

PROCEEDING



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MISAB-2019

**International Conventional on Strategy in
Management Information System and
Applied Business Research**

Hotel Santika Seminyak Bali, Indonesia

June 19-20, 2019

***CONFERENCE BOOK OF
ABSTRACT PROCEEDINGS***

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Book of Abstracts Proceedings

International Conventional on Strategy in Management Information System and Applied Business Research (MISAB)

Bali, Indonesia
June 19-20, 2019
ISBN: 976-2176-50-80-8

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Proceedings of the International Conventional on Strategy in Management Information System and Applied Business Research

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***International Conventional on Strategy in Management
Information System and Applied Business Research
(MISAB)***

**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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Onch Li Chee

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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 Schedule

**Conference Name: International Conventional on Strategy in Management
Information System and Applied Business Research (MISAB)**

June 19-20, 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 (June 19, 2019)

1st Presentation Session (10:00 am - 11:30 am)

Venue: Room 1

Presenter Name	Manuscript Title	Paper ID
Track A: Business, Economics, Social Sciences and Humanities		
Aryanda Ondrio	The influences of Corporate Social Responsibility [CSR] in prospective employee perception in Indonesia	MISAB-JUNE19-BI102
Nguyen Thi Lan Phuong	Vietnamese Human Resource (HR) practitioners roles and competencies view from different perspectives	MISAB-JUNE19-BI103
Cheng En Lee	The relationship between leader-subordinate relational identity with subordinate pro-social organizational behavior: The individual traditional and modern value as moderator	MISAB-JUNE19-BI104
Chan Yu Kuo	Verifying the relationship between team coaching leadership and team effectiveness through a moderated-mediation model	MISAB-JUNE19-BI105
Yu Ju Lin	The Relationship between Self-Esteem, Self-Discrepancy and the Choice of YouTuber Channel	MISAB-JUNE19-BI106
Witaya Siripanwattana	Consumers Behavior of Cosmetics Products in Bangkok Metropolitan Area of Thailand	MISAB-JUNE19-BI108
Muhammad Azhar	New Perspective On Relations between Islam and Democracy In Indonesia (Epistemological Study)	BAL-369-101B

Lunch Time & Ending Note (11:30 am - 12:30 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.

Name: Novi Anggriyani
Indonesian Heart Association (FIHA) Indonesia
BAL-369-101MA

Name: Nicole Khangure
Joondalup Health Campus, Western Australia
BAL-369-102MA

Conference Day 02 (June 20, 2019)

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



The Influences Of Corporate Social Responsibility [CSR] In Prospective Employee Perception In Indonesia.

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Keywords: Corporate Social Responsibility, Job Seeker, Company, Employee

CSR is companys responsibility to give positive externalities to local public to balance companys interest with public interest (Prihatiningsih et al., 2015). In Indonesia, corporate social responsibility is already regulated by Government under Law UU No 40, year 2007, which forcefully requires all companies to implement corporate social responsibility. Companies emphasizing Corporate Social Responsibility activities could be benefited from its practice. It directly provides a very good influence on the company's reputation and enhances companies attractiveness to prospective employees with consideration about socially responsible practices, community mindedness and sound ethics (Marika et al., 2017). Even though the implementation of corporate social responsibility is regulated by the law, the disclosure itself is still voluntary. Therefore, this research aims at investigating the wareness level of young job seeker in Indonesia about companies CSR activities and how important the CSR activities are for young job seeker/ prospective employee when finding jobs. This study uses quantitative survey research method and attempts to collect 400 respondents from top universities in Indonesia. The findings expect to provide a new piece of evidence that companies can benefit from its CSR activities not only for its public reputation, but also for its attracting top young talents.



Vietnamese Human Resource (HR) Practitioners Roles And Competencies View From Different Perspectives

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Keywords: : HR Roles, HR Competencies, Vietnamese HR Practitioners.

Human Resource Management (HRM) in Vietnam has developed since the economy transformation because of Doi Moi policy in 1986. Being seen as a young history, HRM in Vietnam has been influenced by types of organizations and HR become a hot trend for career choice. In addition, the rapid changes all over the world make HR practitioners face a lot of exciting and frightening challenges in their roles globally and locally in Vietnam. Together with opportunities, the requirement bars for a professional HR practitioner have been raised higher than ever (Ulrich, Brockbank, Johnson & Younger, 2007), HR practitioners are essentially improving their competencies in order to deliver good performance as well as contribute to the success of organization. This research aimed at depicting the picture of HR practitioners roles and competencies in Vietnam from different points of view from HR practitioners and their non-HR counterparts in different types of organizations. The research was based on HR roles framework and a longitudinal research of HR competencies model Ulrich and associates (2012). The HR roles include admin expert, employee champion, change agent and strategic partner; meanwhile, six dimensions of HR practitioners competencies are credible activist, capability builder, technology proponent, HR innovator & integrator, change champion, strategic positioner. As the linkage of the roles framework & competencies model, it will be feasible to see the connection or difference between point of view of HR practitioners and non-HR counterparts in Vietnam. In addition, the research also presents the channels that most HR practitioners usually approaches to increase their competencies to become an effective HR professionals.



The Relationship Between Leader-Subordinate Relational Identity With Subordinate Pro-Social Organizational Behavior: The Individual Traditional And Modern Value As Moderator

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Keywords: Leader-Subordinate Relational Identity, Pro-Social Organizational Behavior, Traditional Value, Modern Value

In order to explore the relationship between subordinates behavior in the organization with the relational identity between supervisors and subordinates, this study cuts into the view of the social cognition schema. Also, plenty of cross-cultural studies in the past have confirmed that the relationship schema is shaped by different cultural values, which is, the leader-subordinate relationship cognition of individuals will be affected under various of cultures and provide different results. Therefore, this study adopts four relational identities (equal and close, equal but distant, unequal but close, unequal and distant) by Sung-Chun Tsai (2012), which are based on the interpersonal circle theory, and desire to find out the influence of subordinates pro-social organizational behaviors (toward individual, organization, and leader). Furthermore, according to the cross-cultural studies, this study also proposes the traditional and modern value of the individual will be a moderator between leader-subordinate relational identity and subordinate pro-social organizational behavior. Meanwhile, this study is aimed at exploring the interaction between leaders and subordinates of enterprise organizations, as to test those above, we conduct questionnaire surveys and collect dual data of supervisors and subordinates. From the collecting data, we expect to recover more than 200 pairs of valid questionnaires. Last but not least, this study validates relevant hypotheses using multiple regression analysis. We believe this research will contribute to the literature on the theory of leader-subordinate relational identity.



Verifying The Relationship Between Team Coaching Leadership And Team Effectiveness Through A Moderated-Mediation Model

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Keywords: Coaching, Team Coaching Leadership, Team Effectiveness

The existing research had pointed out that coaching leadership can effectively improve the effectiveness of members. Through a team-level perspective, this current study aims to explore how the team coaching leadership influence team effectiveness and proposes a moderated-mediation model. We argued that through the mediation effect of team performance process (effort, strategy, skills & knowledge), team coaching leadership can positively influence team effectiveness. Besides, the phase of team task also plays an important role as a moderator for such effects. That is to say, according to different task phases, team leaders adopt different team coaching functions (motivational, consultative, educational) which can positively influence the team performance process and then positively influence team effectiveness. It is expected that empirical data of 80 teams (in total 320 questionnaires) from different industries in Taiwan are collected, for example, technology, service, manufacturing, etc. The ideal team should include at least three team members plus one leader, and it is undergoing one specific task. Moreover, the team task also has to be done within a limited time. We will aggregate data from both team leaders and team members to conduct the team-level analysis. The multiple regression analysis will conduct to test our moderated-mediation model and hypothesis. With the high competition of new business environment, team effectiveness is the basis of sustaining the competitive advantages in organizations, and the team coaching functions are such key factors to help the team get prepared and be ready to perform team tasks. Therefore, we believe that the result of this study will inspire and contribute to the theory and practice of team management.



The Relationship Between Self-Esteem, Self-Discrepancy And The Choice Of Youtuber Channel

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Keywords: Self-Esteem, Self-Discrepancy, Youtuber Channel Subscription

The development of Web2.0 and User Generated Content (UGC) on the internet has led to the radical rise of YouTubers (Dayal, 2004). More and more YouTubers gain fame and popularity by riding the wave. The success of YouTubers hugely depends on how they attract loyal viewers to continuously subscribe channels. For loyal audience, following YouTubers channel becomes a daily routine or important activity for all kinds of purposes. The motivation behind their viewing behavior, however, is yet to be investigated. The purpose of this study is to understand how individual attributes, such as self-esteem, and self-discrepancy affect viewers choice and motivation of YouTuber channel subscription. The major argument is that viewers with lower self-esteem spend more time with YouTubers videos, more likely to idolize the YouTuber followed, show larger self-discrepancy, and demonstrate more behavior of imitation and worship. Survey research method is adopted to collect data from 300 Taiwanese YouTuber channel viewers. Respondents traits, motivation of internet use, self-esteem, and self-discrepancy were be measured and analyzed to examine the relationship and effect. Individual background data was also collected and analyzed to see how different demographic groups affect channel choice. The study is expected to help depict viewers behavior from depth and gain better understanding on how and why individuals form preference about YouTubers.



Consumers Behavior Of Cosmetics Products In Bangkok Metropolitan Area Of Thailand

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Keywords: Consumers Behavior, Purchasing Factors, Cosmetics Products In Thailand

This research aims to scrutinize consumer behavior on buying cosmetics products in Bangkok and Metropolitan Area and the impact of socio-economic factor, knowledge and attitude factor, marketing factor, and ecological factor on such buyer behavior. Instruments used for gaining the data were a questionnaire and in-depth interview before IOC and focus group technique were conducted to ensure the validity and reliability. There were 500 pre-tested questionnaires which were randomly allocated to the respondents. Then, the obtained data were coded in EXCEL before being analyzed by SPSS 17.1 software. As expected, we found that female customers were the target customers of cosmetics businesses. The respondents intended to make a purchasing decision on cosmetics products by themselves. Most of them bought approximately 100-500 baht at a time, once a month, at the shopping centers and convenience stores. The influential elements which statically affected the decision to buy were related to the unique quality of product, attractive packaging, GMP/safety standards, the reasonable price, accessible channel, effective marketing promotions, efficient sale operations, employees courtesy, and interesting store appearance. However, the magnitude of the impact of these factors were different ranging from moderate to dramatic intensity owing to the customers characteristics and cosmetics type.



New Perspective On Relations between Islam and Democracy In Indonesia (Epistemological Study)

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Keywords: A New Perspective, Relationship, Islam And Democracy, Epistemology

Islam and Democracy are two debatable concepts in Islamic field. Islam is interpreted as a transcendental divine concept, at the same time, the concept of Democracy is secular-immanent. The dialectics of Islam and Democracy are interesting when Indonesian Muslims try to integrate it into the framework of the nation-state of the Republic of Indonesia. An integrative-compatible dialectics nondichotomic, between Islam and Democracy in Indonesia, is becoming an interesting examination for democracy to be studied. It is interesting because it involves the future of the existence of Indonesia with the majority of Muslims. It is also an academic, religious and sociologist evidence for Islamic field in the other areas. In the first year, the research will be analyzed with various mazhab and the development of democracy concept and also its relation to the Islamic religion. The research covers two areas of study: the first research on the epistemological study (the classic up to contemporary paradigm) concerning Islam and Democracy. In the second year, the research discussed the opportunity of its empirical implementation in Indonesia which is prural in term of its dynamic and prospect, and also its inspiration aspect to spread the concept of democracy in the other Muslims countries. Furthermore, this research also concerning the psychological aspects of Indonesian Muslims about the relationship between Islam and democracy. This research was using the scientific epistemology approach of Bayani, Burhani, and Irfani. For the first year, the research result was internal, i.e., in the form of FGD with the internal lecturers, an internal seminar with the lectures and students who involve in the study of the plurality of Islamic and democratic thought. The external result for both types of research in the first and second year was the Scopus indexed international journal. The first-year research used the qualitative epistemological study in the preliminary research. Meanwhile, the next research used qualitative-quantitative approach (mix theory). In the end, this research aims to implicate the strengthening relations between Islam and democracy in Indonesia. Also, inspiring the other Islamic counties about the possibilities of epistemology and axiological-psychological, the democracy concept implementation in Muslims countries.



UPCOMING EVENTS

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