

PROCEEDING



BIRE
Bali Institute of Research Excellence



GFAR-2018

**International Conference on
Global Research Forum for Academic
Research 2018**

**Mercure Bali Harvestland Kuta Bali, Indonesia
March 23-24, 2018**

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

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TABLE OF CONTENTS

SCIENTIFIC COMMITTEE	vii
SCIENTIFIC COMMITTEE	viii
ORGANIZING COMMITTEE	ix
CONFERENCE TRACKS	x
CONFERENCE CHAIR MESSAGE	xi
CONFERENCE AGENDA	xii
Timeline of Day 01	xii
Tea/ Coffee Break: 10:00 - 10:30 am	xii
<i>TRACK A</i>	xvi
<i>BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES</i>	xvi
Factors determining the sustainable success of the Community Based Tourism, evidence of good Corporate Governance of Mae Kam Pong Homestay, Thailand	xvii
The Demand Trends of Accounting Graduates for SMEs Enterprenuers in Pahayo Province Thailand	xviii
The Fourth Industrial Revolution and Its Potential Impact on Business)	xix
Pedagogical Leadership: Institutional Sensemaking in the Digital Age	xx
Assessing the Work Engagement, Work Practices & Work Performance in Banks	xxi
<i>TRACK B</i>	xxii
<i>ENGINEERING TECHNOLOGY & APPLIED SCIENCES</i>	xxii
Suppression of Resonance Induced Vibration Because of Wind Load at Bridge Structure by Using Passive Damper	xxiii
Mitigating the Severity of Accidents at Road Rail Crossings	xxiv
Communication Pattern of State-Owned Enterprise as the Basis Implementation of Knowledge Management	xxv
<i>UP COMING EVENTS</i>	xxvi

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Global Research Forum for Academic Research 2018
(GFAR)

Venue: Mercure Bali Harvestland Kuta Bali, Indonesia

Conference Theme: Innovative World: New challenges for research
and development.



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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 Bali Institute of Research Excellence” 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

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CONFERENCE AGENDA

Conference Name: Global Research Forum for Academic Research 2018 (GFAR)

Day & Date: Friday, March 23, 2018

Venue: Mercure Bali Harvestland Kuta Bali, Indonesia

Timeline of Day 01

09:00 - 09:30 am	Registration of Participants
09:30 - 09:40 am	Introduction of Participants
09:40 - 09:50 am	Inauguration and Opening address
09:50 - 10:00 am	Grand Networking Session

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

DAY 01 Friday (March 23, 2018)

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

Venue: Room 1

Track A: Business, Economics, Social Sciences and Humanities

Paper ID	Manuscript Title	Presenter Name
BAL-438-101B	Communication Pattern of State-Owned Enterprise as the Basis Implementation of Knowledge Management	Dany Muhammad Athory Ramdlany
SEBS-MARCH-BI-103	Pedagogical Leadership: Institutional Sensemaking in the Digital Age	Wilhelmina Petronella Louw
SEBS-MARCH-BI-111	The Fourth Industrial Revolution and Its Potential Impact on Business	Murat Yalcintas
SEBS-MARCH-BI-113	Factors Determining the Sustainable Success of the Community Based Tourism, Evidence of Good Corporate Governance of Mae Kam Pong Homestay, Thailand	I Gede Darmawijaya
GFAR-MAR-BI101	Assessing the Work Engagement, Work Practices & Work Performance in Banks	Dr. Salman Bashir Memon
SEBS-MARCH-BI-114	The Demand Trends of Accounting Graduates for SMEs Entrepreneurs in Pahayo Province Thailand Bungun	Sawatsuk Bungun
SEBS-MARCH-BI-105	Application of Chaos Theory to Reverse Logistics and Closed-Loop Supply Chain Optimization	Dr Steven Formaneck

DAY 01 Friday (March 23, 2018)

Second Presentation Session (12:00 pm - 12:30 pm)

Venue: Room 1

Track B:Engineering Technology & Applied Sciences

Paper ID	Manuscript Title	Presenter Name
BAL-438-101E	Mitigating the Severity of Accidents at Road Rail Crossings	Dr. David Thambiratnam
EMIA-BI101	Suppression of Resonance Induced Vibration Because of Wind Load At Bridge Structure By Using Passive Damper	Matza Gusto Andika

Closing & Lunch Break: (12:30 pm - 01:30 pm)

Conference Day 02 (March 24, 2018)

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

TRACK A
BUSINESS, ECONOMICS, SOCIAL SCIENCES AND
HUMANITIES



Factors determining the sustainable success of the Community Based Tourism, evidence of good Corporate Governance of Mae Kam Pong Homestay, Thailand

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Keywords: Community Based Tourism, Corporate Governance, Homestay, Thailand

To be sustainable, tourism businesses essentially offer the genuine ways of how people live their lives. It is the community itself that should be empowered based on the wisdoms that they have been practicing from generation to generation. In tourism, experts termed it as Community Based Tourism (CBT). CBT aims at attracting tourists to experience the uniqueness of community way of life as what have been done by the people of Mae Kam Pong in managing their village tourism, especially their homestays. This research aimed at promoting the best practices of good corporate governance of the management of Mae Kam Pong homestays in Chiang Mai Thailand. Interviews with the homestays owners and the head of the village as the manager and the leader of the homestay businesses used as a method of data collections. The parameters used in assessing the governance of the homestay management were clear strategy; effective risk management; discipline; fairness; transparency; social responsibility; and self-evaluation. Based on the descriptive analysis conducted it was revealed that the Leader of Mae Kam Pong village effectively adopted and implemented the concepts of good corporate governance in managing homestays. The utmost key success factors were the sincere intention and perseverance of the head of the village to improve the quality of life of the people. His noble interest vanished all obstacles he encountered at the beginning of the initiation of the village tourism development.



The Demand Trends of Accounting Graduates for SMEs Enterpreneuers in Pahayo Province Thailand

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Keywords: Trends of Demands, Accounting Graduates, Entrepreneurs, Professional, Accountant Competencies

According to the Mutual Recognition Arrangement (MRA), the professional accountant is one of the eight skilled labors to move around in the ASEAN countries. Therefore, the educational institutions need to improve the curriculum of accounting program, as well as adjust the teaching methods to produce good quality accounting graduates. In order to prevent a mismatch between the demand and supply of skilled labor in Thailand in term of both quantity and quality of skilled labor such as Accountant, this research aims to investigate the pattern of needs of graduates accounting for small and medium entrepreneurs in Phayao province, Thailand. According to the International Education Standard for Professional Accountants (IES), the research investigating in main 3 competencies out of 8 of IES (International Federation of Accountants, 2009) were 1) professional knowledge 2) professional skills and 3) Professional values Ethics and attitudes. Mixed research methods, quantitative and qualitative, were employed. Utilization of quantitative method, 200 questionnaires was collected from SMEs entrepreneurs and 25 entrepreneurs were selected for in-depth interview as qualitative method. The finding found that the most important competencies entrepreneurs required were professional knowledge about Taxation and financial and accounting report, professional skills of ability to use Information Technology such as operating the Accounting software and the spread sheet, ability of evaluation followed regulations and ability of management and building relationship competency and English language skills. Another attribute highly valued by the SMEs entrepreneurs is professional ethics particularly integrity and confidentiality.



The Fourth Industrial Revolution and Its Potential Impact on Business)

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Keywords: Industry 4.0, Fourth Industrial Revolution, Technological Change, Business Models

A new industrial revolution named as Industry 4.0 that will fundamentally alter the way the business is conducted has just started. The transformation that it will create seems to be more important than any other shift the humankind has already experienced. Billions of people and machine will be connected by mobile devices which will create unprecedented processing power and almost unlimited access to knowledge. The new emerging technologies such as artificial intelligence and 3-D printing will even magnify further the dimensions of this change. The innovations of the fourth industrial revolution will also lead to new business challenges. To stay competitive, the business leaders have to understand the changing environment and adapt accordingly. This paper introduces relevant aspects of Industry 4.0 and attempts to depict the potential impact of this revolution to business by examining the newly emerging practices.



Pedagogical Leadership: Institutional Sensemaking in the Digital Age

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Keywords: On-Demand Service, Experiential Value, S-O-R Framework, Mediating Effect

Higher education institutions have to make sense of a new era where technology plays a major part in the delivery of the teaching methods, theories behind it and the learning paradigms that were used for decades. In an open and distance learning (ODL) institution the environment becomes even more complex as the decision makers have to let go of old mental models and some of their core beliefs. They have to rethink not only teaching and learning but also the digital vision that drives the delivery of their programme qualification mix. Pedagogy, according to McNeill and Silcox (2003) is derived from the Greek word *paidagogos* which means teacher of children. Pedagogical leadership therefore, in this context, is guiding the organisation in the teaching and learning process (Coughlin & Baird 2013). Educational decision makers will have to make meaning of their own experiences in order to interpret and generate new experiences for a digital era. They need to make sense of the era in which they are teaching now and that means a rapid adoption/ absorption of the old and an application to the new. Pedagogical decision makers must keep the context in mind when decisions are made; in South Africa the internet is expensive and not always accessible. Students have to work offline most of the time therefore internet sessions must be planned in order to maximise the time interacting with peers. Most of the students devices are not the best on the market and decisions around old computers that are slow are made. In this paper I will try to define the terminology used and through empirical research describe how a programme is curriculated; where it uniqueness lies; what pathways were followed and how digitisation led to certain challenges in the South African context which had to be overcome.



Assessing the Work Engagement, Work Practices & Work Performance in Banks

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Keywords: Work engagement, Work Practices, Work Performance

The aim of this study is to measure the importance of work engagement, high work practices and their impact on employees work performance of banking sector. This thesis was examined on three variables, work engagement, work practices and work performance. In order to achieve this objective, this research adopted quantitative approach. For this, convenience sampling technique was used and survey questionnaire based on closes ended question and 06 scales. A total of 150 questionnaire were distributed and 127 valid responses collected. Data was analyzed through using statistical package for the social sciences (SPSS). To find out the result of Regression and Correlation test techniques was used. The key findings of the study propose that there is significant positive link between work engagement, work practices and work performance. The conclusion of this examination might be very helpful for Banking Sector in order to improve performance of their employees through keeping highly engaged in work and high involvement of work practices that contribute on the way to the achievement of the organization as well as employees personal accomplishment.

TRACK B
ENGINEERING TECHNOLOGY & APPLIED SCIENCES



Suppression of Resonance Induced Vibration Because of Wind Load at Bridge Structure by Using Passive Damper

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Keywords: Aeroelastic, Finite Element, Bridge structure, Structure Dynamic, Resonance Induced Vibration, Tuned Mass Damper, Wind Load

Wind load on flexible bridge structure have a various structural effect. Catastrophic effect because of wind load which called flutter phenomenon will make structural failure rapidly. Resonance induced vibration is the other wind load phenomenon which not include on catastrophic failure but have a long-term effect and discomfort effect because of the structural vibration. Vortex is a typical rotational flow in the wake of an obstacle. The flow fluctuates in such a pattern which is known as Von Karman Vortex trails. If the frequency of vortex fluctuation coincides with one of the flexible structure natural frequency, a resonance phenomenon occurs. The phenomenon is called Resonance Induced Vibration (RIV). Resonance induced vibration depend on the natural frequency of the structure, dynamic wind load, and geometry of the structure. RIV can make the bridge vibrate with large amplitude and it can make the structure failure if the VIV phenomenon occurs in the long period and the structure cannot withstand the dynamic load. It is very important to reduce the vibration when the VIV occur in the flexible bridge. This paper presents a used of the tuned mass damper (TMD) can reduce vibration because of resonance vibration at a flexible bridge. By using finite element analysis, the best-tuned frequency to suppress resonance induced vibration optimally occur when the frequency of TMD equal to the first natural frequency of bridge.



Mitigating the Severity of Accidents at Road Rail Crossings

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Keywords: Collisions, Flashing Lights, Grappling

Rail and road transport networks play a significant role in the lives of the communities in all countries. Nevertheless, at level crossings (LCs), where the rail track and the road intersect, there have been unfortunate incidents of collisions followed by derailments. Collisions between trains and heavy road vehicles at LCs and the associated derailments are serious safety issues and can have huge societal and economic costs. Preventing these collisions and/or minimising their consequence have been a significant problem grappling many countries. There is an ongoing increase in the number of LCs and currently there are approximately 10,000 public level crossings in Australia (with an equal number of private LCs). The number of LCs has increased over the past at the rate of 411 LCs (on average) per year. Furthermore, 23% of fatal LC accidents are caused by the collision with heavy road vehicles (4.5t mass). Increase in both LCs and heavy road vehicles is a recipe for disastrous increase in the number of LC accidents (currently 100/year and the subsequent derailments). Although preventing these accidents through bridge over-passes or tunnels for the road vehicles (thus eliminating LCs) would be ideal, such a nation-wide project would require \$20 Billion (in Australia) and therefore, cheaper warning systems such as boom gates and flashing lights are fitted in many LCs. There is evidence that these warning systems have been unable to minimise the severity of LC accidents; for example, 70 deaths occurred in 2006 alone at LCs fitted with warning systems. The annual cost burden to Australia can be inferred from 37 deaths & 60 injuries / year and a cost of approximately \$10M / derailment. Among all road crashes which occur, those that involve a collision of a heavy vehicle and a train are amongst the most severe with adverse consequences. In order to mitigate the severity of LC accidents and the derailments, a comprehensive research project is presently underway at the Queensland University of Technology (QUT). This research is titled Level Crossing Accident Mitigator (LCAM) and it aims to develop a passive civil infrastructure solution at a LC that will (i) explicitly force the road vehicle driver to reduce speed and (ii) mobilise restraining forces (and moments) to reduce derailment potential if the road vehicle does collide with the passing train.



Communication Pattern of State-Owned Enterprise as the Basis Implementation of Knowledge Management

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Keywords: Communication pattern, SOEs, Knowledge Management

State-Owned Enterprises should concern on how the communication pattern is occurred between individuals within the company, both vertically and horizontally because communication is an aspect that determines the success of a company. State-Owned Enterprise is one form of government business in the world economy that has a purpose to meet the livelihood of many people. Therefore knowing how the communication occurred in the SOE is an interesting phenomena to be reviewed. Currently one of the SOEs in Indonesia has made a significant contribution in fulfilling the needs of the community by providing them the settlement areas and new cities scattered throughout Indonesia, but this achievement needs to be improved since the SOE is often implementing projects involving many people. Thus, it is necessary to examine how the communication patterns occurred in order to minimize the turn over. The qualitative research method was employed in this study. The data collection employed the interview techniques and direct observation, meanwhile the data analysis techniques employed data reduction, data display and making the conclusions. This study eventually provides an overview of the conceptual model of communication patterns conducted in one of the SOEs which later became the basis implementation of knowledge management so that it is expected the performance of the company both in general and individually will be better.



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