

PROCEEDING



BIRE
Bali Institute of Research Excellence



RMSEIT-2017

**International Conference on Innovative
Research in Management, Social Sciences,
Economics and Information Technology**

**Mercure Bali Harvestland Kuta Bali, Indonesia
December 21-22, 2017**

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

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Book of Abstracts Proceedings

**International Conference on Innovative Research in Management, Social Sciences,
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Proceedings of the International Conference on Innovative Research in Management, Social Sciences, Economics and Information Technology (RMSEIT)

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***International Conference on Innovative Research in
Management, Social Sciences, Economics and
Information Technology (RMSIET)***

Venue: Mercure Bali Harvestland Kuta Bali, Indonesia

Conference Theme: Providing platform for enhancement of research and developmental activities through networking and collaboration.



SCIENTIFIC COMMITTEE

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CONFERENCE TRACKS

- Basic Science
- Civil Engineering
- Economics, Finance & Accounting
- Business Management
- Electrical Engineering
- Life Sciences
- Mechanical Engineering
- Medicine Sciences

CONFERENCE CHAIR MESSAGE

Dr. Ryan Feinstein

“International Conference of Engineering Science Research and Development Board” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences and applied sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Ryan Feinstein

Conference Chair

Email: ryan@bireacademy.com

CONFERENCE AGENDA

Conference Name: International Conference on Innovative Research in Management, Social Sciences, Economics and Information Technology (RMSEIT)

Day & Date: Thursday, December 21, 2017

Venue: Mercure Bali Harvestland Kuta Bali, Indonesia

Timeline of Day 01

09:00 - 09:15 am	Registration of Participants
09:15 - 09:25 am	Introduction of Participants
09:25 - 09:35 am	Key Note Speech — Dr. Juniad Sheikh
09:35 - 09:45 am	Inauguration and Opening address
09:45 - 10:00 am	Grand Networking Session

Tea/ Coffee Brake: 10:00 - 10:30 am

Presentation Session

DAY 01 (December 21, 2017)

First Presentation Session (10:30 am - 12:00 pm)

Venue: Room 1

Session Chair: Ryan Feinstein

Track A: Business, Humanities and Management Studies

Xiaoyan Li (BLS-4127-102)	Cross-Cultural Interaction and Job Satisfaction in Cross-Cultural Organizations: A Case Study of Two Thai Companies Founded and Managed by Chinese People
Sasanti Cahya Mulya (ETSBS-127-ANI102)	Brand Name Decision (Case Study in MSMEs Boki Murni, Tabanan Bali)
Pan, Lindawaty Suherman (RMSEIT-DEC-BI110)	Good Faith is Key Principles to Agreement and Development Franchise in Indonesia
Mr. Christian Andersen (RMSEIT-DEC-BI112)	Legal Research of the Indigenous People Status related to Access and Benefit Sharing the Utilization of Genetic Resources Traditional Knowledge and Cultural Expression Traditional in Indonesia According to the Regulation in Indonesia
Dr. Junaid M. Shaikh (RMSEIT-DEC-BI115)	Does Accounting Theory Contribute Towards Setting Up The Accounting Standard
Daniel Hendrawan (RMSEIT-DEC-BI128)	Indonesian Legal Analysis of Facilities for Land Rights in Investments According to Law Number 25 year 2007 Regarding Investment

Lunch & Closing : 12:00 - 01:00 pm

Attendee / Listener

The following Scholars/ practitioners who dont have any paper presentation, however they will attending the conference as delegates & observers.

Official ID: RMSEIT-DEC-BI108A

Name: Bodhisattva Sen

Affiliation: Columbia University, USA

Official ID: RMSEIT-DEC-BI124A

Name: Jelle Vos

Affiliation: Stedion Career & Development Center, Netherlands

Day 02 (December 22, 2017)

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.



*International Conference on Innovative Research in Management,
Social Sciences, Economics and Information Technology (RMSEIT)*

Indonesia

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TRACK A

Business, Humanities and Management Studies



Cross-Cultural Interaction and Job Satisfaction in Cross-Cultural Organizations: A Case Study of Two Thai Companies Founded and Managed by Chinese People

* Xiaoyan Li

University of the Thai Chamber of Commerce, Thailand

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Keywords: Job Satisfaction, Cross-Culture Management, Work Psychology

Cross-cultural work environments pose a particular challenge for the organizations that set up and operate a company abroad, especially in terms of job satisfaction, employee retention and motivation. This article aims to investigate cross-cultural interactions between Thai and Chinese people, who work in Thailand in Thai-registered companies, and how cultural differences in working practices affect job satisfaction. It found that in the context of such cross-cultural organizations, cultural differences may not directly affect job satisfaction and commitment, but may aggravate existing organizational problems if cultural differences are not resolved. It proposes a cross-cultural awareness strategy that allows organization to adequately deal with the challenges of cross-cultural interactions in the workplace.



Brand Name Decision (Case Study in MSMEs Boki Murni, Tabanan Bali)

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Keywords: SMSEs, Brand Name Decision, Branding, Decision Making, Communication

This research is about how to increase MSMEs competitiveness by using branding strategy to survive the competitive environment that is happening in the national also the international scale. The main purpose of the research is to describe the communication process that happened during the brand name decision making process in MSMEs Boki Murni, Tabanan - Bali. Boki Murni is MSMEs brand name that produce metal craft and responsible to raise the Balinese local wisdom. It is produced from Pandes generation to generation. Boki Murni is MSMEs which succeeded to applicate the importance of the brand to its business. This research will be done by using the descriptive qualitative approach with the use of phenomenology method. This method will be used to describe the experience meaning that has been done by the generations in this MSMEs in order to decide to do the brand name decision making for their product. Brand name decision making will be done by understanding the concepts of brand positioning, brand name selection, brand sponsorship and brand development. The data will be obtained by doing semi-structured interview with the first generation to the third generation of Boki Murni MSMEs. The result from this research interview will be the understanding behind the decision to give the brand name for their business.



Good Faith is Key Principles to Agreement and Development Franchise in Indonesia

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Keywords: Good Faith, Franchise, Franchisor, Franchisee

Franchising is a concept in distribution of goods / services which is unique, showing rapid development. Interactions between the franchisor and franchisee relationships build on the basis of an agreement. The main principle of creating a franchise agreement is a base on good faith. The relationship between the parties in the franchise agreement based on human dignity. Freedom of contract subject to the norms / values of goodwill which embodied in ethics in business especially when implemented in business activity. The principle of good faith is a universal and is global principle. The principle of good faith basically have two dimensions honesty, and rationality and decency / fairness. Regulation on the franchise especially with regards to clauses contained in a franchise agreement and disclosure document (prospectus) must be formulated based on good faith of the parties. The principle of good faith in the franchise agreement on business practices in Indonesia must develop better so the development of the franchise will be increased significantly. Application of the principle of good faith can not be imposed entirely to the parties. Perception and understanding of the pattern of the franchise in the businesses is vary. Application of the principle of good faith in the franchise agreement and franchising practices must be supported by legal institutions that can provide guarantees and legal protection for the interests of the parties, especially the franchisee.



Legal Research of the Indigenous People Status related to Access and Benefit Sharing the Utilization of Genetic Resources Traditional Knowledge and Cultural Expression Traditional in Indonesia According to the Regulation in Indonesia

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Keywords: GRTKF, Indigenous people, and IP Law

The role of the community in the management of genetic resources and traditional knowledge, folklore- cultural expression (GRTKF) as part of the source of creative industry in Indonesia has lack acknowledge and protected enough. The role of the community that uses and do the development of genetic resources armed with traditional knowledge actually give rise to a consequence law the Intellectual Property (IP). Indonesian has not yet been fully aware of it vital role of traditional community as a legal law entity subject and their traditional knowledge, because until now there are also still a lot of debate that which IP classification area that really should protect traditional knowledge. The role of the community continues to be given priority because the people residing in conservation area are people who has for years inhabiting the region. For Indonesian interest we absolutely need to give IP Law protection of genetic resources and it is the responsibility of the joint between the government and the community to make further formulation deeper in such cases. With IP protection for the development of genetic resources, it is also can give benefits and opportunities since the enhance of database able, integrated and update. It is to clarify IP Law protection against genetic resources earmarked avoid theft ideas and traditional knowledge owned by the traditional community. Legal relations between government, indigenous people (traditional community) and investors should be firmly stated with the implementation of from a related to the GRTKF.



Does Accounting Theory Contribute Towards Setting Up The Accounting Standard?

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Keywords: Accounting Theory, Accounting Standard, Accounting Theory Role and Setting Accounting Standard, Literature

The purpose of this paper is to examine whether accounting theory has an impact in the setting of accounting standards. An analysis of various accounting principle and practices will be examined in dealing with accounting standard and the literature review of issues on the accounting theories. This critically examines the uses of accounting standards in views of users of financial statements in accordance of specific accounting theories. It will review the transition from accounting theory to standards setting. Accounting standards is the jurisdiction of the existing accounting practices and principles that used as a reference to determine the proper handling of complex transactions (Farley 2015). In other point of view, accounting standard defined as a standard-setting process for the production of high quality financial reporting (Rankin et al. 2012, 65). Its purpose is to provide guidance to the preparation of financial statements, so that the information contained in these reports to help users make their resource allocation decisions beneficial (Rankin et al. 2012, 65). Henceforth, does accounting theory contribute towards Setting Up the Accounting Standard?



Indonesian Legal Analysis of Facilities for Land Rights in Investments According to Law Number 25 year 2007 Regarding Investment

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Keywords: Investment, land rights, Facilities

Indonesia has a very rapid economic growth. This is a magnet for investors to invest in Indonesia. Both domestic and foreign investment. This investment can be run if given several kinds of facilities so that investment can be done. One of the important things used in investment is land rights facility. The granting of this land rights facility is mentioned in Law No. 25 Year 2007 regarding Investment. Article 22 of Law No. 25 Year 2007 regarding Investment gives 3 kinds of facilities of land right namely Right to Use Business, Building Use Right, and Right to Use.



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