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INTERNATIONAL SCIENTIFIC COMMITTEE TMBER 2014

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INTERNATIONAL CONFERENCE ON "TRENDS IN MULTIDISCIPLINARY BUSINESS AND ECONOMICS RESEARCH" (TMBER 2014)

Venue: Holiday Inn Bangkok Silom, Thailand

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CONFERENCE CHAIR MESSAGE

FAROOQ AHMED JAM

The TMBER-2014 serves as a multidisciplinary platform for stirring the new ideas, presenting cutting edge research and promoting collaborations among scholars from various fields. A major issue faced by today's growing economies and organizations is that irrespective of allocation huge financial and human capital resources they are not able to grow as an innovation based economy. The reason behind this failure is the biased policy making towards few bright and media oriented sectors of the economy. Limiting the scope of innovation to some specific areas and fields. While most of the developing Asian world is relying on traditional sectors. The major reason behind this lack of innovation is that governments, policy making institutions and scholars are less concerned about the auxiliary fields. This platform is established to provide an equal opportunity to all fields for sharing innovative insights to meet the challenges faced by developing countries in transforming from traditional economy to knowledge based economy. BY cross fertilization of ideas we the scholars of the time can help the policy makers and governments to meet the innovation challenge. This cross fertilization of ideas will provide the basis for developing an infrastructure which can serve the society in a better way. This is the main theme of this conference. "Facilitating collaboration among business, economics and multidisciplinary fields of research for better service of humanity".

A very special thanks to our honourable scientific and review committee for spending much of their time in reviewing the papers of this event, selecting the best paper awards and helping the participants in publishing their research in affiliated journals. Also special thanks to all the session chairs from industry, academia and policy institutions who volunteered their time and support to make this event a success. A very special thanks to the great scholars for being here with us as key note speakers, their valuable thoughts will surely open the horizon of new research and practice for the conference participants throughout the world. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you

FAROOQ AHMED JAM
Conference Chair TMBER-2014
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KEYNOTE SPEAKERS

Mohammad Bashir Khan (Ph.D).

Dr. Mohammad Bashir Khan
He did his 1st master degree from Gomal University, Pakistan and joined the same university as a Lecturer immediately after his graduation. Dr. Bashir took a scholarship to join the University of Leeds (U.K.) School of Business and Economics and completed his 2nd master degree in the area of Management Studies in 1984. He was selected to join New York University; (USA) where he completed his 3rd master degree with specialization in the area of Comparative and International Administration in the year 1993. Dr. Khan joined Graduate School, University of Santo Tomos, Manila (Phillippines) and completed his doctorate in 1996. He had completed his PhD with distinction (94% marks) and got Mega-cum-Laude award in recognition of his outstanding performance in his PhD studies. He topped PhD comprehensive in the same university and awarded a special certificate in this regard.

Dr. Khan has a total experience of teaching, research and administration at university level for about 34 years. During this period of time Dr. Khan served Gomal University for about 25 years and remained a Lecturer, Assistant Professor and Associate Professor there. He also worked as a Chairman of the department of Public Administration for about five years and took early retirement as Associate Professor in 2007 from the same university. He joined International Islamic University, Islambad (IIUI) and established the Deptt. of Higher

Studies and Research (MS/Ph.D. program) and became the founding Chairman of the same Department for about three years (2007-2009). He joined Iqra University, Islamabad Campus as a Professor and Director, Research of BBA and MBA programs for two years (2010-2011). After completing a full term of two years at Iqra University, he was requested in 2011 by university authorities to join International Islamic University, Islamabad as a Professor and Dean. Since then serving the Faculty of Management Sciences with same position. Dr. Khan is an approved Higher Education Commission, Pakistan Ph.D Supervisor in the area of management sciences and presently five Ph.D. students are working with him for their doctoral degrees/research dissertation.

Dr. Khan also served in International Islamic University, Malaysia for three years (2001-2003), where he taught undergraduate, graduate and postgraduate students and trained the executives of Celcom, a multi-national organization in the areas of Management, Marketing and Human Resource Management. He also served School of Social Sciences in University of Science Malaysia as a foreign faculty member for more than one year (2005-2006). Dr. Khan has published twenty two articles in national and international journals. He also has five articles accepted for presentation in various international conferences in Pakistan and abroad.

B. Raja Shekhar (Ph.D).

Dr. B. Raja Shekhar

An engineer and a manager by education, a teacher and academic administrator by choice, a trainer and scholar by profession. Prof. Shekhar is associated with the School of Management Studies, University of Hyderabad since its inception (June 1999). Prof. Shekhar is also Coordinating a Post Graduate Diploma in Business Management offered by the Centre for Distance and Virtual Learning, University of Hyderabad. The state Government of Andhra Pradesh appointed Prof. B. Raja Shekhar as the member of state Consumer Protection Council as an expert in the field of consumer protection. Currently, Prof. Shekhar is holding an additional charge as Registrar of the University. Recently Prof. Shekhar submitted his second Doctoral Thesis in Industrial and Organizational Psychology to Sri Venkateswara University.

Prof. Shekhar started his career as an Engineer Trainee at Steel Authority of India Limited (SAIL), Rourkela. His passion for teaching triggered him to take up a teaching assignment at Kamala Nehru Polytechnic for women, Hyderabad as Associate Lecturer in Civil Engineering Section. Prior to joining the University of Hyderabad he was a lecturer in the Department of Business Management, Kakatiya University for six years (1993-99). Prof. Raja Shekhar authored three books titled “Issues and Dimensions of Consumer Protection” (Consumers Awareness Research Society, Hyderabad), Supply Chain Management (Excel Books, New Delhi)

and Logistics and Supply Chain Management (Excel Books, New Delhi). He also edited three books titled "Supply Chain Management Practices in India" (Allied Publishers, New Delhi), "Emerging Trends in Consumer Protection" (Allied Publishers, New Delhi) and Strategic Quality Management (Excel Books, New Delhi). His research papers are widely published in various National and International Journals. He has presented quite a few papers at National and Inter National conferences. Prof. Shekhar is also actively engaged in research as a consultant and principal investigator for DFID, FAO, UGC and AICTE sponsored projects.

Prof. Raja Shekhar is visiting faculty to various Training Institutions, which include Academic Staff Colleges, Dr. Marri Channa Reddy Human Resource Development Institute, National Institue of Agricultural Extension Management, Indian Institute of Public Health, Andhra Pradesh Police Academy, Navodaya Leadership Institute, National Institute of Tourism and Hospitality Management etc. Prof. Shekhar regularly delivers lectures in the areas of Career Planning and Personality Development at varied Graduate and Post Graduate colleges and Universities. He regularly participates in panel discussions on different Television channels.

Prof. Shekhar's primary areas of interests include Service Quality, Quantitative Techniques, Research Methodology and Project Management

CONFERENCE PROGRAM

DAY 01 Thursday (March 27, 2014)

Welcome Reception & Registration

9:00 am – 9:30 am

Grand Networking Session & Tea Break

9.30 am – 10:00 am

<u>Opening Ceremony (10:00 am – 11:00 am)</u>
Venue: Silom Ball Room 1

10:00am-10:15am	Welcome Remarks-Felicia Chong (Head Of Organizing Committee)
10:15am- 10:30 am	Opening Speech-Farooq Ahmed Jam (Conference Chair)
10:30 am - 10:45 am	Key Note Speech - Dr. Mohammad Bashir Khan
10:45 am - 11:00 am	Key Note Speech - Dr. B. Raja Shekhar
11:00 am- 11:15 am	Award Ceremony

DAY 01 Thursday (March 27, 2014)
Session 1 (11:15 am – 1:00 pm)
Venue: Silom Ball Room 1

Session Chairs: Vaibhaw Ashar and Christophe Schinckus
Track A: Business Management and Economics

TMBER-14-120	Wealth Effects on Consumption Revisited: Does Having a Market- or Bank-Based System Matter?	Xin Shin
TMBER-14-121	The Impact of Interest Rates, Inflation, Exchange Rates and GDP on Stock Price Index of Plantation Sector: Empirical Analysis on BEI in the year of 2008–2012	Indra Ria Safitri
TMBER-14-149	Trade Unions, Economic Freedom and Economic Growth in Pakistan	Afaq Mehmood
TMBER-14-156	Coconut Farming Development Patterns at Smallholder Plantation on Various Typology of Tidal Land South Sumatra Province	M. Yamin Hassan
TMBER-14-247	The Human Capital Index Impact In Small and Medium Enterprise Development: Case Study in Indonesia	Nurlia Balqish
TMBER-14-199	Impact of Personality of Knowledge Worker on His Work With Knowledge	Ludmila Mládková

Lunch Break (1:00 pm – 2:00 pm)

DAY 01 Thursday (March 27, 2014)
Session 1 (11:15 am – 1:00 pm)
Venue: Emerald Room 2
Session Chairs: Ramaiah Itumalla and J. A. Arul Chellakumar
Track A: Business Management and Economics

TMBER-14-208	An Innovative Business Model for Building Zero Waste Management Systems By Integrating Community-based Participatory and Local Government: A Case Study in Bandung, Indonesia	Bintang Steffy Tania
TMBER-14-209	Model in Generating Social Innovation Process: Case Study in Indonesian Community-Based Entrepreneurship	Wardah Naili Ulfah
TMBER-14-210	Hiring Student For Part Time Workers In Indonesia To Enhance Small Medium Enterprises In Food Industries	Febrialdy Hendratawan
TMBER-14-216	Factors of Relationship Between Occupational Stress, Developing Training Needs and Performance Enhancement Of SMEs' Employees In Melaka	Raja Roslan Raja Abd Rahman
TMBER-14-244	Measuring Technological Innovativeness of Indonesia's Manufacturing Companies: A Pilot Testing	Leo Aldianto
TMBER-14-248	The Acceptance of Women Leadership in Indonesia in Correlation with Organizational Performance	Prameshwara Anggahegari
TMBER-14-251	Human Resource Management System In Kampung Batik as Small and Medium Business Cluster	Indira Nur Rahmadani

Lunch Break (1:00 pm – 2:00 pm)

DAY 01 Thursday (March 27, 2014)
Session 1 (11:15 am – 1:00 pm)
Venue: Emerald Room 3

Session Chairs: B. Raja Shekhar and G V R K Acharyulu
Track A: Business Management and Economics

TMBER-14-116	The Effects Of Organizational Culture And Enterprise Risk Management On Organizational Performance: A Conceptual Framework	Wanlapa Thomya
TMBER-14-125	The Effect Of Management Accounting Information Systems, Management Accounting Information Quality, Services Quality To User Satisfaction And Implications On Decision Making Process	Rima Rachmawati
TMBER-14-128	The Influence Of Customer Perceptions On Financial Performance In Hospitality Organizations: An Empirical Study	Girish.K.Nair
TMBER-14-137	The Relationship Of Knowledge Transfer And Manufacturing Capabilities Among Local Manufacturers In Malaysian Northern Region	Amlus, M. H
TMBER-14-138	Critical Success Factor Of Manufacturing Practices And Manufacturing Capabilities Among Local Manufacturers In Malaysian Northern Region	Amlus, M. H
TMBER-14-139	Achievement A Sustainable Competitive Advantage On The Integration Of Resource-Based View And Dynamic Capacity	Tawamin Kruasom
TMBER-14-242	The Effect Of Chronic Stress On Learning Orientation: A Thailand Case Study	Adam Thompson

Lunch Break (1:00 pm – 2:00 pm)

DAY 01 Thursday (March 27, 2014)
Session 2 (2:00 pm – 3:30 pm)
Venue: Silom Ball Room 1

Session Chiars: Balachandar S. Sayapathi and Bintang Steffy Tania
Track A: Business Management and Economics

TMBER-14-206	Financial Innovation as a Force for a Positive Social Change: The Evidence of Social Impact Bonds	Christophe Schinckus
TMBER-14-218	The Persistence of Earnings Components and Analyst' Forecasting Decisions: Evidence from US and UK listed firms	Naser Abu Ghazaleh
TMBER-14-227	The Relationship Between Macroeconomic Variables and Chinese Stock Market Volatility	Di Wang

Tea Break (3:30 pm – 3:45 pm)

DAY 01 Thursday (March 27, 2014)
Session 2 (2:00 pm – 3:30 pm)
Venue: Emerald Room 2

Session Chairs: B. Raja Shekhar and Leo Aldianto
Track A: Business Management and Economics

TMBER-14-140	Constructing a Collaborative Active Learning on Integrated Business Experience: Experimental Study of Telkom Economics Business School Program At Telkom University	Eka Yuliana
TMBER-14-152	The External Environments Factors Affecting Success for Implementation: In Context of Sole Proprietorship E-Commerce Entrepreneurs in Thailand	Pattarawadee Permwanichagun
TMBER-14-195	Understanding the Efficiency of Listed Manufacturing Companies in East Africa Using a Non-Parametric Approach: A Case Study of Kenya	J. A. Arul Chellakumar
TMBER-14-202	Competing Values: Facilitate Knowledge Management Activities With New Conceptual Framework	Amir Hossein Dastaviz
TMBER-14-230	An Inter-Organisational Knowledge Sharing Model for Multinational Organisations	Lugkana Worasinchai

Tea Break (3:30 pm – 3:45 pm)

DAY 01 Thursday (March 27, 2014)
Session 2 (2:00 pm – 3:30 pm)
Venue: Emerald Room 3

Session Chairs: Prameshwara Anggahegari and Ludmila Mládková
Track A: Business Management and Economics

TMBER-14-117	Effect Of Corporate Reputation To Brand Loyalty Of Banks In Thailand	Sirintorn Liengjindathaworn
TMBER-14-126	The Relationship Between Consumer Animosity, Marketing Mix, Perceived Product Quality, Consumer Satisfaction And Intention To Purchase Of Consumer Behavior	Yingluk Khemchotigoon
TMBER-14-170	Hospitalqual: A Measurement Scale For Inpatient Service Quality In Indian Hospitals	Ramaiah Itumalla
TMBER-14-212	The Influencing Of Young Consumers Shopping Style On Attitude Toward The Environmentally-Friendly Food Products In Thailand	Pornpirat Kantatasiri
TMBER-14-235	An Analysis Of China's Young Customers' Loyalty For China Mobile's 3g Network Service: A Case Study Of Chenggong University Town, Kunming, China	Yihang Xie
TMBER-14-119	The Need Of Accessible Accommodation In Malaysian Tourism Sector: Case Study In Endau-Rompin And Ledang Hills National Parks	Shalini A/P Sanmargaraja

Tea Break (3:30 pm – 3:45 pm)

DAY 01 Thursday (March 27, 2014)
Session 3 (3:45 pm – 5:30 pm)
Venue: Silom Ball Room 1

Session Chairs: G V R K Acharyulu and Amir Hossein Dastaviz
Track: Multi-disciplinary

TMBER-14-118	Positioning Of Horn Antenna In Locating Pd In Power Transformer	Irfan Ali Soomro
TMBER-14-196	Noise-Induced Standard Threshold Shifts Of 85 And 90 Dba As Permissible Exposure Limits, Post-Shift Exposure Of One Month Duration	Balachandar S. Sayapathi
TMBER-14-201	Technology Acceptance Of Optimization In Search Engine (Internet) Among Optimizer In Indonesia	Santi Rahmawati
TMBER-14-223	Ethical Decision-Making Of Hospitality And Tourism Students (Effect Of Type Of Dilemma And Gender)	Morad Nazari

DAY 01 Thursday (March 27, 2014)
Closing Ceremony (5: 30 pm – 6:00 pm)
Venue: Silom Ball Room 1

End of the Conference

DAY 01 Thursday (March 27, 2014)
Session 3 (3:45 pm – 5:30 pm)
Venue: Emerald Room 2
Session Chairs: Afaq Mehmood and Yamin Hassan
Track: Business Management and Economics

TMBER-14-106	Insurance As The Backbone Of Risk Management	Syed Ahmed Salman
TMBER-14-107	Operational And Liquidity Risk Information Disclosure Practices By Malaysian Listed Banks	Syed Ahmed Salman
TMBER-14-108	Takaful (Islamic Insurance): Historical, Shari'ah And Operational Perspectives	Syed Ahmed Salman
TMBER-14-237	Feasibility Study Of Mini Hydropower Plan For Electricity In Indonesia	Riza Emir Subekti
TMBER-14-238	Estimating Company Value Of Pt Qdc Technology In Preparing To Initial Public Offering	Riza Emir Subekti

DAY 01 Thursday (March 27, 2014)
Closing Ceremony (5: 30 pm – 6:00 pm)
Venue: Silom Ball Room 1

End of the Conference

DAY 01 Thursday (March 27, 2014)

Session 3 (3:45 pm – 5:30 pm)
Venue: Emerald Room 2
Session Chairs: Christophe Schinckus and Bintang Steffy Tania
Track: Social Science

TMBER-14-123	Adoption Of Aromatic Rice In Vietnam	Trang Tran Hoai Thao
TMBER-14-136	Mobile Phone Applications Design Guidelines For The Future Generation Of Elderly Users	Tshering Yangchen
TMBER-14-171	The Impact Of Flood Risks On Supply Chains: Analysis Using A Bayesian Network.	Masahiko Haraguchi
TMBER-14-173	Critical Infrastructure And Interdependencies: Case Study Of The Interconnectedness Of Risks Posed By Hurricane Sandy For The New York Metropolitan Area.	Masahiko Haraguchi
TMBER-14-221	From Coca Leader To President: The Rise Of Bolivia's Evo Morales	Hugo Toledo
TMBER-14-234	Cost-Effectiveness Of Glass Ionomer Cement Restoration And Sealant Using Partial Caries Removal Technique In Child Development Centers.	Amornwan Chouyraung
TMBER-14-249	Intention and Risk of Graduate Entrepreneurship in IT Industry: Case Study in Indonesia	Christian Z. Luman

DAY 01 Thursday (March 27, 2014)
Closing Ceremony (5: 30 pm – 6:00 pm)
Venue: Silom Ball Room 1
End of the Conference

TRACK A: BUSINESS MANAGEMENT & ECONOMICS

THE INFLUENCING OF YOUNG CONSUMERS SHOPPING STYLE ON ATTITUDE TOWARD THE ENVIRONMENTALLY-FRIENDLY FOOD PRODUCTS IN THAILAND

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ABSTRACT

This research purposes to examine the relationship between the youth consumers shopping style (perfectionism, brand-consciousness, impulsiveness, confusion by over choice, and habitual consumption) with their attitude toward the environmentally-friendly food products in Thailand whereas they are live in different society and geographic. The result found that young consumers who have often eaten the environmentally -friendly food products are different. Young consumers, who live in the land fulfil l of quality and quantity of these products such as Chiang Mai province, have perfectionism, brand-consciousness, and habitual consumption shopping style differentiate from Songkhla province. On the other hand, young consumers who never eaten the environmentally -friendly food products are similarly in each kind of shopping style. Furthermore, shopping style of young consumers, who have eaten these products, associated with attitude toward the environmentally friendly food products.

Keywords: Young Consumer, Shopping Style, Environmentally-Friendly Food Products

THE EFFECTS OF ORGANIZATIONAL CULTURE AND ENTERPRISE RISK MANAGEMENT ON ORGANIZATIONAL PERFORMANCE: A CONCEPTUAL FRAMEWORK

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ABSTRACT

Value creation to stakeholders is determined as the main objective of every organization. However, the environmental changes affect to take many risks. Risk affects to achieve organizational performance and stakeholders. Enterprise risk management is different from traditional risk management in order to create challenging opportunity, eliminate failure, and create benefit for all stockholders. Risk management is a part of management control system. Also, organizational performance is come from management control system that associated to contextual factors. From previous studies, organizational culture is identified as a crucial key in contextual factors to the success of enterprise risk management. Unfortunately, to study of the linkage among organizational culture, enterprise risk management, and organizational performance is rare. The purpose of this study is to propose the conceptual framework of organizational culture and enterprise risk management affect to organizational performance in Thailand. The contribution is mainly beneficial for private sectors and government to support organizational culture associated with enterprise risk management. It is also advantage for organizational performance. Moreover, in academic aspect, it can contribute the relationship of organizational culture, enterprise risk management and firm performance.

Keywords: ERM, Organizational Culture, Organizational Performance.

THE NEED OF ACCESSIBLE ACCOMMODATION IN MALAYSIAN TOURISM SECTOR: CASE STUDY IN ENDAU-ROMPIN AND LEDANG HILLS NATIONAL PARKS

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ABSTRACT

Travel planning process usually take place few months prior to our travel. The main and crucial element in tourism expenditure is accommodation especially for disabled tourists. Disabled tourists need to pay more attention in selecting the accessible accommodation because if they don't get a good rest, they do not enjoy the pleasure of their entire travel. The main aim of this paper is to investigate the level of accessibility in accommodation sector provided in Malaysian tourism especially in Endau-Rompin and Ledang Hills National Parks. This paper does not only focus on disabled tourists, even all categories of tourists, comprising children, teenagers, adults and even the elderly. The methods used in this paper are observation and visual-method. From the study, it is found that all the accommodation provided here do not meet the requirement of people with disabilities as recommended by Tourism Services-Hotel and Other Types of Tourism Accommodation (MS1926:2006) and Code of Practice on Access for Disabled Persons to Public Buildings (MS1184:2002). The main aspects were tested are demographic information of the hotel, accessibility of the hotel, transportation, parking, reception, elevator, hallway, room, bathroom, bar, restaurant and recreation area. From the observation, it is also found that national parks' staffs are not aware of the guidelines and the standards provided by the Malaysian government regarding tourism accommodation. Barriers keep away disabled community from experiencing opportunities in the travel and tourism industry. These barriers can be reduced with further research explaining the significance of providing barrier-free environment in public recreation accommodation.

Keywords: Accessibility, Accommodation, Disabled, National Parks, Tourists.

EFFECT OF CORPORATE REPUTATION TO BRAND LOYALTY OF BANKS IN THAILAND

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ABSTRACT

Under the circumstance of high competition in any business nowadays, it is necessary to assess corporate reputation by stakeholders. The understanding of stakeholders' requirement is able to force the administrative to make good relationship to both internal and external. This implementation is able to create value of firm namely, reputation and brand loyalty. The purpose of this study was to examine the construct of corporate reputation and effect of corporate reputation to brand loyalty on perceptions of employees and customers of banks in Thailand. The systematic random sampling was taken on 385 employees and 385 customers of banks. The questionnaires were distributed and explained to the respondents by author for better understanding to respond. This study found that employees and customers have different view in factors and perception of reputation to brand loyalty. In side of employees, the construct of reputation are emotional appeal and competence. The reputation on employee's perception in competence has more effect than emotional appeal. In side of customers, however, the construct of reputation are emotional appeal, quality of product and service, corporate responsibility and performance. The reputation on customer's perception in emotional appeal has effect on brand loyalty but other factors not significant.

Keywords: Corporate Reputation, Brand Loyalty, Bank

WEALTH EFFECTS ON CONSUMPTION REVISITED: DOES HAVING A MARKET- OR BANK-BASED SYSTEM MATTER?

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ABSTRACT

This paper revisits the wealth effect on consumption in 14 OECD countries and two sub-groups of countries with different financial systems by employing an advanced four-stage approach. After accounting for cross-sectional dependence, we find that stock prices in bank-based markets are mean reversion. Moreover, co-integration evidence for consumption, income and wealth is only observed in market-based economies but not in bank-based countries. We also show housing wealth effect is larger than financial wealth effect. Contributing to the market-based versus bank-based financial systems debate, we identify that wealth has stronger impact on consumption in market-based nations than in bank-based economies. Our results have important policy implications.

Keywords: Consumption; Wealth Effect; Stock Price; Housing Price; Panel Cointegration. JEL Codes: C33, E21, E44, G15

THE RELATIONSHIP BETWEEN CONSUMER ANIMOSITY, MARKETING MIX, PERCEIVED PRODUCT QUALITY, CONSUMER SATISFACTION AND INTENTION TO PURCHASE OF CONSUMER BEHAVIOR

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ABSTRACT

As a result of the increasing tendency towards a global economy and the interdependence of countries for goods, growth of international trade and travel, consumers are increasingly confronted with foreign products and services. But some negative attitudes towards foreign products can arise from several factors such as previous war, policy, economy and ecology. Thus, consumer animosity have become important constructs in international marketing research.

Despite the importance of attaining consumer behavior, there has been limited study on the relationship between marketing mix and the way firms are organized to achieve consumer behavior and it does not imply the lack of regard to consumer animosity as access to mind of individuals and relational consumer purchase decision constitute a key complement of consumer psychology.

This research presently has been focusing more on consumer behavior. This has created a gap in body of knowledge and between the theoretical and practical aspect of managing consumer behavior that is from the perspective of consumer animosity and marketing mix. The objectives of this research were to study the relationships of consumer animosity and marketing mix to perceived product quality, consumer satisfaction and intention to purchase of consumer behavior of Laos consumers effect to Thai products.

Keywords: Consumer Animosity, Marketing Mix, Perceived Product Quality, Consumer Satisfaction and Intention to Purchase, Consumer Behavior

COCONUT FARMING DEVELOPMENT PATTERNS AT SMALLHOLDER PLANTATION ON VARIOUS TYPOLOGY OF TIDAL LAND SOUTH SUMATRA PROVINCE

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ABSTRACT

Coconut is one of the commodities that need to be developed with a particular cropping pattern. This study aims to analyse: 1) coconut farm income and its contribution to farmer's household income, and 2) reviewing the development of coconut cultivation in polyculture patterns that can provide optimal solutions in different tidal land typology. The results showed that coconut farm income in monoculture and polyculture and contributing to the household income of a family in the land of type A and B is greater than in the field of type C and D. Results of optimizations recommended plants, on land type A coconut, rice (planting season I and II) and bananas, type B: coconut, rice (planting season I and II), bananas and areca nuts. Type C: coconut, rice (planting season I), bananas and areca nuts. Special for type D: additional capital for crop farming is recommended for coconut and rice (planting season I). The combination of coconut farming pattern optimization for polyculture cropping pattern on land types A and D generate more income. Total income of monoculture cropping pattern on land types A, B, C and D from the value-added by-products of coconuts (copra, nata decoco, coconut shell charcoal, coir fiber and coir dust) subsequently amounted to 191,52 US$ (type A), 102,26 US$ (type B), 77,67 US$ (type C) and 94,96 US$ (type D) per hectare per month.

Keywords: Farming Patterns, Coconut, Typology, Tidal Land, Optimal Solutions

THE RELATIONSHIP BETWEEN MACROECONOMIC VARIABLES AND CHINESE STOCK MARKET VOLATILITY

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ABSTRACT

The research analyzes the relationship between macroeconomic variables and the volatility of China stock markets by using monthly data from January 1996 to December 2012.The conditional volatility measured by GARCH-type models and Granger causality helped to estimate the results. It shows the evidence that the US federal rate and world gold price have significant relationship with the volatility of Shanghai Stock Exchange (SSE), and also shows that industrial production, money supply (M1) and currency exchange rate (Chinese Yuan against US dollar) can affect the volatility of Shenzhen Stock Exchange (SZSE). These results can either be used in further research of Chinese stock market, or as the information to individual investors and financial institutions.

Keywords: China, Stock Market Volatility, GARCH-Type Models, Granger Causality

ACHIEVEMENT A SUSTAINABLE COMPETITIVE ADVANTAGE ON THE INTEGRATION OF RESOURCE-BASED VIEW AND DYNAMIC CAPACITY

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ABSTRACT

The purpose of the current study is to investigate the integration of resource-based view and dynamic capacity to achieve a sustainable competitive advantage. The case study of three petroleum industries was selected purposively by considering in resources' involvement. The semi structured individual depth interview with three supervisors responding in strategic planning and management were employed for gathering data. The findings reveal that to achieve sustainable competitive advantage, the resource and capability identify into four main types such as knowledge management capability, technological capability, innovative capability, and human resource capability. However, dynamic capacity plays moderately role on resource and capability to achieve sustainable competitive advantage.

Keywords: Sustainable Competitive Advantage, Resource-Based View, Dynamic Capacity

THE EXTERNAL ENVIRONMENTS FACTORS AFFECTING SUCCESS FOR IMPLEMENTATION: IN CONTEXT OF SOLE PROPRIETORSHIP E-COMMERCE ENTREPRENEURS IN THAILAND

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ABSTRACT

The aims of the study are: First, to study components of the support of government, components of the competitive environments, and components of the success for implementation. Second, to study the relationship among the support of government, competitive environments, and the success for implementation. This study used quantitative method and utilized the questionnaires. Data were collected 338 respondents who are the sole proprietorship e-commerce entrepreneurs. The data were analyzed by descriptive statistics, confirmatory factor and path analyses. The results show that the components of the support of government, the findings revealed that the policy and support of government was focused at the highest priority, followed by laws related to e-commerce, respectively. Components of the competitive environments, the findings revealed that the competitive environments of competitors was focused at the highest priority, followed by bargaining power of customers and bargaining power of suppliers, respectively. Components of the success for implementation, the financial was found the most important components of the success for implementation, followed by learning and growth, customers and internal process, respectively. The relationship show that the support of government is associated with the success of implementation, and the competitive environments were associated with the success of implementation. The support of government were associated with the success of implementation at the highest priority followed by the competitive environments.

Keywords: Internet, E-Commerce, External Environments, Factors, Success, Entrepreneur.

UNDERSTANDING THE EFFICIENCY OF LISTED MANUFACTURING COMPANIES IN EAST AFRICA USING A NON PARAMETRIC APPROACH: A CASE STUDY OF KENYA

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ABSTRACT

Manufacturing is one of the main sectors that contribute significantly to the development of national economy and hence the efficiency of manufacturing companies gains significance. From an economics perspective, efficiency is used to measure a company's performance. In this research work, effort has been made to measure the technical efficiency of the listed manufacturing companies in Nairobi stock market using DEA technique as it takes into account the multiple inputs and outputs. Data of listed manufacturing companies were gathered from their annual reports and financial statements. DEA model is applied using both the Constant Returns to Scale (CCR) and Variable Returns to Scale (BCC) models. The correlation between inputs and efficiency performance was assessed by regression analysis. The results under CRS technology show that only two manufacturing companies namely Vipigo and Williamson were considered technically efficient while the overall average technical efficiency varies from 0.6916 to 0.92. The inputs have a significant and positive relationship with companies' technical efficiency in Kenya.

Keywords: Non-Parametric Approach, Efficiency, DEA

FINANCIAL INNOVATION AS A FORCE FOR A POSITIVE SOCIAL CHANGE: THE EVIDENCE OF SOCIAL IMPACT BONDS

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ABSTRACT

Since the last financial crisis, financial innovation has been called into question because it generated abstract financial assets detached from economic reality. Financial creativity can indeed produce severe consequences but it can also drive socio-economic changes favourable to the society. This article presents the social impact bonds as a telling example of a financial innovation that contributes to a significant improvement of society. These assets are used to fund social programs such as helping homeless people, rehabilitating prisoners or supporting early interventions with underprivileged people. By redesigning social programs through market-based solutions, SIBs enhanced transparency of expenditures made by government, they stabilize economic activity and they can contribute to the self-realization of disadvantaged people. This conceptual note aims to show that, although the several practical and theoretical challenges still exist, social impact bonds show that financial innovation can improve the modern capitalism for the good of all members of society.

Keywords: Financial innovation, Social Impact Bonds, Financial crisis, Social Welfare, Social Economy.

COMPETING VALUES: FACILITATE KNOWLEDGE MANAGEMENT ACTIVITIES WITH NEW CONCEPTUAL FRAMEWORK

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ABSTRACT

Based on the extent of control and internal external tendencies of the organisation, various values are created. The highlighted value become dominant in the whole organisation and it can be combined with management activities in knowledge chin model and reinforce them. Despite the importance of values, there is no theoretical model that can expound their critical role on the management activities of the organisation. The main purpose of this paper is to propose a conceptual model that can use the dominant organizational values status and its contributing or facilitating factors of management activities of knowledge chain. This model has been developed based on the content analysis literature review and integrates management activities of knowledge chain and competing value models. This model will enrich the knowledge chain activities literature, especially on KM activities, while being the basis for other researchers and authors to develop the organizational values as well as knowledge management activities.

Keywords: Competing Values, Knowledge Chain Model

ETHICAL DECISION-MAKING OF HOSPITALITY AND TOURISM STUDENTS(EFFECT OF TYPE OF DILEMMA AND GENDER)

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ABSTRACT

The study examined ethical decision-making of hospitality and tourism students in Southern Thailand. Thai H&T students perceived higher level of moral intensity in social and economical scenarios and showed lower awareness on ecological ethics. They generally decide according to justice and relativism theories, give a little weight to duties and obligations (deontology theory), and are less teleological when making decisions in ethical situations. The findings provided support for gender differences in evaluation of ethical dilemmas but there were no considerable differences between males and females in using different theories in ethical decision-making.

Keywords: Ethics, Dilemma, Hospitality, Tourism, Students

THE RELATIONSHIP OF KNOWLEDGE TRANSFER AND MANUFACTURING CAPABILITIES AMONG LOCAL MANUFACTURERS IN MALAYSIAN NORTHERN REGION

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ABSTRACT

Due to uncertain of current economic situation, manufacturers must revise their ways to survive in their business. Manufacturing capability assumes that firms are more effective than their rivals at deploying resources. It is suggested that better performing firms are more likely to address multiple manufacturing capabilities simultaneously. In developing countries, manufacturing capabilities is a new concept. There is lack of awareness on the importance of upstream manufacturing capabilities such as product development and design. This paper provides an analysis on the relationship between knowledge transfer and manufacturing capabilities among local manufacturers in Malaysian Northern Region. .

Keywords: Knowledge Transfer; Manufacturing Capabilities; Manufacturer

CRITICAL SUCCESS FACTOR OF MANUFACTURING PRACTICES AND MANUFACTURING CAPABILITIES AMONG LOCAL MANUFACTURERS IN MALAYSIAN NORTHERN REGION

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ABSTRACT

Generally, manufacturing capability is the important factor in running and developing business. Hence, this research is aimed to identifying the relationships of critical factors and make sure the companies can survive in the northern region of Malaysia. Those identified factors are manufacturing practices and manufacturing capabilities. Through the email survey, a total of 89 companies representing various industries had responded. The hypotheses involved were tested using correlation and regression techniques. The results of the study support all the hypotheses. The multiple regression analysis indicates that there are significant relationships among the factors on each criterion to manufacturing capabilities. While hierarchical multiple regression analysis was carried out to test the role of moderating in the relationship between independent variables with dependent variables. The results of the hierarchical multiple regressions indicate that training moderated the relationship between manufacturing practices, knowledge sharing to manufacturing capabilities. It is believed that results of this study will be beneficial for shareholders and directors of companies to apply these manufacturing capabilities.

Keywords: Manufacturing Practices; Manufacturing Capabilities; Local Manufacturers ; Northern Region Of Malaysia.

THE INFLUENCE OF CUSTOMER PERCEPTIONS ON FINANCIAL PERFORMANCE IN HOSPITALITY ORGANIZATIONS: AN EMPIRICAL STUDY

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ABSTRACT

The purpose of this study is to develop and empirically test a model examining the relationship between customer perceptions and financial performance in hospitality organizations. A survey has been undertaken in hospitality organizations with a sample size of 387 based on simple random sampling. Meta-analysis of literature was the basis for developing the metric that included the variables constituting the hypothetical research model. The tool used for data analysis was structural equation modelling with partial least square technique. Results indicate that both the product and non-product related attributes have positive and significant influence symbolic benefits, and experiential benefits, which in turn positively influence customer satisfaction. Further, customer satisfaction positively influences financial services. The findings suggest that financial service managers should consider treating customers as partners in services or their quest to develop successful new services in hospitality organizations. Reciprocal behaviour will foster a positive atmosphere, remove barriers arising from risk, and enable relationships to progress, ultimately improving customer satisfaction and financial performance. There are not many models available dealing with the antecedents of customer satisfaction (in terms of the product and non-product related attributes and the functional, symbolic & experiential benefits), and financial performance. So, this study adds to the body of knowledge in this emerging area.

Keywords: Consumer Behaviour, Product Attributes, Customer Perspective, Relationship Marketing, Financial Performance.

THE IMPACT OF INTEREST RATES, INFLATION, EXCHANGE RATES AND GDP ON STOCK PRICE INDEX OF PLANTATION SECTOR: EMPIRICAL ANALYSIS ON BEI IN THE YEAR OF 2008–2012

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ABSTRACT

Plantation sector in Indonesia gives a great contribution to the economy development. This becomes a great opportunity for investors to invest their money in this sector. This study is a quantitative research which aims to investigate the impact of interest rate, inflation rate, and exchange rate of Indonesia Rupiah toward Dollar, as well as GDP on Plantation sector's stock price index at the Indonesia Stock Exchange (IDX) for the year 2008–2012. Analysis data technique used in this research is multiple regression analysis. The data used in this research is derived from the data recorded by Indonesia Stock Exchange, Central Bureau of Statistic, and Bank of Indonesia. The results suggest that only GDP significantly influences the stock price index of plantation sector. The other variables such as interest rate, inflation rate, and exchange rate of Indonesia Rupiah toward Dollar do not give any significant influence to the plantation sector's stock price index. By analyzing the condition of GDP in Indonesia may help investors in deciding whether it is the right time to invest or not.

Keywords: Macroeconomics Variables, Plantation Sector, Investment

INSURANCE AS THE BACKBONE OF RISK MANAGEMENT

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ABSTRACT

Human being is the biggest social animal on the earth becoming more and more powerful and reaching to the moon, space and playing a key role in the universe, still he is helpless in the hands of uncertainty or risks. Risks may affect any life, property or even a business organization, often risk creates lot of hurdles and wounds the lives of many in society. This question makes us to think how to assist these unfortunate people. The only way to tackle such situation is through insurance. Insurance has been used as a risk mitigating tool by us. This paper aims to reemphasize the usefulness of insurance and how it helps us in managing the risks faced in almost all aspects of our daily life. By referring to the descriptions of risk by several researchers and its historical development, it can be summed that insurance is the backbone to mitigate majority of risk encountered by us.

Keywords: Risk Management, Takaful, Islamic Insurance

OPERATIONAL AND LIQUIDITY RISK INFORMATION DISCLOSURE PRACTICES BY MALAYSIAN LISTED BANKS

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ABSTRACT

Banking industry is a backbone of any country's economy. The crisis in banking sector will consequently cause the whole country's financial crisis. Due to the nature of banking industry, risk is inherent in its activities and it should be managed with due care. Market discipline theory highlights the important role of information disclosure because investors will be well informed about the performance of the company and able to monitor and discipline the management. Thus, we believe that among the different types of information disclosure, the most significant information disclosure for the banks is related to operational and liquidity risk management. However, the research in this aspect is limited, especially in Malaysian context. The research is to explore the operational and liquidity risk information disclosure practices by Malaysian listed banks. The sample period covers from 2002 to 2011 for 5 listed banks. The findings show that overall, the disclosure on both operational and liquidity risk information disclosure is increasing over the sample period. It is expected that this research will be the interest of the investors, industrial players and regulators because the findings show the disclosure pattern of risk information disclosure. Since this study is an exploratory in nature, we do not observe the determinants which influence on information disclosure. The future research should focus on it.

Keywords: Liquidity Risk, Operational Risk

TAKAFUL (ISLAMIC INSURANCE): HISTORICAL, SHARI'AH AND OPERATIONAL PERSPECTIVES

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ABSTRACT

Insurance is used as one of the risk management tools and it becomes more important in our daily lives due to the complicated business activities. However, the non-Shari'ah compliant elements such as interest, gambling and uncertainty involved in the insurance make the insurance prohibited from the Islamic perspective. As an alternative, Shari'ah scholars have introduced takaful (Islamic insurance). The purpose of this paper is to highlight the history, Shari'ah and operational aspect of takaful. Secondary data is collected from the articles, books and internet resources and then library research is used to get the secondary data. This paper highlights the Shari'ah background and validity of takaful, its models and management of the takaful risk funds. It is expected that this paper will be the interest of industrial players, consumers, regulators and investors.

Keywords: Takaful, Malaysia, Islamic Insurance, Shari'ah

CONSTRUCTING A COLLABORATIVE ACTIVE LEARNING ON INTEGRATED BUSINESS EXPERIENCE: EXPERIMENTAL STUDY OF TELKOM ECONOMICS BUSINESS SCHOOL PROGRAM AT TELKOM UNIVERSITY

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ABSTRACT
Generally, Business faculty of various universities offering integrated learning methods with the application of information, technology, communication and management (ICTM). In fact, the need for the implementation of all those three aspects need to be collaborated and integrated across a variety of subjects studied by students in order to have more interdisciplinary linkages. The purpose of this study is to produce a constructive approach based on teaching and create a more active learning environment of business management knowledge by conducting peer evaluation among business students. The data based on the analysis method that uses descriptive analysis and explanatory study to compare the measurement of student activity score and the average assessment of student assignments of integrated business experience in-experimental exploratory model. Sample of this research comes from an experimental class consisting of 36 business students in the five subjects as the source of the research analysis; Marketing Management; Business Ethics, Data Management, Business Statistics and Economics by using ANOVA test if the data were normally distributed and the alternative using the Kruskall Wallis test when the data is not normally distributed. Statistical significance of the results is determined by the value of $p<0.05$. The data obtained are recorded in a special form and then processed with SPSS version 20.0 For Windows. Analysis of the 95% confidence level, the study shows that there are differences in the average scores of interdisciplinary activity (significance 0.005 <0.05), the average value of student activities (significance 0.000<0.05), the average student assessment (significance 0.04<0.05), a statistically significant p value based on the assumed normal by ANOVA statistical test. The results of this study establish the learning process of business study with peer assessment evaluations of fellow business students to build an active collaboration between the subject courses, each assignment to foster the sharing of relevant knowledge. Eventually the student's knowledge of the business is not fixated only on theoretical but also sharpen analytical thinking processes, critical and convincing presentation.

Keyword: Constructing, Integrated, Collaborative, Active Learning

HOSPITALQUAL: A MEASUREMENT SCALE FOR INPATIENT SERVICE QUALITY IN INDIAN HOSPITALS

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ABSTRACT

Healthcare sector which comprises of hospitals and allied sectors has emerged as one of the largest service sector in India. The increase in competition coupled with the increased patients' perception of service quality makes it difficult for hospitals to provide better services. Hence, the hospitals are facing the challenge of providing quality services to the patients in order to meet their expectation. Recognition of the importance of service quality and providing the better services to the patients is the need of the hour in hospital sector. The objectives of the present study are to develop HospitalQual theoretical model by identifying the variables and factors which measure inpatient service quality in public and private hospitals, to test the degree to what extent the inpatient service quality factors are predicting the overall service quality in hospital and to confirm and test the identified inpatient service quality dimensions by developing HospitalQual measurement model.

An empirical study is conducted in three leading corporate and three public hospitals located in Hyderabad, India. The data is collected through a self-administered questionnaire from 1070 in-patients those who stayed three or more days in a hospital. The study used the purposive sampling technique and the response rate was 82.3 percent. The statistical techniques such as factor analysis, multiple regression and SEM are used for the data analysis. The study has identified the factors to measure the inpatient service quality, developed a comprehensive instrument i.e. "HospitalQual" with seven dimensions namely; medical, nursing, support, administrative services, patient safety, communication and hospital infrastructure and conducted the Confirmatory Factor Analysis (CFA) using SEM. The application of HospitalQual would help the hospital management to identify the gaps in each of the dimensions over a period of time and enable the administrators to monitor, control and improve the inpatient service quality.

Keywords: Hospital, Hospitalqual, In-Patient, Service Quality

FACTORS OF RELATIONSHIP BETWEEN OCCUPATIONAL STRESS, DEVELOPING TRAINING NEEDS AND PERFORMANCE ENHANCEMENT OF SMES' EMPLOYEES IN MELAKA

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ABSTRACT

This study aims to identify the factors of relationship between occupational stress, developing training needs and performance enhancement of SMEs' employees in Melaka. The occupational stress factors consist of Intrinsic to the Job, Role in Organisation, Career Development, Relationship at Work and Organisational Structure. The results indicate that there is a positive correlation between all the occupational stress factors on training needs and performance enhancment SMEs' employees in Melaka. Thus, all the occupational stress factors are correlated and could be used in developing training needs development and the performance enhancement of employees. The findings revealed that the Intrinsic to the Job factors were the greatest sources of occupational stress to SMEs' employees. The Stepwise Multimpule Regression Test revealed that the best predictors of Occupational Stress Factors on Training Needs are Organisational Structure and Relationship at Work. Occupational stress does affect an individual's ability to address workplace challenges.

Keywords: Occupational Stress, Occupational Stress Factors, Training Needs, Performance Enhancement

THE PERSISTENCE OF EARNINGS COMPONENTS AND ANALYST' FORECASTING DECISIONS: EVIDENCE FROM US AND UK LISTED FIRMS

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ABSTRACT

Analysts are one of the most important and informed users of financial reports. This paper examines the perceived effects of specific earnings components on analyst forecast accuracy by separating earning components according to relative earnings persistence and assigning them to different models. The aim of this research is to provide insight into the differences between specific earnings components in terms of forecasting future profitability by analysts. This relation is tested through the use of five regression models, with samples taken from US and UK firms during the years 2006 till 2011. Also some emphasis is given to the association between the accounting standards used within the sample firms as well as analyst forecast accuracy. Results show that earnings component disaggregation improve the explanatory power of the models, so that the persistence of earnings components may result into progressively greater predictions of future profitability. Equally, transitory earnings components have a negative effect on analyst forecast accuracy, and specifically have a stronger effect in a short time horizon for US firms. The results also show that the effects of accounting standard used by the sample firms were deemed not useful or reasonable due to lack of comparability between the country samples.

Keywords: Forecasting, Earnings, Relative Earning Persistence.

AN INTER-ORGANISATIONAL KNOWLEDGE SHARING MODEL FOR MULTINATIONAL ORGANISATIONS

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ABSTRACT

This study analyses the current decision variables of the decision-making process by multinational organisations when selecting their offshore locations as extended operations. The study proposes an additional dimension to the current decision model used by multinational organisations by explicitly addressing the knowledge-sharing requirements of the parent company as a relevant concept in today's knowledge-based societies. The theoretical foundation of the study is based on recent studies in inter-organisational knowledge sharing (IO-KS) as well as the recent findings in international business studies in offshoring. The study asserts that among other things, the knowledge-sharing requirements of multinational companies need to be explicitly addressed when selecting an offshore location as a subsidiary, and proposes a decision model for multinational organizations when selecting an offshore location. The organization under study is a South East Asian multinational organization which is both a parent organization, and at the same time, a subsidiary of another organization.

Keywords: Knowledge Sharing, Offshoring, Multinational Organisations, Decision Model, Decision Making Process, Supply Chain management.

AN ANALYSIS OF CHINA'S YOUNG CUSTOMERS' LOYALTY FOR CHINA MOBILE'S 3G NETWORK SERVICE: A CASE STUDY OF CHENGGONG UNIVERSITY TOWN, KUNMING, CHINA

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ABSTRACT

Customer loyalty has been investigated in years, and it is very important for corporate managers and marketers to get the deep understanding. The purpose of this paper is to find out what kinds of specific and concrete operational factors have an important impact on the loyalty of China's young customers for China Mobile's 3G network services. A survey method has been used which distributing questionnaires to 400 current university students at four selected China Mobile branches in Chenggong University Town, Kunming, China. There were 17 hypotheses and collected data was analyzed in SPSS program by using Pearson Correlation Coefficient. The analyzing results showed that customer satisfaction was found to be the most influential factor to customer loyalty followed by corporate image and switching cost; price can affect the level of customer satisfaction thereby influence the level of customer loyalty; all the six sub variables (tangible, reliability, responsiveness, assurance, empathy, and network quality) of perceived service quality have significant effect on customer satisfaction and corporate image while influence customer loyalty.

Keywords: Customer Loyalty; Customer Satisfaction; Perceived Service Quality; Corporate Image; Switching Cost; China Mobile

THE HUMAN CAPITAL INDEX IMPACT IN SMALL AND MEDIUM ENTERPRISE DEVELOPMENT: CASE STUDY IN INDONESIA

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ABSTRACT

Nowadays, a lot of small and medium enterprises (SMEs) become more exist in Indonesia, but some enterprises existence cannot stand for a long time. One of the reasons comes from employee condition which has role in developing enterprise. Human capital index of the enterprise can be a tool to measure the employee condition in the enterprise so we can know which part of enterprise that should be fixed. This study is going investigate two small and medium enterprises (SMEs) human capital index that influencing the enterprise development by using qualitative method by doing semi-structured interview. From this study, we find that higher educational background, ability to keep enterprise health and well, controlled employee management, and supported infrastructure of human capital index give positive impacts to enterprise development making of employee gives positive effect to the enterprise development. The purpose of this study is to give information about the impact of certain human capital index in SMEs to enterprise development. The contribution of this study is to give description to practitioners and stakeholders about the human capital index situation that usually happen in SMEs so that they can make some preparation and improvement to develop their SMEs.

Keywords: Human Capital Index, Small and Medium Enterprise

HIRING STUDENT FOR PART TIME WORKERS IN INDONESIA TO ENHANCE SMALL MEDIUM ENTERPRISES IN FOOD INDUSTRIES

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ABSTRACT

The rapidly changing in the world has make everything should be adapt into new condition including business in Indonesia. In Indonesia, part-time worker is less favourable to be employed than full-time worker although in other countries part-time worker has significant contribution to economic growth. In addition, students are potential to be employed as part-time worker and can support entrepreneurship development in small and medium enterprises (SMEs). Unfortunately, there are few chances for them to access part-time in many companies. The aim of this study is to explore possibility in hiring student as the part-time worker in order to enhance small and medium enterprises in Indonesia. In many previous literatures, it had been established that the highest sector in employing student as part-time worker is public service sector especially on food retail sector. The object study of this research are companies in food industry in Indonesia and college student who works in food industry. Data for this research is obtained by conducting interview and secondary data. The findings of this research are several interesting comment between employer and employee on their agreement especially in working time and contract. The importance of this research is to change stakeholders' mind sets to start developing part time worker in Indonesia in order to support economic growth particularly for Small and Medium Enterprise. In conclusion, management has admit it if student is potential part time worker because they have flexibility and extra profitability in order to help the company to growth.

Keywords: Part-Time Workers, Student, Entrepreneurship, Small Medium Enterprises

FEASIBILITY STUDY OF MINI HYDROPOWER PLAN FOR ELECTRICITY IN INDONESIA

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ABSTRACT

Power shortages are becoming threats in Indonesia. The government predicts that Java will be power deficit in 2018 if the capacity of the plant is not increased. As a developing country, the demand of electricity is high and rising every year. The solution to this problem is adding the supply of electricity. Indonesia has abundant potential energy, including hydropower and geothermal. Mini hydro power plant is the answer to the power crisis that is environmentally friendly. Mini hydro power plants can reduce carbon fuels that pollute the environment and with the establishment of the power plant the local citizen will also get revenue.

The author will analyze the feasibility studies of the mini hydro. The author chooses mini hydro that will be implemented in Sulawesi Utara and Java as a research object. In this research, the author uses NPV, IRR, payback period, benefit cost ratio, as a basis for determining whether the project is feasible or not. The author use sensitivity analysis to determine what variables has the most impact on NPV, IRR and PBP analysis of this project. The Author also determines the optimal capital structure to define what proportions to give more value to the company.

The output of this research is this power plant is feasible by using 22% loan and 78 % equity. This project is optimized if the power plant uses 12 % debts and 88% equity by optimal capital structure. The most sensitive of this power plant is the amount of energy produced. This power plant has benefit to local citizen compared to other power plant. This result can be implemented in other mini hydropower in other city.

Keyword: Feasibility Study, NPV, IRR, PBP, Benefit Cost Ratio, Mini Hydro Electric Power Plan, Sensitivity Analysis, Optimal capital Structure.

ESTIMATING COMPANY VALUE OF PT QDC TECHNOLOGY IN PREPARING TO INITIAL PUBLIC OFFERING

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ABSTRACT

IPO pricing is a difficult aspect to determine. If the price is under value, it will harm the company. It happens because the company cannot fulfill their capital optimal. In the other hand if the price are overvalued, it will harms the investor. It happens because the investor pays more for buying the business. The key value before determines the IPO pricing is the company value. In order to determine the company value, a proper valuation method is needed. The author assumes the corporate strategy in the long term affecting the company value.

In this research, the author choose PT QDC technologies as research object, since the company has a plan to go IPO in 2014 and the company has a new corporate strategy. In 2012, the company has a new corporate strategy since having market expansion in new business. The author makes a valuation of the company before the company do the market expansion and after the company make a market expansion and sees the difference. The author using financial models to forecast income statement, balance sheet, and cash flow. After that the author use three approaches in this research, which is asset based, market based, and DCF.

From the measurement showed that, the company has right decision in corporate strategy. The new investment has an NPV about 19,126,636,441. From the DCF valuation company value is Rp 603,134,846,754 without market expansion. After the company makes market expansion, the value of the company is Rp 820,308,978,114, so there are increasing value about Rp 217,174,131,360. This result indicates in order to estimate the fair value of the company; we must know the detail of the company strategy and action in the future. Company Strategy is the most important in IPO pricing, since every company has a new corporate strategy after the IPO.

Keywords: Financial Performance, Feasibility Studies, Financial Model, Optimal Capital Structure, Sensitivity Analysis, and Discounted Cash Flow

THE EFFECT OF CHRONIC STRESS ON LEARNING ORIENTATION: A THAILAND CASE STUDY

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ABSTRACT

This study examines the effect of chronic stress on learning orientation. In particular the study focuses on employees (N=158) and university students (N=123) in the Kingdom of Thailand. Due in part to the long-lasting world-wide recession, the American Psychological Association has found that there has been a sharp spike in individual chronic stress levels over the past five years. It is well known that high stress impairs one's ability to learn, and thus reduces motivation. However, the results of this study show that Thais may be unique as chronic stress was not found to significantly impact learning orientation. Thais have previously been given the title of "the master's of relaxation" and typically adapt to change with an easy-going attitude. The findings suggest that adopting characteristics of Thai culture would help to negate the impact of stress on learning orientation.

Keywords: Learning Orientation, Chronic Stress, Organizational Climate

MEASURING TECHNOLOGICAL INNOVATIVENESS OF INDONESIA'S MANUFACTURING COMPANIES: A PILOT TESTING

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ABSTRACT

Indonesian manufacturing companies recognize the importance of technological innovation to improve their competitiveness in the global competition. They need a measurement tool, to assess and improve their innovativeness, which is suitable for Indonesian context. The study focuses on manufacturing sector due to its substantial contribution of Indonesian economy and its big challenges. A measurement model, as a function of the activities in the technological innovation process and the management of the innovation, and its measurement tool to assess the innovativeness of a company have been developed using cases in four companies in Pharmaceutical and Information and Communications Technology (ICT) Industry. Consequently, the measurement tool is expected to help Indonesia's manufacturing companies to recognize their state of innovativeness and eventually improve it.

This paper describes the pilot testing of the measurement tool, using questionnaires sent to manufacturing companies in Indonesia, which classifies company's innovativeness into CLAS-category: Creative, Lucky, Automatic, and Superb. The measurement tool has predicted that most of companies in Pharmaceutical and ICT Industry are classified in Superb-category. It has also predicted the innovativeness categories of other companies reasonably well.

Keywords: Innovation Activities, Innovativeness Category, Management of Innovation, Manufacturing Sector, Measuring Innovativeness

HUMAN RESOURCE MANAGEMENT SYSTEM IN KAMPUNG BATIK AS SMALL AND MEDIUM BUSINESS CLUSTER

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ABSTRACT

This research identifies Human Resource activities system at Kampung Batik. Batik is one of the most precious Indonesian cultural heritage which has been known globally. Recently it is considered as a lucrative industry. Dynamic growth of Batik cluster around Indonesian archipelago plays an important role for micro, small, and medium industry. There is no standardized human resources system for Batik cluster until now in Indonesia. The purpose of this research is preliminary investigation for human resources management system in Batik cluster. This research applies the case study approach in qualitative study for each cluster. Researcher will conduct single case-study in Kampung Batik Cirebon. The model is expected as a pioneer model for human resources management system which emerges progressively around Indonesia. The expected outcome is the most effective Human Resource activities system that has been adjusted with Kampung Batik as small and medium scale business. Hopefully, peripheral society will gain advantage in systematic HRM for managing people in Batik Cluster in the future. The improvement of management system will lead to raise the income level of people in the cluster. This research is expected as a future reference for the development of Kampung Batik Management..

Keyword: Human Resources Management System, SME, Cluster, Kampung Batik, Case Study, Qualitative Approach.

THE ACCEPTANCE OF WOMEN LEADERSHIP IN INDONESIA IN CORRELATION WITH ORGANIZATIONAL PERFORMANCE

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ABSTRACT

The aim of this research is to define the development of women leaders as well as the impact of women leadership style towards the goals of the company under their supervision. The study will mainly observe of how women leaders both empower themselves and their subordinate in several companies in Indonesia. In this research, the main questions that will be defined are how women leader struggle for their position and how they empower subordinates towards the company's strategic goals. Further variable that will be reviewed also includes the organizational performances under their management. Proven achievements mentioned may be used as a measurement whether these leaders have had shown efficacy leadership styles towards the initial target of the company. It may also illustrate how well employees affected by the leadership style in accordance with their work performances. The method used in this paper is literature studies. This is a conceptual paper built from literature review of women leadership. This research is expected to be a scientific suggestion for further research in leadership area, especially for the empowerment of women as leaders.

Keywords: Women Leaders, Organizational Performance, Efficacy Leadership, Employees Empowerment.

AN INNOVATIVE BUSINESS MODEL FOR BUILDING ZERO WASTE MANAGEMENT SYSTEMS BY INTEGRATING COMMUNITY-BASED PARTICIPATORY AND LOCAL GOVERNMENT: A CASE STUDY IN BANDUNG, INDONESIA

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ABSTRACT

Bandung as a major city in Indonesia has a vision to transform the city concept into a "zero waste city". The transformation from traditional waste management practice to zero waste practice is challenging for this over-crowded city with high public consumption. The waste volume in Bandung is more than 1000 tons per day and in rainy season the volume becomes higher, approximately 1300 tons per day. For that amount, Bandung only has 164 landfills and they are insufficient to accommodate the waste. The purpose of this study is to set a conceptual social business model for integrating the community-based participatory and the sanitation department of Bandung local government for zero waste management system based on case study in waste management communities in Bandung. This paper argues that strategic zero waste management system is the best solution to solve the waste problem in Bandung and it will improve social welfare, economic benefit, and advance the value creation. This study emphasizes the importance of collaboration among communities participatory and local government's policy instruments to embody a "100% recycling of solid waste and recovery of all resources from waste materials" in Bandung. The expected result is this social business model will become an innovative concept to optimize the contribution of resident's participation and resource utilization in supporting the realization of "zero waste city" of Bandung.

Keywords: Business Model, Zero Waste Management System, Zero Waste City, Community-Based, Social Business

IMPACT OF PERSONALITY OF KNOWLEDGE WORKER ON HIS WORK WITH KNOWLEDGE

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ABSTRACT

This article develops a theoretical framework for the research on impact of personality of knowledge worker on his work with knowledge. Its objective is to expand our previous researches on knowledge workers, knowledge work and management of knowledge workers. Knowledge workers are major creators of value for their organisations. The major tool and source of their work is their knowledge. Knowledge workers work with both explicit and tacit dimensions of knowledge. One of important questions management of knowledge workers raises is what influences the way how knowledge workers work with their knowledge. Our hypothesis is that type of personality is important factor that influences how exactly knowledge worker chooses, uses, creates, shares and distributes knowledge. The main research question is: Does the type of personality of knowledge worker influence his style of work with knowledge? If yes, how? The methodology used for the review of the literature was as usual for this type of theoretical research. We collected, described and evaluated different approaches and different ideas on knowledge workers, knowledge and work with it and personality. The data used are secondary data collected from traditional and electronic media. The article pays attention to both historical approaches and the latest approaches in the field. Methods used for the review of the literature include typical methods of theoretical work, e.g., methods that allow interlinking separated pieces of knowledge like analysis and synthesis, comparison, induction, deduction, abstraction, generalisation and critical thinking.

Keywords: Knowledge Worker, Knowledge, Knowledge Dimensions, Work with Knowledge, Personality.

TRADE UNIONS, ECONOMIC FREEDOM AND ECONOMIC GROWTH IN PAKISTAN

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ABSTRACT

In this study, trade unions, economic freedom and its impacts on economic growth in Pakistan is examined by using unit root test with structural break, co integration and causality tests. Empirical findings demonstrate that there is an equilibrium relationship between growth, unionization and economic freedom. Unionization affects economic growth and economic freedom in long run positively and significantly for the case of Pakistan. Causality test results illustrate that there is unidirectional causality among trade unions and industrial output. Economics of freedom cause or affect output (GDP) but in return GDP does not lead to an increase in Economic freedom so this cause does not means that if output is increasing then this will lead to an increase in economics freedom rather we can say that economic freedom lead to an increase in output. Furthermore this economic freedom leads to an increase in investment which finally results in increase in output.

Keywords: Trade Unions, Economics of Freedom, Economic Growth, Unemployment, Cointegration, Causality

THE EFFECT OF MANAGEMENT ACCOUNTING INFORMATION SYSTEMS, MANAGEMENT ACCOUNTING INFORMATION QUALITY, SERVICES QUALITY TO USER SATISFACTION AND IMPLICATIONS ON DECISION MAKING PROCESS

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ABSTRACT

Utilization of information technology, media and communication has changed the behavior of human society and civilization globally. The development of information and communication technology has also led the world into a relationship without boundaries (borderless) and causing changes in the social, economic and cultural significant. According to article 4 of Law No. 11 of 2008, the use of technology and electronic information held by the purpose among other; the intellectual life of the nation as part of a world information society progress is so fast. The role of information in an organization is divided into a decision-facilitating role and Influencing a decision (control) role. The population in this study was the operational manager of state bank in the city of Bandung. Quality of management accounting information systems, management accounting information quality, service quality of information systems affect the user satisfaction of information systems and user satisfaction management accounting information system affects the decision-making process by 62%.

Keywords: Information Technology, Information, Decision Facilitating

INTENTION AND RISK OF GRADUATE ENTREPRENEURSHIP IN IT INDUSTRY: CASE STUDY IN INDONESIA

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ABSTRACT

The emergence of entrepreneurship in Indonesia from IT industry is rising from year to year, along with increasing number of graduate from university, especially from IT Industry. Each of graduate have their own perception and motivation to become entrepreneur. The purpose of the paper is to find out what motivate young entrepreneur in IT industry to establish their own business start up and turnover risk from each internal or external side. The research conduct a case study from a local IT business starts up and implement interview to few co-founder of the business. Each co-founder has their own division and different task and responsibility. The paper aims to examine IT industry in Indonesia, focusing on their motivation to become an entrepreneur and its obstacle. The paper finds that financial factor and opportunities from external become a main factor to distract motivation of entrepreneur to giving up their business, and switch to become employee. The research's originality value come up from the case study in this study still infrequent and research of entrepreneurship graduate in IT industry is located specifically in Indonesia. In terms of methodology, the research conducts both focus group discussion and interview.

Keywords: IT Industry, Graduate, Career Choice, Entrepreneurship

TRACK B: SOCIAL SCIENCES & HUMANITY

MOBILE PHONE APPLICATIONS DESIGN GUIDELINES FOR THE FUTURE GENERATION OF ELDERLY USERS

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ABSTRACT

The mobile phone technology has provided several benefits to old people by helping them improve their quality of life (QoL). For the current generation of elders, learning to use mobile phones has been a difficult task because they do not have experiences using the mobile phones when they were young. Many design guidelines of mobile phones and mobile phone applications for the elders have been offered accordingly. However, the current group of middle-aged adults, who is going to be the future generation of elders, already has a lot of experience with mobile phone usage. It is likely that these middle-aged adults will have different needs and requirements of mobile phone applications when they grow older. The purpose of this study is to investigate needs and requirements of middle-aged mobile phone users in regard to maintaining their quality of life in the future. This research presents results from the questionnaire related to the mobile phone applications needs and requirements, which will provide the fundamental information for mobile phone applications design guidelines for the future generation of elderly users.

Keywords: Design Guidelines of Mobile Phone Applications, Quality of Life, Middle-Aged Adults.

FROM COCA LEADER TO PRESIDENT: THE RISE OF BOLIVIA'S EVO MORALES

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ABSTRACT

For almost two centuries, the indigenous population in Bolivia waited for their opportunity to strike a major political home run. In 2006 and after years of political instability, Evo Morales became Bolivia's first indigenous president winning a national election with an overwhelming popular support of 54% of the votes. Using a complete data set from 306 municipalities in Bolivia, we find evidence to support the theory that poverty and quality of life of the disenfranchised poor were major factors in the outcome of his popular election.

Keywords Bolivia, Evo Morales, Indigenous Population, Income, Income Inequality, Poverty.

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TECHNOLOGY ACCEPTANCE OF OPTIMIZATION IN SEARCH ENGINE (INTERNET) AMONG OPTIMIZER IN INDONESIA

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ABSTRACT

There is new and vivid phenomenon among entrepreneurs and practitioners in Indonesia called OPTIMIZer. OPTIMIZer is a person who learn Optimization skill. There are 22 branches of Optimization skill, such as Optimization in search engine, social media (facebook, twitter, etc.), mobile devices (Blackberry, Android, IOs), community web, web TV. All of them are technologies which born from Internet which is an innovation in entrepreneurship context. The aim of this paper is to investigate what factors that affect OPTIMIZer in accepting the technology (optimization skill in search engine). OPTIMIZers play an important role in today's Indonesian entrepreneurial, because they become a 'bridge' between the entrepreneurs, targeted consumers, and reality of Information Technology which always changing. To reveal the factors of acceptance and understand the constructs and relationship among them, data collection from interviewing six key informants (Founders of Optimization skill, Mentor, OPTIMIZers) being anayzed using multiple case studies. Previous research from related context such as Entrepreneurship, SEO (Search Engine Optimization), and Technology Acceptance will be reviewed. The expected contribution is to give fresh insight about new concept of nowdays entrepreneurship, and also to fill the knowledge gap for technology acceptance in entrepreneurship context related in Information Technology field.

Keywords: Optimization in Search Engine, Optimizer, Internet, Technology Acceptance, Entrepreneurship, SEO

ADOPTION OF AROMATIC RICE IN VIETNAM

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ABSTRACT

Vietnam recently became the largest rice exporter, accounting for 24.6% of world's total rice export in 2012. Nevertheless, the export price of rice from Vietnam is lower than the world's average, particularly when compared to other major exporters such as India and Thailand. From potential of exporting premium rice, aromatic rice has been promoted to Vietnamese farmers to improve their income. Vietnamese government has set a goal to increase the area of aromatic rice to 30% of production area. However, the adoption of aromatic rice remains low with the growth rate at only 2.28% per year. This paper utilizes random utility theory to determine factors affecting the adoption of aromatic rice in Mekong Delta, the main area of rice production for exports. The probability of adoption and determinants are estimated using binomial Logit model. Additionally, the marginal effects of key factors on the probability of adopting aromatic rice are calculated. Primary data of 305 rice farm household were collected through a formal survey in four provinces in Mekong delta. The result show that not only extension contacts, demonstration participants but connection with private company through seed supply, output contract…significantly and positively affected aromatic rice adoption. We suggest that the strategy for improving aromatic rice adoption should put emphasis on demonstration and strategy to stabilize the market price for aromatic rice.

Keywords: Aromatic Rice, Adoption, Mekong Delta, Vietnam

COST-EFFECTIVENESS OF GLASS IONOMER CEMENT RESTORATION AND SEALANT USING PARTIAL CARIES REMOVAL TECHNIQUE IN CHILD DEVELOPMENT CENTERS.

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ABSTRACT

The objective of this study was to analyze the costs and consequences of the caries preventive program combined with glass ionomer cement restoration and sealant in child development centers by cost-effectiveness system to demonstrate the effectiveness of program in economic aspect. Method: The study population consisted of children, age 2-4 years old, 179 subjects from 4 child development centers in Laplae district, Uttaradit province, Thailand. The intervention group received glass ionomer cement restoration using partial caries removal technique and sealant, fluoride vanish application twice per year and oral hygiene education, while the control group received fluoride vanish application twice per year and oral hygiene education. The cost-effectiveness analysis method was used to compare the cost of intervention to the oral health outcome. The cost of intervention, using societal perspective, were estimated as the program cost, dental treatment cost and participant cost (productivity and transportation cost). The health outcome was measured as mean difference in dmft increment between groups. Incremental cost-effectiveness ratio was calculated. Result: The mean difference in dmft increment between groups was 2.7. Incremental cost-effectiveness ratio showed net social saving, 225 bath per child per unit of dmft averted. Conclusion: The caries preventive program combined with glass ionomer cement restoration and sealant in child development centers was worthwhile. This program show the cost saving by decreasing decayed missing and filling tooth.

Keywords: Cost-Effectiveness, Partial Caries Removal Technique, Glass Ionomer Cement, Dmft

MODEL IN GENERATING SOCIAL INNOVATION PROCESS: CASE STUDY IN INDONESIAN COMMUNITY-BASED ENTREPRENEURSHIP

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ABSTRACT

The need of social innovation keeps increasing by time. Social innovation is expected to give some ideas in the activity, thus the activity could bring creative ideas and produce innovative activities that meet a social goals. The aims of this paper are to know how the social innovation is conducted and what kind of factors which influenced in the process of generating the idea. This paper will discuss about the model in generating social innovation that could give a contribution to knowledge. The paper is based on case study in Agritektur community in Indonesia. Agritektur community develops idea related to agricultural product, where young generations are expected to know and love green environment. At the end how they develop their creative idea into innovative products that utilized as agribusiness. This paper will describe and map the social activities that produce social innovation on Agritektur community. There are several factors that influence the activities in social innovation which can be recognized or even well accepted by the society. Ultimately this research could deliver a model which is able to formulate the social innovation activities. This paper will provide the model of generating social innovation starts from the idea, and ends in how the social innovation is conducted. Hopefully this paper could provide scientific model for a new research program.

Keywords: Social Innovation, Case Study

THE IMPACT OF FLOOD RISKS ON SUPPLY CHAINS: ANALYSIS USING A BAYESIAN NETWORK.

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ABSTRACT

Floods negatively impact the global economy through disruptions in supply chain networks. Today's global supply chain has achieved cost savings through reduced inventories, shortened transit cycles, and streamlined production processes. Even though the supply chain is very efficient it is still susceptible to systemic risk, a financial term used to describe a risk originating from one node of a financial network which then harms the entire financial market. Thailand, for example, was economically devastated by prolonged flooding in 2011. Thai Central Bank estimated that the disruption of supply chain reduced 76% of GDP growth rate, from 4.1% expected to 1% in reality. The country accounts for approximately 40% of the world's production of hard disk drives (HDD). Western Digital, which produces onethird of the world's HDD, lost 45% of its shipments due to a plant closure in Thailand during the flood. HDD shipments from the industry's five major manufacturers declined severely in the fourth quarter of 2011 to 123.3 million units, which was down 30% from 175.2 million units the quarter before. As a result, United States consumers faced an 80%-190% price increase for certain hard drive models. In addition to the hard drive industry, the automobile sector was also affected by Thailand's flood, for instance, Japanese automakers' operating profits drastically declined. For example, Honda lost operating profit due to Thai floods than due to Yen appreciation in April – December 2011. Base on the case study of supply chain disruptions caused by Thai floods in 2011, Haraguchi and Lall (2013) identified 5 research questions. These questions relate to critical nodes, critical links, cascading failure, bridge ties, reliability in a network, tie degree (strong and weak) and network performance. This paper will demonstrate how a Bayesian Network (BN) is an effective methodology to analyze supply chain risks and try to build a simple model to test these hypotheses

Keywords: Supply Chain, GDP, Floods

CRITICAL INFRASTRUCTURE SYSTEMS: A CASE STUDY OF THE INTERCONNECTEDNESS OF RISKS POSED BY HURRICANE SANDY FOR NEW YORK CITY.

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ABSTRACT

The goal of this paper is to investigate the impact of Hurricane Sandy from the perspective of interdependencies between different sectors of critical infrastructure and identify an interconnectedness of risks posed by natural hazards. In the event of Hurricane Sandy, the catastrophic cascade effect got much attention. The collapse of power utilities and petroleum infrastructure triggered failures in other infrastructure systems such as water treatment and distribution systems, the supply of necessities, and emergency facilities in the New York metropolitan area. It is very important to examine the impact of Hurricane Sandy since it caused extensive damage to electric transmission and distribution infrastructure in the Northeast and Mid-Atlantic region of the United States. Also, the hurricane damaged the region's petroleum infrastructure. Both electric and petroleum infrastructures are critically interdependent with other infrastructures such as water, communication, transportation, food supply and supply chains of the private sector. Combining hazard maps with maps of critical infrastructures, the study attempts to identify crucial areas where interdependent risks exist, which leads to catastrophic cascade effect.

Keywords: Infrastructure, Hurricane Impact, Interconnectedness, Risk

TRACK C: MULTIDISCIPLINARY

POSITIONING OF HORN ANTENNA IN LOCATING PD IN POWER TRANSFORMER

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ABSTRACT:
Partial discharge (PD) online monitoring is an effective tool of examining the conditions of insulation and detecting faults in power transformers. From literature it is acknowledged that, the PD detection is not adequate to take a decision about intervening, so the location of fault is necessary to evaluate the hazard for corrective actions. The aim of this paper is to determine the location of antenna to obtain the strong PD signal. The method used in paper is experimental work, a sample of two horn antenna model was made. One antenna is considered as a PD source (transmitting antenna) and other is used as a receiver. The height of transmitting antenna is 25cm, measurements is taken by changing the distance between antennas from 15cm and 30cm and also varying height of receiving antenna from 3cm to 45cm.. From the result, it is found that the strong signal is received when height of the both antennas are 25cm. Otherwise receiving antenna catches weak signal if the height of receiving antenna is lower or higher than 25cm. In short, receiving antenna only receive strong signal when both of the antennas are at equal height. Study concluded by saying that many horn antennas must be used in locating the PD source in power transformer so that PD location can easily be located. The closer the distance of antenna, the higher will be the amplitude of received signal and vice versa because distance influence by the interference of air.

Keywords: Horn antenna, Location, PD, Power Transformer, Signal

NOISE-INDUCED STANDARD THRESHOLD SHIFTS OF 85 AND 90 DBA AS PERMISSIBLE EXPOSURE LIMITS, POST-SHIFT EXPOSURE OF ONE MONTH DURATION

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ABSTRACT

There has been an increased in the prevalence of occupational noise-induced hearing loss globally. Countries such as the US, India and Malaysia are adopting 90 dBA as the permissible exposure limit. *Aims:*The aim of this study is to explore occurrence of temporary standard threshold shifts on adopting different permissible exposure limits: 90 and 85 dBA. In this intervention study, there were 203 participants from two factories. They were exposed to noise levels above action level which is 85 dBA in one factory and 80 dBA in another factory; the permissible exposure limits were 90 and 85 dBA, respectively. The sample size required was 52 in each factory. Noise level was measured using personal exposure noise dosimeter and sound level meter. Data on hearing threshold levels were measured using manual audiometer. Hearing protection devices with appropriate noise reduction rate were used to reduce noise exposure among participants. There were no differences in terms of occurrence of temporary standard threshold shifts among participants between the two factories, based on intention-to-treat analysis and as per-protocol analysis according to Factories and Machinery (Noise Exposure) Regulations 1989,OSHA regulations and NIOSH recommended standard. This study concludes that there were no differences in terms of standard threshold shifts among employees who adopted 90 or 85 dBA as permissible exposure limits. Based on the current findings, countries adopting 90 dBA as the permissible exposure limit need not review their policies on lowering the limit, but rather implementation and enforcement of the legislations should be more appropriate.

Keywords: Effects 85 or 90dBA; Noise; Threshold shift

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