workplaces as well as the domain structure of workplace culture items of the NUCAT-3. The proposed models between domain items, overall cultural dissonance and compassion measures were tested with SEM and found to reveal differing factor loadings and levels of goodness of fit for the data. These differential SEM statistics are discussed in terms of the different way in which compassion satisfaction and fatigue are operationalized in the ProQOL; the subscales may be seen to vary in chronicity (length of demand) and acuteness (situational intensity of demand). The study demonstrates that efforts to reduce cultural dissonance in the workplace will help mitigate compassion satisfaction which is an important indicator of patient care. The results are discussed within an array of possible policy, practice and educational workplace initiatives which could be undertaken to reduce cultural dissonance and thereby promote patient and professionals' well-being.

Md Aslam Mia ERCICBELLP1911059	**Impact of Information And Communication Technology On Remittance Flow: A Developing Countries Perspective**

Md Aslam Mia
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Abstract

This study investigated the impact of information and communication technology (ICT), as well as macroeconomic factors on remittance inflow and outflow, with particular focus on developing countries in Asia, Africa and Latin America. It employed longitudinal datasets for the period 2005 to 2012, and generalized method of moments (GMM) technique. The findings

reveal that most of the ICT and macroeconomic factors have a positive impact on remittance inflow and outflow. The mobile and internet (fixed broadband internet) subscribers; online banking and automated teller machine (ATM), exchange rates, inflation, gross domestic product (GDP) and availability of deposit accounts were found to have significant positive effects on remittance flow. The results suggest that not only is ICT necessary for a healthy flow of remittance but also economic factors and good governance play an important role. Drawing from the results, some policy implications are discussed.

Yan Bastian Panggabean ERCICBELLP1911060	Quantitative Economic Analysis on Multi-phase Oil & Gas Project based on Incremental Value

Yan Bastian Panggabean
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Abstract
Conventional economic criteria on feasibility study consist of NPV, IRR, Payback period and Profitability Index. The inputs are based on robust parameter like price, production rate, capital, tax and the most important is fiscal terms. On Cepu Block, Indonesia, there is block basis terms which enable cross cost recovery mechanism between each field on Cepu Block.

Pertamina EP Cepu (PEPC) hold the portfolio assets within Cepu Block which consist producing, development and exploration field. Each economic analysis from each field consist of robust data and quatitative analysis are conducted from technical and commercial assumptions obtained from the subsurface and commercial team. This is standalone analysis and we want to optimize the economy of the project in addition to taking standalone economics into account, also calculates the value of the total block so that it can obtain incremental / gain values from each assets and field in the Cepu Block.

PEPC PEEP Loader is interface gather input from user and show the calculation on MERAK PEEP in order to simplify and make simulation from each case which consider each field between assets. This method generally will make consolidation factor first and then make deduction from each field which is a total block component. From the MERAK PEEP we can get incremental analysis and show the result in simple database for better appearance for management for better decision making.

Author hopes this method can be used for multiphase of the oil and gas project within a blocks and can calculate more detail and give incremental analysis between fields on asset because sometimes we need fast calculation and robust analysis if we have more than 2 production assets on Cepu Block.
Keywords: Incremental, Quantitative, PSC

Uditi Bhatt ERCICBELLP1911061	Subcontinent of India: A Part of the Earliest and most Advanced Civilisation of the World

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Abstract
Subcontinent of India: A part of the earliest and most advanced civilisation of the world". Undergraduate student at Pandit Deendayal Petroleum University at Gandhinagar, India. February 2019.

This paper examines the subcontinent of India from the point of view that it was partially home to the earliest and most advanced civilisation in the world. By examining this case, the paper clarifies the hold that the myths that have been around since centuries all over the world are not mere stories but in fact, they tell us a greater truth about the civilisation that existed at the end of the Ice Age. The topic studied in this paper includes the myths and folklores from around the world juxtaposed with each other in order to highlight the similarities. Each statement made in the paper is backed by scientific and archeological proof and thus the paper is divided into three major portions to prove the claim: (1) Mythical Parallels with History (2) Technological Brilliance in Ancient Scriptures (3) Archeological Proof. Data has been collected from documentary archives, interviews, books, newspaper archives, published reports and folklores. This paper challenges the argument that myths are inconsequential and are mere stories passed down since generations. It holds the view that a more technologically advanced civilisation existed before the time line that history gives us and if examined minutely, the

proofs of its existence can be easily visible. This paper attempts to bring to light the existence of the mythical cities citied in ancient Indian texts and various other mythologies and how the Indian subcontinent was an integral part of it all.
Keywords - Technologically Advanced Civilisation, end of Ice Age, India, Mythology, History

Joshua Marayag ERCICBELLP1911062	**Weaving The Culture Of Digital Tourism in the Summer Capital of the Philippines** **Joshua Marayag** **Lorma Special Science High School, San Juan, La Union, Philippines** **Abstract** As the time passes and culture is passed on to different generations, the elements Of tourism diverse. With the prevalence of technology in our country, its citizens will have a better grasp of what tourism actually is. This paper tackled and delved deeper on how beneficially technology can affect and be the bridge to connect the gap between tourism and culture. In the modern era, technology is ever-evolving, and it can be a great enhancement or tool for boosting tourism especially through digital tourism. Whilst its social costs, both globalization and modernization cannot be ignored; digital tourism can transform the imagery and identity of a locality. The scholars used the method of semi-structured interviewing and analyzed their accumulated data through thematization for this phenomenological study. The researchers have identified the elements of Digital Tourism mainly focused on programs, technology and media. Meanwhile, the researchers also determined the implications of Digital Tourism to the locals, the tourists and the government. The following influences of Digital Tourism are also scrutinized by the researchers on culture and the development of the city. As a conclusion, the scholars have Found out that Digital Tourism is firmly applicable to the City of Baguio and is adhered by tourists, locals and the government.
Citra Dewi ERCICBELLP1911065	**National Gallery of Indonesia (GNI): Cultural Policy and Multiculturalism. Study of the Archipelago Exhibition 2001-2017 at GNI** **Citra Dewi** **History Department, Faculty of Humanities, Universitas Indonesia, Depok** **Abstract** This study focuses on the role of the National Cultural Institute, namely the National Gallery of Indonesia (GNI) in maintaining multiculturalism through the policies implemented, namely initiating the activities of the Pameran Seni Rupa Nusantara (PSRN). The PSRN exhibition is one of the important programs of GNI because it gives space to the artists of the archipelago - not just Java and Bali - to present works of modern-contemporary art rooted in local wisdom. As a Nation-Nation that has the characteristics of pluralism, the spirit of multiculturalism in art has become very significant, especially in the middle of the Disruption era which is "full of uncertainty". Previous Study Seeking Indonesian Art Aesthetics Study of Archipelago Fine Art Exhibition, Embun Kenyowati E (2013), which said that the aesthetic concept of Indonesia was based on Indonesian cultural diversity, but this study did not specifically address GNI policies specifically. This article uses qualitative research with a historical method approach: heuristics, verification, interpretation and historiography, namely the process of writing history based on proven facts. The results of the study show that GNI as the State Cultural Institute plays an important role in maintaining multiculturalism through exhibition events involving roles and figures. Keywords: National Gallery of Indonesia, Cultural Policy, Nusantara Exhibition, Multiculturalism.
Sharaine Tadifa ERCICBELLP1911066	**Making a Living from the Dead: A Qualitative Study on theLived Experiences of Embalmers** **Sharaine Tadifa** **Senior High school, Lorma Colleges, La Union, Philippines** **Abstract** In our society today, death care professionals like embalmers are prone to be condemned and

most likely to be disregarded. Thus the study entitled " Making Living from the Dead: A Qualitative Study on the Lived Experiences of Embalmers" intends to recognize the personal experiences of these professionals. Nevertheless, this study also ought to enlighten everyone the reason why embalmers chose to be part of this field, and how they managed to cope up with the challenges they have mentioned. The study used a phenomenological research design. Purposive sampling method technique and semi-structured interview questionnaires were used in this study. The outcome of this study led the researchers to further understand the experiences of the embalmers as they undergo different difficulties in this job and that in spite of these circumstances ,this embalming profession led them to who they are today. The study concluded that embalming is indeed a profession that deserves enough respect, acceptance and appreciation. The researchers then decided to make an infographics containing details about the embalming profession that are meant to be posted in some funeral homes in San Fernando City and Bauang, La Union to further broaden the awareness of people about this death care profession.
Keywords: Embalming, Funeral, Lived Experiences, Embalmers, Death Care Field, Funeral Homes

Putu Sintha **ERCICBELLP1911069**	**Increasing Group Cohesiveness by using Appreciative Inquiry in a School's Employee** **Putu Sintha** **Dewi Aryaningrat, Graduate Program of Applied Psychology, Faculty of Psychology, Airlangga University, Surabaya, Indonesia** **Abstract** **School is a complex organization yet very dynamic. Employees in schools can come from a variety of different backgrounds, but must be able to realize the vision of the school and provide the best education for their students. This fact makes group cohesiveness is an important occasion in the school's employees as a team.** **This study aims to determine whether the AI method can be used to increase group cohesiveness in school employees. AI (Appreciative Inquiry) is a method that transforms the capacity of the human system for positive change by focusing on positive experiences and a hopeful future (Cooperrider and Srivastva, 1987; Cooperrider et al., 2000; Fry et al, 2002; Ludema et al. 2000, in Gergen et al., 2004).** **The subjects in this study were 22 school "X" employees who were randomly selected from a total of 48 employees. This study used action research method with AI as its intervention, evaluation and reflection as the last step of the study.** **The results of the study show that AI can increase group cohesiveness for "X" school employees and for more in-depth results will be discussed further in the paper.** **Keywords: Appreciative Inquiry, Group Cohesiveness, School's Employee**
 Willem Petrus de Villiers **ERCICBELLP1911070**	**Permanent stay of prosecution: S v Brooks 2019 1 SACR 103 (NCK)** **Professor Willem Petrus de Villiers** **Department of Procedural Law, University of Pretoria, South Africa** **Abstract** **Section 35(3)(d) of the South African Constitution, 1996 provides that an accused has the right to have his trial begin and be concluded without unreasonable delay. In the case supra the application for a permanent stay of prosecution was triggered by the recusal of the trial judge in an earlier case and the intention of the State to retry the applicants. One of the questions that arose was whether the court in the recusal application could take into account the merits of the previous trial in deciding whether there was an unreasonable delay or not. In the paper I discuss the facts of the case and the factors to be taken into account when an application for a permanent stay of prosecution is considered under South African, US and Canadian law. I conclude whether it is possible to take into account the merits of a previous trial under South African law.** **Keywords: Criminal law/procedure, Permanent stay of prosecution**
Rocky Tarsisius Pantouw **ERCICBELLP1911071**	**Influence of Game Design and Playability Toward Continuance Intention Using TAM**

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Abstract
As the growth of game industry, only few Studies in mobile games, and also focused on pre-adopting while ignoring post adoption behaviors. One intrinsic factor considered affecting gameplay is enjoyment. Some research has already conducted to understand what enjoyment driver is. Enjoyment is an external factor that influenced perceived usefulness. Where perceived of usefulness is variable proposed in TAM. This study aims to examine impact the game design attribute that fit and influence enjoyment while play game and as a motive of continuance mobile game use in MOBA genre. This research adopts game design attributes of challenge, variety, novelty, design aesthetics, social interaction, playability attributes consist of perceived of use and interactivity. Structural Equation Modeling (SEM) is used for data analysis. The model is tested with 206 actual users. The findings put Novelty, design aesthetic and interactivity under observed. This research concluded that continual mobile game use is strongly driven by perceived of usefulness. The implications are discussed in the paper.
Keywords: Mobile Games, MOBA, Enjoyment, Continued Use, TAM

Study of a Psychometric Test to find out the Apt Specialization for MBA Students

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Dr D Y Patil Institute of Management Studies (DYPIMS), Savitribai Phule Pune University
(Formerly University of Pune), Pune, India

**Ashutosh Narayan Misal
ERCICBELLP1911072**

Abstract
Introduction: Choosing a specialization is the only question that keeps toiling around in the brains of MBA students during the first two semesters1. It is often observed that MBA students are confused about selection specialization. General trend is that students select specialization based mainly on peer pressure, what is more in demand in the market and the job opportunities rather than their aptitude. In fact, it is vital to make yourself aware of all of them and select your area of study carefully and not follow the crowd2.
Purpose: To help students select the specialization that matches with their personal, psychological, behavioural make-up.
Methodology: Author, being a Certified Psychometric Test Professional, has devised a psychometric test titled as 'Apt Specialization Test'. The Test is a combination of two psychometric tests; one being brain dominance test and other MBA specializations test. Combined scores of both tests yield at most preferred and recommended specialization for students. For this research paper, the Apt Specialization Test is administered on group of 105 students of 1st year MBA from B-School DYPIMS, Pune, India. Author has been conducting the test for last few years in different B schools. Score of reliability and validity is arrived at 0.83.
Findings: This Research Paper findings provide the details of 'apt specialization test' conducted on target group. Test gives students recommendations from most suitable to least suitable specialization for individual based on psychometric analysis of individual.
Conclusion: Apt Specialization Test helps MBA students to select the specialization as per individual's aptitude, natural inclination and connectivity & suitability with self. The confusion & ambiguity in the minds of the students, while selecting MBA specialization, is nullified.
Future Scope: The Test is useful to avoid non-suitable specialization and regression & frustration due to it. An online-app can be developed for the same.
Keywords: Psychometric Test, Apt Specialization, Brain Dominance, Aptitude, MBA

**Laras Antania
ERCICBELLP1911073**

The Impact of Country Image and Celebrity Endorser Strategy on Purchase

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Abstract
The global market competition is getting intense, as well as the automotive industry. The Indonesian automotive industry is expected to grow positively in 2019, with target sales of new

vehicles as many as 1.1 million units in 2019. Yet, Chinese car manufacturers flock to market their products in Indonesia. Country image become one of the important things for consumer to evaluate the quality of products. Previously, consumer's perception about Chinese automotive products were considered as low quality inexpensive products, but now the trend is shifting. In the middle of 2018, DFSK (DongFengSokon) Chinese automotive products introduces a 7-seater SUV named 'Glory 580' in Indonesia. DFSK using Agnez Monica as an endorser to support their brand. Agnez Monica consider to reflect the similarity of DFSK Glory 580's personality; energetic, challenging, and expected to 'go international'. The purpose of this study is to investigate the impact of country image (cognitive and affective) toward product image and purchase intention. And also investigate the success driver of marketing strategy by using celebrity endorser on purchase intention of DFSK Glory 580. A survey design was used to test the proposed linkages among the variables. Target of population of the survey was Indonesian consumers and automotive enthusiast.The study shows that the only cognitive country image that has significant impact to product image and purchase intention of China's product, and there are only two endorser's success driver that has significant impact to purchase intention of DFSK Glory 580.

Keywords: Country Image, Cognitive Country Image, Affective Country Image, Celebrity Endorser, Purchase Intention.

Anindita Ratnawati Aditya **ERCICBELLP1911074**	**The Impact of Online Review on Social Media Platform on Consumers Purchase Intention in Choosing First Visited Café** **Anindita Ratnawati Aditya** **Master of Management, Faculty of Economics and Business, University of Indonesia, Jakarta, Indonesia** **Abstract** **The development of cafe business in Indonesia has recently increased, making the level of competition become tighter. This is what makes cafe business must be able to maintain customer loyalty, due to the characteristics of consumers tend to try new things or places. The customer's decision making is affected by various factors such as other customer reviews, review platforms, and property characteristics as well as the customers profile itself. In this context, research was conducted to determine the impact of online reviews on social media platform on consumer's purchase intention in choosing first visited cafe. This study referred to the former research model and empirically tested by collecting data from questionnaires that were distributed using online survey. Six features of online reviews**
Miriam Sibrian **ERCICBELLP1911076**	**The Amazon Effect On Toy Retailers** **Miriam Sibrian** **Department of Management, Faculty of Marketing, Yuan Ze University, Taoyuan, Taiwan** **Abstract** **The rise of powerful e-commerce retailers has created significant changes in the traditional retailing industry, shifting the way people shop and their expectations about the shopping experience. This disruption of the retail sector, both online and in physical outlets, resulting from increased e-commerce has been informally referred as "The Amazon effect" which is an informal term used by marketing practitioners and journalists to describe the ongoing disturbance that e-commerce exerts on online and physical retail sectors.** **The low prices and the convenience of online shopping have influenced the decrease in the number of customers that visit physical stores and eventually buy products, forcing many retailers to end their operations.** **Toy sellers are among many retailers that have experienced the impact that e-commerce has brought to the retail industry. Even though toy sales have increased in the past years, the number of customers buying toys in traditional toy stores has decreased. Important toy retailers such as Toys "R" Us went bankrupt and decided to close their stores owing to the rise of online retail and the low priced toys offered by megastores such as Walmart and Target.** **Toy brands present a world of possibilities for retailers to develop unique experiential concepts**

	because toys possess distinctive characteristics that allow aspects such as learning, creating, entertainment, and social interaction to converge. The nature of the products they sell and the emotions they produce through their consumption present an excellent opportunity for Toy retailers to develop a brand experience concept that can transform their business from the traditional idea of being a place where toys are bought to a place where experiences are co-created. If toy retailers want to sustain their business, changes have to be made in the way they perform their business. Thus, this present study proposes that traditional toy retailers can transform through the adoption of an innovative business model that emphasizes on offering a unique brand experience concept that incorporates service co-creation The new experiential idea will convert toy retailers into spaces where both parents and kids can co-create experiences that revolve around toys. This new outlet will allow customers to experience toys using their senses and to participate in experiences that embody the value of toy brands instead of just purchasing a toy and will allow toy stores to gain a competitive advantage against big retailers such as Amazon. Payne, Storbacka, Frow, and Knox (2009) model for co-creating the brand relationship experience presents a conceptual framework and methodology that will aid retailers in designing, planning and managing this new experience from a managerial and practical perspective. This model will be employed in this present study as the framework for managers to create, design and deliver innovative experiences by setting goals for both customers and toy retailers at each relationship phase; mapping the types of encounters and determining which channels are most appropriate for different customer segments, and lastly it develops a detailed process outline for managing the delivering of each experience. To conduct this study, a qualitative approach will be considered since there are many elements involving the creation of a new experiential concept for toys stores that remain unknown and need to be discovered. Qualitative research can capture the relevant emotional aspects that customers want to feel and their relationship to the different elements involved in the experiential concept. Thus, an exploratory and explanatory stage will be carried out to explore relevant information concerning the design of experiences using secondary information while conducting in-depth, open-ended, and semi-structured personal interviews with service innovation experts and managers of the retail industry and other industries familiarized with brand experience and co-creation; such as the tourism, hospitality and entertainment industry to collect primary data for explanatory purpose. Along with these stages, the elements necessary to design the experience will be proposed, alongside the different ways that customers are going to participate and the different interaction between service providers and customers. The expected result of this study will be a practical, process outline that provides a step by step guideline of the design, production, delivery, and consumption processes of this new retail concept. This guideline will offer toy retailers the desired key elements to construct the experiential concept that will possibly generate the competitive advantage needed to attract customers to their physical stores.
Ms. Purvi A. Chavla **ERCICBELLP1911077**	**An Empirical Study of Enhancing Leadership Competencies through Spiritual Intelligence** **Dr. Priti Nigam** **Assistant Professor, Department of Commerce & Business Management,The Maharaja Sayajirao University Of Baroda, Vadodara [Gujarat] 390 002** **Ms. Purvi A. Chavla** **Research Scholar, Department of Commerce & Business Management,The Maharaja Sayajirao University Of Baroda, Vadodara [Gujarat] 390 002** **Abstract** **The nature of leadership is such that most recognize it when they see it or experience it but find it impossible to agree on how it should be defined. Stodgily described effectiveness as a leader's ability to reconcile differences with contending factions and keep the group integrated around a common purpose. "Most researchers evaluate leadership effectiveness in terms of the leader's actions for followers and other organizational stakeholders".Leadership and leadership**

effectiveness are essential in the relationship between leaders and followers pursuing and achieving goals.

Leadership begins with knowledge of self. As a leader's whole self is recalibrated, there are discoveries of areas that need to be developed that, when completed, will add to their overall experience of effectiveness. Assessment, challenge, and support are three components of an effective development process. Spirituality has not historically been included in this process. However, recent literature suggested the possible relationship between spirituality and leader effectiveness. Spirituality, then, is the awareness, understanding, access, and intentional integration of the invisible life force that permeates all of our experience. Spirituality brings forth a different set of values, beliefs, ethical behaviors, responsibilities and accountabilities that when done well will not overshadow other aspects of leader effectiveness that are more bottom line oriented.

This research study sought to quantify the suggested relationship and identify specific links between these two constructs. This research began from the premise that if the spiritual development of individual leaders can be added to other accepted leadership skills, such as job specific technical skills, emotional intelligence, and physical fitness, then there is an exponentially greater possibility that both the ineffective and the already effective leader will improve their effectiveness by including an overlooked aspect of leader development, spirituality.

Researcher will also provide model of this linkage leading to work life balance. Along with that in this Research Paper Researcher will also evaluate the relationship between Spiritual Intelligence and Leadership Competency by Various Statistical Tools.

Keywords: Spirituality, Spiritual Intelligence, Leadership, Leadership effectiveness, Competency

Aulia Fitri **ERCICBELLP1911080**	**Instagram Translation Vs Human Translation on the Perspective of Quality Assessment** **Aulia Fitri** **Linguistics program of English Department, Faculty of Humanity, Universitas Indonesia, Indonesia** **Abstract** **This study is purposed to compare the quality of translation between an automatic machine translation and human translation. The study will see the tendency rank the categories of translation quality that mostly found in machine translation (MT) and human translation (HT) and also between MT and human in translating a text. Instagram is a social media account that is widely used by people in the world. Users of Instagram account can consume the caption and picture that is shared. it provides the MT under its caption that assists users to understand their non-native languages. The researcher takes samples from an Indonesian public figure instagram account @aniyudhoyono where the account is followed by many followers from either local or foreign. The public figure tries to help her foreign followers to understand the posts by putting up the English version caption after the Indonesian. Even though the account is widely used by the worldwide society, however, the research on Instagram account still has limited researches. There are 20 samples that will be analysed on the perspective of translation quality by using the methods of theory and corpus tool, thus, it will lead to a trusted and accurate results. As the Instagram tends to give literal translations without regarding the pragmatic. On the other hand, the human translation tends to exaggerate its translation which brings to a different meaning in English. This is an interesting study to discuss when the characteristic of human nature and robotic-system influence the translation result.** **Keywords: Automatic Machine Translation, Human Translation, Translation Quality**
Noran Gamal El Din Ahmed **ERCICBELLP1911081**	**The Impact of Incentives on Organizational Commitment in Public Organizations in Egypt** **Noran Gamal El Din Ahmed** **Faculty of Economics and Political Science, Cairo University, Egypt** **Abstract** **PurposeThe purpose of this research is to explore the dynamics of incentive systems practices in the public organizations. More specifically, this paper tries to point out some main aspects of**

incentive systems, which strongly influence the degree of employees' organizational commitment. The practical study here tends to show greater insights into the incentives-organizational commitment relationship and its validation at the Ministry of Communications and Information Technology (MCIT) in Egypt as a case study.

Design/methodology/approach

This research depends on descriptive analytical approach. The design of the study is both descriptive in the theoretical part and quantitative in the applied one. Theoretically, this paper implemented the analytical approach to define the main concepts using an empirical study to explore correlations in practice.

FindingsThis paper concludes that the employment of best incentive systems practices is considered a significant tool in enhancing the organizational commitment. Also, the results of analysis provide evidence that incentives systems contribute to organizational commitment at MCIT.

Practical implicationsThe findings and recommendations of this research can practically guide management to devise effective policies to improve organizational commitment using right incentive systems, particularly in the Egyptian public organizations.

Originality/value

This research has good implications for both theory and practice, as it offers contribution on literature in the field of study, as well as the practical contribution.

Keywords: Incentives, Concept of Incentives, Organizational Commitment, MCIT, Public Organizations.

I Putu Sugiartha Sanjaya
ERCICBELLP1911082

Financial Accounting: A Case Study at Ex-Migrant Worker Cooperation of Kulon Progo Daerah Istimewa Yogyakarta Indonesia

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Abstract

The aim of the study is to explore financial accounting practices at Ex-Migrant Worker Cooperation of Kulon Progo. The cooperation is established by the ex-migrant workers at Kulon Progo. The cooperation more less 3 years. At the beginning, the members of the cooperation have high motivation for improving the cooperation because they have the same as experiences as migrant workers. They also have proud for the cooperation because it is a significant evidence for existing ex migrant workers in Indonesia. The cooperation also has legal entity from Indonesian Government. But at 2017-2018, the some members of cooperation have low motivation for developing the cooperation. This phenomena is interesting because Indonesian Government still leads this cooperation to grow and develop so this cooperation still exist both its members, activities, contributions for community. Based on the phenomena, we are interesting to investigate how financial accounting practices at the cooperation. The practice is interested to study because financial management cannot be separated with the applied financial accounting. Based collecting data by observation and interview as long as 2017-2018, we find that financial accounting practices at Cooperation of Ex-Migrant Worker are not consistent with generally financial accounting standard. We can find at its financial statement. Some reported accounts in income statement such as cost of building room. We also find in the statement of financial position such as revenue from stalls. This condition should be solved through accounting module and workshop for improving the capacity of employee who has responsibility for preparing financial accounting.

Keywords: Ex-Migrant Worker, Cooperation, Financial Accounting, and Financial Statements.

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- ➢ 2nd Mauritius – International Conference on Social Science & Humanities (ICSSH), 20-21 July 2019

- 2019 – XIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), July 20-21, Mauritius

- 3rd Bangkok – International Conference on Social Science & Humanities (ICSSH), 24-25 July 2019

- 2019 – XIIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), July 25-26, Bangkok

- 2nd Barcelona – International Conference on Social Science & Humanities (ICSSH), 30-31 July 2019

- 2019 – XIVth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), July 31 – Aug 01, Barcelona

- Istanbul – International Conference on Social Science & Humanities (ICSSH), 06-07 August 2019

- 2019 – XVth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), August 07 – 08, Istanbul

- 2nd Rome – International Conference on Social Science & Humanities (ICSSH), 28-29 August 2019

- 2019 – XVIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), August 29 – 30, Rome

- 2nd London – International Conference on Social Science & Humanities (ICSSH), 10-11 September 2019

- 2019 – XVIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), September 11 – 12, London

- 2nd Jakarta – International Conference on Social Science & Humanities (ICSSH), 18-19 September 2019

- 2019 – XVIIIth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), September 18 – 19, Jakarta

- Hong Kong– International Conference on Social Science & Humanities (ICSSH), 24-25 September 2019

- 2019 – XIXth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), September 25 – 26, Hong Kong

- 4th Dubai – International Conference on Social Science & Humanities (ICSSH), 07-08 October 2019

- 2019 – XXth International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), October 08-09, Dubai

- 2nd Prague – International Conference on Social Science & Humanities (ICSSH), 15-16 October 2019

- 2019 – XXIst International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Oct 16-17, Prague

- 4th Bangkok – International Conference on Social Science & Humanities (ICSSH), 15-16 October 2019

- 2019 – XXII International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), Oct 16-17, Bangkok

- 4th Singapore – International Conference on Social Science & Humanities (ICSSH), 13-14 November 2019

- 2019 – XXIII International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), November 14-15, Singapore

- 5th Dubai – International Conference on Social Science & Humanities (ICSSH), 09-10 December 2019

- 2019 – XXIV International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 10-11, Dubai

- Sydney – International Conference on Social Science & Humanities (ICSSH), 10-11 December 2019

- 2019 – XXV International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 11-12, Sydney

- 3rd Bali – International Conference on Social Science & Humanities (ICSSH), 19-20 December 2019

- 2019 – XXVI International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 20-21, Bali

- 5th Bangkok – International Conference on Social Science & Humanities (ICSSH), 21-22 December 2019

- 2019 – XXVII International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 22-23, Bangkok

- 3rd Malaysia – International Conference on Social Science & Humanities (ICSSH), 27-28 December 2019

- 2019 – XXVIII International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), December 28-29, Kuala Lumpur

- 6th Dubai – International Conference on Social Science & Humanities (ICSSH), 17-18 February 2020

- 2020 – International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), February 18-19, Dubai

- Melbourne – International Conference on Social Science & Humanities (ICSSH), 03-04 March 2020

- 2020 – IInd International Conference on Business, Economics, Law, Language & Psychology (ICBELLP), March 04-05, Melbourne