

PROCEEDING



BIRE
Bali Institute of Research Excellence



BESST-2019

**2nd International Conference on Impact of
R & D on Business Economics, Management
Social Sciences, Banking & Finance**

Hotel Santika Seminyak Bali, Indonesia

April 22-23, 2019

***CONFERENCE BOOK OF
ABSTRACT PROCEEDINGS***

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Book of Abstracts Proceedings

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***International Conference on Impact of R & D on
Business Economics, Management, Social Sciences,
Banking & Finance (BESST)***

**Venue: Hotel Santika Seminyak Bali, Jl. Sunset Road No.17, Seminyak, Kuta,
Kabupaten Badung, Bali 80361, Indonesia**

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



SCIENTIFIC COMMITTEE

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Conference Coordinator

Onch Li Chee

Conference Coordinator

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 Schedule

**Conference Name: International Conference on Impact of R & D on Business
Economics, Management, Social Sciences, Banking & Finance (BESST)**

April 22-23, 2019

Venue: Hotel Santika Seminyak Bali, Indonesia

Time: Registration & Kit Distribution (09:00 am - 09:10 am)

Venue: Room 1

09:10 am - 09: 20 am	Introduction of Participants
09: 20 am - 09: 30am	Inauguration and Opening address
09: 30 am - 09:40 am	Networking Session

Tea/Coffee Break (09:40 am - 10:00 am)

DAY 01 (April 22, 2019)

1st Presentation Session (10:00 am - 11:00 am)

Venue: Room 1

Presenter Name	Manuscript Title	Paper ID
Track A: Business, Economics, Social Sciences and Humanities		
Nining Yuniati	The Determinant of Green Purchasing, Green Customer Satisfaction, and Green Customer Loyalty of European Visitors In Using Green Hotels (Case In Yogyakarta, Indonesia)	BESST-APRIL19-BI104
Track B: Medical, Medicines & Health Sciences		
N. Khodeli	New Perfusion Machine For Organ Preservation In Experiment	BAL-449-101M
Z. Chkhaidze	Portable Volumetric Blood Pump	BAL-449-102M
D. Kordzaia	Morphological Changes In Liver After Of 8-Hour Preservation By Machine Perfusion	BAL-449-103M

Lunch Break & Ending Note (11:00 am - 12:00 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.

Name: Dr Jason Alexandre
Malek Medical Center, Australia
BAL-449-104MA

Name: Dr Shabrina Hussein
General Practitioner Westview Medical Centre 5 Glendale Road Glen Eden Auckland
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Name: Dr Imran Ali
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Name: Romain Boulland
ESSEC Business School 3 avenue Bernard Hirsch 95021 CERGY FRANCE
BESST-APRIL19-BI103A

Conference Day 02 (April 23, 2019)

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

TRACK A

BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES



The Determinant of Green Purchasing, Green Customer Satisfaction, and Green Customer Loyalty of European Visitors In Using Green Hotels (Case In Yogyakarta, Indonesia)

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Keywords: Green Purchases, Satisfaction, Loyalty

This study seeks to recognize the basic decisions of consumers of green hotel users, their level of satisfaction and loyalty. European tourists are the dominant tourist group compared to other foreign tourist groups in Yogyakarta, which currently reaches around 530,000 visitors. According to the Yogyakarta Hotel Association, there is an increase in occupancy in some green hotels in Yogyakarta, in this case visitors from Europe are the highest compared to other groups of foreign tourists. Recently, Yogyakarta has at least 13 hotels with green management and 8 hotels that awarded as green hotel. By observing 75 European tourists, the research was found that the determinants of Green Experience, Environmental Concern, dan Hotel Image are the reasons why Europeans prefer to choose the Green Hotel. It is interesting that the European tourists are not price sensitive in context of green purchases, they are choosing the hotel based on their own awareness.. European tourists are also not influenced by the Reference Group in choosing a green hotel, meaning they are not too concerned about the standards or advice from others when choosing a hotel. In the next testing phase, it was found that the determinants of green purchase have a direct effect on customer satisfaction. This means that consumers who have high awareness of their decisions are likely to be able to receive existing services and feel satisfied. Customer satisfaction has a strong influence in increasing consumer loyalty, they have a commitment to revisit and to recommend to others to use the green hotel. It is quite simple that increasing the loy-



alty of green hotel customers is by building a green experience for guests while staying at the hotel, increasing the awareness of guests to always care about the environment, and maintaining the company's reputation through good brand image publications.

TRACK B
MEDICAL, MEDICINES & HEALTH SCIENCES



New Perfusion Machine For Organ Preservation In Experiment

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Keywords: Organ preservation, Controlled extracorporeal circulation, Blood flow, Arterial pressure

Machine perfusion for organ preservation shows encouraging results and is increasingly used in the clinic. For these purposes, we used a new portable perfusion apparatus, made on the basis of a universal volumetric blood pump of our own design. The machine is tested in 5 experiments on sheep weighing 20 kg. Under combined anesthesia, cardiac arrest was simulated, and after 15 minutes the right atrium and aorta were cannulated using special cannulas, the bladder and common bile duct were catheterized. Controlled extracorporeal systemic perfusion with native blood was performed in situ with an increasing productivity in the pulsating mode of 150 beats/min for 8 hours. Permanently measured systemic arterial pressure (AP) and central venous pressure (CVP), blood flow in the abdominal aorta, common hepatic and renal arteries, caudal vena cava and portal vein. Body temperature was maintained within 37,5-38,0 C. Amount of urine, bile, volume of transfusion and temperature were recorded. Morphologically evaluated the state of the liver, kidneys and pancreas. One experiment failed. In 4 rest experiments mean AP and CVP were within 78-95 mm.Hg and 5-8.6 mm.Hg respectively. The blood flow, realized by the apparatus, in the abdominal aorta and caudal vena cava varied between 980-1150 ml/min/kg and 350-420 ml/min/kg respectively. The same parameter did not significantly differ from normal values on other registered vessels throughout the experiment. Marked the release of bile from 25 to 40 ml; urine excretion from 80 to 140 ml; the total volume of transfusion did not exceed 1200 ml. The machine we developed allows us to perfuse organs in an animal's corpse within 8 hours without critical physiological disorders and permissible morphological changes in some abdominal organs.



Portable Volumetric Blood Pump

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Keywords: Volumetric Blood Pump, Blood Bags, Portable Perfusion System

Portable blood pumps continue to be developed for specific purposes. The volumetric blood pump created by us is recommended for use in portable perfusion systems for artificial blood circulation, the purpose of which is extracorporeal cardiac resuscitation or organ preservation. The volumetric blood pump consists of two chambers with rigid walls and internal polyurethane blood bags with inlets and outlets. The rigid chambers are connected by a reversing roller pump, which cyclically transfers inert liquid under pressure from one chamber to another. Accordingly, the blood bags alternately in antiphase are filled and emptied with blood. The inlets and outlets of the bags are equipped with external controlled obturators. Automatic switching of these obturators ensures continuous transfer of blood into the body and from the body to the pump. At the exit of the arterial line placed controlled external pulsator. There are no moving parts in the pump that could cause hemolysis Bench tests revealed the following characteristics: blood bags of any size can be placed in stiff-walled chambers, which allows arbitrarily changing the volume of the primary filling and carry out perfusion on almost any experimental model; using a reversing roller pump does not require an expensive flowmeter to control the volume of blood flow; pump capacity can reach 10 liters per minute or more; output pressure 0-200 mmHg pulsation frequency can be arbitrarily adjusted within 0-250 beats per minute. The volumetric blood pump in simulated perfusion schemes provided optimal both systemic and organ hemodynamic parameters. The final characteristics of the new pump will be formulated after testing on experimental animals.



Morphological Changes In Liver After Of 8-Hour Preservation By Machine Perfusion

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Keywords: Liver preservation, Machine perfusion, Macrovesicular steatosis, Venous congestion

Patients with refractory cardiac arrest, who have undergone Extracorporeal Life Support (ECLS) for resuscitation, but have not achieved cardiac recovery, can be considered as potential donors (Cardiac Death Donors). In such cases, it takes time to notify and obtain the principle consent of the relatives and finalize the clinical and legal documents. During this time, prior to obtaining consent for the removal of organs, ECLS can be extended. In this case, the extracorporeal circulation implies organ preservation "in situ" until the ethical, religious and organizational problems should be decided. Correspondingly, the identification of safe time terms during which the donor organs do not suffer by the changes not compatible with transplantation is extremely important. The morphological changes in the liver after 8 hours of extracorporeal circulation in experiments. The investigation was performed on 6 sheep with simulated cardiac arrest and undergone 8-hours extracorporeal circulation with own blood by using of new portable perfusion apparatus, made on the basis of a universal volumetric blood pump of our own design. The device was connected to the body through the femoral artery and vein with special cannulas. The biopsy of the liver was performed before the starting of perfusion, and on 4 and 8 hours of the experiment. The histological slices were stained by H&E and were assessed by standard criteria: level of steatosis (large-droplet macrovesicular steatosis [ld-MaS] and/or small-droplet macrovesicular steatosis [sd-MaS]); mononuclear portal inflammatory cell infiltrates; bile ductular proliferation; cholestasis; venous congestion; hepatocellular necrosis. Before the perfusion, no venous congestion, hepatocellular necrosis or ld-MaS were observed; Less than 3% of cells were suffered by sd-MaS; mononuclear portal inflammatory cell infiltrates were found only in several areas. Mild mixed ld-MaS and sd-MaS was found in less than 5 % and 10% of the cells accordingly on the 4 and 8 hours after "in situ" machine perfusion. Similarly the mild venous congestion was present in 1 out of 6 livers after 4-hours perfusion and in 2 out of 6 livers after 8-hours Perfusion. The number of necrotic hepatocytes and portal triads infiltrated with mononuclear cells did not



exceed 10% and 15% accordingly. However, there were no differences in the degree of biliary damage cholestasis or ductular proliferation - correlating with the terms of the experiment. Taking into the account all internationally accepted criteria of donor liver histological assessment, 8-hour "in situ" perfusion of the liver in Cardiac Death Donors by using of the machine of own design providing the pulsatile blood flow guarantees the satisfactory preservation of liver making it useful for successful transplantation.



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