



PROCEEDINGS

9th Global Conference on
Business and Social Science

19 - 20 July 2019
Malé, Maldives



Proceedings of the
9th Global Conference on Business and Social Sciences on
“Contemporary Issues in Management and Social Sciences Research”
(CIMSSR – 2019)

July 19th to 20th, 2019

Male, Maldives

Global Academy of Training and Research
(GATR)
Kuala Lumpur, Malaysia

Editors:

Professor Dr. Gabriël A Moens
Professor Dr. Danture Wickramasinghe
Professor Dr. Kamran Ahmed
Dr. Kashan Pirzada

**Proceedings of the 9th Global Conference on Business and Social Sciences on
"Contemporary Issues in Management and Social Sciences Research"
(CIMSSR – 2019) Male, Maldives**

Published by:

Global Academy of Training and Research (GATR) Enterprise [002360364-P]

Suite 15, Taman Bukit Angkasa, Jalan Pantai Dalam
59200 Kuala Lumpur, Malaysia

Tel: +60321175006

Email: info@gatrenterprise.com

Website: www.gatrenterprise.com

© Global Academy of Training & Research (GATR) Enterprise, 2019

All rights reserved.

No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of both copyright owner and the publisher, Global Academy of Training & Research (GATR) Enterprise.

Pusat Kebangsaan ISBN- Library Negara Malaysia

ISBN: 978-967-13147-0-8

Acknowledgment

Welcome to proceeding of the 9th Global Conference on Business and Social Sciences 2019, with the theme of "Contemporary Issues in Management and Social Sciences Research".

It was pleasure to edit the conference proceeding which contains all accepted abstracts that were presented and considered for publication at the 9th GCBSS, held on 19th and 20th July, 2019 in Male, Maldives in cooperation with international and national universities, institutes and publishers, namely, Cairo University (Egypt), Kalasalingam University (India), Brawijaya University (Indonesia), Asia Pacific Institute of Dispute Management (Australia), Elsevier (UK), Inderscience (Switzerland) and UPM Press (Malaysia).

9th GCBSS received a great number of abstracts for presentation, many of which high-quality scholarly works. As a result, the selection panel had to make decisions with considerable care. We are highly grateful to the authors for their enthusiasm, and to the reviewers for their painstaking work. Some of the accepted papers were selected for publishing in the Polish Journal of Management Studies (ISI & Scopus), Pertanika Journal of Social Sciences and Humanities (ISI & Scopus), International Journal of Economics and Management (Scopus), and in GATR Journals: Global Journal of Business Social Sciences Review (GJBSSR), Accounting and Finance Review (AFR), Journal of Business and Economics Review (JBER), Journal of Finance and Banking Review (JFBR), and Journal of Management and Marketing Review (JMMR) and all full paper publications are sponsored by Global Academy of Training & Research (GATR), the leading organizer of this conference.

The conference provided a platform for sharing novel ideas and inspiring research outcomes of the academics from different countries, including the USA, UK, Australia, UAE, Poland, Latvia, The Netherland, Newzeland, South Africa, Malaysia, Iran, India, Indonesia, Iraq, Georgia, Pakistan, Phillipine, Sri Lanka, Saudi Arabia, Austria, Thailand, Vietnam, Hungary, China, Taiwan, Nigeria, Italy, Norway, Lebanon, Mauritius, Slovakia, Japan, Korea, Czech Republic and Morocco. It was also attended by three prominent keynote speakers: Professor Danture Wickramasinghe, University of Glasgow, UK and Professor Gabriël A. Moens, Curtin University, Australia and Professor Dr. Musa Mangena University of Essex, United Kingdom, we are grateful to them for their invaluable contribution.

We hope this conference will contribute to meaningful paradigm shifts in business and social sciences research, in general, and the delegates' career development, in particular. Finally, we would like to thank everybody who contributed in many ways to the success of the conference, especially to session chairs and the members on organizing committee.

We wish to see you all in 9th GCBSS in Male, Maldives.

Guest Editors:

Professor Dr. Gabriël A Moens, Curtin University, Australia

Professor Dr. Danture Wikramasinghe, University of Glasgow, UK

Professor Dr. Musa Mangena University of Essex, United Kingdom

Dr. Kashan Pirzada, Chairman Advisory, Global Academy of Training and Research, Malaysia

9th Global Conference on Business and Social Sciences



Conference Homepage: <http://gcbss.org/cimssr2019/index.html>

July 19th to 20th, 2019

Male, Maldives



Professor Dr. Gabriël A Moens

Curtin University and Emeritus Professor at the University of Queensland, Australia.



Gabriël A Moens is Professor of Law and Director of Research, Curtin Law School. He is also Emeritus Professor of Law at the University of Queensland. Prior to his current positions he served as Pro Vice Chancellor (Law, Business and Information Technology) and as a long-serving Dean and Professor of Law at Murdoch University. He also served as Professor of Law and Head, Graduate School of Law, University of Notre Dame Australia and as Garrick Professor of Law and Director, The Australian Institute of Foreign and Comparative Law, The University of Queensland. He undertakes teaching and research in Constitutional Law, Banking Law, European Union Law, International Commercial Law, International Arbitration Law and Comparative Law. He also teaches International Business Law and European Union Law at the University of Notre Dame, London Law Centre. Professor Moens is a past winner of a University of Queensland Excellence in Teaching Award. In 1999, he received the Australian Award for University Teaching in Law and Legal Studies. He is the Editor-in-Chief of *International Trade and Business Law Review*. In 2003, the Prime Minister of Australia awarded him the Australian Centenary Medal for services to education. In 1995-1996 he was a Visiting Professor of Law at J. Reuben Clark Law School, Brigham Young University, Utah. He served as a Visiting Professor of Law at Loyola University, New Orleans School of Law in 2002-2003. In 1997 and 2000 he successfully coached the T C Beirne School of Law (The University of Queensland) team to win the prestigious Willem C Vis International Commercial Arbitration Moot in Vienna, Austria. He also co-coached the winning City University of Hong Kong team in the Ninth Willem C Vis (East) Moot in 2012 and the 20th Willem C Vis Moot in Vienna in 2013. He is a Fellow (FCI Arb) and Chartered Arbitrator (CArb) of the Chartered Institute of Arbitrators, London and Fellow and Deputy Secretary General of the Australian Centre for International Commercial Arbitration (ACICA). He is also the Editor-in-Chief of the *ACICA Review* and is the co-author of a Commentary to the ACICA Arbitration Rules. Professor Moens is a Membre Titulaire, International Academy of Comparative Law, Paris, a Fellow of the Australian Institute of Management (AIM WA) and a Director of the College of Law Western Australia. In 1998, the Asian Development Bank, Manila retained him to train officials of the Ministry of Law and Justice of his Majesty's Government of Nepal. He has taught extensively in the United Kingdom, Germany, Belgium, Italy, Austria, Australia, Indonesia, Thailand, Singapore, Hong Kong, Japan and the United States. He is co-author of *The Constitution of the Commonwealth of Australia Annotated* (8th ed, 2012), *Jurisprudence of Liberty* (2nd. ed. 2011), *Commercial Law of the European Union*, 2010, and *International Trade and Business: Law, Policy and Ethics* (2nd ed, 2006).

9th Global Conference on Business and Social Sciences



Conference Homepage: <http://gcbss.org/cimssr2019/index.html>

July 19th to 20th, 2019

Male, Maldives



Professor Dr. Danture Wickramasinghe

University of Glasgow, United Kingdom



Danture Wickramasinghe is professor of management accounting at the University of Glasgow. He has joined Glasgow after 19 years of research and teaching at the University of Manchester and a 1 and ½ years at the University of Hull as Professor of Management Accounting and the Director of the Centre for Accounting and Accountability Research. Previously, he has taught management accounting and related subjects at the University of Colombo (Sri Lanka) and the University of Ruhuna (Sri Lanka), and had a visiting appointment at Paris-Dauphine University, France. Formerly, he was the Dean of the Faculty of Management and Finance and the Head of the Department of Commerce at the University of Colombo, and the Head of the Department of Business Administration at the University of Ruhuna. At Manchester, he was the Programme Director of M.Sc. (Accounting & Finance) programme and the Coordinator of the Management Accounting Module on the MBA-worldwide programme. He has produced a number of research papers out of a large project funded by CIMA and has publications in international journals including *Accountability, Auditing, and Accountability Journal*, *Critical Perspectives on Accounting*, *Advances in Public Interest in Accounting*, *Qualitative Research in Accounting and Management*, *International Journal of Entrepreneurial Behavioral & Research* and *Journal of Accounting and Organizational Change*. He is the co-author of *Management Accounting Change: Approaches and Perspectives (2007)*, a social theory based management accounting text, a guest editor of the special issue on *Management Accounting in Less-developed Countries (2007)* at *Accounting and Organizational Change* and the co-editor of *Handbook of Accounting and Development (2012)*. He continues researching on management accounting issues in both advanced capitalist countries and emerging/ less-developed countries. Professor Wickramasinghe has over 25 years of experience as an enthusiastic and talented university teacher at undergraduate, postgraduate and MBS levels, has produced a number of PhDs, supervised 100s of Master's dissertations, and acted as internal and external examiner for over 10 PhD candidates. He is a regular speaker at research and professional forums, including the workshops organized by CIMA. Currently, he is the Chief External Examiner at Manchester Metropolitan University and the External Examiner at the University of Aberdeen and continues PhD supervision at Manchester.

9th Global Conference on Business and Social Sciences



Conference Homepage: <http://gcbss.org/cimssr2019/index.html>

July 19th to 20th, 2019

Male, Maldives



Professor Dr. Musa Mangena

University of Essex, United Kingdom



Musa Mangena joined the Nottingham Business School as Professor in September 2011. Previously he was a Senior Lecturer in Accounting at the Bradford University School of Management. He has taught on a wide range of postgraduate and undergraduate modules, including Business Accounting (MBA); Accounting and Finance (MSc); Strategic Accounting (MSc); Corporate Accountability (MSc); Strategic Accounting and Management Control (Level 3); Corporate Reporting (Level 3); International Accounting (Level 3); Corporate Financial Analysis (Level 2); Financial Accounting (Level 2) and Introduction to Accounting and Finance (Level 1). He has also undertaken other academic roles including director of studies for the BSc Accounting and Finance; director of studies for the BSc Financial Planning (which he designed); Course Approval and Review; Undergraduate Programmes Committee and Doctoral Research Board.

He is a fellow of the Higher Education Academy and Chartered Secretary. Prior to joining the academia, Musa spent many years in the financial services sector where he held senior positions in different functions such as banking operations, financial markets operations and finance and administration. He also managed a US\$75 million World Bank funded project involving enterprise development in Africa, supporting small and medium-scale enterprises (SMEs). Musa is the Co-ordinator for the Money, Finance and Risk (MFR) Research Group and is a member of the Research Policy Group (RPG).

9th Global Conference on Business and Social Sciences



Conference Homepage: <http://gcbss.org/cimssr2019/index.html>

July 19th to 20th, 2019

Male, Maldives



Asst. Prof. Dr. Kashan Pirzada

University Utara Malaysia, Malaysia



Kashan Pirzada is a senior lecturer of Accounting at the Tunku Puteri Intan Safinaz School of Accountancy, Universiti Utara Malaysia. He has joined TISSA-UUM after 11 years of research and teaching at the University of Malaya, Institute of Business Management, SMI University and PAF-KIET University. Dr. Pirzada working experience includes an extraordinarily diverse range of University programmes and conferences, editorial activities, international study, and professional internships. He is the founding editor of the Global Journal of Business and Social Science Review, Accounting and Finance Review, Journal of Business and Economics Review and Journal of Finance and Banking Review that are indexed in several prestigious databases.

Dr. Pirzada research interests focus on corporate governance; corporate disclosure and consequences; corporate social responsibility and sustainability and Institutional Ownership and Capital Structure effects and has published in International academic journals, such as Elsevier Journal of Social and Behavioural Sciences, British Accounting and Finance; Polish Journal of Management Studies; Pertanika Journal of Social Sciences and Humanities, Entrepreneurship and Sustainability Issues, and International Journal of Economics and Management.

Dr. Pirzada has supervised a number of Master and Ph.D. candidate and act as an external examiner. He has been a lead guest editor for Elsevier Procedia of Social and Behavioural Sciences, Pertanika of Social Sciences and Humanities, and International Journal of Economics and Management. He is currently on the editorial board of several journals, including Polish Journal of Management Studies, International Trade and Business Law Review and International Journal of Ethics and Systems. He is a regular speaker at research and professional forums, including the workshops.

9th Global Conference on Business and Social Sciences



Conference Homepage: <http://gcbss.org/cimssr2018/index.html>

July 19th to 20th, 2019

Male, Maldives



Table of Contents

No	Paper ID	Title
1.	CIMSSR-00201	Solutions to Attract Investment Capital for Tourism Development: Case Study of Thanh Hoa Province, Vietnam
2.	CIMSSR-00251	Optimal Replenishment Policy under Corporate Social Responsibility and Dairy Supply Chain in Vietnam
3.	CIMSSR-00244	Construction of Media Reality about Polemics of Legislative Candidates 2019 Effects of Prospective Corruption in the News Portal Tribunnews.Com
4.	CIMSSR-00250	Big Data for Law Enforcement: An Exploratory Study
5.	CIMSSR-00239	Effect of Occupational Health and Safety, and Work Environment on Employee Performance with Working Satisfaction as Mediation Variables Survey: In Pt. Kereta Api Indonesia, Persero (PT. KAI)
6.	CIMSSR-00240	The Effect of Product, Service, and Customer Satisfaction on Word of Mouth Behavior
7.	CIMSSR-00253	Demographic And Risk Tolerance: Indonesian Perspective
8.	CIMSSR-00254	User Generated Content And Purchase Intention On Beauty Product: A Case Study On Youtube
9.	CIMSSR-00301	A Profitability Analysis of Islamic Banks in the UAE during the Financial Crisis 2007-2008
10.	CIMSSR-00285	Comparative Study on LMS Adoption: Teachers and Students

8th Global Conference on Business and Social Sciences



Conference Homepage: <http://gcbss.org/cibssr2018/index.html>

July 19th to 20th, 2019

Male, Maldives



11.	CIMSSR-00219	The Differences Of Company Performance Between Companies With Female Ceo And Those With Male Ceo: An Empirical Study On Listed Companies In Indonesia
12.	CIMSSR-00261	Construction and Validation of Learning Management System Success Scale in the Higher Education Setting
13.	CIMSSR-00262	Behind the Islamic Defenders Front (FPI) Movement: Exploring the Roots of Religious Conflict from Religious Fanaticism, Religious Prejudice and Conflict Intention
14.	CIMSSR-00302	Public Sector Integrity Violations: Evidence from Malaysia
15.	CIMSSR-00242	The Evaluation Of Co-Branding Strategy Between Indonesian Banks And European Football Clubs
16.	CIMSSR-00265	The Effect Of Green Awareness Toward Buying Decision Of Green Cosmetic Product (Study Of Y Generation At The Body Shop In Banten)
17.	CIMSSR-00241	Analysis Of Distribution Networks Efficiency And Added Value On Beef Supply Chains In Depok City
18.	CIMSSR-00307	How Sustainability Accounting and Culture Integrated?
19.	CIMSSR-00257	Earnings Management And Fraudulent Financial Reporting (Case Of Indonesia)
20.	CIMSSR-00259	The Effect Of Firm's Size, Institutional Ownership, Profitability, Leverage, and Public Share Ownership Towards Corporate Social Responsibility Disclosure (CSR)
21.	CIMSSR-00246	Age of the Firms and the Value of Analysts' Recommendation: Malaysian Evidence
22.	CIMSSR-00204	Transformational Performance Through Co-Creation Strategy, Customer Experience And Distinctive Operational Capability
23.	CIMSSR-00323	Consumer Attitude and Reaction towards Personalised Pricing in the E-Tail Segment

8th Global Conference on Business and Social Sciences



Conference Homepage: <http://gcbss.org/cibssr2018/index.html>

July 19th to 20th, 2019

Male, Maldives



24.	CIMSSR-00402	Attachment Pathology and Abandonment Issues in Borderline Structuring
25.	CIMSSR-00318	Do Investors Value Environmental Risk Disclosure?
26.	CIMSSR-00234	The Effectiveness Of Internet Advertising On Consumer Behaviour
27.	CIMSSR-00401	Symbiotic Psychosis Determines Münchausen By Proxy?
28.	CIMSSR-00403	Suicidal Concerns In The Major Depressive Episode Overlapped With The Borderline Personality
29.	CIMSSR-00330	Corporate Social Responsibility Practices in Small and Medium Enterprises
30.	CIMSSR-00206	Mapping the Mental Health Literacy: Are You Body Shaming?
31.	CIMSSR-00392	A Study on Teacher Support and Learning Adaptation Among Six-year Normal University Freshmen: The moderating of Hardiness.
32.	CIMSSR-00381	Energy Risk with Community Management and Cost Analysis
33.	CIMSSR-00410	How to Manage Perceived Quality and Perceived Value to Get Customer Satisfaction: An Investigation in the Chemical Industry
34.	CIMSSR-00415	How Commitment, Satisfaction, and Switching Cost Influence Customer Loyalty
35.	CIMSSR-00355	Social Structure Of Changing Labor Relationship
36.	CIMSSR-00384	Factors Affecting Thai Consumers' Engagement on Organic Food Products
37.	CIMSSR-00315	Inside out: Intragroup conflict in Kampung Warna-Warni Malang

8th Global Conference on Business and Social Sciences



Conference Homepage: <http://gcbss.org/cibssr2018/index.html>

July 19th to 20th, 2019

Male, Maldives



38.	CIMSSR-00406	Financial stability of banking systems: global leaders and global risks
39.	CIMSSR-00389	Leader's Positive Humour and Employee Turnover intention – Mediating role of Employee engagement and Job satisfaction
40.	CIMSSR-00390	Determinants customer's dissatisfaction: A content analysis of negative online customer reviews in budget segment hotels, India
41.	CIMSSR-00426	Ambidextrous Leadership in Manufacture Industry in Indonesia.
42.	CIMSSR-00247	Business Development Strategies for Fresh Chrysanthemum Farmers
43.	CIMSSR-00283	The Effect of Motivation on the Interests of Accounting Students to Join the Professional Accounting Education (PAE)
44.	CIMSSR-00326	The Intermediary Effect of Desire for ICT adoption on the Relationship of Attitudes toward Adoption with the Adoption of Virtual Learning Environment among Secondary School Malay Language Teachers in Malaysia
45.	CIMSSR-00282	Disabled People's Information Access on the Web: A Dispute between Accessibility and Digital Rights Management
46.	CIMSSR-00276	Media and Crisis Management of Islamic Boarding School (Pesantren) In Responding To Radicalism and Terrorism
47.	CIMSSR-00278	Commodification of Women's Political Coverage as Regional Heads in Local Media Coverage
48.	CIMSSR-00445	Teacher's Innovation: An Efforts to Improve Teacher's Performance Perspective in Senior High School of Central Java Province
49.	CIMSSR-00450	Organizational Citizenship Behaviour (OCB): Does It Matter For Bridging Competence, Work Motivation And Job Satisfaction Towards Performance Of Lecture? Perspective In Indonesia Merchant College.

8th Global Conference on Business and Social Sciences



Conference Homepage: <http://gcbss.org/cibssr2018/index.html>

July 19th to 20th, 2019

Male, Maldives



50.	CIMSSR-00354	Exploring Chinese International Students' Push and Pull Motivations Influence Life Satisfaction and Subjective Well-being in Thailand
51.	CIMSSR-00413	Factors affect students' Subjective well-being -The relationship between Religion, Cultural Intelligence, Personality Traits and Subjective well-being (SWB) of International Chinese college students.
52.	CIMSSR-00361	Effects of Tourists' Trust on Behaviour Intention in the Thai Tourism Market: Mediating Effects of Perceived Authenticity
53.	CIMSSR-00266	Why Are There Failed And Successful New Products?: Study Of New Product Performance In The Executive Training Division Of Xyz Management
54.	CIMSSR-00429	How to Manage Customer Satisfaction by Brand Association and Perceived Value: An Investigation in the Manufacture B2B Context
55.	CIMSSR-00465	Communities' Support for Tourism Development and Environment Conservation Programs in Ipo Watershed, Philippines
56.	CIMSSR-00324	The Effect of Related Party Transaction through Opportunistic Behaviour Management to Increase Firm's Value
57.	CIMSSR-00341	Design of Madura Pavilion in Suramadu Bridge
58.	CIMSSR-00372	Translatability of Cultural Elements in Korean Creative Texts through Malay Translation
59.	CIMSSR-00296	The Country of Origin Effect as a Constraint to Internationalization
60.	CIMSSR-00314	The role of job burnout, work-life balance and workload on the intention to leave the profession among health professionals: A cross-sectional study in a hospital setting in Indonesia
61.	CIMSSR-00446	Corporate Governance, Financial Indicator And Firm Size: Does They Influences The Financial Distress Of A Company? Perspective Listed In Indonesia Stock Exchange

8th Global Conference on Business and Social Sciences



Conference Homepage: <http://gcbss.org/cibssr2018/index.html>

July 19th to 20th, 2019

Male, Maldives



62.	CIMSSR-00449	Financial Distress: Does It Give A Competitive or Contagion Effect as an Intra Industry Information Transfer? Perspective Company Registered In Indonesia Stock Exchange.
63.	CIMSSR-00448	Innovation Of Products And Marketing Performance: A Perspective Of Sustainable Competitive Advantage.
64.	CIMSSR-00432	The Relationship of Work Environment, Employee Engagement and Job Satisfaction with Intention to Stay: The Mediating Role of Organizational Commitment
65.	CIMSSR-00358	How Impactful The Telecom Efficiency To Company Stock Value?
66.	CIMSSR-00411	Customer Experience driven Business Model Innovation to Shape Sustainable Model
67.	CIMSSR-00437	Impact of Human Resource Management Practices on Firm Performance: A Scoping Review of Recent Empirical Studies
68.	CIMSSR-00412	Enablers of Supply Chain Capabilities and Its Impact on Performance
69.	CIMSSR-00331	Praxeology and Critical Performativity in Management: A Review of Doctoral Research in Colombia
70.	CIMSSR-00464	Learning and Growth for Development of Logistics Companies in Thailand
71.	CIMSSR-00458	Bibliometric Mapping of SMART Technology Topic
72.	CIMSSR-00344	The New Teacher Empowerment Paradigm in Indonesia
73.	CIMSSR-00427	The Disclosures of Key Audit Matters in New Auditor Report: Evidence from Thailand
74.	CIMSSR-00306	Building A Concept of Entrepreneurial control
75.	CIMSSR-00377	The Role of Customer-Centric Cross-Functional Integration in Data Governance

8th Global Conference on Business and Social Sciences



Conference Homepage: <http://gcbss.org/cibssr2018/index.html>

July 19th to 20th, 2019

Male, Maldives



76.	CIMSSR-00428	An Empirical Evaluation of Successful Implementation of Village Financial System Applications (SISKEUDES) in Karangpawitan District, Garut Regency, Indonesia: Integrated of Technology Acceptance Model and D&M Approach
77.	CIMSSR-00455	An Integrated Capital Structure, Financial and Non-Financial Performance: Prediction Small Medium Enterprises (SME) Distress
78.	CIMSSR-00322	The Behavior of Students in a Collaborative Online Learning Environment
79.	CIMSSR-00452	A Strategic Trilogy of Governance, Infrastructure Development and Community Empowerment in the Indonesian Public Sector Management: Structural Equation Modeling (SEM) Approach
80.	CIMSSR-00430	Consumer Preference, Value Creation, and Global Value Chain (GVC) in the third Wave Coffee Business in Sumatera Utara Province
81.	CIMSSR-00337	Manufacturing sector and economic growth: A panel study of selected African countries
82.	CIMSSR-00267	A Systematic Literature Review on Entrepreneurial Orientation and Digital Marketing Capabilities in Small and Medium-sized Enterprises (SMEs) in Indonesia
83.	CIMSSR-00268	Dynamic Capabilities and SME Performance: The Mediating Effect of Digital Technology
84.	CIMSSR-00227	Halal Food Purchase Behavior of Students From Three School Level Using Theory of Planned Behavior Approach
85.	CIMSSR-00209	Impact of Market Orientation and Dynamic Marketing Capability on the Marketing Performance of 'Make-To-Order' SMEs
86.	CIMSSR-00481	Strengthening of Micro Business Innovation
87.	CIMSSR-00375	Indonesian Entrepreneurship Index

8th Global Conference on Business and Social Sciences



Conference Homepage: <http://gcbss.org/cibssr2018/index.html>

July 19th to 20th, 2019

Male, Maldives



88.	CIMSSR-00396	Increasing Employee's Job Satisfaction Through the Implementation of Transformational Leadership and Work Stress Level Management.
89.	CIMSSR-00478	Examining The Mediation of Job Satisfaction in the Relationship Between Work Stress and Turnover Intention in Textile Company
90.	CIMSSR-00460	Social Responsibility of Higher Education Institution: A New Insights of Stakeholders
91.	CIMSSR-00300	Leadership and Employees' Empowerment
93.	CIMSSR-00466	Annual Evaluation of the Business Environment and Sector of SMEs in Romania
94.	CIMSSR-00205	Determinants of Islamic Social Reporting and Its Impact on Firm Value: Evidence from Indonesia Sharia Stock Index
95.	CIMSSR-00461	The Influence of Psychosocial Characteristics on Expressed Interest to Participate in Online Surveys
96.	CIMSSR-00236	Revisited: Is kutnetz curve hold in Thailand?
97.	CIMSSR-00463	Is relationship between the youth village people income in Phakphi Community Nakornnayok Province and their saving behavior?
98.	CIMSSR-00279	The Impact of Online Review on Consumers' Purchase Intention
99.	CIMSSR-00280	The Impact of Homophily, Authority and Interestingness on Purchase Intention Mediated by Source of Trustworthiness and E-WOM Credibility
100.	CIMSSR-00457	Economic Research in Romanian Universities
101.	CIMSSR-00334	Vietnamese Commercial Banks And Corporate Governance: 2008-2012
102.	CIMSSR-00320	Socio-Legal Study of Illegal Mining Activities in Mount Botak and Kolaka Indonesia

8th Global Conference on Business and Social Sciences



Conference Homepage: <http://gcbss.org/cibssr2018/index.html>

July 19th to 20th, 2019

Male, Maldives



103.	CIMSSR-00325	Instructional Videos for Teaching Basic Computer Skills in a Flipped-Blended Learning Environment
104.	CIMSSR-00203	Closing the health gaps of innovative products for an aging society: exploring product knowledge, product attitude, and product innovation and intention to purchase healthy diet innovation products for nursing care of the elderly in Thailand
105.	CIMSSR-00303	Netizens' Political Engagement: Impact of Anti-Fake News Act 2018 in Malaysia
106.	CIMSSR-00208	Outpatient Happiness on Hospital Services: A Study on Hospitals in the United Arab Emirates (UAE)
107.	CIMSSR-00295	Work Family Conflicts and Job Satisfaction: Does Work Family Balance Mediate the Quality of Work Life?

Design of Madura Pavilion in Suramadu Bridge

Kumara Sadana Putra

Universitas Surabaya, Indonesia

ABSTRACT

The Surabaya-Madura National Bridge (Suramadu) in East Java Indonesia accelerates Madura's island development which was once limited to strait access. The ease of access increasingly encouraged the economic sectors of Madura, especially in tourism sector, which if developed properly could potentially be a national-scale destination. The construction planning of the Kawasan Kaki Jembatan Sisi (KKJS), focuses on rest area, aims to encourage the development of Madura tourism that can provide more benefits to the regional economic development, community social and economic development, while being able to preserve Madura's environmental and cultural heritage. Through research methods in such as: in depth interviews (IDI), visual studies of landmarks-arts-cultural products observations, literature studies, tourism social media studies, therefore creates the design content and ornamentation of Madura Pavilion. It has a concept in accordance with historical excellence, art-culture, tourism, social, religious and other Madura's potential excellence. The research results consist of: concepts and themes of design, visual scenarios for Madura Pavilions, furniture display, branding, signage, multimedia information, 3d visualization and animation. From this study, it was concluded that Madura island tourism could be improved by the construction of Suramadu's Kawasan Kaki Jembatan Sisi (KKJS).

Keywords: Arts, cultural heritage, Madura pavilion, product system service design, tourism strategy.

The Global Conference on Business and Social Sciences Series covered important issues in Business and Social Sciences in fifteen thematic areas with multiples research approaches and methodologies.

The goal of GCBSS Series is to support, encourage and provide a platform for young researchers to present their research, to network within the international community of other young researchers and to seek the insight and advice from successful senior researchers during the conference.

The GCBSS Series also provides publication opportunities in prestigious journals to all researchers.



ISBN 978967-13147-0-8



For more information, please visit:

Event Website: www.gcbss.org | Company Website: gatenterprise.com

Suite 15, Taman Bukit Angkasa, Jalan Pantai Dalam 59200 Kuala Lumpur, Malaysia

Tel/Fax: +60321175006 Email: info@gatenterprise.com

Copyrights © 2019. Global Academy of Training and Research (GATR) Enterprise. All rights reserved.