



ABSTRACT PROCEEDING
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ABMSS-JULY-2019

Venue: Paris, France

Date: July 13-14, 2019



**Institute for Social and
Economics Research**

ISER International Conference on Advanced Research in Business Management, Economic Policy, Humanities & Social Sciences (ABMSS)

Conference organized by:



This conference is dedicated to educators all over the world and to the members of the Institute for Social and Economics Research (ISER) whose passion for teaching, learning, research, and service are helping to transform the academy in many positive ways.

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ISER International Conference on Advanced Research in Business Management, Economic Policy, Humanities & Social Sciences (ABMSS)

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Welcome Message

I SER International Conference on Advanced Research in Business Management, Economic Policy, Humanities & Social Sciences (ABMSS)

We are happy you decided to join your colleagues from around the world to explore innovative technologies, pioneering pedagogical strategies, and a sampling of international collaborations that are being used to engage and retain students, researchers and Scholars in the new millennium.

Scientific Committee

Ali Sarikaya, University of Pecs, Hungary

HAOUAM ZOHRA, Departement de communication et environnement d'entreprise, Hassan 1er. Maroc Casablanca. Maroc

Vimut Vanitcharearnthum, Chulalongkorn University Bangkok, Thailand

Yousaf Jamal Effat, University Jeddah. Saudi Arabia

Dimesh Manoj Sivaguru, University of Kelaniya Sri Lanka

Prabath Perera, University of Kelaniya Sri Lanka

Divyashree Modi Pandit Deendayal, Petroleum University Ahmedabad, India

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MANDENGUE Samuel Honore, University of Douala Douala, Cameroon

Dr. Rong Zhang Nishinippon, Institute of Technology 1-2-11, Muro-machi, Kokura-kita, Kitakyushu, Fukuoka, Japan

Acknowledgements

The organizing committee would like to thank all those people who were involved in making the conference a success. A great amount of planning and organizing is required to hold a successful conference, so we are indebted to those who volunteered their time and energy.

We want to thank all the members of the ISER International Conference on Advanced Research in Business Management, Economic Policy, Humanities & Social Sciences (ABMSS) who volunteered their time to help organize the conference.

Business Administration and Marketing

Management, Firms, Startups, Corporate Culture, Social Responsibility, Marketing, Advertising, Public Relations, Consumer Behavior, Brand, Identity and Corporate Reputation, Entrepreneurial and Small Businesses Marketing, Marketing Segmentation, E-Marketing, Computer Software in Business Administrations, Accounting and Auditing, Trade, Tourism, Transportation Systems, Environmental and Ecological Economics, Strategy, General Management, Management Theories, Modern Management Practices, Entertainment, CSR and Business Ethics, International Business, Innovation, Supply Chain Management, Operations Management, Information Management, Human Resources Management, Project Management

Accounting

Accounting Practices, Financial Modeling, Financial Analysis, Financial Statistics, Future Markets, Risk, New Trends for Accounting and Finance, Research for Accounting, Tax Theories and Practices, Tax Avoidance, Invasion and Extraction from Tax Invasion, Corporate Finance, Finance Theories, Money, Credit and Banking, Stock, Currency and Bonds, Commodity

Social Sciences and Humanities

Education Challenges, E-learning in higher education, Life Long Learning, Sociolinguistic, Social cohesion and multiculturalism, Economic-Sociology, Major trends in society, EU citizenship, Political Sciences, Psychology applied in Economics, Anthropology, Arts, English, History, Information science, Islamic Studies, Language, Linguistics, Literature, Local Government, Museums and heritage, Music, Occupational Science, Philosophy Poetry, Politics, Popular Culture, Psychology, Religious studies, Social Sciences, Sociology, Women's history

Interdisciplinary

Children and Youth, Communications and Media, Complex Systems, Conflict resolution, Creativity, Culture, Disaster Management, Discourse, Film studies, Gender studies, Globalization, HIV/AIDS, Human Rights, Identity, LGBT Studies, Leadership, Memory, Multidisciplinary Studies, Poverty, Public Policy, Security, Sexuality and eroticism, Spirituality, Sport science, Sustainable development, Urban studies, Violence Women's studies

General Economics, Economic Development, Technological Change and Growth

Microeconomics, Household Behavior and Family Economics, Economic Development, Sustainable Development, Eco-Development, Production and Organizations, Welfare Economics, Macroeconomics and Monetary Economics, International Economics, Public Economics, Analyses of Economic Development, Agriculture; Natural Resources; Energy; Environment; Other Primary Products, Human Resources; Human Development; Income Distribution; Migration, Economic Development: Financial Markets; Savings and Capital Investment; Corporate Finance and Governance, Regional, Urban, and Rural Analyses, International Linkages to Development; Role of International Organizations, Fiscal and Monetary Policy in Development, Trade Policy; Factor Movement Policy; Foreign Exchange, Innovation and Invention: Processes and Incentives, Management of Technological Innovation and Research and Development

IT Business

Business for AI and Deep Learning, Technological Forecasting and Social Change, Business for Big Data, Internet of Things and Cloud Computing, Business for IT-driven Services, Information Systems and Informatics, ICT for Business, ICT for Education, Healthcare, Finance and Other Sectors, Large Scale Surveys and Analysis, HCI and Computers Human Behavior, Computers In Industry

Conference Schedule

**ISER International Conference on Advanced Research in Business
Management, Economic Policy, Humanities & Social Sciences (ABMSS)**
Paris, France
July 13-14, 2019

09: 20 am - 09:30 am	Registration and Reception
09: 30 am - 09:40 am	Introduction of Participants
09: 40 am - 09:50 am	Inauguration and Opening address
09: 50 am - 10:00 am	Grand Networking Session
10:00 am - 10:30 am	Tea Break

ISER International Conference on Advanced Research in Business Management, Economic Policy, Humanities & Social Sciences (ABMSS)

**Day 01: Saturday
July 13, 2019**

Session 01: 10:30 am 01:00 pm

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name: Debra Hurd & Sara J. Collie

Reference ID: ABMSS-JUIY-01 & 01C

Paper Title: Enhancing Child Welfare Employee Recruitment and Retention through an Internship Program

Presenter Name: Harshbharthi Kishanbharthi Goswami

Reference ID: IABMSS-JUIY-09

Paper Title: Challenges and Opportunities in Green Shipping and Recycling Industries - Alang, Bhavnagar

Presenter Name: ABMSS-JUIY-10

Reference ID: Shivani Tushar Shah

Paper Title: The Importance of Coercive and Persuasive Power in an Organisation

Presenter Name: QSESS-079-ANI107

Reference ID: Drashti

Paper Title: Role of Incubators in Gujarat Start-up Ecosystem: A Social Science Perspective

Presenter Name: ABMSS-JUIY-17

Reference ID: Ivan Richard Sibuea

Paper Title: Role of Incubators in Gujarat Start-up Ecosystem: A Social Science Perspective

Presenter Name: ABMSS-JUIY-18

Reference ID: Herry Respatio

Paper Title: Human Resource Management

Presenter Name: ABMSS-JUIY-19

Reference ID: Yulianto Sukarno

Paper Title: Project Lesson Learn for Improving New Project Goal Achievement

Presenter Name: ABMSS-JUIY-20

Reference ID: Prihatin Suyitno

Paper Title: The Era of Linear Supply Chains May Soon Be Over

Presenter Name: ABMSS-JUIY-21

Reference ID: Nur Hudha

Paper Title: Integrated Health, Safety, Security and Environment (HSSE) Risk Register Online System to Control of Accident Loss

Closing Ceremony & Lunch

(01:00 pm 02:00 pm)

ISER International Conference on Advanced Research in Business Management, Economic Policy, Humanities & Social Sciences (ABMSS)

**Day 02: Sunday
July 14, 2019**

Conference second day is reserved for participants own tourism activities.



Institute for Social and
Economics Research

Conference Abstracts

Track A: Business, Economics, Social Sciences and Humanities

Role of Incubators in Gujarat Start-up Ecosystem: A Social Science Perspective

Drashti*

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Social sciences can provide new and fresh ideas about the theory and practice of entrepreneurship, by looking at innovative business behaviour, different societies, cultures, and times. It was the 90s, post liberalization, when the story of India's entrepreneurial journey gained momentum. With the West already having their start-up boom, India experienced the taste in the early 2000s, making India the third largest start-up ecosystem in the world. The concept of entrepreneurship is multidimensional. In this paper focus is on sociological, economical, psychological, historical and geographical aspects of entrepreneurship with State of Gujarat as centre of the study. It won't be wrong if one calls Gujarat the land of entrepreneurs with business ingrained in its DNA. The State Government has started multiple support mechanisms for innovators and entrepreneurs to nurture ecosystem. One of the major initiatives by Government of Gujarat in this direction is to help universities establish Business Incubators to ensure that entrepreneurs get proper resources, guidance, services, financial assistance, investment and network to embrace growth. The intention here is to look at entrepreneurs from a novel angle and understand how incubators help them grow taking PDPU Innovation and Incubation Centre (PDPU IIC) as a sample case.

Index Terms: Social Sciences, Entrepreneurship, Incubation, Incubator, Start-up Ecosystem

Enhancing Child Welfare Employee Recruitment and Retention Through an Internship Program

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Child welfare agencies have historically struggled with recruiting and retaining staff who can deal with the challenges of working in a complex, demanding, and ever changing field of practice. Child Welfare workers provide services to some of the most vulnerable and helpless members of society. Their work is beneficial to all as protecting children is a core value of any culture. This paper will examine an internship program associated with the Arkansas Academic Partnership in Public Child Welfare. The intent of the program is to recruit child welfare workers into child welfare and provide an incentive for job retention. Undergraduate students, primarily from the field of social work, are given a stipend in exchange for a one-year commitment to remain in the child welfare work force. The students complete a 440-hour internship at the state child welfare agency. A total of 348 stipend students and 247 non-stipend students (N=595) have participated in child welfare internships from 1995-2018. Project data from these years reveal that of 348 who received a stipend, 228 or 66% met their one-year commitment. Several (131 or 48%) exceeded the one-year commitment. This group of employees remained employed for no less than two years and up to 16 years. Even those who did not elect to take a stipend (but still had a child welfare internship) still pursued employment with a child welfare agency at a rate of 16% (n=247). A cost-benefit analysis revealed this program produced a weak positive benefit to the child welfare agency. A stipend program appears to be a viable mechanism for recruiting and retaining child welfare employees.

Index Terms: Child Welfare, Social Work, Field Internships, Stipend

Challenges and Opportunities in Green Shipping and Recycling Industries - Alang, Bhavnagar

Harshbharthi Kishanbharthi Goswami *

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The purpose of this study is to define green shipping and eco-friendly shipping industry and identify the regulations and current market situation regarding eco-friendly shipping environment in Alang, Bhavnagar within the framework of shipping companies, ship-yards, ports and its policies. This conceptual study defines and analyses the current market situation of green shipping based on the previous studies and literatures as well as the cases of some stakeholders in Alang ship recycling yard in Bhavnagar. This study especially focuses on Alang shipping recycling yard as it is one of the largest ship recycling yard in Asia. The purpose of this study is to add value to current working environment and even add value to the on going efforts of making Alang and eco-friendly recycling yard.

Index Terms: Ship Breaking, Recycling, Environment, Pollution, Eco-friendly , Safety, Protection

The Importance of Coercive and Persuasive Power in an Organization

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The purpose of writing this paper is to explain the importance of coercive and persuasive power in an organization and the role it plays in an employees career. The term Coercion and Persuasion are used to compare tactics. It is a description of two possible means to an end. Ideally, non-violence works by the gap, the guts of the opponent, in other words, by persuading them to voluntarily change their belief or action. Coercion on the opposite hand employs threat and power making the other person feel they have nothing left but to surrender. Although the method of persuasion could take longer, it's less doubtless to guide to a cycle of paying back or revenge. By using pervasive means instead of coercive one, the positive effects of nonviolent action are much more durable. And to understand which power base works better for the employee, this study with the help of CPP Scale has been done on 45 employees of one of the leading manufacturing industry in India. The results of this study will help understand the role of the power bases in an employees career and its importance.

Index Terms: Power Bases, Coercive, Persuasive, Employee Importance

Indonesian Economic Policy for Investment

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Indonesia is a country that contains great economic potential, with 1.905 billion people a big potential that has not gone unnoticed to part of the global community. Indonesia - Southeast Asia's largest economy - contains a number of characteristics that put the country in a great position for newly advanced economic development. With 267 Million population, 4th largest in the world, Indonesia is a really potential market for investment. Indonesia, currently the 18th-largest economy in the world, is experiencing remarkable economic growth. Indonesia has just finished presidential election, and political stability and sustainability is at hand. Our Current Government has been and will be focusing on developing more infrastructure for the next 5 years which means more area and more market potential can be reached. Moreover, in recent years there is strong support from the central government to curb Indonesia's traditional reliance on (raw) commodity exports, while raising the role of the manufacturing industry within the economy. Infrastructure development is also a key goal of the government, and one that should cause a multiplier effect within the economy. E-commerce and digital economy acceleration will continue to create investment opportunity in the coming years thus contribute greatly in Indonesian economic growth. A new study has found that Indonesia's digital economy is poised to become the largest in Southeast Asia as its market value triples to US100 billion by 2025 from 27 billion in 2018, promising more jobs and more consumer choices for an emerging tech-savvy generation. The annual e-Conomy Southeast Asia study, conducted by American tech giant Google and Singaporean holding company Temasek, says the growth will be spurred by four key digital services, namely e-commerce, with a contribution of 53 percent, online travel (25 percent), ride-hailing services (14 percent) and online media (8 percent). And for the Economic Policy, The Indonesian government announced the 16th economic policy package on November 2018. This latest package is important for direct investors, including foreign investors as it includes a revision of the country's Negative Investment List. The latest economic policy package also involves an expansion of Indonesia's tax holiday program and the provision of tax incentives for the newly mandated conversion of export earnings to rupiah.

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Index Terms: Economic Policy , Investment, E-Commerce

Human Resource Management

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Human Resource Management is the process of recruiting, selecting, inducting employees, providing orientation, imparting training and development, appraising the performance of employees, deciding compensation and providing benefits, motivating employees, maintaining proper relations with employees and their trade unions, ensuring employees safety, welfare and health measures in compliance with labor laws of the land.

Human Resource Management involves management functions like planning, organizing, directing and controlling: It involves procurement, development, maintenance of human resource. It helps to achieve individual, organizational and social objectives. Human Resource Management is a multidisciplinary subject. It includes the study of management, psychology, communication, economics and sociology. It involves team spirit and teamwork. It is a continuous process. Why do we call it as Human Resource Management? Human refers to the skilled workforce in an organization, Resource refers to limited availability or scarce, Management refers how to optimize and make best use of such limited or scarce resource to meet the organization goals and objectives. Therefore, human resource management is meant for proper utilization of available skill workforce also to make efficient use of existing human resource in the organization. The best example in present situation is construction industry has been facing serious shortage of skilled workforce. It is expected to triple in the next decade from the present 30 per cent, will have negative impact the overall productivity of the sector, warn industry experts. Today many experts claim that machines and technology are replacing human resource and minimizing their role or effort. However, machines and technology are built by the humans only and they need to be operated or at least monitored by humans and this is the reason why companies are always in hunt for talented, skilled and qualified professionals for continuous development of the organization. Humans are crucial assets for any organization although today many tasks have been handing over to the artificial intelligence but they lack judgement skill, which cannot be match with human mind.

Index Terms: Workforce, Machines, Monitored

Project Lesson Learn for Improving New Project Goal Achievement

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The purpose of writing this paper is to explain the importance of coercive and persuasive power in an organization and the role it plays in an employees career. The term Coercion and Persuasion are used to compare tactics. It is a description of two possible means to an end. Ideally, non-violence works by the gap, the guts of the opponent, in other words, by persuading them to voluntarily change their belief or action. Coercion on the opposite hand employs threat and power making the other person feel they have nothing left but to surrender. Although the method of persuasion could take longer, it's less doubtless to guide to a cycle of paying back or revenge. By using pervasive means instead of coercive one, the positive effects of nonviolent action are much more durable. And to understand which power base works better for the employee, this study with the help of CPP Scale has been done on 45 employees of one of the leading manufacturing industry in India. The results of this study will help understand the role of the power bases in an employees career and its importance.

Index Terms: Power Bases, Coercive, Persuasive, Employee Importance

Integrated Health, Safety, Security and Environment (HSSE) Risk Register Online System to control of accident loss

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The oil and gas industry is one of high-risk industry related of Health, Safety, Security and Environment aspect. Risks such as fire and explosion, death cause by accident, work-related diseases, properties theft and pollution are very detrimental to the company until it has an impact to business continuity. Company needs to carry out a comprehensive accident prevention program for all activities. One program that is the main basis of these prevention programs is the risk register. Often the risk register program runs alone between Health, Safety, Security and Environment aspect even though the activities that monitored are same so that information about the prevention that must be taken becomes ineffective. Another problem is risk information and prevention cannot be seen and updated directly by workers because it is only in the form of documents and not yet online.

This Integrated Health, Safety, Security and Environment (HSSE) Risk Register Online System has been implemented at the company since April 2017 up to the present. Each department fills in the system based on activities risk, analysis the risk level including determined control measures. 252 (two hundred and fifty two) activities with 1471 (one thousand four hundred and seventy one) risks have been identified including the assessment of the risk level, control measures and residual risk. This system also can determined TOP ten risks, risk priorities to facilitate management in deciding the main program, legal requirements for each risk and person who have responsibility to control the risk. Workers can also easily see the risk on his activities and what precautions need to be taken. If there are new activities or risks, workers can easily update the risk register.

Integrated Health, Safety, Security and Environment (HSSE) Risk Register Online System can be felt by companies with performance indicators achievement increases from 2017 to 2018. TRIR (Tolerable Incident Rate) achievement in 2018 were in 2017 is 0,5. The other achievement is reinforced by the assessment results from DNVGL using the International Sustainability Rating System 8 series standard where at 2017 is at level 5 and rises to level 6 in 2018. All indications above show that this program can reduce losses due to accident.

Index Terms: Risk Register, Online System, Control Measures, Reduce Losses

The Importance of Coercive and Persuasive Power in an Organization

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Index Terms: Power Bases, Coercive, Persuasive, Employee Importance

The Era of Linear Supply Chains May Soon Be Over

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Over the last ten years, increasing digitisation of consumer interactions has provided manufacturers with greater insights, allowing them to be more responsive to fluctuations in demand. This has further driven the rise of lean manufacturing, characterised by lower inventory and increasingly complex coordination with other suppliers across the supply chain. Supply chains are now poised for their greatest transformation yet their reorganization as platform-mediated ecosystems. Platform refers to the technology that enables market stakeholders, such as producers and consumers, to interact openly. First, physical flows and digital flows are rapidly converging as real-world objects are embedded with sensors. In the world of monolithic ERP systems, these flows were decoupled, but increasingly products (and the components that lead to their creation) can be tracked in real-time. When aggregated and analysed, real-time data can inform and restructure the logic that determines stock movement. For example, the retailer was able to better assess the inventory performance by digitizing all its stock. It then restructured processes to better liquidate slow-moving inventory. Second, machines and processes are merging through digitization. Data captured from the performance of machines can restructure their processes. In turn, the output of processes can be used to inform the future behaviour of the machines involved. Beyond the restructuring of processes, a digitized supply chain also creates opportunities for entirely new revenue models. Specifically, the ability to track a product beyond the handover to the customer, and on to actual use, lends itself to a whole range of new business models. A digitised supply chain allows the shift from product-centric to service-centric business models. For example, with a constant flow of data about product usage, the customer could be charged based on outcomes. However, a combination of forces is now beginning to emerge that is fundamentally shifting the supply chain from a linear logic to a more networked and systemic logic. In any product category, the players moving towards an outcome-based revenue model are likely to pull customers in their direction, away from the more traditional players.

Index Terms: Ecosystems, Revenue, Stakeholders

Upcoming Events

<http://ise-research.com/nrbms-8-19/>

<http://ise-research.com/abmem-10-19/>

<http://ise-research.com/namee-10-19/>

<http://ise-research.com/dtbel-11-19/>

<http://ise-research.com/vwmsb-11-19/>

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<http://ise-research.com/shme-2-20/>

<http://ise-research.com/rsbeh-1-rome/>

<http://ise-research.com/ebehs-3-20/>

