

# PROCEEDING



**BIRE**

Bali Institute of Research Excellence



## **BESST-2022**

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

**Hotel Santika Seminyak Bali**

**April 20-21, 2022**

***CONFERENCE BOOK OF  
ABSTRACT PROCEEDINGS***

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# **Book of Abstracts Proceedings**

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

Bali, Indonesia  
April 20-21, 2022

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Proceedings of the 2nd International Conference on Advancement in Business Management, Social Sciences, Economics, and Information Technology

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

**Venue: Hotel Santika Seminyak Bali**

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



## SCIENTIFIC COMMITTEE

**Dr. Mohamed Hamdoun**

CCBA, Dhofar University

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**Dr. Retno Astuti**

University of Brawijaya, Indonesia

**Dr. Nur Islami**

University of Riau, Indonesia

**Prof. Dr. Titin Handayani**

Agency for the Assessment and Application of Technology, Indonesia



## **ORGANIZING COMMITTEE**

**Yosry Elhosaney**

Conference Chair

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**HungXin Anne**

Conference Coordinator

**Gurani Matin**

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. Yosry Elhosaney**

“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: [yosry@bireacademy.com](mailto:yosry@bireacademy.com)

## **Conference Schedule**

**Conference Name: 2nd International Conference on Impact of R & D on  
Business Economics, Management, Social Sciences, Banking & Financ (BESST)**

**April 20-21, 2022**

**Venue: Hotel Santika Seminyak Bali**

**Time: Registration & Kit Distribution (08:00 am 08:20 am)**

**Venue: Room 1**

08:20 am 8:30 am	Introduction of Participants
08:30 am 8:40 am	Inauguration and Opening address
08:40 am 09:00 am	Group Photo & Award Ceremony



**DAY 01 (April 20, 2022)**

**1st Presentation Session (09:00 am 11:00 am)**

**Venue: Room 1**  
**Session Chair: Ms Essa**

<b>Paper ID</b>	<b>Manuscript Title</b>	<b>Presenter Name</b>
<b>Track A: Business Management, Economics, Social Sciences &amp; Humanities</b>		
BESST-APRIL22-BI101	AN EMPIRICAL STUDY OF THE IMPACT OF ONLINE BRAND COMMUNITY AND BRAND COMMITMENT ON ONLINE BRAND ADVOCACY	Suvanan Poosedown
BESST-APRIL22-BI102	BRAND PASSION, ONLINE BRAND COMMUNITY, AND ONLINE BRAND ADVOCACY: OF FOOTBALL FAN CLUBS	Poldech Butyot
BESST-APRIL22-BI103	BRAND PASSION, BRAND ATTACHMENT AND ONLINE BRAND ADVOCACY : A CASE STUDY OF FASHION SPORTSWEAR ON E-COMMERCE PLATFORM	Matthawan Witthayaphat
BESST-APRIL22-BI104	A Study on Building Information Model for Architectural Heritage Preservation and Restoration	Shang-Chia Chiou
BESST-APRIL22-BI105	The Economic Analysis between Vertical Integration and Horizontal Integration	Yu-Chieh Chang

## **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:** Kal Lim Yacoub  
Isra Medical Services, Australia  
SETIM-APRIL22-BI101A

## Conference Day 02 (April 21, 2022)

The following Scholar/ Pracitioners who don't have any paper presentation, however they will attending the confernece as delegate & observers

***TRACK A***

***BUSINESS, MANAGEMENT AND ECONOMIC STUDIES***



# AN EMPIRICAL STUDY OF THE IMPACT OF ONLINE BRAND COMMUNITY AND BRAND COMMITMENT ON ONLINE BRAND ADVOCACY

<sup>1\*</sup>Suvanan Pooseedown, <sup>2</sup>Anon Khamwon  
<sup>1,2</sup>Khon Kaen University, Thailand

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**Keywords:** Online Brand Community, Brand Commitment, Online Brand Advocacy

The study aims to investigate the interrelationship among online brand community, brand commitment and online brand advocacy of Cosmetic Micro-Influencers in Thailand by Quantitative Research Method. The data was collected by online questionnaire from 400 samples in Facebook Fanpage. (Wongnai Beauty, Sistacafe and Jeban.com) Then data were analyzed by using Structural Equation Modeling (SEM). The results of the study revealed that online brand community has the influence direct on brand commitment and online brand advocacy. As a results online brand community model can explain 56% of brand commitment. That brand commitment has the influence direct on online brand advocacy. Overall, Brand commitment model can explain 80

## **BRAND PASSION, ONLINE BRAND COMMUNITY, AND ONLINE BRAND ADVOCACY: OF FOOTBALL FAN CLUBS**

\*Poldech Butyot  
Khon Kaen University, Thailand

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**Keywords:** Brand passion, Online Brand Community, Online Brand Advocacy

The main objective of this study is to use the Quantitative Research Method to analyze the correlation between brand passion, online brand community, and online brand advocacy of football fan clubs. The data was collected through an online survey of 400 participants from the Khobsanam, Gangzababall, and Goal Thailand fan pages. In addition, Structural Equation Modeling (SEM) was used for analysis. The results indicated that the brand passion has a direct influence on online brand community through a reliability. As a result, a reliability of the brand passion model was 73communities. Furthermore, the online brand communities also directly influence online brand Advocacy, with a reliability of 74

## **Evaluation of the University Consultation Hours in the Learning Journey of College Students of SPU Manila SY 2018-2019**

\*Matthawan Witthayaphat  
Khon Kaen University, Thailand

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**Keywords:** Brand passion, Brand Attachment, Online Brand Advocacy.

The purpose of this study is to research at the connections between Brand Passion, Brand Attachment, and Online Brand Advocacy in the context of Fashion Sportswear on an E-commerce Platform. Questionnaires were utilized to obtain information from 400 people. Structural Equation Modeling (SEM) was utilized to assess the data collected. The findings revealed that brand passion has a direct impact on brand attachment through reliability. As a consequence, the brand passion model was found to be reliable for 65 percent of brand attachment. Furthermore, with a dependability of 74% brand attachment has a direct effect on online brand advocacy.

## A Study on Building Information Model for Architectural Heritage Preservation and Restoration

<sup>1\*</sup>Shang-Chia Chiou, <sup>2</sup>Hsiao-Chien Kao

<sup>1,2</sup>Department & Graduate School of Architecture and Interior Design, National Yunlin University of Science and Technology, Taiwan

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**Keywords:** Architectural Heritage, Architectural Life Cycle, Information Model, As-sited Preservation and Restoration

Information Modeling for preserving and restoring architectural heritage by using the similar characteristics of dynamic information within the Building Information Modeling (BIM) as our case study, letting the strategies of the preservation and restoration is consistent in every stages, including the preserving value, the ethics of preservation, authenticity, etc. Diachronicity of a single architectural heritage, such as information of changes in the restoring stage of architectural components, or the new discovery while getting the different historical information, both can be reinterpreted by time-spatial Building Information Modeling. Research, planning along with design, construction records and management as well as maintenance are the four main stages in Taiwanese Architectural heritage preservation. The planning stage for the research of restoration and reusing is to evaluate the establishment and value of basic information, it is an important reference for next steps which is repairing with design and construction. For that, the importance in this study is to integrate the scattered information through HBIM (Historical Building Information Modeling). This study will use Tekla to conduct the establishment of Information model for preservation and restoration of the Datun County Office and the Taichung State Hall, by the mean to explore restoration information at all stages of the project, recording the process of strategies as well as constructions, possible with the integration concept. In addition to this, apart from the basis for constructing a digital preservation method for authenticity of cultural heritages, it will also can help to ensure that value of cultural assets can be thoroughly implemented in the process of restoration and decision making.

## The Economic Analysis between Vertical Integration and Horizontal Integration

<sup>1\*</sup>Yu-Chieh Chang, <sup>2</sup>Assoc. Prof. Shu-Yi Liao

<sup>1,2</sup>National Chung Hsing University, Taiwan

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**Keywords:** Cournot Model, Vertical Integration, Horizontal Integration, Downstream R&D.

This study applied the modified Cournot duopoly model proposed by Buehler & Schmutzler (2008) and Milliou & Pavlou (2013) to analyze and compare the economic efficiency of vertical integration model and horizontal integration. For the industry of downstream R&D, this model examines the effect of market size, product substitutability and the nature of R&D on the economy output. The results suggest that comparing the efficiency between vertical and horizontal integration, the vertical integration firm will gain more economic efficiency if they have stronger R&D specification and higher product substitutability. While the market size becomes bigger, the benefit is further enhanced as a consequence. On the other hand, the horizontal integration firm will gain more economic efficiency if they have less R&D specification and lower product substitutability.

## ***UPCOMING EVENTS***

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

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

# **VISION**

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