

Elizabeth Lucky Maretha Sitinjak

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OMEACONF

29_31 August 2019

5th International Conference on Opportunities and Challenges in Management, Economics and Accounting

Venue: Wyndham Garden Berlin Mitte Hotel,
Osloer Straße 116 a, 13359 Berlin, German

To visit conference proceeding, kindly check the given link.

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CONFERENCE PROGRAM

11:15_11:30 Conference Check-in and Coffee: Conference participants may pick up their registration materials at the Registration Desk – A Hall

Time	Topic	Presenter
11:30 _ 11:45	Optimal Financial Operating Policy for the Supply Chain under Uncertainty	Po-yuan Chen
11:45 _ 12:00	The need of adaptation of Financial Statements in Public Sector in Bulgaria to IPSAS	Daniela Feschiyan, Radka Andasarova
12:00 _ 12:15	The Effect of Business Age, Financial Management, Potential Investment and Information Technology on the Financial Performance of SMEs	Theresia Dwi Hastuti
12:15 _ 12:30	The Relationship Between Product Quality and Brand Image with Willingness to Buy	Kristiana Haryanti
12:30 _ 12:45	² Behavioral Investor Individual in Capital Stock Indonesia: DISC Personality, Market and Accounting Information	Elizabeth Sitinjak
12:45 _ 13:00	Ethics, Networked Banks, and Communicative Action	Roba Ashraf Abdelbadie
13:00 _ 13:15	Applying Six Sigma for Reduction Supplier Cost of Poor Quality: a case study from a German electronics firm	Ruben Medina Serrano



CONFERENCE PROGRAM

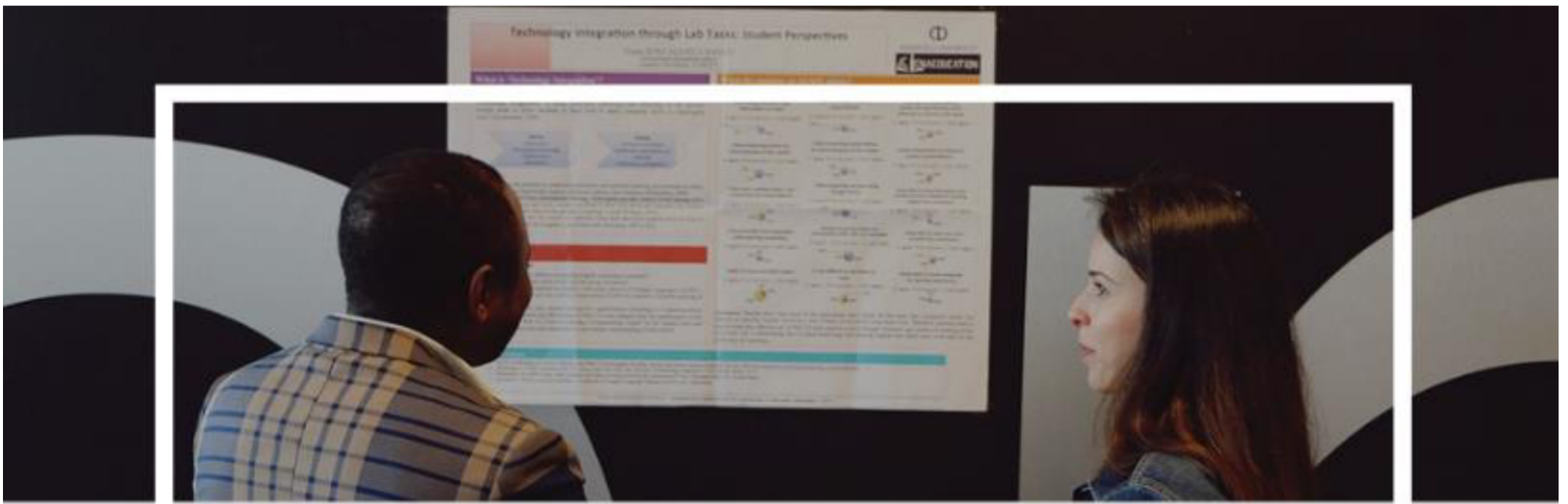
13:15 _ 13:45	Lunch Break	
13:45 _ 14:00	Accounting-based E-Marketplace for SMEs	Ridwan Sanjaya
14:00 _ 14:15	Digitalization as a Determinant of Insurers' Profitability	Tomislava Pavic Kramaric
14:15 _ 14:30	⁵ Corporate Governance and the modification of audit opinion: A study in the Jordanian market	Mansour Saaydah
14:30 _ 14:45	Retail Agglomeration Formats in Thai Grocery Market	Sutthipong Meeyai
14:45 _ 15:00	Exploring sustainable supply chain practices: a case study from the German industry	Ruben Medina Serrano
15:00 _ 15:15	Public Innovation Trends in Turkey	Doç.Dr. Erdal Akdeve
15:15 _ 15:30	Participation Banking System: The Case of Turkey	Tuba ÇÖLLÜ
15:30 _ 15:45	Real Option and Applications in Investment Projects	Necmiye AKYURT
15:45 _ 16:00	Coffee Break	
16:00 _ 16:15	Is VR (virtual reality) Real in Marketing?	Won-Jun Lee
16:15 _ 16:30	Japanese service industry innovations for the growing demand of tourism	Rodolfo Delgado
16:30 _ 16:45	An innovative disruptive project management method: Capitalizing on projects for company sustainability	Philippe Roux-Salembien



First Day: 29 August 2019

CONFERENCE PROGRAM

16:45 _ 17:00	Abusive supervision and job performance: A moderated mediation approach using emotional exhaustion and organizational climate	Ezgi Özcan
17:00 _ 17:15	¹ Strategic sourcing: developing a progressive framework for make-or-buy decisions	Ruben Medina Serrano
17:15 _ 17:30	Establishment of Gates Process at Electrical Sector	Talal Al-Azri
17:30 _ 17:45	Implementation of University Social Responsibility as a catalyst for Corporate Social Responsibility in SMEs	Theresia Dwi Hastuti
17:45 _ 18:00	How to evaluate sustainable supply chain risks? A case study from the German industry	Ruben Medina Serrano
18:00 _ 18:15	⁶ Effects of Management Accounting Practices on Financial and Non-Financial Performance of Manufacturing Companies in Thailand.	Kanibhatti Nitirojntanad



POSTER PROGRAM

Topic	Presenter
Competitive Network Positions and Co-optative Rivalry- An Examination of Global Shipping Containers	Keng- Hsiang cheng
The Effect of Lunar Calendar Anomalies on Stock Return	Tsung-Chun Lin
Technological intensity and performance gaps between foreign and locally-owned companies in the European Union	Kunle Oguntegbe



Second Day: 30 August 2019

CITY TOUR PROGRAM

Dear Conference attendee,

The meeting point with the guide for the tour is at [Berlin town Hall](#)/RATHAUS Rathausstraße 15, 10178 Berlin Mitte (Corner to Spandauer Str.) It's a 19th century building, made of red bricks. (picture above)

Time: 10.30 A.M, On Friday, 30th of August 2019

Phone number: +37-064517211

Please be on time!



Third Day: 31 August 2019

VIRTUAL PROGRAM

Time	Topic	Presenter
13:15_13:30	Money management in high school students- Literature review	Elvis Bregu
13:30_13:45	The Education Management Information System: a key element to effectively monitor and evaluate a country's educational strategies	Daniel Bőjte
13:45_14:00	Are Electronically Developed Countries Gaining More from ICT Investments?	George Tsachtsiris
14:15_15:00	Information System Towards Strategic Resilience: A Good Match?	Raphaela Vidal
15:00_15:15	A contingency theory perspective on the use of forecasting procedures and methods for capital budgeting decision-making: Evidence from Libya	Ali Alsharif

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Proceedings of The 5th International Conference on Opportunities and Challenges in Management, Economics and Accounting



Berlin, Germany

ISBN: 978-609-485-021-9 pub

Date: 29th August 2019

Diamond Scientific Publishing

Category: Management, Economics and Accounting

Description

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The 5th International Conference on Opportunities and Challenges in Management, Economics and Accounting was coming to Berlin on the 29th-31st of August, 2019. There are so many reasons you should attend, but here are just a few. It's a perfect setting to meet fellow members of the academia, researchers, and scholars and learn in an engaging environment. You get to learn about the latest breakthroughs in the industry from a carefully selected board of speakers. Finally, you will have a chance to visit all the beautiful sights of historically rich Berlin by joining a free tour

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¹ Rubén Medina Serrano, M^a Reyes González Ramírez and José Luis Gascó Gascó

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Applying Six Sigma for Reduction Supplier Cost of Poor Quality: a case study from a German electronics firm**1** Rubén Medina Serrano, M^a Reyes González Ramírez and José Luis Gascó Gascó

University of Alicante (Spain)

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Exploring sustainable supply chain practices: a case study from the German industry**1** Rubén Medina Serrano, M^a Reyes González Ramírez and José Luis Gascó Gascó

University of Alicante (Spain)

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1 Strategic sourcing: developing a progressive framework for make-or-buy decisionsRubén Medina Serrano, M^a Reyes González Ramírez and José Luis Gascó Gascó

University of Alicante (Spain)

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Optimal Financial Operating Policy for the Supply Chain under Uncertainty

Po-yuan Chen

Department of Financial and Tax Planning, Jinwen University of Science and Technology, Taiwan
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The need of adaptation of Financial Statements in Public Sector in Bulgaria to IPSAS

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The relationship between product quality and brand image with willingness to buy

Kristiana Haryanti, Theresia Dwi Hastuti, Andreas Lako and Krisprantono

Psychology Faculty, Soegijapranata Catholic University, Central Java, Indonesia

Economic and Business Faculty, Soegijapranata Catholic University, Central Java, Indonesia

Architecture and Design Faculty, Soegijapranata Catholic University, Central Java, Indonesia

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Behavioral Investor Individual in Capital Stock Indonesia: DISC Personality, Market and Accounting Information

Elizabeth Lucky Maretha Sijinjak, Kristiana Haryanti, Widuri Kurniasari and Yohanes Wisnu Djati Sasmito

Accounting Department, Soegijapranata Catholic University, Indonesia

Psychology Department, Soegijapranata Catholic University, Indonesia

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Roba Ashraf Abdelbadie and Aly Salama

Department of Accounting, Assiut University

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5th international conference on opportunities & challenges in MANAGEMENT, ECONOMICS & ACCOUNTING

29 – 31 August , 2019 Berlin, Germany

² Behavioral Investor Individual in Capital Stock Indonesia: DISC Personality, Market And Accounting Information

³ Elizabeth Lucky Maretha Sitinjak¹, Kristiana Haryanti², Widuri Kurniasari³, Yohanes Wisnu Djati Sasmito⁴

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²Psychology Department, Soegijapranata Chatolic University, Indonesia

³Management Department, Soegijapranata Chatolic University, Indonesia

⁴Management Department, Soegijapranata Chatolic University, Indonesia

Abstract

Every individual investor has an error in making a decision to buy or sell shares. Mistakes in making predictions can be minimized by understanding his personality and the steps taken in getting better returns. This study uses Analytical Hierarchy Process (AHP), secondary data, Focus Group Discussion (FGD), and stock simulations emphasizing the decision-making process when buying and selling shares. The initial AHP model gives the results of the target shares purchased, accounting information selected Price Book Value (PBV) that is undervalued, return on Assets (ROA) around 10-20 percent, return in Equity (ROE) around 20-40 percent, type of ownership Indonesian SOEs selected stocks for the long term, while short-term tend to be private, and use technical analysis by looking at the upward trend that is using moving average indicators, MA5 above MA20. As a result, individual stock investors who have only become stock investors for less than 1 year have stock returns of around 2-4 percent, already become investors, 1-3 years will get a return of around 10 percent, stock returns will rise again, long-term investments will be made. around 20 percent. The risk for short-term investment will be greater than the long-term investment. The DISC personality that fits this stage is precisionist.

Keywords: AHP; profitability ratio; market ratio; moving average; precisionist