



International Conference of Organizational Innovation





International Conference of Organizational Innovation

Sponsor Institutes

-  International Association of Organizational Innovation
-  University of Ulsan, South Korea
-  Airlangga University, Surabaya, Indonesia

-  FMI Forum Manajemen Indonesia
-  Shanghai University of Medicine & Health Science

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-  La Trobe Business School, La Trobe University, Australia
-  Fukuoka University, Japan
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-  Huaqiao University, Fujian China

-  Universitas Tanjungpura Indonesia
-  Guilin University of Technology, Guilin China
-  Universitas Sumatera Utara Indonesia

Conference Date

July 20-22, 2019

Location

University of Ulsan, South Korea
93 Daehak-ro, Nam-gu, Ulsan (44610), Korea

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PROCEEDINGS OF 2019 ICOI THE INTERNATIONAL CONFERENCE OF ORGANIZATIONAL INNOVATION

July, 20 – 22, 2019

Editor

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International Association of Organizational Innovation, USA

Mr. T. Aria Auliandri

Department of Management, Faculty of Economics and Business,
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Ms. Minnie Hsieh

International Association of Organizational Innovation, USA

HOSTED & ORGANIZED

Institute of Sponsor:

1. International Association of Organizational Innovation
2. University of Ulsan, South Korea
3. FMI Forum Manajemen Indonesia
4. Airlangga University, Surabaya, Indonesia
5. Shanghai University of medicine & health Science, China

Institute of Co-sponsor:

1. La Trobe Business School. La Trobe University, Australia
2. Fukuoka University, Japan
3. Guangxi University for Nationalities, Guangxi China
4. Huaqiao University, Fujian China
5. Universitas Tanjungpura Indonesia
6. Guilin University of Technology, Guilin China
7. Universitas Sumatera Utara Indonesia

WELCOME TO THE INTERNATIONAL CONFERENCE ON ORGANIZATIONAL INNOVATION, ULSAN, SOUTH KOREA, 2019



On behalf of the [International Association of Organizational Innovation](#), I welcome you to the 2019 [International Conference on Organizational Innovation \(ICOI\)](#). We have organized a great conference for you!

It is an honor and a pleasure for me to be in this great city of Ulsan and to interact with all of you distinguished scholars and business men & women at this conference! I look forward meeting you and hearing your presentations.

I would like to thank all of the people who worked very hard to organize this conference. I know the effort that they put forth getting this conference together.

I especially thank the President of the University of Ulsan, Oh Yeon-cheon, Dr. Professor, Jung Junkeum, as well as its' Administrators, Faculty, Staff & Students for hosting this conference. I would also like to thank my colleague (and former Ph.D. student), Dr. Chich-Jen Shieh and his colleagues for their hard work organizing this conference.

The [International Association of Organizational Innovation](#) has had a great year! The main activities of the Association are hosting this conference and publishing *the International Journal of Organizational Innovation*. As a presenter at this Conference or publishing in our Journal, you are automatically included as a member of the Association.

Besides hosting this conference, I also serve as the Editor of the *International Journal of Organizational Innovation*, the journal sponsored by this Association. *IJOI* has great news this year! I encourage all of you to consider submitting the papers that you are presenting at this conference for publication in the journal (You will receive a 33% discount if you submit the paper you present at this conference - see the details in your Conference Materials). Another professional opportunity available to you is to serve as an Assistant Editor for the journal and review paper submissions to the journal. Send an email to me if you are interested in serving as an Assistant Editor of *IJOI*.

I look forward to meeting you all and working with you over the next few days.

For those of you who have published in the *IJOI* or serve as an Assistant Editor, Please come up and introduce yourself to me.

Also, please take the opportunity to explore this exciting city, region and country. Enjoy the conference!

Dr. Frederick Dembowski,

President, [The International Association of Organizational Innovation](#)

Editor, [The International Journal of Organizational Innovation](#)

Hibernia National Bank Endowed Professor Emeritus, Southeastern Louisiana University

ijoinnovation@aol.com

FOREWORD



On behalf of the Organizational Committee, I welcome you to the 2019ICOI- the International Conference on organizational Innovation in beautiful city, Ulsan, Korea. The conference will take place during July, 20 to 22; it has always attracted researchers, educators and practitioners of industrial engineering and related disciplines in the world. Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

The 2019 ICOI Conference has been established on a global basis. We have received 251 submissions from 20 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 200 papers are accepted for presentation in the conference. Researchers of all five continents of the world, Asia, Europe, America, Australia and Taiwan attend the meeting. Accepted papers are scheduled for presentation in 40 parallel sessions. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of the 2019ICOI Conference for their precious time and expertise. The welcoming dinner provides the opportunity to honor the best papers and to recognize the contributions of many of the people who made this meeting possible. A conference of this size requires the integrated effort of hundreds of volunteers.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, 2 keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened. Please accept our best wishes for a wonderful and stimulating stay in Ulsan, Korea.

Dr. Yamazaki Yoshihiro,

Faculty of Economics, Fukuoka University, Japan

2019 ICOI, Honorable conference Chair

Email: yamazaki@fukuoka-u.ac.jp

FOREWORD

Welcome to the 13th International Conference of Organizational Innovation (2019 ICOI, Ulsan, South Korea)



On behalf of the Organizational Committee, Honourable Chairs, Conference Chairs, and Conference Co-Chairs, it is a great pleasure to welcome you to this 13th ICOI Annual Conference 2019 in Ulsan, South Korea. Our previous 12 conferences in China, Thailand, Malaysia, Indonesia and Japan were a resounding success, and on this positive note, we continue the primary activity of our esteemed association. A special word of appreciation to our Conference Chair, Professor Charles Shieh, Dr Sri Gunawan and Mr T. Aria Auliandri for their efforts in organizing the conference. Also, our gratitude to Professors Yamazaki from Fukuoka University, as well as our hosts from The University of Ulsan. We also extend our appreciation to Vickie and her team for endless hours and dedication to back-office activities. We also thank our annual sponsors for their valued contributions, identified by their logos in the conference materials and proceedings.

We are fortunate to remind all delegates of our organisation's journal publication, The International Journal of Organizational Innovation (IJOI), under the dedicated editorship of Dr Frederick. L. Dembowski. This year, selected best paper nominations from the conference will be published in the journal. Furthermore, esteemed papers from the conference will have the opportunity to be published in leading special edition international journals.

This year we had in excess of 251 paper submissions, with 200 accepted papers in the Conference proceedings. These will be delivered over the next 2/3 days over 40 sessions. Please consult the proceedings and timetable for the themed and parallel presentation sessions, including keynote presentations from special guests. We would also like to take this opportunity to thank track chairs and paper reviewers, who put in endless hours reviewing papers.

We do hope you have an enjoyable and enriching experience throughout the conference, and take advantage of the collaborative, friendly and community of advanced scholarship from our international conference. And if you ever visit Australia, please visit us at The La Trobe Business School in Melbourne. Last but certainly not least, please unwind, relax and take some time out during the networking functions organised by our hosts.

Professor Alex Maritz

Vice President: The International Association of Organizational Innovation
Professor of Entrepreneurship
La Trobe Business School
La Trobe University: Melbourne, Australia
a.maritz@latrobe.edu.au



FOREWORD



It is my great pleasure to welcome you all in the 2019 International Conference of Organizational Innovation (ICOI) in Ulsan – South Korea. I would like to deliver my sincere thanks to the working team from University of Ulsan, for their enormous contribution towards the detailed arrangement of this conference.

I also want to thank the kind support of Sponsor Institutes: International Association of Organizational Innovation (IAOI), USA; University of Ulsan, South Korea; Airlangga University, Indonesia; Forum Manajemen Indonesia (FMI); Shanghai University of medicine & health Science, Shanghai, China; and Co-Sponsor Institutes: Huaqiao University, Fujian, China; Universitas Sumatera Utara, Indonesia; Fukuoka University, Japan, Guangxi University for Nationalities, Guangxi China; La Trobe Business School, La Trobe University, Australia; Guilin University of Technology, Guilin China. Universitas Tanjungpura Indonesia.

On behalf of all my colleagues, I would like to offer my best wishes for a successful, stimulating and memorable conference.

Sincerely,

Sri Gunawan, DBA.

Conference Chair – ICOI 2019

President – Forum Manajemen Indonesia (FMI)

Faculty Member – Universitas Airlangga, Department of Management

FOREWORD



Welcome to the 2019 ICOI the International Conference on Organizational Innovation. The aim of the 2019 ICOI Conference is to serve as a forum for scholars of the business, education and information disciplines.

This ICOI conference, being one of the largest academic meetings ever held in this city Ulsan, will be a grand gala of growing trend of international meeting. We hope this conference will provide all the global family of industry and engineering professionals in the area of Industrial globalization and Technology Innovation with a meeting to share and exchange research interests and applications.

The 2019 ICOI Conference has been established on a global basis. We have received 251 submissions from all five continentals of the world, Asia, Europe, America, Australia and Taiwan attend the meeting.

Each paper submission was peer-reviewed by at least two anonymous reviewers and a total of 200 papers are accepted for presentation in the conference. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of the 2019 ICOI Conference for their precious time and expertise. We hope you enjoy this conference and this city Ulsan.

Dr. Ridong Hu

Dean and Professor, Institute of Quantitative Economics,
Huaqiao University, China
Address: 361021 Xiamen City, Fujian Province, China, PRC
Email: j_rdhu@hqu.edu.cn

FOREWORD



It is my great pleasure to welcome you to 2019 ICOI the International Conference on Organizational Innovation and to the beautiful city of life – Ulsan, South Korea. The conference will take place during July, 20 to 22; it has always attracted researchers, educators and practitioners of industrial engineering and related disciplines from all over the world. Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

The 2019 ICOI Conference has been established on a global basis. We have received 251 submissions and each submission was peer-reviewed by at least two anonymous reviewers and a total of 251 papers are accepted for presentation in the conference.

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Prof. Dr. Bal Kishan Dass,

Former Professor of Mathematics, University of Delhi, India

2019ICOI Conference chair

Email: bkdass@tarupublications.com

FOREWORD



Prof. Harold G. Kaufman, Director, Research Program in Human Capital Analytics, Department of Technology Management & Innovation, New York University Tandon School of Engineering

Dr. Harold G. Kaufman is Director of the Research Program in Human Capital Analytics and is a Research Professor as well as Professor Emeritus in the Department of Technology Management and Innovation at the NYU Tandon School of Engineering. He formerly served as Academic Director of the Organizational Behavior, Systems and Analytics, a graduate program he established which was a unique and pioneering curriculum integrating the management of people, organizations, technology and analytics. In addition, Dr. Kaufman initiated the annual conferences in Human Capital Innovation in Technology & Analytics, focusing on the cutting edges of technology in HRIS, talent management, work engagement, human capital engineering and analytics. He also took the initiative in developing a Quantitative Human Capital Management research program, initially with SAP, whose focus started with career paths among knowledge workers and has evolved into exploring applications of AI to predicting future skills and their obsolescence. He currently directs this research program.

Dr. Kaufman specializes in the study of the utilization, obsolescence and career development of technical professionals. He has reported his research in numerous publications, including three books, the first one receiving recognition as advancing the state of knowledge in the field by the Harvard Business School. Dr. Kaufman's research has been supported by grants from the National Science Foundation (NSF) and other government agencies as well as from private foundations. He was elected Fellow of the Society for Industrial and Organizational Psychology (SIOP) as well as the American Psychological Association. In addition, he served on panels for the National Research Council as well as NSF and received an award for his research from the American Society for Engineering Education. Dr. Kaufman earned his PhD at New York University in Industrial Psychology. He also holds a Master of Industrial Engineering from New York University and a Bachelor of Mechanical Engineering from the Cooper Union for the Advancement of Science & Art.

Email: hgk224@nyu.edu

FOREWORD



Dr. Engelberg has been Master of a University College in Sydney, Australia; Founding Director of the Program in Community Psychology at the University of New South Wales, Sydney, Australia; taught at Clarke University and Derby University, England; and consulted to the World Bank, UNICEF, IBM, Microsoft and Intel.

He is currently on the faculty of the Schwartz Program in Nonprofit Management, School of Social Work and Social Welfare and the Nonprofit Management and Leadership program at the Rothberg International School, both at the Hebrew University, as well as being a senior faculty member at Ono Academic College, Jerusalem and a Visiting Professor at the Business School, University of Bologna, Italy.

He has his own consulting practice with clients in the private, public and nonprofit sectors.

Dr. Engelberg has published widely and run executive workshops in Latin America, Europe, Great Britain and the USA

Dr. Sydney Engelberg

Email: sydneye@hotmail.com

ACKNOWLEDGEMENTS



The 2019 ICOI- International Conference of Organizational Innovation was held in the University of Ulsan, South Korea. Ulsan City, it is officially the Ulsan Metropolitan City, and it is the seventh largest city in Korea and the eight largest cities with a population of more than 1.1 million. It is located in the southeast of the country, neighboring Busan to the south and Gyeongju to the north.

Ulsan city is the Korea's industrial power and the center of the Ulsan Industrial Zone. It has the world's largest automotive assembly plant, and it is operated by Hyundai Motor Company; the world's largest shipyard, and operated by Hyundai Heavy Industries; it is the world's third largest refinery, owned by SK Energy. In 2017, Ulsan's per capita GDP was US\$65,093, the highest among all regions in Korea.

The 2019 ICOI conference papers were peer reviewed for technical and editorial content by a dedicated committee of referees. Nearly 200 papers were accepted for oral presentation at 2019 ICOI. These papers were presented in a single track of 40 sessions spanning two days, promoting extended interaction between the various Innovational disciplines. In addition to the contributed papers, 2 invited keynote address : 1. Dr. Brendan Galbraith, Zayed University, United Arab Emirates, 2 Dr. Sydney Engelberg, Hebrew University, Jerusalem, Israel.

I thank all authors and participants for their contributions. Moreover, I wish all of you to have a wonderful time in Ulsan, Korea. Please let us know if there is anything we can do to make your stay more enjoyable.

Prof. Dr. Chich-Jen Shieh (Charles)

2019ICOI, Executive Director

International Conference of Organization Innovation, USA

Email: charles@iaoiusa.org



2019 ICOI ORGANIZATION LISTING

Honorable Conference Chairs	
Dr. Fred Dembowski	President of International Association of Organizational Innovation , USA
Dr. Jung Junkeum	Dean of College of Social Science, University of Ulsan, Korea
Dr. Yamazaki Yoshihiro	Faculty of Economics, Fukuoka University, Japan
Dr. Sri Gunawan	Airlangga University and President of FMI, Surabaya, Indonesia
Conference Chairs	
Dr. Alex Maritz	Professor in department of Management & Marketing, La Trobe University, Australia
Dr. Fernando Cardoso de Sousa	Founder and director of the Marketing Research Office (GAIM) and the Portuguese Creativity and innovation Association (APGICO)
Dr. Bal Kishan Dass,	Department of Mathematics, University of Delhi, India
Dr. Ridong Hu	Dean of School of Institute of Quantitative Economics, HuaQiao University, China
Dr. Tomáš Tichý	Professor in VSB-Technical University Ostrava, Czech Republic.
Dr. Cho Jaeho	Department of economics, University of Ulsan, Korea
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Dr. Muhammet Usak	Institute of Pedagogy and Psychology, Kazan (Volga Region) Federal University ,Kazan, Russia
Dr. Dongwoo Yoo	Department of economics, University of Ulsan, Korea
Dr. Qian Zhiwang	School of Nursing & Health Management, Shanghai University of Medicine & Health Science, China
Dr. Mohd Fauzi Mohd Jani	Director, Center of Entrepreneurship and SMEs Development (UKM-CESMED),University Kebangsaan Malaysia, Malaysia
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Prof. Jenn-Yang Lin	Professor in National Cheng Kung University, Taiwan, R.O.C
Dr. Dian Agustia	Dean of Faculty of Economics and Business, Airlangga University, Surabaya, Indonesia
Dr. Harold G. Kaufman	Professor in department of Technology Management & Innovation at NYU Polytechnic School of Engineering, USA
Dr. Sydney Engelberg	Faculty of The Schwarz Program in Non-Profit Management and The Community Leadership and Management Program at The Hebrew University
Dr. Ing.Barbara	DIEM Department Mechanical, Nuclear, Aviation, and

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Dr. Giampaolo Campana	Professor in department of Industrial Engineering DIN - University of Bologna, Italy
Dr. Andy Klein	American University of Sharjah, UAE.
Dr. Shih Wen Hsiao	Department of Industrial Design at the National Cheng Kung University, Taiwan,
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Dr. Nasser Alomaim	Riyadh College of Technology, Kingdom of Saudi Arabia
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Dr. Yuzhou Luo	School of Medical Instruments, Shanghai University of Medicine & Health Sciences
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Dr. Wan-Yu Chang	Department of Tourism and MICE Management Chung Hua University, Taiwan
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Dr. Wu, Yi-Te	Department Head of Marketing and Logistics Management, Hsing Kuo University of Management
Dr. Jui-Fang Chang	National Kaohsiung University of Applied Sciences, Taiwan
Dr. Chien-Hua Wang	School of Management, Fujian University of Technology China

2019 The International Conference on Organizational Innovation Agenda

DATE : July, 20 2019, Saturday

LOCATION : University of Ulsan, Ulsan, Korea

TIME	ACTIVITY	PLACE
08 : 30—09 : 00	REGISTRATION	
09 : 00—09 : 50	<p><u>Conference Host :</u> Ms. Minnie Hsieh, International Association of Organizational Innovation. USA</p> <p><u>Conference Grand Opening Speech :</u></p> <ol style="list-style-type: none"> 1. Prof. Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA 2. Prof. Dr. Yamazaki Yoshihiro, Faculty of Economics, Fukuoka University, Japan 3. Prof. Dr. Dongwoo Yoo. Department of economics, University of Ulsan, Korea <p><u>Honored VIP Speech :</u></p> <ol style="list-style-type: none"> 1. Prof. Dr. Alex Maritz: La Trobe Business School, La Trobe University, Australia 2. Prof. Dr. Harold G. Kaufman, NYU Tandon School of Engineering, USA 3. Prof. Dr. Bal Kishan Dass, Department of Mathematics, University of Delhi, India 4. Prof. Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic 5. Dr. Sri Gunawan, Faculty of Economics and Business, Airlangga University, Surabaya Indonesia 6. Dr. Pranav Dass, Bharati Vidyapeeth's College of Engineering, India 7. Dr. Jun Dang, Xian International Studies University, China 	Building43 Room101
09 : 50—10 : 10	Tea Time and Academic Exchange	
10 : 10—11 : 00	<p>Keynote Presentation Speaker : Dr. Brendan Galbraith Topic: An innovators imperative: market-driven social and environmental progress</p>	Building43 Room101
11 : 10—12 : 00	<p>Keynote Presentation Speaker : Dr. Sydney Engelberg Topic: Rethinking Our Innovation Beliefs</p>	Building43 Room101
12 : 15—13 : 30	Lunch	

DATE : July, 20 2019, Saturday

LOCATION : Room 15-117

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
Session 1.1 13 : 30 14 : 50	Chair : Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA	
	1. 19R-038: Research on Product Design Strategy Based on “Divergence-Convergence”	Peng Lu Taiwan
	2. 19R-039: Research on Color Images of Role Design of Disney and Ghibli	Fang-Chen Hsu Taiwan
	3. 19R-050: Cultural and Creative Industries: Probing Its Nature by Indicators Development and Practice Investigation	Jui-Wei Hsu Taiwan
	4. 19R-060: Explore the Efficiency of Green Design in Information Technology Industry Based on Data Envelopment Analysis	Szu-Lan Yang Taiwan
	5. 19R-063: The Study of Spatial Equity of Park by Using the GWR	Xu-chao Wu Taiwan
	6. 19R-128: The Effect of Implementing Graphic Design in Digital Marketing on Sales of Products in Travel Companies	Putri Malum Godiva Situmorang Indonesia
14 : 50 15 : 00	Tea Time	
Session 1.2 15 : 10 16 : 30	Chair : Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA	
	1. 19R-114: Learning Organization in Practices: A Study Case of the Indonesian Companies	Andreas Budihardjo Suriyah Indonesia
	2. 19R-143: Knowledge Transfer within the Context of Family Business Succession: A Single Case Study	Andiana Rosid Indonesia
	3. 19R-153: Management Succession: A Case Study of a Chemical Industry in Indonesia	Liliana Dewi Indonesia
	4. 19R-176: The Effect of Innovation on Business Competitiveness Small and Medium Enterprise in Indonesia	Yayan Hendayana Indonesia
	5. 19R-181: Evaluation of the Information Quality of E-Government Websites of the Provincial Governments of Eastern Indonesia (Case Study: NTT Province, Maluku, North Maluku, West Papua and Papua)	Melkior Nikolar Ngalumsine Sitokdana Indonesia
	6. 19R-222: Consumer Ethnocentrism, Cultural Sensitivity, and Brand Credibility on Purchase Intentions of Domestic Cosmetics	Ramadania Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 20 2019, Saturday

LOCATION : Room 15-118

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
	Chair : Dr. Bal Kishan Dass, University of Delhi, India	
Session 2.1 13 : 30 14 : 50	1. 19R-107: Investigating the Role of Transformational Leadership in Creating a Learning Organization in a Private University	Rina Anindita Indonesia
	2. 19R-113: Risk in the Supply Chain Of Organic Rice: An Example From Mojokerto Regency, Indonesia	Retno Astuti Indonesia
	3. 19R-118: E-Marketplace Acceptance and Use by Millennials for Business Start-Up	Yasmin Chairunisa Muchtar Indonesia
	4. 19R-154: Green Product Differentiation And Green Product Launch Success. Does Impact On Green Product Innovation Performance ?	Nuryakin Indonesia
	5. 19R-157: Can Community Empowerment Leverage People's Income? Does Business Capability Play A Role?	Nonik Kusuma Ningrum Indonesia
	6. 19R-168: Service Quality of Mice (Meeting, Incentive, Conference and Exhibition) Industry	Yasmin Chairunisa Muchtar Indonesia
14 : 50 15 : 00	Tea Time	
	Chair : Dr. Brendan Galbraith, Zayed University, United Arab Emirates	
Session 2.2 15 : 10 16 : 30	1. 19R-121: Board Diversity and Corporate Performance Cases in Islamic Capital Market in Indonesia	Bagus Panuntun Indonesia
	2. 19R-134: Capital Buffer and Its Determinant Cases in Islamic Bank in Indonesia	Sutrisno Indonesia
	3. 19R-193: Performance Management Analysis: A Study of Measuring Business Performance of Small And Medium Enterprises in Jember Regency, Indonesia	Dewi Prihatini Indonesia
	4. 19R-230: The Influence of In-Service Training and Position Levels on the Performance of the Working Group on the Procurement of Goods and Services with Variable Mediation Productivity in the Procurement Service Section of the Regional Secretariat in Probolinggo Regency	Enni Sustiyatik Indonesia
	5. 19R-244: The Role of Organizational Citizenship Behavior as an Intervening Variable in the Influence of Servant Leadership and Employee Engagement on Performance	Bambang Suko Priyono Indonesia
	6. 19R-245: The Influence of Leader Member Exchange (LMX) and Compensation on Employee Performance with Organizational Culture as Moderating Variable	Tristiana Rijanti Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 20 2019, Saturday

LOCATION : Room 15-120

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
	Chair : Dr. Mudiantono Soekirman, Diponegoro University, Indonesia	
Session 3.1 13 : 30 14 : 50	1. 19R-043: Exploring the Key Success Factors of Green Hotel Management from the Perspective of Value Chain	I-Ting Hsieh Taiwan
	2. 19R-044: Exploring the Degree of Attention to Promote CSR in the Catering Industry	Min-Tzu Chu Taiwan
	3. 19R-101: Synergy, Diversification and Firm Performance in Mergers and Acquisitions	Christiana Fara Dharmastuti Indonesia
	4. 19R-102: An Indication of Window Dressing to Increase Stock Prices in Commercial Banking Companies in Indonesia	Namira Ufrida Rahmi Indonesia
	5. 19R-108: Efforts to Increase Marketing Performance of Small and Medium Enterprises in Central Java, Indonesia	Mudiantono Soekirman Indonesia
	6. 19R-123: Conceptual of Network Marketing Agility and Its Implications	Avianita Rachmawati Indonesia
14 : 50 15 : 00	Tea Time	
	Chair : Dr. Yasintha Soelasih, Atma Jaya Catholic University of Indonesia, Indonesia	
Session 3.2 15 : 10 16 : 30	1. 19R-112: Is There a Difference in Perceived Service Quality on Indonesia Low- Cost Carrier Passengers?	Yasintha Soelasih Indonesia
	2. 19R-120: Innovation and Market Orientation: The Effect on Competitive Advantage and Marketing Performance (A Study of Natural-Based Craft Industry in Semarang Regency, Central Java, Indonesia)	Berta Bakti Retnawati Indonesia
	3. 19R-142: Organizational Citizenship Behavior towards the Environment between Employees of Service and Manufacturing Firms in Semarang	Bernadeta Irmawati Indonesia
	4. 19R-184: Social Media Marketing Effort (A Review and Analysis of the Existing Literature)	Yessica Ayu Febryanta Ginting Indonesia
	5. 19R-210: Collaborative Marketing Management in Building a Sustainable Karawang City Branding	Puji Isyanto Indonesia
	6. 19R-214: Introduction to Acculturative Isolating Advantages and Market Anticipation of SME Industries Enhancing Marketing Performance	Herning Indriastuti Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 20 2019, Saturday

LOCATION : Room 15-215

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
Session 4.1 13 : 30 14 : 50	Chair : Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic	
	1. 19R-103: Dividend Policy and Compliance of Corporate Social Responsibility in Strengthening Financial Performance of Consumer Goods Industry Companies in Indonesia	Widya Sari Indonesia
	2. 19R-104: Sharia Bank Resilience in Facing Macroeconomic Factors	Irma Setyawati Indonesia
	3. 19R-105: Impact of Work Environment on Employee Performance in Local Government of Padang City	Prima Fithri Indonesia
	4. 19R-110: Financial Literacy and Demography Characteristics among Indonesian Millenials	Layyinaturobaniyah Indonesia
	5. 19R-111: Divestiture and Company's Financial Performance: An Empirical Study on Companies Listed in Indonesia Stock Exchange	Sumani Indonesia
	6. 19R-174: Effect of Financial Performance on the Return on Shares of Banks on the Indonesian Stock Exchange in 2012-2016	Nurfauziah Indonesia
14 : 50 15 : 00	Tea Time	
Session 4.2 15 : 00 16 : 30	Chair : Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic	
	1. 19R-023: Closed Self-Help Sharing Printing Model for Library Service Improvement	Longjie Sun China
	2. 19R-131: Empirical Testing of the Five-Factor Model of Fama and French in Indonesia as an Emerging Capital Market	Mustaruddin Saleh Indonesia
	3. 19R-135: Working Capital Behavior and Risk: Empirical Study of Manufacturing Companies in Indonesia	Sulastri Indonesia
	4. 19R-137: Analysis of Financial Performance in the Restructuring of Pt Indonesia Asahan Aluminium (Persero) to a Mining Industry Holding Company Using the Economic Added Value Approach	Akhmad Fahmi Ridwan Indonesia
	5. 19R-150: Bounded Rationality under Sharia Norms: Evidence from Indonesia	Budi Purwanto Indonesia
	6. 19R-177: Analysis of the Effect of Corporate Governance on Yield to Maturity through Bond Rating in Indonesian Financial Institution	Sasya Sabrina Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 20 2019, Saturday

LOCATION : Room 15-216

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
Session 5.1 13 : 30 14 : 50	Chair : Dr. Ica Rika Candraningrat, Udayana University, Indonesia	
	1. 19R-115: Behavioural Biases of Overconfidence and Disposition Effect and Their Impact on Investment Decisions in the Indonesian Capital Market	Ica Rika Candraningrat Indonesia
	2. 19R-116: Green Human Resource Management, Green Organizational Culture, and Environmental Performance: An Empirical Study	Muhammad Ichsan Hadjri Indonesia
	3. 19R-127: The Construction of National Police Human Resource Empowerment in Facing the Challenges of Industrial Revolution 4.0 in Regional Police Indonesia, East Java	Vita Mayastinasari Indonesia
	4. 19R-141: The Interrelationship of Procedural Justice, Job Stress, Organizational Commitment, Job Satisfaction, and Employees' Turnover Intention in the Workplace	Marliana Junaedi Indonesia
	5. 19R-180: Internet of Things Technology Implementation in Indonesian Aluminium Smelting Plant	Aghnia Pangeran Siregar Indonesia
	6. 19R-189: Effective Employee Engagement Using SWOT Analysis	Suyanti Indonesia
14 : 50 15 : 00	Tea Time	
Session 5.2 15 : 00 16 : 30	Chair : Prof. Dr. Lia Amalia, Universitas Esa Unggul, Indonesia	
	1. 19R-122: Determinants of Successful Lending Decision for Ultra-Micro Segment in P2P Lending Platform	Florentina Kurniasari Indonesia
	2. 19R-145: Determining Partnership Models According to the Expectations of Culinary SMEs Entrepreneurs	Wa Ode Zusnita Muizu Indonesia
	3. 19R-156: The Role of Transferors in Improving SMEs' Technology Capability in Developing Countries	Fourry Handoko Indonesia
	4. 19R-178: Analysis of Information Technology Services Management Using the ITIL V3 Domain Service Operation Framework on SIMDA (Case Study: Boyolali Regency Inspectorate)	Agustinus Fritz Wijaya Indonesia
	5. 19R-179: The Impact of Work Culture, Competence and Motivation on the Performance of Permanent Employees in Telaga Hikmah Palm Oil Mill (Sampoerna Agro Group Business Unit)	Lia Amalia Indonesia
	6. 19R-203: Six Sigma DMAIC Practice in Cigarette Production Process: Challenges and Opportunity	Indrianawati Usman Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 20 2019, Saturday

LOCATION : Room 15-217

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
Session 6.1 13 : 30 14 : 50	Chair : Dr. Alex Maritz, La Trobe Business School, Australia	
	1. 19R-117: The Effect of Organizational Justice and Leader-Member Relation on Job Satisfaction and Nurses Turnover Intentions with Perceived Ease of Movement as Moderator	Ari Kuntardina Indonesia
	2. 19R-125: Understanding Critical Factors and Antecedents in Indonesian Small Dairy Industries	Nur Budi Mulyono Indonesia
	3. 19R-196: Intangible Assets: Do They Matter in the Performance of West Sumatran Universities?	Hendra Lukito Indonesia
	4. 19R-218: Toward a Model of the Linkages between Safety Culture and Employee Performance in Gold Mining Companies	Winda Widianty Indonesia
	5. 19R-229: The Effect of "Knowledge Management" Training to Improve Employee Performance in PT Semen Indonesia (Persero) Tbk	Tri Cicik Wijayanti Indonesia
	6. 19R-249: Distributive Justice, Job Satisfaction and Organizational Commitment as Antecedents of Employee Performance: A Study in Indonesia National Health Insurance Workers	Harif Amali Rivai Indonesia
14 : 50 15 : 00	Tea Time	
Session 6.2 15 : 10 16 : 30	Chair : Dr. Pranav Dass, Bharati Vidyapeeth's College of Engineering, India	
	1. 19R-046: Internet of Things: Facts and Myths	Pranav Dass India
	2. 19R-130: Examining the Young Consumer Purchase Intention of Eco-Friendly Home: Insight from Indonesian	Maranatha Wijayaningtyas Indonesia
	3. 19R-133: Sustainable Consumption Behavior among University Students in Indonesia: The Role of Values and Norms	Nosica Rizkalla Indonesia
	4. 19R-136: Factors Influencing Consumer Affection and Consumer Engagement in Mobile Application	Yeshika Alversia Indonesia
	5. 19R-158: Antecedents Affecting Organic Food Purchase Intentions	Laurentia Verina Halim Secapramana Indonesia
	6. 19R-175: Customer Green Awareness and Eco-Label for Organic Products	Doni Purnama Alamsyah Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 20 2019, Saturday

LOCATION : Room 15-218

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
Session 7.1 13 : 30 14 : 50	Chair : Dr. Felisitas Defung, Universitas Mulawarman, Indonesia	
	1. 19R-126: Factors Affecting Post-Adoption in a Music Streaming Application for Young Adults	Purnamaningsih Indonesia
	2. 19R-132: Social Media Engagement and Advertising Avoidance: A Comparison of Facebook, Youtube, and Instagram	Sony Kusumasondjaja Indonesia
	3. 19R-151: MSE's – Large Industry Partnerships Based on Technology Innovative in Indonesia	Idfi Setyaningrum Indonesia
	4. 19R-166: The Influence of Self-Efficacy and Social Media towards the Interest of Social Entrepreneurs on Cadres of Posyandu (Maternal and Child Health Services) in Medan Labuhan Sub-District	Ritha F Dalimunthe Indonesia
	5. 19R-215: Assessing of Bank Soundness by Risk Profile, Earnings and Capital; Regional Development Bank Case Study in Indonesia	Felisitas Defung Indonesia
6. 19R-225: The Performance Design of Higher Educations Based on QS Stars and ICT Web	Rini Juni Astuti Indonesia	
14 : 50 15 : 00	Tea Time	
Session 7.2 15 : 10 16 : 30	Chair : Dr. Marso, Sekolah Tinggi Ilmu Ekonomi Bulungan Tarakan, Indonesia	
	1. 19R-129: Sustainable Digital Transformation in Hospitality Industry: Study of the Hotel Industry in Indonesia	J. Johny Natu Prihanto Indonesia
	2. 19R-163: A Structural Model of Service Quality, Perceived Value, Satisfaction, and Customer Loyalty in the Hotel Industry: A Case Study of Tarakan City, Indonesia	Marso Indonesia
	3. 19R-183: Holding Restructuring Analysis towards the Solvability and Profitability of PT Inalum (Persero)	Tengku Amrizal Azwin Indonesia
	4. 19R-188: Enhancing the Tourism MSMEs Performance Based on Soar Analysis	MG Westri Kekalih Susilowati Indonesia
	5. 19R-211: Quality Improvement on Resort Security Area, Vision of Machinery Technology and VLAN as Consumer Value to Increase Guest Revisit Intention	Igus Rahmat Ginancar Indonesia
6. 19R-233: Barriers to Use Elearning Platform in Indonesian Higher Education: Factors Related to People and Organization	Meika Kurnia Puji Rahayu Indonesia	
17 : 30	Welcoming Dinner	

DATE : July, 20 2019, Saturday

LOCATION : Room 15-219

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
	Chair : Dr. Sydney Engelberg, Hebrew University, Jerusalem, Israel	
Session 8.1 13 : 30 14 : 50	1. 19R-124: The Resource Immobility, Strategic Capability, and Competitive Performance of State-Owned Enterprise in Indonesia: A Study Case of PT PELINDO III (Persero).	Rumaji Indonesia
	2. 19R-138: Analysis of Development Strategy of Oil Palm Seeds Market	Eben Haeser Sembiring Indonesia
	3. 19R-186: A Marketing Mixed Strategy Using an Information System to Build Customer Relationships in the Logistics Sector	Andri A. Hakim Indonesia
	4. 19R-216: The Effect of Raw Material Supply, Service Quality, Product Quality to Outlet Performance	Ryani D Parashakti Indonesia
	5. 19R-241: Influence of Emotional Attachment, Trust, Political Engagement in 2019 Indonesian Presidential Election	Susilia Indonesia
	6. 19R-242: Strategic Information System, Supply Chain Performance and Operational Performance in the Fishing Industry: A Conceptual Model	Suryadi Hadi Indonesia
14 : 50 15 : 00	Tea Time	
	Chair : Prof. Dr. Dyah Sawitri, Universitas Gajayana, Indonesia	
Session 8.2 15 : 10 16 : 30	1. 19R-144: Corporate Social Responsibility Disclosure, Opportunistic or Ethical Behavior?	Eko Budi Santoso Indonesia
	2. 19R-147: Family Control Mechanism (Evidence From Indonesia Stock Exchange)	MZ. Fahrudin Indonesia
	3. 19R-148: Analysis the Impact of Leverage, Value Added and Size on Earning Management and Financial Performance of Indonesian Shariah Banking	Nisrul Irawati Indonesia
	4. 19R-190: Design of Circular Supply Chain Agent-Based Model: Case of Organic Fertilizer Producer	Ruth Nattassha Indonesia
	5. 19R-219: Strategy for Diversifying Typical Snacks of Trenggalek Products to Increase Competitiveness in the Era of SDGs by Using Business Model Canvas	Dyah Sawitri Indonesia
	6. 19R-235: Intention to Export of Small Firms in the Processed Foods Industry	Roos Kities Andadari Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 20 2019, Saturday

LOCATION : Room 15-316

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
Session 9.1 13 : 30 14 : 50	Chair : Dr. Harold G. Kaufman NYU Tandon School of Engineering, USA	
	1. 19R-106: Egoistic and Altruistic Motives on the Purchasing Behavioral Model of Organic Food in the Indonesian Market	Stevia Septiani Indonesia
	2. 19R-139: Analysis of Rewards and Contest Effects in Increasing Marketing Employee's Motivation at PT Allianz Life Indonesia	Togar Hasudungan Tobing Indonesia
	3. 19R-140: The Role of the Board of Commissioners in Improving the Financial Performance of Sharia Insurance Industries in Indonesia	Irman Firmansyah Indonesia
	4. 19R-149: Entrepreneur Success in Micro and Small Enterprises (MSEs): Evidence from Indonesia	Elsye Tandelilin Indonesia
	5. 19R-200: Determinant of Corporate Turnaround: A Review Study	Novi Andrani Butar-Butar Indonesia
6. 19R-207: A Preliminary Study on the Importance of Internal Control Information in Corporate Reporting	Weli Indonesia	
14 : 50 15 : 00	Tea Time	
Session 9.2 15 : 10 16 : 30	Chair : Dr. K. K. RAJENDRAN, Bharathidasan University, India	
	1. 19R-034: Psychological Well-Being and Occupational Stress Among Higher Secondary Teachers	K. K. RAJENDRAN India
	2. 19R-035: Professional Competencies of Secondary Education Teachers in Relation to Their Pedagogical Content Knowledge	K. K. RAJENDRAN India
	3. 19R-159: Sustain or Not Sustain? A Challenge in Maximizing Students' Entrepreneurship Capacity	Devi Rachmasari Indonesia
	4. 19R-173: Servant Leadership Dimension in Higher Education	Tina Melinda Indonesia
	5. 19R-194: An Analysis on Management Improvement and Fiscal Support for Vocational Education Development in Indonesia	Abdul Aziz Indonesia
6. 19R-202: The Employee Performance: Career Development, Work Motivation, and Job Satisfaction	Sri Langgeng Ratnasari Indonesia	
17 : 30	Welcoming Dinner	

DATE : July, 20 2019, Saturday

LOCATION : Room 15-317

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
Session 10.1 13 : 30 14 : 50	Chair : Dr. Rudi Purwono, Universitas Airlangga, Indonesia	
	1. 19R-161: Financial Inclusion and Financial Self-Efficacy in Indonesia	Richy Wijaya W. Indonesia
	2. 19R-191: Financial Literacy, Financial Attitude, and Financial Behavior of Young Pioneering Business Entrepreneurs	Wirawan Ed Radianto Indonesia
	3. 19R-209: Analysis of Human Resource Development Programs through Talent Management in Padjadjaran University	Leni Rohida Indonesia
	4. 19R-227: Adoption of SDGs-Related Financial Accounting Standard and Its Relevant Costs: New Burdens, Merely Complying, Beyond?	Patricia Devina Indonesia
	5. 19R-236: What Drives Mobile Banking in Digital Age? An Empirical Examination among Young Consumers	Rudi Purwono Indonesia
	6. 19R-248: Intellectual Capital Performance and Return on Invested Capital: Evidence From Indonesian Banking Industry	Elen Puspitasari Indonesia
14 : 50 15 : 00	Tea Time	
Session 10.2 15 : 10 16 : 30	Chair : Dr. Rosiwarna Anwar, Universitas Indonesia, Indonesia	
	1. 19R-172: Parallel Series Scheduling for Aircraft Overhaul Maintenance	Ellysa Nursanti Indonesia
	2. 19R-182: Using Smartphone in Batik and Traditional Textile : Intention Measurement and TAM Approach	Yohan Wismantoro Indonesia
	3. 19R-185: Eradicating Poverty in Samosir Regency	Hendry Dolly Simbolon Indonesia
	4. 19R-198: Work Life Balance of Generation Y in Indonesia	Nuri Herachwati Indonesia
	5. 19R-208: Biodiesel from Palm Oil in Indonesia: Current Status and Opportunities	Fitriani Tupa R. Silalahi Indonesia
	6. 19R-232: Successful Information Communication Technology System on Enterprise Resources Planning Implementation A Case Study of Metal-Work Industries in Indonesia	Rosiwarna Anwar Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 20 2019, Saturday

LOCATION : Room 15-322

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
Session 11.1 13 : 30 14 : 50	Chair : Dr. Ika Yanuarti, Universitas Multimedia Nusantara, Indonesia	
	1. 19R-152: The Influence of Factors Affecting Dividend Payout Ratio to Stock Price of Firms Listed in Indonesia Stock Exchange	Ika Yanuarti Indonesia
	2. 19R-187: Risk Management in Construction Service Industries	Dwi Wahyuningsih Indonesia
	3. 19R-199: Do the Index of Islamic Social Reporting and Sharia Supervisory Board Affect Sharia Bank's Financial Performance? Indonesian Evidence	Nur Fitriana Hamsyi Indonesia
	4. 19R-201: Bank-Specific and Macroeconomic Indicators for Indonesian Banking Financial Soundness	Elok Heniwati Indonesia
	5. 19R-238: Leverage, Financial Distress and Profit Growth: The Role of Tax Shield	Tigor Sitorus Indonesia
	6. 19R-246: The Effect of Liquidity, Leverage, Profitability, Operating Capacity, and Managerial Agency Cost on Financial Distress of Manufacturing Companies Listed in Indonesian Stock Exchange	Yeye Susilowati Indonesia
14 : 50 15 : 00	Tea Time	
Session 11.2 15 : 10 16 : 30	Chair : Dr. Tri Siwi Agustina, Universitas Airlangga, Indonesia	
	1. 19R-195: Personal Value as the Reason to Switching From Workers to Entrepreneur as a Next Career	Tri Siwi Agustina Indonesia
	2. 19R-213: Exploratory Analysis Of Halal Hotel Services (Based On Practices Of Halal Hotels In Three Countries)	Aam Bastaman Indonesia
	3. 19R-217: The Effect of Service Quality and Product Innovation toward Competitive Advantage and Implications on Interest in Reference Customers "BRI" Bank in Bengkulu Province (Case Study in "BRI" Bank Bandar Bintuhan Branch)	Murwanto Sigit Indonesia
	4. 19R-223: Strengthening Marketing Mix Performance to Enhance the Competitiveness of Tourism MSMEs Using Importance Performance Analysis Approach	Retno Yustini Wahyuningdyah Indonesia
	5. 19R-224: Quick Win as Tourism Growth Driver for Visit Kalsel 2020	Muhammad Yasin Indonesia
	6. 19R-251: Creative Techniques of Contemporary Batik Motifs Based on History	Endang Tjahjaningsih Indonesia
17 : 30	Welcoming Dinner	

DATE : July, 20 2019, Saturday

LOCATION : Room 15-124

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
Session 12.1 13 : 30 14 : 50	Chair : Dr. Dongwoo Yoo, University of Ulsan Ulsan, Korea	
	1. 19R-073: The Main Determinant of Startups in Ulsan	Dongwoo Yoo Korea
	2. 19R-074: Eminent Domain, Private Property and Economic Growth in Africa: Does the Mise En Valeur Principle Matter?	Yves Thierry Korea
	3. 19R-075: Analysis on the Birth Rate Supporting Policy in Korea	Junghye Ahn Korea
14 : 50 15 : 00	Tea Time	
Session 12.2 15 : 10 16 : 30	Chair : Dr. Charles Shieh International Association of Organizational Innovation, USA	
	1. 19R-024: Literature Clustering Analysis of Geriatric Nursing Research	Kaijun Yu China
	2. 19R-027: Using Fractal Theory to Study Application in Library and Information Science	Kaijun Yu China
	3. 19R-171: Model Disruptive Business and Financial Innovation	Isfenti Sadalia Indonesia
	4. 19R-192: The Influences of Website Design on Formation of Trust, E-Satisfaction and E-Loyalty of Bukalapak.Com Consumers: Relationship Marketing Revisited	Hermansyah Andi Wibowo Indonesia
	5. 19R-234: The Effects of Customer Value, Customer Experience and Utilitarian Value toward Repurchase Interest	Deasy Wulandari Indonesia
17 : 30	Return	

DATE : July, 21 2019 , Sunday

LOCATION : Room 15-118

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
Session 1.3 09 : 00 10 : 30	Chair : Dr. Kaijun Yu, Library, Shanghai University of Medicine & Health Sciences, Shanghai, China	
	1. 19R-022: A Novel Method of Applying Big Data for Analysis Model of Library User Behavior	Kaijun Yu China
	2. 19R-026: Study on Temperature and Humidity Wireless Network Monitoring System of Hospital Imaging Room	Song Luo China
	3. 19R-062: Employee Cooperation, Hierarchies and Bonus Payment	Chia-Ming Liu China
	4. 19R-212: Product Sales Strategy PT Asuransi Jiwasraya Branch Medan Utara	Ika Mary Pasaribu Indonesia
	5. 19R-228: Small Industry Growth Resolution through the Readiness for Using Android Technology in Industrial Revolution 4.0 Challenge	A. Eliyana Indonesia
10 : 30 10 : 40	Tea Time	
Session 1.4 10 : 40 12 : 10	Chair : Dr. Yen Hsu, Tatung University, Taipei, Taiwan	
	1. 19R-036: Work Motivation and Teamwork of Taiwanese Designers in China	Yen Hsu Taiwan
	2. 19R-040: Effects of New Product Type and Launch Strategy an Consumers' Enjoyment and Purchase Decisions	Yen Hsu Taiwan
	3. 19R-051: Key Success Factors in the Establishment of Product Traceability Systems for Catering Based on the Analytic Hierarchy Process	Chun-Chieh Hsu Taiwan
	4. 19R-155: The Effect of Destination Image on Destination Branding and Revisit Intention	Sudarmiati Indonesia
	5. 19R-204: Analysis of Strategy Management Activities of Digital-Based Tourism Industry	Tuwanku Aria Auliandri Indonesia
12 : 10	Return	

DATE : July, 21 2019, Sunday

LOCATION : Room 15-120

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
Session 2.3 09 : 00 10 : 30	Chair : Dr. Yuzhou Luo, Shanghai University of Medicine & Health Sciences, Shanghai, China	
	1. 19R-025: Research Trend Analysis of Molecular Imaging Based on Bibliometric	Ruiyi Gong China
	2. 19R-031: Research on Clinical Engineering Technology Education under Internet +	Yuzhou Luo China
	3. 19R-032: Research on the Safety Management of Medical Oxygen Chamber	Xuejun Zhou China
	4. 19R-071: Prospect of the Objectification of Pulse Diagnosis in Traditional Chinese Medicine in the Age of Big Data	Xiao-tao Wang China
	5. 19R-170: An Individual Herding Behaviour Model: The Role of Personality, Gender and Information Asymmetry	Puput Tri Komalasari Indonesia
10 : 30 10 : 40	Tea Time	
Session 2.4 10 : 40 12 : 10	Chair : Dr. Ming-Hung Lin, Tung-Fang Design University, Taiwan	
	1. 19R-029: A Comparative Study of Clinical Engineering Education and Careers between China and the United States	Ruiyi Gong China
	2. 19R-045: Exploring Undergraduate Students' WTP for Participation in Social Enterprises To Community Activities in Taiwan	Yu-Sheng Huang Taiwan
	3. 19R-064: A Study of Local Culture Redesign and Digital Sharing Model	Chia-Ling Chang Taiwan
	4. 19R-070: Effects of the Application of Culture and Creativity to Service Innovation on Service Quality and Satisfaction in Logistics Industry	Ming-Hung Lin Taiwan
	5. 19R-243: The Influence of Mass Control Trainings on the Competency of Mass Control Members of Sabhara in Handling Demonstrations	Chairul Muriman Setyabudi Indonesia
12 : 10	Return	

DATE : July, 21 2019, Sunday

LOCATION : Room 15- 215

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
Session 3.3 09 : 00 10 : 30	Chair : Dr. Shu-hen Chiang, Chung-Yuan Christian University, Taiwan, Taiwan	
	1. 19R-048: Creating Shared Value at The Sustainable City Dubai: the interplay between society and business impact	Brendan Galbraith Abu Dhabi, United Arab Emirates
	2. 19R-205: Potential Local Taxes Indicator Model	Acep Abdul Basit Indonesia
	3. 19R-206: Effect of Good Governance, Tax Understanding, and Tax Sanctions on Taxpayers Compliance, Micro, Small and Medium Enterprises in Medan	Herman P. Indonesia
	4. 19R-231: The Effect of Amnesty Tax Policy and Tax Sanction on Taxpayer Compliance through Motivation (Study on Primary Tax Office in Malang Raya Area)	Titus Shinta Dhewi Indonesia
10 : 30 10 : 40	Tea Time	
Session 3.4 10 : 40 12 : 10	Chair : Dr. Wan-Yu Chang, Chung Hua University, Taiwan	
	1. 19R-030: A study of the Application of Artificial Intelligence in the Medical Health	Yang Liu China
	2. 19R-041: Effects of Cause Marketing by the Tourism Industry on Consumer Willingness to Recommend	Wan-Yu Chang Taiwan
	3. 19R-047: Applying FA to Determine Properties of Touch Adjectives for Product Materials	Chien-Nan Chen Taiwan
	4. 19R-061: A Study of Product Design Factors Effect on Customers Purchasing Intention	Hong-Jun Ou China
	5. 19R-226: The Role of Supply Chain Management in Cocoa Industry	Atina Shofawati Indonesia
12 : 10	Return	

DATE : July, 21 2019, Sunday

LOCATION : Room 15- 216

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
Session 4.3 09 : 00 10 : 30	Chair : Dr. Yi-Chou Wang, Tainan University of Technology, Taiwan	
	1. 19R-055: Application of Data Envelopment Analysis input /output to evaluate the performance on the introduction of electronic commerce to agriculture	Mike Tz-Yauw Lin Taiwan
	2. 19R-068: Concurrent Design Strategy in Modeling and Structure of Trash can research	Shih-Wen Hsiao Taiwan
	3. 19R-146: The Impact of Innovation, Competitive Advantage, and Market Orientation on a Firm's Marketing Performance in the Garment Industry in Indonesia	T.C. Efrata Indonesia
	4. 19R-165: The Role of Value Co Creation in Improving Customer Loyalty with Customer Satisfaction as Mediating Variable	Estik Hari Prastiwi Indonesia
10 : 30 10 : 40	Tea Time	
Session 4.4 10 : 40 12 : 10	Chair : Dr. Gerrit Anton de Waal, RMIT University, Melbourne, Australia	
	1. 19R-052: Study Service Trade and Expatriate Theory	Ying-Yun Hung Taiwan
	2. 19R-164: The Role of Social Identification Mediators on the Relationships of Authentic Leadership and Performance	Benediktus Margiadi Indonesia
	3. 19R-240: Company Profitability Before and After Employee Stock Ownership Program in 2011-2014	Nurhayati Indonesia
	4. 19R-247: Analysis Advertising, Sales Promotion, Personal Selling and Direct Selling on Purchase Intention Vegetables in Retail West Jakarta	Medina Diah Kusumawati Indonesia
12 : 10	Return	

DATE : July, 21 2019, Sunday

LOCATION : Room 15- 217

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
Session 5.3 09 : 00 10 : 30	Chair : Dr. Jun Dang, School of Economics and Finance, Xian International Studies University, China	
	1. 19R-056: The Application of Kansei Vocabulary and Graphic Image Generation in Product Form Development	Ming-Chyuan Lin China
	2. 19R-220: Liquidity, Firm Size and Dividend Policy to the Value of the Firm (Study in Manufacturing Sector Companies Listed on Indonesia Stock Exchange)	Mochammad Fahlevi Indonesia
	3. 19R-239: Positive Effect in Efficient Application of Corporate Social Responsibility from PT.Indonesia Asahan Aluminium as an Indicator Enhancement Efforts Public Welfare North Sumatra	Rico Nur Ilham Indonesia
	4. 19R-250: Analysis Capital Structure in Indonesia Stock Exchange	Elok Sri Utami Indonesia
10 : 30 10 : 40	Tea Time	
Session 5.4 10 : 40 12 : 10	Chair : Dr. Madeline Berma, University Kebangsaan Malaysia, Malaysia	
	1. 19R-053: Using Decomposed Theory of Plan Behavior Investigated Behavioral Factors Affecting Students' Intentions to Enroll Toward Fintech Program in Taiwan	Pi-Yueh Cheng Taiwan
	2. 19R-065: Application of Concurrent Design Strategy in Toaster Design	Shih-Wen Hsiao Taiwan
	3. 19R-169: The Influence of Celebrity Endorser to the Purchase Intention of Medan Napoleon Cake with Brand Image as Intervening Variable	Isfenti Sadalia Indonesia
	4. 19R-237: Challenges in Application the Efficient of Capital Market in Indonesia	Rico Nur Ilham Indonesia
12 : 10	Return	

DATE : July, 21 2019, Sunday

LOCATION : Room 15- 218

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
	Chair : Kai-Ping Huang, Fu Jen Catholic University, Taiwan	
Session 6.3 09 : 00 10 : 30	1. 19R-057: Open Innovation on Innovation Performance: The Effect of Organizational Memory, Component Knowledge and Architectural Knowledge	Kai-Ping Huang Taiwan
	2. 19R-119: The Determinants of the Business Performance of Bank Muamalat Indonesia in the Sumatera Utara Business Region	Isfenti Sadalia Indonesia
	3. 19R-162: The Relationship between Profitability and Activity Ratios with the Shares Market Price of Public Bank Companies in Indonesia	Bambang Hadi Santoso Dwidjosumarno Indonesia
	4. 19R-167: The Antecedent and Consequences of Actual Participation: The Effect of Situational Participation and Motivation Pluriform on the Performance of University Structural Officers	Apriwandi Indonesia
10 : 30 10 : 40	Tea Time	
	Chair : Dr. I-Ying Chang, Chung Hua University, Taiwan	
Session 6.4 10 : 40 12 : 10	1. 19R-042: The Influence of Creative Thinking Teaching into the Introduction to MICE Industry on the Creativity of College Students	I-Ying Chang Taiwan
	2. 19R-109: The Effect of Capital Structure and Company Growth on the Value of Infrastructure Sectors in the IDX	Khilyatin Ikhsani Indonesia
	3. 19R-197: Testing Financial Information in Forming Investor Confidence	Eka Bertuah Indonesia
	4. 19R-221: The Effect of the Effectiveness of Third Party Funds, BOPO, Financing, and Capital Adequacy Ratio on Profit Distribution Management	Siti Nur Azizah Indonesia
12 : 10	Return	

DATE : July, 21 2019, Sunday

LOCATION : Room 15- 219

University of Ulsan, Ulsan, Korea

Time	Topic of Seminar	Country/Region
	Chair : Dr. Shih-Wen Hsiao, National Cheng Kung University, Taiwan	
Session 7.3	1. 19R-058: A Study on the Effect of Insurance Salesmen Achievements in Commercial Product Design Combinations	Guo-Peng Qui China
09 : 00	2. 19R-059: The Effect of Product Design on Customer Values and Satisfaction	Yi Gui Li China
10 : 30	3. 19R-066: Application of Synchronous Design Strategy in Designing Travel Hair Dryers	Shih-Wen Hsiao Taiwan
	4. 19R-160: Village Tourism : The Implementation of Community-Based Tourism	Mira Maulani Utami Indonesia
10 : 30	Tea Time	
10 : 40		
	Chair : Dr. Fernando Cardoso de Sousa, The Portuguese Association for Creativity and Innovation, Portugal	
Session 7.4	1. 19R-028: Using Statistics Analysis to Study Service System Optimization of Capacity- limited Reading Pavilion	Kaijun Yu China
10 : 40	2. 19R-033: The Application of Artificial Intelligence in Smart Library	Kaijun Yu China
12 : 10	3. 19R-037: Time-varying Spillovers among Housing Markets in China	Shu-hen Chiang Taiwan
	4. 19R-069: The Research on Exploring the Influence of Psychological Capital and Innovation Behavior Based on the Perspective of Organization Support	Jih-Lian Ha Taiwan
	5. 19R-072: Influence of a Convenience Store's Attractiveness Factors on Consumers' User Experience	Chi-Hung Lo Taiwan
12:10	Return	

CONTENTS

1. Business Administration

19R-139:Analysis of Rewards and Contest Effects in Increasing Marketing Employee's Motivation at PT Allianz Life Indonesia	1
19R-142: Organizational Citizenship Behavior towards the Environment between Employees of Service and Manufacturing Firms in Semarang	2
19R-149:Entrepreneur Success in Micro and Small Enterprises (MSEs): Evidence from Indonesia	3
19R-200:Determinant of Corporate Turnaround: A Review Study	4
19R-207:A Preliminary Study on the Importance of Internal Control Information in Corporate Reporting	5
19R-239:Positive Effect in Efficient Application of Corporate Social Responsibility from PT.Indonesia Asahan Aluminium as an Indicator Enhancement Efforts Public Welfare North Sumatra	6

2. Case Study

19R-049:The nature and the implement of Circular Economy - The case of Taiwan	7
19R-114:Learning Organization in Practices: A Study Case of the Indonesian Companies	8
19R-143:Knowledge Transfer within the Context of Family Business Succession: A Single Case Study	9
19R-153:Management Succession: A Case Study of a Chemical Industry in Indonesia	10
19R-181:Evaluation of the Information Quality of E-Government Websites of the Provincial Governments of Eastern Indonesia (Case Study: NTT Province, Maluku, North Maluku, West Papua and Papua)	11
19R-215:Assessing of Bank Soundness by Risk Profile, Earnings and Capital; Regional Development Bank Case Study in Indonesia	12
19R-217:The Effect of Service Quality and Product Innovation toward Competitive Advantage and Implications on Interest in Reference Customers "BRI" Bank in Bengkulu Province (Case Study in "BRI" Bank Bandar Bintuhan Branch)	13

19R-232:Successful Information Communication Technology System on Enterprise Resources Planning Implementation A Case Study of Metal-Work Industries in Indonesia	14
---	----

3. Consumer Behavior

19R-040:Effects of New Product Type and Launch Strategy an Consumers' Enjoyment and Purchase Decisions	15
19R-061:A Study of Product Design Factors Effect on Customers Purchasing Intention	16
19R-072:Influence of a Convenience Store's Attractiveness Factors on Consumers' User Experience	17
19R-106:Egoistic and Altruistic Motives on the Purchasing Behavioral Model of Organic Food in the Indonesian Market	18
19R-130:Examining the Young Consumer Purchase Intention of Eco-Friendly Home: Insight from Indonesian	19
19R-133:Sustainable Consumption Behavior among University Students in Indonesia: The Role of Values and Norms	20
19R-136:Factors Influencing Consumer Affection and Consumer Engagement in Mobile Application	21
19R-158:Antecedents Affecting Organic Food Purchase Intentions	22
19R-169:The Influence of Celebrity Endorser to the Purchase Intention of Medan Napoleon Cake with Brand Image as Intervening Variable	23
19R-175:Customer Green Awareness and Eco-Label for Organic Products	24
19R-222:Consumer Ethnocentrism, Cultural Sensitivity, and Brand Credibility on Purchase Intentions of Domestic Cosmetics	25
19R-234:The Effects of Customer Value, Customer Experience and Utilitarian Value toward Repurchase Interest	26

4. Economics and Sociology

19R-037: Time-varying Spillovers among Housing Markets in China	27
19R-048:Creating Shared Value at The Sustainable City Dubai: the interplay between society and business impact	28
19R-063: The Study of Spatial Equity of Park by Using the GWR	29
19R-104:Sharia Bank Resilience in Facing Macroeconomic Factors	30
19R-144:Corporate Social Responsibility Disclosure, Opportunistic or Ethical Behavior?	31

19R-147:Family Control Mechanism (Evidence From Indonesia Stock Exchange)	32
19R-148:Analysis the Impact of Leverage, Value Added and Size on Earning Management and Financial Performance of Indonesian Shariah Banking	33
19R-190:Design of Circular Supply Chain Agent-Based Model: Case of Organic Fertilizer Producer	34
19R-205:Potential Local Taxes Indicator Model	35
19R-206:Effect of Good Governance, Tax Understanding, and Tax Sanctions on Taxpayers Compliance, Micro, Small and Medium Enterprises in Medan	36
19R-231:The Effect of Amnesty Tax Policy and Tax Sanction on Taxpayer Compliance through Motivation (Study on Primary Tax Office in Malang Raya Area)	37
19R-235:Intention to Export of Small Firms in the Processed Foods Industry	38
19R-236:What Drives Mobile Banking in Digital Age? An Empirical Examination among Young Consumers	39

5. Education Administration

19R-034:Psychological Well-Being and Occupational Stress Among Higher Secondary Teachers	40
19R-035:Professional Competencies of Secondary Education Teachers in Relation to Their Pedagogical Content Knowledge	41
19R-159:Sustain or Not Sustain? A Challenge in Maximizing Students' Entrepreneurship Capacity	42
19R-173:Servant Leadership Dimension in Higher Education	43
19R-194:An Analysis on Management Improvement and Fiscal Support for Vocational Education Development in Indonesia	44
19R-225:The Performance Design of Higher Educations Based on QS Stars and ICT Web	45
19R-233:Barriers to Use Elearning Platform in Indonesian Higher Education: Factors Related to People and Organization	46

6. Financial Management

19R-103:Dividend Policy and Compliance of Corporate Social Responsibility in Strengthening Financial Performance of Consumer Goods Industry Companies in Indonesia	47
--	----

19R-109: The Effect of Capital Structure and Company Growth on the Value of Infrastructure Sectors in the IDX	48
19R-110: Financial Literacy and Demography Characteristics among Indonesian Millennials	49
19R-115: Behavioural Biases of Overconfidence and Disposition Effect and Their Impact on Investment Decisions in the Indonesian Capital Market	50
19R-131: Empirical Testing of the Five-Factor Model of Fama and French in Indonesia as an Emerging Capital Market	51
19R-135: Working Capital Behavior and Risk: Empirical Study of Manufacturing Companies in Indonesia	52
19R-137: Analysis of Financial Performance in the Restructuring of Pt Indonesia Asahan Aluminium (Persero) to a Mining Industry Holding Company Using the Economic Added Value Approach	53
19R-140: The Role of the Board of Commissioners in Improving the Financial Performance of Sharia Insurance Industries in Indonesia	54
19R-150: Bounded Rationality under Sharia Norms: Evidence from Indonesia	55
19R-161: Financial Inclusion and Financial Self-Efficacy in Indonesia	56
19R-191: Financial Literacy, Financial Attitude, and Financial Behavior of Young Pioneering Business Entrepreneurs	57
19R-197: Testing Financial Information in Forming Investor Confidence	58
19R-227: Adoption of SDGs-Related Financial Accounting Standard and Its Relevant Costs: New Burdens, Merely Complying, Beyond?	59
19R-237: Challenges in Application the Efficient of Capital Market in Indonesia	60
19R-238: Leverage, Financial Distress and Profit Growth: The Role of Tax Shield	61

7. General Management

19R-113: Risk in the Supply Chain Of Organic Rice: An Example From Mojokerto Regency, Indonesia	62
19R-118: E-Marketplace Acceptance and Use by Millennials for Business Start-Up	63
19R-157: Can Community Empowerment Leverage People's Income? Does Business Capability Play A Role?	64

19R-164:The Role of Social Identification Mediators on the Relationships of Authentic Leadership and Performance	65
19R-183:Holding Restructuring Analysis towards the Solvability and Profitability of PT Inalum (Persero)	66
19R-187:Risk Management in Construction Service Industries	67
19R-226:The Role of Supply Chain Management in Cocoa Industry	68

8. Health Care Management

19R-024:Literature Clustering Analysis of Geriatric Nursing Research	69
19R-025:Research Trend Analysis of Molecular Imaging Based on Bibliometric	70
19R-026:Study on Temperature and Humidity Wireless Network Monitoring System of Hospital Imaging Room	71
19R-029:A Comparative Study of Clinical Engineering Education and Careers between China and the United States	72
19R-030:A study of the Application of Artificial Intelligence in the Medical Health	73
19R-031:Research on Clinical Engineering Technology Education under Internet	74
19R-032:Research on the Safety Management of Medical Oxygen Chamber	75
19R-071:Prospect of the Objectification of Pulse Diagnosis in Traditional Chinese Medicine in the Age of Big Data	76

9. Human Relations

19R-045:Exploring Undergraduate Students' WTP for Participation in Social Enterprises To Community Activities in Taiwan	77
19R-170:An Individual Herding Behaviour Model: The Role of Personality, Gender and Information Asymmetry	78
19R-243:The Influence of Mass Control Trainings on the Competency of Mass Control Members of Sabhara in Handling Demonstrations	79

10. Human Resource Management

19R-062: Employee Cooperation, Hierarchies and Bonus Payment	80
19R-105:Impact of Work Environment on Employee Performance in Local Government of Padang City	81
19R-116:Green Human Resource Management, Green Organizational Culture,and Environmental Performance: An Empirical Study	82

19R-117:The Effect of Organizational Justice and Leader-Member Relation on Job Satisfaction and Nurses Turnover Intentions with Perceived Ease of Movement as Moderator	83
19R-127:The Construction of National Police Human Resource Empowerment in Facing the Challenges of Industrial Revolution 4.0 in Regional Police Indonesia, East Java	84
19R-141:The Interrelationship of Procedural Justice, Job Stress, Organizational Commitment, Job Satisfaction, and Employees' Turnover Intention in the Workplace	85
19R-179:The Impact of Work Culture, Competence and Motivation on the Performance of Permanent Employees in Telaga Hikmah Palm Oil Mill (Sampoerna Agro Group Business Unit)	86
19R-189:Effective Employee Engagement Using SWOT Analysis	87
19R-198:Work Life Balance of Generation Y in Indonesia	88
19R-202:The Employee Performance: Career Development, Work Motivation, and Job Satisfaction	89
19R-209:Analysis of Human Resource Development Programs through Talent Management in Padjadjaran University	90
19R-218:Toward a Model of the Linkages between Safety Culture and Employee Performance in Gold Mining Companies	91
19R-249:Distributive Justice, Job Satisfaction and Organizational Commitment as Antecedents of Employee Performance: A Study in Indonesia National Health Insurance Workers	92

11. Industrial Management

19R-050:Cultural and Creative Industries: Probing Its Nature by Indicators Development and Practice Investigation	93
19R-069:The Research on Exploring the Influence of Psychological Capital and Innovation Behavior Based on the Perspective of Organization Support	94
19R-101:Synergy, Diversification and Firm Performance in Mergers and Acquisitions	95
19R-125:Understanding Critical Factors and Antecedents in Indonesian Small Dairy Industries	96
19R-240:Company Profitability Before and After Employee Stock Ownership Program in 2011-2014	97

12. Industrial Design

19R-039: Research on Color Images of Role Design of Disney and Ghibli	98
19R-128: The Effect of Implementing Graphic Design in Digital Marketing on Sales of Products in Travel Companies	99

13. Innovational Management

19R-023: Closed Self-Help Sharing Printing Model for Library Service Improvement	100
19R-028: Using Statistics Analysis to Study Service System Optimization of Capacity-limited Reading Pavilion	101
19R-033: The Application of Artificial Intelligence in Smart Library	102
19R-064: A Study of Local Culture Redesign and Digital Sharing Model	103
19R-070: Effects of the Application of Culture and Creativity to Service Innovation on Service Quality and Satisfaction in Logistics Industry	104
19R-126: Factors Affecting Post-Adoption in a Music Streaming Application for Young Adults	105
19R-132: Social Media Engagement and Advertising Avoidance: A Comparison of Facebook, Youtube, and Instagram	106
19R-151: MSE's – Large Industry Partnerships Based on Technology Innovative in Indonesia	107
19R-166: The Influence of Self-Efficacy and Social Media towards the Interest of Social Entrepreneurs on Cadres of Posyandu (Maternal and Child Health Services) in Medan Labuhan Sub-District	108
19R-171: Model Disruptive Business and Financial Innovation	109
19R-176: The Effect of Innovation on Business Competitiveness Small and Medium Enterprise in Indonesia	110
19R-182: Using Smartphone in Batik and Traditional Textile : Intention Measurement and TAM Approach	111
19R-228: Small Industry Growth Resolution through the Readiness for Using Android Technology in Industrial Revolution 4.0 Challenge	112
19R-251: Creative Techniques of Contemporary Batik Motifs Based on History	113

14. Information Management

19R-022:A Novel Method of Applying Big Data for Analysis Model of Library User Behavior	114
19R-027:Using Fractal Theory to Study Application in Library and Information Science	115
19R-046: Internet of Things: Facts and Myths	116
19R-060:Explore the Efficiency of Green Design in Information Technology Industry Based on Data Envelopment Analysis	117
19R-122:Determinants of Successful Lending Decision for Ultra-Micro Segment in P2P Lending Platform	118
19R-156:The Role of Transferors in Improving SMEs' Technology Capability in Developing Countries	119
19R-178:Analysis of Information Technology Services Management Using the ITIL V3 Domain Service Operation Framework on SIMDA (Case Study: Boyolali Regency Inspectorate)	120
19R-180:Internet of Things Technology Implementation in Indonesian Aluminium Smelting Plant	121
19R-192:The Influences of Website Design on Formation of Trust, E-Satisfaction and E-Loyalty of Bukalapak.Com Consumers: Relationship Marketing Revisited	122
19R-203:Six Sigma DMAIC Practice in Cigarette Production Process: Challenges and Opportunity	123

15. Knowledge Management

19R-057:Open Innovation on Innovation Performance: The Effect of Organizational Memory, Component Knowledge and Architectural Knowledge	124
19R-196:Intangible Assets: Do They Matter in the Performance of West Sumatran Universities?	125
19R-229:The Effect of "Knowledge Management" Training to Improve Employee Performance in PT Semen Indonesia (Persero) Tbk	126

16. Marketing Management

19R-102:An Indication of Window Dressing to Increase Stock Prices in Commercial Banking Companies in Indonesia	127
19R-108:Efforts to Increase Marketing Performance of Small and Medium Enterprises in Central Java, Indonesia	128

19R-112: Is There a Difference in Perceived Service Quality on Indonesia Low- Cost Carrier Passengers?	129
19R-120: Innovation and Market Orientation: The Effect on Competitive Advantage and Marketing Performance (A Study of Natural-Based Craft Industry in Semarang Regency, Central Java, Indonesia)	130
19R-123: Conceptual of Network Marketing Agility and Its Implications	131
19R-146: The Impact of Innovation, Competitive Advantage, and Market Orientation on a Firm's Marketing Performance in the Garment Industry in Indonesia	132
19R-165: The Role of Value Co Creation in Improving Customer Loyalty with Customer Satisfaction as Mediating Variable	133
19R-184: Social Media Marketing Effort (A Review and Analysis of the Existing Literature)	134
19R-210: Collaborative Marketing Management in Building a Sustainable Karawang City Branding	135
19R-214: Introduction to Acculturative Isolating Advantages and Market Anticipation of SME Industries Enhancing Marketing Performance	136
19R-247: Analysis Advertising, Sales Promotion, Personal Selling and Direct Selling on Purchase Intention Vegetables in Retail West Jakarta	137

17. Monetary Banking

19R-119: The Determinants of the Business Performance of Bank Muamalat Indonesia in the Sumatera Utara Business Region	138
19R-134: Capital Buffer and Its Determinant Cases in Islamic Bank in Indonesia	139
19R-162: The Relationship between Profitability and Activity Ratios with the Shares Market Price of Public Bank Companies in Indonesia	140
19R-199: Do the Index of Islamic Social Reporting and Sharia Supervisory Board Affect Sharia Bank's Financial Performance? Indonesian Evidence	141
19R-201: Bank-Specific and Macroeconomic Indicators for Indonesian Banking Financial Soundness	142
19R-221: The Effect of the Effectiveness of Third Party Funds, BOPO, Financing, and Capital Adequacy Ratio on Profit Distribution Management	143

19R-248: Intellectual Capital Performance and Return on Invested Capital: Evidence From Indonesian Banking Industry	144
--	-----

18. Organizational Behavior

19R-036: Work Motivation and Teamwork of Taiwanese Designers in China	145
19R-053: Using Decomposed Theory of Plan Behavior Investigated Behavioral Factors Affecting Students' Intentions to Enroll Toward Fintech Program in Taiwan	146
19R-107: Investigating the Role of Transformational Leadership in Creating a Learning Organization in a Private University	147
19R-244: The Role of Organizational Citizenship Behavior as an Intervening Variable in the Influence of Servant Leadership and Employee Engagement on Performance	148
19R-245: The Influence of Leader Member Exchange (LMX) and Compensation on Employee Performance with Organizational Culture as Moderating Variable	149

19. Performance Management

19R-055: Application of Data Envelopment Analysis input /output to evaluate the performance on the introduction of electronic commerce to agriculture	150
19R-121: Board Diversity and Corporate Performance Cases in Islamic Capital Market in Indonesia	151
19R-167: The Antecedent and Consequences of Actual Participation: The Effect of Situational Participation and Motivation Pluriform on the Performance of University Structural Officers	152
19R-193: Performance Management Analysis: A Study of Measuring Business Performance of Small And Medium Enterprises in Jember Regency, Indonesia	153
19R-230: The Influence of In-Service Training and Position Levels on the Performance of the Working Group on the Procurement of Goods and Services with Variable Mediation Productivity in the Procurement Service Section of the Regional Secretariat in Probolinggo Regency	154

20. Product Design

19R-038:Research on Product Design Strategy Based on “Divergence-Convergence”	155
19R-047:Applying FA to Determine Properties of Touch Adjectives for Product Materials	156
19R-056:The Application of Kansei Vocabulary and Graphic Image Generation in Product Form Development	157
19R-058:A Study on the Effect of Insurance Salesmen Achievements in Commercial Product Design Combinations	158
19R-059:The Effect of Product Design on Customer Values and Satisfaction	159
19R-065:Application of Concurrent Design Strategy in Toaster Design	160
19R-066:Application of Synchronous Design Strategy in Designing Travel Hair Dryers	161
19R-068:Concurrent Design Strategy in Modeling and Structure of Trash can research	162
19R-154:Green Product Differentiation And Green Product Launch Success. Does Impact On Green Product Innovation Performance ?	163

21. Stock exchange

19R-111:Divestiture and Company’s Financial Performance: An Empirical Study on Companies Listed in Indonesia Stock Exchange	164
19R-152:The Influence of Factors Affecting Dividend Payout Ratio to Stock Price of Firms Listed in Indonesia Stock Exchange	165
19R-174:Effect of Financial Performance on the Return on Shares of Banks on the Indonesian Stock Exchange in 2012-2016	166
19R-177:Analysis of the Effect of Corporate Governance on Yield to Maturity through Bond Rating in Indonesian Financial Institution	167
19R-220:Liquidity, Firm Size and Dividend Policy to the Value of the Firm (Study in Manufacturing Sector Companies Listed on Indonesia Stock Exchange)	168
19R-246:The Effect of Liquidity, Leverage, Profitability, Operating Capacity, and Managerial Agency Cost on Financial Distress of Manufacturing Companies Listed in Indonesian Stock Exchange	169

19R-250: Analysis Capital Structure in Indonesia Stock Exchange	170
---	-----

22. Strategic Management

19R-124: The Resource Immobility, Strategic Capability, and Competitive Performance of State-Owned Enterprise in Indonesia: A Study Case of PT PELINDO III (Persero).	171
19R-138: Analysis of Development Strategy of Oil Palm Seeds Market	172
19R-186: A Marketing Mixed Strategy Using an Information System to Build Customer Relationships in the Logistics Sector	173
19R-204: Analysis of Strategy Management Activities of Digital-Based Tourism Industry	174
19R-212: Product Sales Strategy PT Asuransi Jiwasraya Branch Medan Utara	175
19R-216: The Effect of Raw Material Supply, Service Quality, Product Quality to Outlet Performance	176
19R-219: Strategy for Diversifying Typical Snacks of Trenggalek Products to Increase Competitiveness in the Era of SDGs by Using Business Model Canvas	177
19R-242: Strategic Information System, Supply Chain Performance and Operational Performance in the Fishing Industry: A Conceptual Model	178

23. Tourism Management and Catering Management

19R-041: Effects of Cause Marketing by the Tourism Industry on Consumer Willingness to Recommend	179
19R-042: The Influence of Creative Thinking Teaching into the Introduction to MICE Industry on the Creativity of College Students	180
19R-043: Exploring the Key Success Factors of Green Hotel Management from the Perspective of Value Chain	181
19R-044: Exploring the Degree of Attention to Promote CSR in the Catering Industry	182
19R-051: Key Success Factors in the Establishment of Product Traceability Systems for Catering Based on the Analytic Hierarchy Process	183
19R-129: Sustainable Digital Transformation in Hospitality Industry: Study of the Hotel Industry in Indonesia	184

19R-145:Determining Partnership Models According to the Expectations of Culinary SMEs Entrepreneurs	185
19R-155:The Effect of Destination Image on Destination Branding and Revisit Intention	186
19R-160:Village Tourism : The Implementation of Community-Based Tourism	187
19R-163:A Structural Model of Service Quality, Perceived Value, Satisfaction, and Customer Loyalty in the Hotel Industry: A Case Study of Tarakan City, Indonesia	188
19R-168:Service Quality of Mice (Meeting, Incentive, Conference and Exhibition) Industry	189
19R-188:Enhancing the Tourism MSMEs Perfomance Based on Soar Analysis	190
19R-211:Quality Improvement on Resort Security Area, Vision of Machinery Technology and VLAN as Consumer Value to Increase Guest Revisit Intention	191
19R-213:Exploratory Analysis Of Halal Hotel Services (Based On Practices Of Halal Hotels In Three Countries)	192
19R-223:Strengthening Marketing Mix Performance to Enhance the Competitiveness of Tourism MSMEs Using Importance Perfomance Analysis Approach	193
19R-224:Quick Win as Tourism Growth Driver for Visit Kalsel 2020	194

24. Others

19R-052:Study Service Trade and Expatriate Theory	195
19R-172:Parallel Series Scheduling for Aircraft Overhaul Maintenance	196
19R-185:Eradicating Poverty in Samosir Regency	197
19R-195:Personal Value as the Reason to Switching From Workers to Entrepreneur as a Next Career	198
19R-208:Biodiesel from Palm Oil in Indonesia: Current Status and Opportunities	199
19R-241:Influence of Emotional Attachment, Trust, Political Engagement in 2019 Indonesian Presidential Election	200

Analysis of Rewards and Contest Effects in Increasing Marketing Employee's Motivation at Pt Allianz Life Indonesia

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Abstract

The purpose of this study was to determine the effect of giving rewards to increase work motivation of PT Allianz employees. PT Allianz has many branch offices throughout Indonesia. This research was carried out in the Allianz Indonesia branch of MDN123 Forum Nine, Plaza CIMB, Jl. Imam Bonjol, Medan. The sample consisted of 30 Business Executives (BE) and 30 Business Partners (BP), and surveys conducted with direct interviews were accompanied by filling in the correspondent questionnaire. PT Allianz has provided many rewards to employees without knowing the effectiveness of marketers. Therefore, scientific research is needed to determine the effectiveness of the reward. Based on this research, it is known that rewards have a significant effect on employees of Executive Business (BE) and Business Partners (BP). However, annual rewards are more significant than weekly, monthly, quarterly, or six-month rewards. Therefore, PT Allianz must focus on maintaining and even increasing annual rewards.

Keywords: *rewards, motivation, marketer*

Organizational Citizenship Behavior towards the Environment between Employees of Service and Manufacturing Firms in Semarang

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Abstract

Green business applied in the operations of firms will influence policies in their human resources management, one of which is the human behavior. OCBE is an employee voluntary behavior that is not followed by rewards or awards from the firm that leads to environment. OCBE is categorized into three; namely eco initiatives, eco-civic engagement, and eco helping. Hypothesis proposed in this research was that there were OCBE differences for employees in service and manufacturing firms. The number of respondents was 60 employees from service firms and 60 from manufacturing firms. Data collection method used questionnaires and the hypothesis testing was carried out by discrimination test of two averages. Based on the analysis, the hypothesis that there are OCBE differences in employees of service and manufacturing firms is supported.

Keywords: *Green Business, OCBE, Employees of Service and Manufacturing Firms*