

PROCEEDING



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RBSEIT-2019

**2019 International Conference on Current
Research in Business Management, Social
Sciences Economics and Information Technology**

**Hotel Santika Seminyak Bali, Indonesia
September 23-24, 2019**

***CONFERENCE BOOK OF
ABSTRACT PROCEEDINGS***

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TABLE OF CONTENTS

SCIENTIFIC COMMITTEE	viii
SCIENTIFIC COMMITTEE	ix
ORGANIZING COMMITTEE	x
CONFERENCE TRACKS	xi
CONFERENCE CHAIR MESSAGE	xii
<i>Conference Schedule</i>	xiii
Tea/Coffee Break (09:40 am - 10:00 am)	xiii
Participants Registered As Listener/ Observer	xv
TRACK A	xvii
<i>ENGINEERING, TECHNOLOGY & APPLIED SCIENCES</i>	xvii
Evaluation of the Antiviral Activity Of Ribes Uva-Crispa L. Extracts Against Human Respiratory Syncytial Virus (HRSV)	xviii
Some Heavy Metal Levels in Muscle of Four Fish Species from Apa Dam Lake during the Hot Season	xix
Antibacterial Properties of Water Extracts of Wild-Grown and Cultivated Ganoderma lucidum (Reishi Mushroom) from Turkey: A Comparative Study	xx
Hydrogen Sulfide And Nitric Oxide Improve The Photosynthetic Efficiency And Antioxidant Capacity In Chloroplasts Of Wheat Leaves Through Ascorbate-Glutathione Cycle Under Excess Cobalt	xxii
In vitro assessment of antioxidant and enzyme inhibitory activities of two endemic species, Sideritis condensata Boiss. & Heldr., and Sideritis congesta P.H. Davis & Hub.-Mor., in Turkey	xxiii
Comparative Analysis between occupants' response to thermal comfort in a mixed mode office space and a mechanically controlled office space in the tropics	xxiv
TRACK B	xxv
<i>BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES</i>	xxv
Demand for reforming of Muslim Marriage and divorce act in Sri Lanka A historical review	xxvi
Signaling Mechanisms Used by Controlling Shareholders Following Regulatory Enforcement Actions	xxvii

Analyzing Factors Influencing Continuance Intention Of B2b Ecommerce Mobile Application (A Case Study Of PT ABC From Indonesia)	xxviii
Sustainable Development Goals Valuation Model Using News Sentiment (Case Study: PT. Astra Agro Lestari)	xxix
<i>UPCOMING EVENTS</i>	xxx

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***2019 International Conference on Current Research in
Business Management, Social Sciences, Economics and
Information Technology (RBSEIT)***

**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: 2019 International Conference on Current Research in Business Management, Social Sciences, Economics and Information Technology (RBSEIT)

September 23-24, 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 (September 23, 2019)

1st Presentation Session (10:00 am - 01:00 pm)

Venue: Room 1

Presenter Name	Manuscript Title	Paper ID
Track A: Business, Economics, Social Sciences and Humanities		
Hasan Hseyin Doan	Evaluation Of The Antiviral Activity Of Ribes Uva-Crispa L. Extracts Against Human Respiratory Syncytial Virus (Hrsv)	AETBT-SEP19-BI101
Haluk Ozparlak	Some Heavy Metal Levels In Muscle Of Four Fish Species From Apa Dam Lake During The Hot Season	AETBT-SEP19-BI102
Mustafa Onur Aladag	Antibacterial Properties Of Water Extracts Of Wild-Grown And Cultivated Ganoderma Lucidum (Reishi Mushroom) From Turkey: A Comparative Study	AETBT-SEP19-BI103
Evren Yildiztugay	Hydrogen Sulfide And Nitric Oxide Improve The Photosynthetic Efficiency And Antioxidant Capacity In Chloroplasts Of Wheat Leaves Through Ascorbate-Glutathione Cycle Under Excess Cobalt	AETBT-SEP19-BI104
Yavuz BACI	In Vitro Assessment Of Antioxidant And Enzyme Inhibitory Activities Of Two Endemic Species, Sideritis Condensata Boiss. & Heldr., And Sideritis Congesta P.H. Davis & Hub.-Mor., In Turkey	AETBT-SEP19-BI105
Nafisa Bari	Comparative Analysis Between Occupants' Response To Thermal Comfort In A Mixed Mode Office Space And A Mechanically Controlled Office Space In The Tropics	AETBT-SEP19-BI106
Track B: Business, Economics, Social Sciences and Humanities		
Mohammed Shamsudeen Mohammed Jalaldeen	Demand for reforming of Muslim Marriage and divorce act in Sri Lanka A historical review	RBSEIT-SEP19-BI108
Zhemin Wang	Signaling Mechanisms Used by Controlling Shareholders Following Regulatory Enforcement Actions	RBSEIT-SEP19-BI111
Pratama Adi Nugraha	Analyzing Factors Influencing Continuance Intention Of B2b Ecommerce Mobile Application (A Case Study Of PT ABC From Indonesia)	BAL-499-102B
Anak Agung Gede Agung Bayu Suputra	Sustainable Development Goals Valuation Model Using News Sentiment (Case Study: Pt. Astra Agro Lestari)	BAL-499-103B

Lunch Time & Ending Note (01:00 am - 02:00 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 Farhat Ayad
Jolimont hospital, Belgium
BAL-499-101MA

Conference Day 02 (September 24, 2019)

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

TRACK A

ENGINEERING, TECHNOLOGY & APPLIED SCIENCES

Evaluation of the Antiviral Activity Of Ribes Uva-Crispa L. Extracts Against Human Respiratory Syncytial Virus (HRSV)

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Keywords: Ribes uva-crispa, methanol and aqueous extract, anti-HRSV activity

Methanol and aqueous extracts prepared from leaves and fruits of *Ribes uva-crispa* L. plant species growing naturally in Turkey were tested in vitro against human respiratory syncytial virus (HRSV) to obtain new and effective antiviral agents from natural products. The colorimetric XTT test was used to assess the cytotoxic and antiviral activities of the extracts. The concentration providing 50% protection against the cytopathic effects caused by the virus was defined as EC50 and the selectivity index (SI) as the ratio of CC50 to EC50, which showed a 50% cellular cytotoxicity concentration, was determined. Test results showed that the fruit aqueous extract of *Ribes uva-crispa* (EC50 = 96.90 g/mL, SI = 11.70) and the leaf methanol extract of *Ribes uva-crispa* (EC50 = 2527.41 g / mL, SI = 6.55) had antiviral activity against HRSV, in contrast to fruit methanol extract (EC50 = 11262.35 g/mL, SI = 0.56) and the leaf aqueous extract (EC50 = 1093.37 g/mL, SI = 1.40) showed a weak antiviral activity. As a result, we can say that *Ribes uva-crispa* extracts are worthy of further work in fighting HRSV infection (detection of the active compound / compounds responsible for anti-HRSV activity).

Some Heavy Metal Levels in Muscle of Four Fish Species from Apa Dam Lake during the Hot Season

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Keywords: Apa Dam Lake, Fish, Hot Season, Metal Concentration, Turkey.

Cyprinus carpio L., 1758 (common carp), Carassius gibelio (Bloch, 1782) (Prussian carp), Sander lucioperca (L. 1758) (zander) and Leuciscus lepidus Heckel, 1843 living in Apa Dam Lake (Turkey) are highly nutritious and delicious fish species and have been consumed abundantly as food by local people. In this study, concentrations of Cd, Co, Cr, Cu, Fe, Mn, Ni, Pb and Zn were determined in muscle tissue of these fish specimens obtained during the hot season (summer) by using atomic absorption spectrometer. The levels of heavy metals in the muscle tissue of these fish specimens were compared with the tolerance levels of national and international guidelines and the levels of Provisional Tolerable Weekly Intake (PTWI) limits set by FAO/WHO. The levels of Cd, Cr, Ni and Pb in the muscle tissue of the fish samples exceeded the tolerance levels of national and international guidelines, except for Cd values of L. lepidus and C. gibelio according to only one guideline. However, when considering Cd, Fe, Pb and Zn, consumption of weekly up to about 300 g/person of fresh fish fillet by local people during the hot season does not seem to be objectionable for human health. On the other hand, consumption of weekly 600 g fish in terms of Pb, and consumption of weekly 1200 g fish in terms of both Pb and Cd are unsafe for human health.

Antibacterial Properties of Water Extracts of Wild-Grown and Cultivated *Ganoderma lucidum* (Reishi Mushroom) from Turkey: A Comparative Study

^{1*}Mustafa Onur ALADAG, ²Haluk OZPARLAK, ³Mehmet Akif BOZKIR, ⁴ Sinan ALKAN

¹Selcuk University, Vocational School of Health Sciences, Medical Laboratory Techniques, Konya/TURKEY, ²Selcuk University, Science Faculty, Department of Biology, Konya/TURKEY, ³Selcuk University, Graduate School of Health Sciences, Medical Laboratory Sciences, Konya/TURKEY, ⁴Selcuk University, Mushroom Research and Application Center Directory, Konya/TURKEY
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Keywords: Antibacterial, Cultivated, *Ganoderma Lucidum*, Water Extract, Wild-Grown.

Aim of the study: *Ganoderma* species is considered one of the most important medicinal mushrooms and is traditionally used in the treatment of various ailments, including cancer, hypertension, gastric ulcer, kidney and cardiovascular problems. *Ganoderma lucidum* (Curtis) P. Karst has many pharmacological and biological activities including an antimicrobial effect, although a limited number of studies have investigated the antibacterial effects of its extracts. This work reports the comparison of antibacterial effects of wild-grown and cultivated *G. lucidum* from Turkey. Material and Methods: For antibacterial testing, water extracts were used. Susceptibility of bacterial strains to extracts was investigated by microdilution method. The extracts were diluted 10 times with 1/2 volume of sterile saline as initial concentration 50 mg/ml and final concentration 0.049 mg/ml. The screening of antibacterial activity of the tested extract samples was evaluated using seven different laboratory strains of bacteria. *Escherichia coli* RSKK (Refik Saydam Culture Collection, Ankara, Turkey) 340, *Klebsiella pneumoniae* RSKK 06017, *Pseudomonas aeruginosa* RSKK 06021, *Bacillus cereus* RSKK 1122, *Staphylococcus aureus* RSKK 96090 (MSSA), methicillin resistant *Staphylococcus aureus* (MRSA) ATCC 43300, *Enterococcus faecalis* ATCC 29122. Results: In test results, water extracts of cultivated *G. lucidum* at concentrations of 50 and 25 mg/ml were found to be effective on *E. faecalis*. Cultivated *G. lucidum* did not affect other bacterial strains. Water extract of wild-grown *G. lucidum* at concentration of 50 mg/ml was effective on all test bacteria. In addition, wild-grown *G. lucidum* at concentration of 25 mg/ml had a weak effect on *E. coli* and *E. faecalis*. As a result, wild-grown *G. lucidum* from Turkey had greater antibacterial potential when compared to cultivated form. However,

wild-grown *G. lucidum* could be regarded as a source natural antibacterial agent effective at low level.

Hydrogen Sulfide And Nitric Oxide Improve The Photosynthetic Efficiency And Antioxidant Capacity In Chloroplasts Of Wheat Leaves Through Ascorbate-Glutathione Cycle Under Excess Cobalt

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Keywords: Antioxidant Enzyme, Chloroplast, Hydrogen Sulfide, Nitric Oxide, Triticum Aestivum

Although there is an increasing number of reports about the role of hydrogen sulfide (H₂S) or nitric oxide (NO) in mitigating of stress-induced damages, the questions are waiting to be answered whether H₂S and/or NO participates in protection of chloroplast system through activation of antioxidant enzymes in cobalt-treated wheat plants. To reveal the interplay between H₂S and NO on antioxidant activities in chloroplast, wheat leaves treated with alone or combined form of H₂S donor, sodium hydrosulfide (NaHS, 600 M), and NO donor, sodium nitroprusside (SNP, 100 M), under excess cobalt concentrations (Co, 150 and 300 M). After Co exposure to plants, growth (RGR), water content(RWC) and osmotic potential() decreased. Stress caused a disruption in the photosynthetic capacity as provided by decreased carbon assimilation rate(A), stomatal conductance(g_s), intercellular CO₂ concentrations (C_i), transpiration rate(E) and the transcript levels of rubisco. Hydrogen peroxide(H₂O₂) content and lipid peroxidation(TBARS) were induced under stress in spite of activated ascorbate peroxidase(APX). However, SNP and NaHS successfully eliminated the negative effects of stress on growth, RWC, and photosynthetic parameters. In the presence of SNP and NaHS under stress, the increased activation of superoxide dismutase(SOD), peroxidase(POX) and the enzymes of the ascorbate-glutathione cycle(AsA-GSH) including APX, glutathione reductase(GR), monodehydroascorbate reductase(MDHAR) and dehydroascorbate reductase(DHAR) was observed. The results showed that the both NaHS and SNP are involved in regulation and modifying growth, water content, rubisco activity connecting with photosynthetic efficiency and up-regulation of the enzyme activities in AsA-GSH cycle to remove Co toxicity-induced oxidative damage in chloroplasts of wheat leaves.

In vitro assessment of antioxidant and enzyme inhibitory activities of two endemic species, *Sideritis condensata* Boiss. & Heldr., and *Sideritis congesta* P.H. Davis & Hub.-Mor., in Turkey

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Keywords: Radical scavenging activity, *Sideritis condensata*, *Sideritis congesta*, total phenolic and flavonoid contents, Tyrosinase inhibition

The genus *Sideritis* L. (Lamiaceae), as known da ay, is widely distributed in Mediterranean region, and most of these plants endemic to Turkey. We aimed to evaluate in vitro antioxidant and tyrosinase inhibition activities of aerial parts of *Sideritis condensata* Boiss. & Heldr., and *Sideritis congesta* P.H. Davis & Hub.-Mor., growing in Turkey. The water and methanol extracts of these plants were screened on the antioxidant activities, using DPPH and ABTS radical scavenging, iron chelating, and determination of their total phenolic compounds and flavonoids, as well as tyrosinase inhibition effects. According to our results, the water extract of *S. condensata* was found having the highest total phenolic and flavonoid contents, 387.8 mg gallic acid equivalent per gram of extract, and 112.1 mg quercetin equivalent per gram of extract, respectively. As for activity assessments of these plants, both species showed more antioxidant and tyrosinase inhibition effects in the methanol extracts. The most effective sample on the inhibition of tyrosinase enzyme was found as the methanol extract of *S. congesta* with IC₅₀ value 0.336 4.14 mg/mL. Following this extract, it was detected that the methanol and water extracts of *S. condensata* highly had tyrosinase enzyme inhibitory effects with IC₅₀ values 0.390 1.96, and 0.575 0.58 mg/mL, respectively. It was concluded that our study reported scientific data on *S. condensata*, and *S. congesta* for further studies on the investigation of the phytochemical constituents responsible for biological activities of these plants.

Comparative Analysis between occupants' response to thermal comfort in a mixed mode office space and a mechanically controlled office space in the tropics

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Keywords: Thermal comfort , occupants satisfaction , Post occupancy evaluation , Mixed-mode , Mechanical Ventilation

Mixed-mode refers to a hybrid approach to space conditioning that uses a combination of natural ventilation and some form of mechanical ventilation and/or cooling. (Brager). In a mixed-mode space people have the freedom to choose which ventilation system they want to use . Often its heard from the users of a mechanically ventilated space that they cannot differ between day and night . They stay inside a concrete jungle. They have no connection with the outer world. The aim of this paper is to perform a comparative analysis between two office spaces one having mixed-mode system and the other having mechanical ventilation and find out the occupants satisfaction regarding thermal comfort. From the analysis its seen that in a warm-humid climate region like Dhaka, Bangladesh the occupants of an office space prefer such environment over which they have control on a certain extent which refers to the mixed-mode system.

TRACK B

BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES

Demand for reforming of Muslim Marriage and divorce act in Sri Lanka A historical review

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Keywords: Muslim, Marriage, Sri Lanka, Divorce, Sharia

Muslims in Sri Lanka, from the time of their arrival in the island around the 8th century, have been governed by their own laws in matters relating marriage and divorce. However, the first written record of Muslim Laws applicable in Sri Lanka had its origins, curiously in a code of law on marriage and inheritance brought to Ceylon from Batavia, in 1770 during Dutch rule of the Maritime Provinces. The British in Ceylon, by the proclamation of 1799, had guaranteed that justice in the colony would be administered according to the laws and institutions that existed under the Dutch regime. The Code was submitted after some modification adopted as the Mohamedan Code of 1806. During the early 19th century, prominent members of the Muslim Community began to express their dissatisfaction with the Code of 1806. It was felt that the Code was not a proper representation of Islamic Law. As a result of their efforts, the Code was eventually replaced in 1937. Not long after, the Ordinance itself was replaced by the Muslim Marriage and Divorce Act (MMDA) No. 13 of 1951. The Act of 1951 continues to be applicable today. In 2009, a Muslim Personal Law (MPL) Reforms Committee which was commissioned by then Minister of Justice with the aim of recommending reforms to the MMDA. The MMDA reform report was handed over in January this year to Justice Minister. When it came to offering recommendations for reforming the Muslim Marriage and Divorce Act, the Marsoof Committee could not achieve unanimity. The Committee split in two and each group offered its own set of recommendations. Since then there have been many arguments about which set of recommendations complied with Sharia principles and Islamic Jurisprudence. This paper highlights on the historical background on Muslim Marriage and Divorce Act in Sri Lanka with special reference on the argument on its reformation in recent years.

Signaling Mechanisms Used by Controlling Shareholders Following Regulatory Enforcement Actions

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Keywords: Signaling, Enforcement Actions, Controlling Shareholders

This study examines the signaling mechanisms used by controlling shareholders following regulatory enforcement actions. While the enforcement actions are against the company, investors blame them on controlling shareholders because management generally acts on the behalf of controlling shareholders. According to the signaling literature, such dishonest reporting behavior would trigger a non-cooperative episode during which the controlling shareholders will have to rely on costly signaling to restore investors confidence. Based on 7,011 firm-year observations of non-state owned listed companies in China for the period of 2007 to 2015, we find that controlling shareholders are more likely to inject additional financial resources into the company (a costly signaling) following financial reporting related enforcement actions. Furthermore, we find the more severe the enforcement actions, the greater the amount of financial resources provided by controlling shareholders. In addition, consistent with signaling literature, we find controlling shareholders are less likely to use costly signaling when enforcement actions are against corporate executives. Finally, we find a higher correlation between investment and sales growth for violating companies in subsequent period, suggesting enhanced monitoring by controlling shareholders following enforcement actions. Our findings contribute to both the signaling literature and the corporate governance literature and shed light on how enforcement actions and reputational concerns jointly discipline corporate insiders from dishonest reporting behavior.

Analyzing Factors Influencing Continuance Intention Of B2b Ecommerce Mobile Application (A Case Study Of PT ABC From Indonesia)

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Keywords: Continuance Intention, Marketing Strategy, Modified UTAUT2, Technology Adoption

PT ABC as Start-up Company seek the opportunity of development smartphone which rising to start their business to simplify the distribution of the raw material for business culinary, they has focus on its business to become supplier online for business culinary by using mobile application. Changing their target market into MSME, PT ABC has a rapid growth of order, the problem is the growth of order is not align with the usage of application, the fact the customer still ask the sales person to help them to order via application. This research aims to find out which factor that have an effect to build continuance intention of B2B e-commerce mobile application by using modified unified theory of acceptance and use of technology (UTAUT2). The questionnaire was spread to 101 customers who not using the application independently in West Jakarta. The researchers use 8 factors to see the relationship with the continuance intention of using B2B e-commerce mobile application, these factors include Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit and Trust with moderating by Age and Gender. From the result of the consumer analysis shows factor that influence continuance intention are Performance Expectancy, Price Value, Habit and Trust without moderated by age and gender. The result also found the Habit as most significant factor influence continuance intention of using B2B e-commerce mobile application. The marketing strategy that will be implemented are improving forming and adjusting habit of the customers by adding a new feature on application such as pop up notification and tracker as replacing the task of field activator.

Sustainable Development Goals Valuation Model Using News Sentiment (Case Study: PT. Astra Agro Lestari)

^{1*} Anak Agung Gede Agung Bayu Suputra , ²Dr. Yunieta Anny Nainggolan

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Keywords: Free Cash Flow to Firm Valuation, Sustainability Development Goals, Sentiment Analysis, Discounted Cash Flow, News Scrapping

Nowadays for fundamental investor, there are growing concerns for the invested company about their sustainability program. Sustainable Development Goals (SDG) programs that not adopted almost by all Indonesian company are getting important due to the sustainability issues are expand not just only matters company financial condition and contribution to communities and workers but also environment responsibilities and economic contribution to the country that company operated. Also, majority of securities that doing valuation to a company not factoring Sustainable Development Goals (SDG) due to overshadowed by the simplicity of analyzing financial performance than doing Sustainable Development Goals (SDG) analysis which not robust. Also, now some big Indonesian company are moving toward Sustainable Development Goals (SDG) framework to their sustainability strategy. This raised opportunities to develop valuation model using Sustainable Development Goals (SDG) framework to adjust the assumptions to become more robust. Therefore, it is offered to develop SDGs valuation approach, using online news to solve the problem. To adjust the valuation assumptions, the SDG model used the sentiment of news related to the company and map the impact of each SDG goals to company forecasted financial performance. This approach will be factoring company strategy, news coverage and commitment of the company to achieve the SDG goals, thus increase the robustness of the valuation model. In this thesis the recommendation that resulted by the SDG valuation model are recommend to Hold AALI stock because the stock intrinsic value is Rp.9.345 while currently traded at Rp.10.675 which stated the current stock price is overpriced by 12.45%. The result is different from two public Indonesian securities recommendation which recommend to buy AALI stock with take profit target at price around Rp.12.500 Rp.14.800 from currently traded priced at Rp.10.675.

UPCOMING EVENTS

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VISION

*Building Global Community of
Research Scholars for better
society.*