

PROCEEDING



BIRE
Bali Institute of Research Excellence



BESST-2018

**International Research Conference on
Business, Economics and Social Sciences
Theories**

**Hotel Santika Seminyak Bali
April 23-24, 2018**

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

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Book of Abstracts Proceedings

**International Research Conference on Business, Economics and Social Sciences
Theories (BESST)**

Bali, Indonesia
April 23-24, 2018
ISBN: 976-415-46-9

Email: ryan@bireacademy.com
URL: www.bireacademy.com



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Proceedings of the International Research Conference on Business, Economics and Social Sciences Theories (BESST)

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***International Research Conference on Business,
Economics and Social Sciences Theories (BESST)***

Venue: Hotel Santika Seminyak 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

Email: ryan@bireacademy.com

CONFERENCE AGENDA

**Conference Name: International Research Conference on Business, Economics
and Social Sciences Theories (BESST)**

Day & Date: Monday, April 23, 2018

Venue: Hotel Santika Seminyak Bali

Timeline of Day 01

09:00 - 09:10 am	Registration of Participants
09:10 - 09:20 am	Introduction of Participants
09:20 - 09:40 am	Inauguration and Opening address
09:40 - 10:00 am	Grand Networking Session

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

DAY 01 Monday (April 23, 2018)

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

Track A: Business Management, Social Sciences and Community Studies

Presenter Name	Manuscript Title	Paper ID
Leo Carlo B. Rondina	The Moderating Effect Of Social Bond in the Relationship Between Parental Style and Delinquency in the Cities of Region	BAL-448-102B
William Zialcita Vickery	Utilizing Spiritual Ritual Methods to Induce a Buddhist Economics	BAL-448-103B
Wael Louhichi	Modelling the Relationship Between Energy Markets	BESST-APR-B104
Halil Akmese	Comparison of Financial and National Accounting Summary Balance Sheets and Main Transaction Rules	BESST-APR-B111
Sercan Aras	Revenue Management Practices in Hospitality Industry: A Research on Hotels in Konya, Turkey	BESST-APR-B112
Abdul Luky Shofiul Azmi	Good Temptation: Evidence From Social Norm Sticker On Fuel-Gas Conversion Program For Small-Scale Fishermen	BESST-APR-B113
Norshahniza Sahari	A Study on the Perception and Practices of Visual Merchandising at Hypermarket	BESST-APR-B116

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

Participants Registered As Listener/ Observer

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

Official ID: BAL-448-106BA
Nila Yulinda Rachmawati
Indonesia

Official ID: BAL-448-107BA
Meidinda Rachmawati
Indonesia

Conference Day 02 (April 24, 2018)

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

TRACK A
BUSINESS MANAGEMENT, SOCIAL SCIENCES AND
COMMUNITY STUDIES



Modelling the Relationship Between Energy Markets

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Keywords: Risk Management, Energy, Market Stress

The systemic risk is result of the correlations between the returns of the risky assets on the market. In this paper we are interested in the systemic risk between energy markets. A large literature review focused on this relationship, but our contribution in this paper to the literature is to focus on the tail distribution. The growing turbulence in energy market pushes us to take a closer look at the behavior of these particular assets which is an important issue in financial risk management. Changes in the tail distribution can be a major source of systemic risk especially in periods of market stress. The extreme variations in one of the two energy markets considered in this paper can affect extreme quantiles for the other market. The relationship between these two markets is complex, so a simple average estimate is not an adequate one and the normal distribution assumption is too strong for this type of markets.



Comparison of Financial And National Accounting Summary Balance Sheets and Main Transaction Rules

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Keywords: Government Accounting, Central Bank Balance Sheet, Accounting Transactions

Accounting might be considered as a systematic science in order to be developed for meeting the information requirements by various stakeholders and is applicable to a wide range of organizations from for-profit corporations to not for-profit governmental authorities such as central banks. While accounting is considered as a system of accounts and reporting procedures which has universal assumptions and transaction rules, principles of accounting and main approaches to similar situations might differentiate due to the nature of organization, national economy and national or local regulations. Major aim of this study is to reveal the main differences between financial and government accounting on the basis of summary balance sheets based on uniform system of accounts. On the other hand due to the differentiating nature of assets and liabilities concepts which are assumed to be the foundations of balance sheet, the rules of transactions on both financial and national accounting have major differences and are compared with regard to summary balance sheets.



Revenue Management Practices in Hospitality Industry: A Research on Hotels in Konya, Turkey

^{1*}Sercan Aras, ²Asst. Prof. Dr. Halil AKMESE

³Prof. Dr. Ahmet, ⁴BUYUKSALVARCI

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Keywords: Revenue Management, Hospitality Industry, Revenue Management practices

Revenue management might be considered as one of the important decision making areas for accommodation facilities. Due to the perishable nature and time related restrictions of services provided by tourism industry, enterprises are striving for better management of capacity and price in order to maximize their revenue. While serving as a managerial decision making tool revenue management needs to be tailored according to the market demographics and conditions. It is agreed by academicians and industry representatives that revenue management might be efficacious if it is coordinated and employed consistently. On the other hand any inaccuracy about the incorporation of parameters determined for the revenue management model might cause conflicting results. Major aim of this study is to reveal the financial and competitive contribution of revenue management applications. Findings revealed that revenue management applications contributed to the hotels financially and competitively with varying proportions.



Good Temptation: Evidence From Social Norm Sticker On Fuel-Gas Conversion Program For Small-Scale Fishermen

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Keywords: Encouragement, Randomization, Fuel-Gas Conversion

The fuel-gas conversion program using 3 kg gas tube for small-scale fishermen has been implemented by the Indonesian government since 2012. Although the program gives up to 62% fuel efficiency, only 30% of the program recipients (small-scale fishermen) continued to use the technology. We report results of a field experiment aimed at success improvement of the program. Encouragement was conducted by sticking a social norm sticker on top of the boat engines fuel tank. Trials were done by clusters randomization and individual analysis. Total sample was 157 allocated by stratified randomization in every district area into 82 sample of sticker treatment group, and 78 sample of control group. Twenty-one days observations were conducted starting from the program implementation. Status of the gas usage was analyzed in ETT and ITT analysis. On average, the gas usage in the treatment group was increasing by 60 percentage points for those fishermen assigned to the treatment group relative to those assigned to the control group. This result holds in several robustness tests, controlling for fishermen characteristics, suggesting social norm stickers are able to improve the success of fuel-gas conversion program for small-scale fishermen.



A Study on the Perception and Practices of Visual Merchandising at Hypermarket

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Keywords: Visual Merchandising, Hypermarket, Retailer, Product Manufacturer

Intense competition in retail markets has encourage retailers and product manufacturers to use various marketing tools and efforts in persuading consumers to purchase their products in the store. Visual merchandising is also utilised by retailers to create competitive advantage that other retailers might not have. Although visual merchandising has been applied and practiced in various retail store especially in fashion, apparel, and department store, the definition and dimension of visual merchandising are still ambiguous. The main research objective of this study is to explore the visual merchandising practices and its dimension particularly in hypermarket. Qualitative research was performed as a preliminary study for this research. Therefore, in-depth interviews with the practitioners that are senior sales/marketing/brand managers of Fast Moving Consumer Goods (FMCG) manufacturer, and retail executives of hypermarket retailers were conducted to have more complete understanding of visual merchandising and its practices in the hypermarket. The research results showed that hypermarket retailers and product manufacturers clearly recognise the important role of visual merchandising and its dimension in attracting consumer to browse the products in hypermarkets that lead to consumer impulse buying behaviour and purchase intention. However, they also addresses some issues pertaining visual merchandising. This paper summarises relevant literature and develop a proposed framework to facilitate the practitioner and academician as well as for future scholarly exploration in understanding the visual merchandising practices from hypermarket context



The Moderating Effect Of Social Bond In The Relationship Between Parental Style And Delinquency In The Cities Of Region

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Keywords: Parenting Style, Delinquency, Social Bond, Moderating Effect

The purpose of the study was conducted to determine if Social Bond had a significant moderating effect on the relationship between parenting style and delinquency. The design used was descriptive correlation utilizing moderating analysis modeling. The respondents were the clients of the different Security Agencies. Descriptive statistics, person r, hierarchal regression and medgraph were the tools employed to attain the objective of the study. The 201 respondents were found to show moderate level of parenting style and delinquency and high level of social bond. It was found out that the three variables were significantly correlated. However, the result failed to achieve the moderating effect of social bond on the relationship between parenting style and delinquency. This implies that social bond moderate partially in the relationship between parenting style and delinquency. The result signifies that direct effect of delinquency maybe due to the combination of parenting style and other variables not covered in the study.



Utilizing Spiritual Ritual Methods to Induce a Buddhist Economics

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Keywords: Buddhism, Interdependency, Industrial Civilizations

Buddhism is often critical of modern mainstream economics, and such models as neoclassical economics, free-market economics, and capitalism. A major reason for this criticism is because economics too often increases the roots of suffering (ie. ignorance, aversion, and attachment) rather than decreasing such factors, and leads to such negative consequences as income inequality and the ecological crisis. It is based on particular presuppositions that are in conflict with Buddhist teachings, such as (a) consumption as a goal in itself, and the idea that consumption will lead to happiness; (b) the aim of profit maximization; and (c) the primacy of materialism. Buddhist Economics approaches economics through the framework of Buddhist philosophy and Buddhist psychology, and a few of its major tenets are as follows: (a) consumption is not the goal and does not bring about genuine happiness, yet it is a useful means for enhancing well-being; (b) the aim of economics should be to compassionately reduce the suffering of all beings and the environment; and (c) the primacy of dependent origination, or interdependency, illustrating that all beings and the environment are connected despite surface level appearances. Unfortunately, the state of mind necessary to motivate an individual to shift to a Buddhist economic view is difficult to come to, and is resisted by the social conditioning of modern industrial civilizations. The most popular Buddhist meditation practices such as mindfulness and Vipassana are too often inadequate for facilitating the necessary changes in consciousness. For the shift to a Buddhist-like economics to occur there must be a dramatic and powerful alteration of consciousness in a critical mass of individuals, which necessitates the application of particularly dramatic and powerful methods, coupled with a radical openness and suspension of disbelief. Two ritual methods that may induce such a shift in perception are the group sadhana of Tibetan Buddhism, which is occurring in many locations throughout North and South America, Europe, and Asia, and the ayahuasca ceremony of Vegetalismo, which is a form of mestizo shamanism legally active throughout South America. Through a comparative analysis between the rituals of these two traditions, as well as insights from an ongoing heuristic inquiry, people may better understand the types of activity that might be necessary to cultivate a state of being that is more conducive to something like a Buddhist Economics.



UP COMING EVENTS

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

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<http://http://bireacademy.com/conferences/mrmse-may-2018/>

<http://http://bireacademy.com/conferences/misab-june-2018/>

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