

PROCEEDING



BIRE
Bali Institute of Research Excellence



HBIT-2018

**International Conference on
Human Resource, Business Innovation
and Technopreneurship**

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

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

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*International Conference on Human Resource, Business
Innovation and Technopreneurship (HBIT)*

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Book of Abstracts Proceedings

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***International Conference on Human Resource, Business
Innovation and Technopreneurship (HBIT)***

Venue: Mercure Bali Harvestland Kuta Bali, Indonesia

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

SCIENTIFIC COMMITTEE

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Kiky Srirejeki

Universitas Jenderal Soedirman, Indonesia

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Gorontalo state of Univercity, Indonesia

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University of Brawijaya, Indonesia

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University of Riau, Indonesia

Prof. Dr. Titin Handayani

Agency for the Assessment and Application of Technology, Indonesia

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Ryan Feinstein

Conference Chair

Email: ryan@bireacademy.com

Komang Sumara

Conference Coordinator

Email: komang@bireacademy.com

Safira Lestari

Conference Coordinator

Email: safira@bireacademy.com

Indra Suari

Conference Coordinator

Email: indra@bireacademy.com

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

Email: ryan@bireacademy.com

CONFERENCE AGENDA

**Conference Name: International Conference on Human Resource, Business
Innovation and Technopreneurship (HBIT)**

Day & Date: Friday, February 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 Brake: 10:00 - 10:30 am

Presentation Session

DAY 01 (February 23, 2018)

Oral Presentation Session (10:30 am - 11:45 am)

Venue: Room 1

Session Chair: Ryan Feinstein

Track A: Business, Economics, Social Sciences and Humanities

Dr. Munshi Naser Ibne Afzal (BAL- 428-102B)	A Panel Study on Factors Affecting Academic En- trepreneurship (AE) Eco-system in ASEAN-05
Dr. Kasim Bin HJ. MD. Mansur (BAL- 428-102BA)	A Panel Study on Factors Affecting Academic En- trepreneurship (AE) Eco-system in ASEAN-05
Afreen Ahmad Hussnain (BAL-428- 103B)	The Effect of Job Rotation, Role Stress among Public Enterprise Employees on Job satisfaction and Organiza- tional Commitment
Dr. Rachel Faoutas Shafran (HBIT-FEB- BI102)	Women Leading Change: A New Model for the Future
Mohammad Reza Keramati (HBIT- FEB-BI107)	Graduates Employment of Education Courses in Iran
Mr. Elkana Timotius (HBIT-FEB-BI115)	Intrapreneurial Mindset of Retail Store Leaders: A Grounded Theory
Dr. CHENXI HU (HBIT-FEB-BI116)	Living Streaming Shopping purchase intention in Chi- nese platform TAOBAO

Presentation Session

Virtual Presentation Session (11:45 am - 12:30 pm)

Venue: Room 1

Session Chair: Ryan Feinstein

Track A: Business, Economics, Social Sciences and Humanities

Mr. Richard Kartawijaya (HBIT-FEB-B105)	FinTech as Innovative Technology in Banking Services Process
Dr. Elena Einstein (HBIT-FEB-B110)	Active Engagement and Career Outcomes: An Exploratory Study of Latina Career Women
Kalliopi Arkoudea (MBSS-FEB-G105)	Women in Family Business. The case of the Greek Enterprises
Mikako Nobuhara (BEASM-038-ANI101)	Teaching How to Read Aloud Picture Books in English: Educating Parents as a Joint Effort between Industry and Academia

Lunch & Closing : 12:30 - 01:30 pm

Day 02 (February 24, 2018)

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



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TRACK A

Business, Economics, Social Sciences and Humanities



A Panel Study on Factors Affecting Academic Entrepreneurship (AE) Eco-system in ASEAN-05

^{1*}Dr. Munshi Naser Ibne Afzal, ² Professor Datuk Dr Kasim Bin HJ. MD. Mansur
^{1*} University of Southern Queensland, Australia, ² University Malaysia Sabah (UMS),
Malaysai

Corresponding Email: munshi.naser@gmail.com

Keywords: ASEAN-05, Academic Entrepreneurship Eco-system, Panel study, Stochastic Frontier analysis, Fixed Effect Model

An Academic Entrepreneurship (AE) Eco-system refers to the social and economic settings affecting the local/regional academic entrepreneurship in general. The primary driver of this study is to find out key indicators of AE milieu and test these components empirically in Association of South East Asian Nations (ASEAN)-5 economies. Therefore, the purpose of this study has two folds. Firstly, to understand the determinants of Academic Entrepreneurial (AE) capabilities that includes identifying and endeavour commercial opportunities in (ASEAN)-5 economies namely Indonesia, Malaysia, the Philippines, Singapore and Thailand. Secondly, using the theory and determinants of AE in general, this study empirically tests the efficiency and imperative coefficients of variables that have an impact on AE perceived capabilities. This research applies recent consistent estimation of fixed-effects stochastic frontier model to find out time variant change of variables in the panel sample. Data and variables have collected from Global Entrepreneurship Monitor (GEM)- 2016 and World Competitiveness Yearbook (WCY)- 2016 during the year 2010-2016. The results suggest that, Entrepreneurship as a Good Career Choice (EnGc) and Perceived Opportunities (PO) are two significant variables which can improve and have positive influence on AE capabilities while Fear of failure rate (FefRa) has negative impact on efficiency of AE capabilities in ASEAN 05. Other important variables such as Intellectual Property Rights (IPR), University Education (UE) and Knowledge Transfer Rate (KT) have positive stimulus of AE environment in these economies. The findings of this study are important contribution to AE literature and help policy makers of ASEAN-05 to rethink an innovation driven region strategy.



The Effect of Job Rotation, Role Stress among Public Enterprise Employees on Job satisfaction and Organizational Commitment

^{1*}Afreen Ahmad Hasnain, ²Mohammad Khasro Miah Ph.D.

^{1*} School of Business Studies, South East University, Bangladesh, ²School of Business and Economics, North South University, Bangladesh
Corresponding Email: hasnainafreen@gmail.com

Keywords: Job Rotation, Role Stress, Job Satisfaction and Organizational Commitment. Public Enterprise

The purpose of this research is to examine the effect of job rotation, role stress among the employees of public enterprise on their job satisfaction and organizational commitment. The study has been conducted on employees of Bangladesh Public enterprise in 12 different types of offices with a sample of 123 respondents. The study has found a negative association between job rotation and job satisfaction and positive relationship between organizational commitment and job rotation. Role stress has a negative association with both organizational commitment and job satisfaction. The result also revealed that Job satisfaction is positively related to organizational commitment. The study will support the government to develop and restructure the working conditions and management philology to boost up employees commitment, sustain satisfied employees and drive them to be more devoted to the organization.



Women Leading Change: A New Model for the Future

*Dr. Rachel Faoutas Shafran

Pepperdine University School of Education & Psychology, USA

Corresponding Email: rachrayray2013@gmail.com

Keywords: Women, Leadership, Change Management

The purpose of this qualitative phenomenological study was to explore the lived experiences of female leaders and their role in using nonlinear models of change to influence organizational change. This study was designed to determine how approaches to change leadership deployed by female leaders contribute new information and principles to the field of organizational change. This study examined the nonlinear change approaches of fourteen senior female leaders in large corporations. While female leaders are increasing in the executive suite, research around their role in change leadership remains limited. This qualitative, phenomenological study examined how fourteen female leaders used different strategies and approaches to lead organizational change. Their experiences, documented through the interview data, encompassed their personal philosophies and approaches in influencing change initiatives. The female leaders in this study shared five key strategies that they used to lead change: (1) Relatedness Strategies, (2) Inclusion Strategies, (3) Experiential Learning Methods, (4) Radar-emotion Detection Strategies, and (5) Authenticity and Trust Strategies. This study shed light on new methods and approaches for leading complex organizational change from a female perspective in corporations.



Graduates Employment of Education Courses in Iran

^{1*}Mohammad Reza Keramati, ² Fahime Ansari zade (MA Student)

¹University of Tehran, Iran, ²Azad University, Iran

Corresponding Email: mkeramaty@ut.ac.ir

Keywords: Employment, Graduate, Field of Study, University, Iran.

In spite of anxiety about employment following graduation among university students and the high level of graduate unemployment, it has not attracted enough attention in the academic literature. One way in which we can develop useful and current information is to examine the situation of graduates in the form of case study. This research reviewed graduate employment in Faculties of Education in Iran as case study. Field of study of the participants was as follow: Education of exceptional children, Educational Technology, Clinical psychology, Counseling, Library science and Educational planning and management. Mixed method was conducted. Questionnaire and online survey were used. Results indicated employment in public sector in the field of Counseling is the highest. Also results indicated employment in public sector in the field of Educational planning and management is the lowest. Duration of unemployment was different in different fields. Result of online interview was similar to above findings.



Intrapreneurial Mindset of Retail Store Leaders: A Grounded Theory

¹*Elkana Timotius, ² Hamidah, ³Wibowo

¹*President University, Indonesia, ² Jakarta State University, Indonesia ³ Prof. Dr.
Moestopo (Beragama) University, Indonesia
Corresponding Email: mr.elkana@gmail.com

Keywords: Intrapreneurship, Mindset, Retail Store Leader

The retail store performance is determined by a mindset of its leader. This qualitative research by Grounded Theory aims to understand corporate entrepreneurship/intrapreneurial mindset of retail store leaders. From this understanding, retail store leaders are expected to achieve their individual performance to support the performance of a retail business. The intrapreneurship, which was firstly introduced by Gifford Pinchot (1985), is an entrepreneurial spirit of employees in a company. Interview, observation, and document analysis have been applied to some retail store leaders in a bicycle chainstore in Indonesia. It constructs a proposition of retail store leaders intrapreneurial mindset. Triangulation data also contributes the constructed proposition. Three elements in intrapreneurship that shape retail store leaders mindset, are: Personal Initiative, Innovative Behavior, and Managerial Skills. Personal Initiative is adopted from Dorris Fay and Michael Freese theory (2001). Innovative Behavior accordance to theory from Fiona Patterson, et al (2009). Managerial Skills is described by Robert L. Dafts model (2008). This study found that the Intrapreneurial Mindset is determined by the quality of the individual who is aware of his/her duties and responsibilities very well. Although it is a male-dominated organization, gender differences are not being a key factor of intrapreneurial mindset. Retail store leaders do not realize that they have a mindset of intrapreneurship which developed by Personal Initiative, Innovative Behavior, and Managerial Skills. These elements have various weight for every person, it can be seen in actions and decisions taken by retail store leaders when they faced problems and seek solutions to solve problems. In some cases, the intrapreneurial mindset of retail stores is influenced by their life background, working experiences, and organization culture. Management of the company also supports the retail store leaders' intrapreneurial mindset.



Living Streaming Shopping purchase intention in Chinese platform TAOBAO

¹WANG ZHAOXING, ^{2*} CHENXI HU, ³ SANG-JOON LEE

^{1,2,3} Chonnam National University, Korea

Corresponding Email: hcx12pride@live.cn

Keywords: Perceived Popularity, Interactivity, Source Attractiveness, Argument Quality

Nowadays, Internet celebrity economy, rising on live streaming, has attracted sizable investment. Then Chinese e-commerce platforms such as Taobao.com have turned to provide live streaming service to attract more traffic. The live streaming as a kind of we media, is rebuilding the ecosystem of Taobao and Tmall, in another words, it will or we can just say it is rebuilding the ecosystem of the whole e-commerce platforms. In this paper, the characteristics of the Taobao live streaming and the impact of the Internet celebrity economy are considered. We are going to study on factors influencing product purchase intention in Taobao live streaming shopping by adopting the Elaboration Likelihood Model (ELM). Source attractiveness has stronger effect on attribute toward product in the condition of hedonic product than in the condition of utilitarian product. Argument Quality has stronger effect on attribute toward product in the condition of utilitarian product than in the condition of hedonic product. In additional analysis, in the condition of the hedonic product, both of the source attractiveness and the argument quality have a positive effect on the attitude toward product. While argument quality has a positive effect on attitude toward product, but the attractiveness has no significant effect on the attitude toward product in the condition of utilitarian product. Finally, attitude toward product has a positive effect on product purchase intention.



FinTech as Innovative Technology in Banking Services Process

^{1*}Mr. Richard Kartawijaya ² Dr. Ir. Mohammad Hamsal

^{1,2} University of Bina Nusantara, Indonesia

Corresponding Email: Kartawijaya@gmail.com

Keywords: FinTech, business model, start-up companies, OJK, Bank Indonesia (Central Bank)

A phenomenon of FinTech has been in Indonesia since early of 1990s, but in the last 3 years, has grown up tremendously, but the players are different. There are 142 start-up companies work in FinTech sectors and very few of them has acknowledgment from Central Bank of Indonesia, as well as from Indonesia Financial Services Authority (OJK). Most of the work in payment system sector, very few are working on lending, deposit and capital raising sector. This paper will discuss about the phenomena and study the business model of start-up company to work on lending, deposit and capital raising. Many articles discuss about FinTech and business model has been widely spread, however, no articles discuss on business model of FinTech Start-up companies in Indonesia. FinTech phenomena has been widely accepted by Indonesian, and users comes from all generation. But the risk created by FinTech considers as medium to high rank, which make Indonesia Financial Services Authority (OJK) issued regulation number 77/POJK.01/2016 on Information Technology-Based Lending Services (LPMUBTI). Primary data will come from major Entrepreneur FinTech start-ups and users.



Active Engagement and Career Outcomes: An Exploratory Study of Latina Career Women

*Dr. Elena Einstein

Pepperdine University, California, United States

Corresponding Email: Elena.einstein@gmail.com

Keywords: Professional Development, Leadership, Management, Work-life balance

Of the research on work-life balance and on the challenges facing women in the workplace, few studies have focused on the impacts of professional business trade associations on career outcomes and the development of work-life balance strategies with a Latina population. This phenomenological study explores the life experiences of Latinas to understand the challenges they encounter in their careers and in their aspirations for career advancement. The study applied the life-story framework (Giele, 2008), which offered questions from the four life course dimensions: identify, relational style, motivation and adaptive style. A question was added to this framework to explore the strategies that women employ to achieve work-life balance (Weber, 2011). Additionally, the study sought to obtain insight into how professional business trade associations, such as the Association of Latino Professionals For America (ALPFA), facilitate forming relationships that create support systems and strategies for women. The participants (15) were selected from career Latinas who are actively engaged in leadership roles within ALPFA. The findings indicate that they relied on family, mentors and their networks for support. Career goals were driven by their family socioeconomic situation and family feelings about education. Active engagement in leadership roles is attributed to providing opportunities for growth, mentorship, and career advancement. Lastly, the women shared several strategies such as exercise, earning trust in the workplace, support circles, and setting priorities for coping with work-life balance.



Women in Family Business. The case of the Greek Enterprises

¹Ioannis Kinias, ^{2*}Kalliopi Arkoudea

^{1,2}University of the Aegean, Greece

Corresponding Email: mba15004@ba.aegean.gr

Keywords: Family Business, Women, Greek Enterprises

Family businesses are a distinct form of business as well as the largest pillar of the economy, both in global and national level. The individuals that compose them are connected with strong emotional bonds, common values, life-experiences, and mutual trust. One of the most significant instances in a family business is that of succession, namely when leadership is passed from one generation to the next. Due to the nature of family businesses in most cases there is no succession or leadership handover plan. Many researches have highlighted the obstacles in the succession process according to the successor's gender. The women successors, who are increasingly growing in family businesses, are treated differently in their trajectory within the family business and mainly at the phase of their candidature as successors. The present research attempts through qualitative research to investigate the obstacles and issues that female successors face during the process of succession. This paper, through two case studies and six interviewees, investigate how to deal with women entrepreneurs in succession, but also how they evolve. The five-research axis includes the succession process, the governance mechanisms, the transition economics, the business strategy as well as the human resource perspective.



Teaching How to Read Aloud Picture Books in English: Educating Parents as a Joint Effort between Industry and Academia

* Mikako Nobuhara

University of Tsukuba, Japan

Corresponding Email: mikako.carpediem@gmail.com

Keywords: Early Education, English Education, Joint Effort Between Industry And Academia, Parents' Education, Picture Books

from picture books written in English based on a seminar that was held in the public library in Tokyo. The attendees were all parents who have children and are enthusiastic about nurturing children's familiarity with learning English at home, which could be one of the first steps in learning English before they enter elementary school. In the one-day seminar, the author started by giving a short lecture on the history and background of Japanese English education and explained how important it is for children to become familiar with English at home. Secondly, the author gave a model demonstration to the class to show how to read a book aloud while holding a baby. Finally, everyone practiced reading and the author made some comments about their reading and answered their questions. The questionnaire distributed after the seminar returned good results and almost all participants were satisfied with the teaching. In conclusion, there is a need to provide opportunities for parents to participate in practical classes to help them deal with books in English, especially in public facilities such as libraries and schools. Through repeated experiences, parents will use English picture books more frequently and this could be good preparation for their children at an early age and one of the best ways for a smooth transition to English education in elementary school in Japan.



UP COMING EVENTS

You can find the details regarding our upcoming events by following below:

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