

PROCEEDING



BIRE
Bali Institute of Research Excellence



MEIT-2022

**5th International Conference on
Management Study, Business Economics
Engineering and Information Technology**

**Hotel Santika Seminyak Bali, Indonesia
January 25-26, 2022**

***CONFERENCE BOOK OF
ABSTRACT PROCEEDINGS***

BIRE-2022

Bali Institute of Research Excellence



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***5th International Conference on Management Study,
Business Economics, Engineering and Information
Technology (MEIT)***

**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 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: 5th International Conference on Management Study,
Business Economics, Engineering and Information Technology (MEIT)**

January 25, 2022

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

DAY 01 (January 25, 2022)

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

Venue: Virtual

Presenter Name	Manuscript Title	Paper ID
Track A: Business, Economics, Social Sciences & Humanities		
Muhammad Akbar Buana Tafsili	Proposed Digital Marketing Strategy for Gift Shop Marketplace (Case Study: Kita Juragan)	MEIT-JAN22-B104
Chithrasheeli Gunaratne	Investment in Employees Training on Employees Performance: Evidence from Middle Level Employees of Financial Institutions in Sri Lanka	MEIT-JAN22-B105
Track B: Medical, Medicines & Health Sciences		
Oegik Soegihardjo	Performance of Mechanical Energy Harvesting Unit for Generating Electricity for Portal Gate System	BAL-4122-101

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: Cristina Periverzof

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MEIT-Jan22-BI108A

Conference Day 02 (January 26, 2022)

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

TRACK A

BUSINESS, ECONOMICS, SOCIAL SCIENCES & HUMANITIES



Proposed Digital Marketing Strategy for Gift Shop Marketplace (Case Study: Kita Juragan)

*Muhammad Akbar Buana Tafsili
Institut Teknologi Bandung (ITB), Bandung, Indonesia.

Keywords: Gift Hampers, Marketplace, Brand Awareness, Digital Marketing, Social Media

The trend of gift hampers is increasing rapidly, at its peak, more than 130 million MSME products were sold during the month of Ramadan 2021 mostly are hampers and souvenirs product categories (Kompas, 12/05/2021). Kita Juragan take advantage of this momentum, since early 2021 become a practical hampers gift shop marketplace with variety of prices. There is a problem faced by Kita Juragan, the low brand awareness. The purpose of this research is to design an effective and efficient digital marketing strategy to increase brand awareness and sales of Kita Juragan. The analysis was carried out internally and externally using the Marketing Mix (7P's), STP Analysis, Competitor Analysis and Porter's Five Force. The author conducted a survey using two types of questionnaires, for consumers of gift hampers and prospective shop partners. Then, the author conducts an analysis using the TOWS Matrix to create an appropriate strategy and determine the new STP from Kita Juragan. The results of this research are the need for Kita Juragan to restructure the team according to the company's strategic priorities, namely for shop partner acquisition, clear differentiation of functions between each marketing channel platform, focus on content with high engagement on social media and optimizing advertising

Investment in Employees Training on Employees Performance: Evidence from Middle Level Employees of Financial Institutions in Sri Lanka

^{1*}Chithrasheeli Gunaratne,²Jayaranjani Sutha

¹ Department of Management Sciences, Faculty of Mangement, Uva Wellassa University, Sri Lanka, ²Department of Management, Faculty of Commerce and Management, Eastern University, Sri Lanka

Keywords: Investment in employees training, Employees performance, Behavioral change, Sri Lanka Theme/Session: Business and Management

Human resource, the vital spark of any organization whose performance is directly correlated with the organizational performance. Employee training, as an important aspect in human resource development process for accomplishing greater performance, both organizations and employees tend to invest on employee training. The literature demonstrates controversial findings on the impact of employee training on organizational and employees performance while there is limited knowledge on whether the investment made on employees training really impact on their performance. This study endeavored to bridge this gap through exploring the impact of investment in employees training on employees performance shedding more light on whether the organizational investment or the employees personal investment impact more on employees performance and which of the two sources foster the behavioral change towards employees performance. The mix method approach was used in this study. The quantitative data was collected from 400 middle level managers of financial institutions in Sri Lanka using a structured questionnaire and twenty in-depth discussions were undertaken with twenty middle level employees using a semi structured interview schedule. Descriptive statistics, correlation coefficient and regression analysis techniques were used for quantitative data analysis and thematic analysis was used for qualitative data analysis. The results revealed that both organizational investment on training and the employees personal investment on training positively impact on employees performance while the employees personal investment impact more on their performance. Further it revealed that both the sources of investment impact positively on behavioral change towards employee performance and the organizational investment of employee training impact highly on the behavioral change towards employee performance than their personal investment. This study recommends the organizations and employees to invest more in training. However, the organizations need to have a proper mechanism on scrutinizing the training needs before investing.

TRACK B

MEDICAL, MEDICINES & HEALTH SCIENCES

Combination of Whole Brain Radiotherapy with Different Fraction and Concomitant CAPECITABINE In Brain Metastasis Breast Cancer

*Rudiyo Rudiyo

Radiotherapy Department of Murni Teguh Memorial General Hospital, Indonesia

Keywords: WBRT, Capecitabine, Breast cancer. Brain metastases

Introduction: Breast cancer is the second most frequent cancer worldwide. The main therapeutic modality for breast cancer with brain metastasis is radiation. Whole Brain Radiotherapy (WBRT) is a regional treatment that provides moderate doses of radiotherapy to all brain tissue. Capecitabine was found to be effective for the treatment of breast cancer with metastasis. **Objective:** This study aims to determine the effectiveness of WBRT on the response of breast cancer brain metastatic lesions combined with capecitabine administration. **Materials and methods:** This study uses a prospective, randomized-blind cohort analytic study approach. Subjects were randomized into two groups by giving different fraction of WBRT and capecitabine. Subjects were evaluated 4 weeks post radiation. Data on differences in patient responses in the two treatment groups were analyzed. **Results:** A total of 22 breast cancer patients with brain metastasis participated in this study. Group I (WBRT 10x3Gy + capecitabine 850-1000 mg / m²) obtained results of 5 (45.5%) out of 11 are responding to therapy. Whereas in group II (WBRT 20x2Gy + capecitabine 850-1000 mg / m²) found 11 (100%) out of 11 patients responded to therapy. The results of statistical analysis showed that there were significant differences between the two groups with a value of $P = 0.012$. **Conclusions:** Giving capecitabine and WBRT with 20x2 Gy gives a better response both clinically and statistically

UPCOMING EVENTS

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

<http://bireacademy.com/conferences/>

VISION

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