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# BOOK OF CONFERENCE PROCEEDINGS



Tokyo, 29-30 March 2018

**JAPAN INTERNATIONAL  
BUSINESS AND MANAGEMENT  
RESEARCH CONFERENCE**

**JIBM  
2018**

Abstract Proceeding Book  
of  
Japan International Business  
and Management Research  
Conference  
(JIBM)

**March 29 - 30, 2018**

**Tokyo, Japan**



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**of**  
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# FOREWORD

Research Synergy Foundation is the 1st Indonesian social enterprise platform that focus on developing collaborative networks among both researchers, lecturers, scholars, and practitioners globally for the realization of an equal quality of knowledge acceleration between developed and developing countries. We focus on opening the gates of research collaboration between countries. We introduce and encourage scientific publications from developing countries. We create scientific forums in order to boost the creation and diffusion of new knowledge.

Known as a catalyst and media collaborator among researchers around the world is the achievement that we seek through this organization. By using the media of International Conference which reaches all researcher around the world we are committed to spread our vision to create opportunities for promotion, collaboration and diffusion of knowledge that is evenly distributed around the world.

## Our Vision:

Our vision is to be world class organization that encourage acceleration quality of knowledge in developing country.

## Our mission:

First, promoting scientific journals from developing countries as an equitable distribution tools of knowledge. Second, opens research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Third, create a global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation.

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# **ORGANIZING COMMITTEE**

## **Conference Chair**

Hendrati Dwi Mulyaningsih

## **Conference Coordinator**

Santi Rahmawati

## **Conference Support**

Hidiyah Ayu

Information and Technology Support by Scholarvein Team

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Universitas Gadjah Mada, Indonesia

**Ani Wahyu Rachmawati**

Research Synergy Foundation, Indonesia

# CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the Japan International Business and Management Research Conference (JIBM) by Research Synergy Foundation and Scholarvein as official partner held on March 29 – 30, 2018 at Hotel Listel Shinjuku, Tokyo.

The aim of Conference is to provide a platform for academician, researchers, practitioner, scholar, and graduate students from different cultural backgrounds to present and discuss researches, developments and innovations in the fields of Business and Management. JIBM 2018 International Conference shows up as a cutting-edge Social Research platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Tokyo and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Hendrati Dwi Mulyaningsih  
Conference Chair of JIBM 2018



## INVITED SPEAKER



Dr. Vinay Chamoli. is an Associate Professor (Hotel Management) at Maharaja Agrasen University, India. His area of expertise on training and performance evaluation program, effective marketing plan for hospitality and aviation institutes. He get Master of Arts in Humanities

from Delhi University. Also, Master in Human Resource Management at IHM PUSA and Master of Science (hotel management) at Calrox Teachers University. Then he continue for Ph.D. degree at Mahatma Gandhi University. He was certified hospitality Educator-CHE from American Hotel & Lodging Association, Orlando, USA.

He has wide scope of research focus including hospitality, Property Management System, F&B Operations, communication, personality development, etc. He has many experience lecturing in India since 2000. He start his lecture career at International Tourism Institute, India lecturing food and beverage operations and management. Then, from 2011 he was work at Institute of Hospitality & Management. His recent article was published in Journal of Tourism & Management Research in 2017 entitled HRM practices used in the hotel industry in relation to employee satisfaction: A study with special reference to Chandigarh, in Ottoman.

# CONFERENCE PROGRAM

Day 01- Thursday | March 29, 2018

Akebono Room

Hotel Listel Shinjuku – Tokyo, Japan

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**08.30-09.00**      **Welcome Reception and Registration**

**09.00-09.05**      **Opening Address**

Conference Coordinator: Mrs. Santi Rahmawati – Research Synergy Foundation

**09.05-09.20**      **Invited Speaker**

Vinay Chamoli, Ph.D, CHE – Maharaja Agrasen University , India

**09.20-09.30**      **Group Photo Session, Morning Tea and Grand Networking**

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**Day 01**

Room I

Thursday, 29 March 2018  
 Session 1 (09.30 – 10.30)  
 Session Chair : Prof. Yau-De Wang

**Track Entrepreneurship**

Paper ID	Author	Media	Paper Title
JBM18103	Omkumar Krishnan	Oral Presentation	Measuring Brand Personality of Technical Education Institutions in Emerging Economy context
JBM18110	Sutinah Made	Oral Presentation	Business Development Strategy of Freshwater Fish Farming Based on Agribusiness
JBM18111	Seniwati	Oral Presentation	Effects of Traditional Food Kapurung Preservation on The Empowerment of Women in North Luwu District, Indonesia

**Day 01**

Room I

Thursday, 29 March 2018  
 Session 2 (09.30 – 10.30)  
 Session Chair : Prof. Yau-De Wang

**Track Operation Management**

Paper ID	Author	Media	Paper Title
JBM18105	Jirawat Wongthongchai	Oral Presentation	The Application of Interpretive Structural Modeling Technique (ISM) to Study Adopting model of Green Supply Chain Management in Thailand

**Day 01**

Room I

Thursday, 29 March 2018  
 Session 3 (10.30 – 12.00)  
 Session Chair : Santi Rahmawati

**Track Human Resources**

Paper ID	Author	Media	Paper Title
JBM18104	Thariga Pholloke	Oral Presentation	Interpretive Structural Modeling of Human Resource Management Practices (HRMP) Affecting Employee Retention
JBM18101	Methaya Imerb	Oral Presentation	Interpretive Structural Modeling of Antecedents and Consequences of Employee Engagement in Hotel Industry in Thailand
JBM18106	Yau-De Wang	Oral Presentation	Abusive Supervision and Employee Workflow
JBM18109	Muhammad Akbar	Skype presentation	Communication Audit Techniques of Planning Strategies Plan Government of Makassar City
JBM18112	Suparman	Oral Presentation	Social Capital "Trust" Etnis Bugis-Makassar
JBM18113	Andi Gau Kadir	Oral Presentation	Parochial Political Culture on the Maritime Society: Studies of Political Culture of Elections in Selayar Islands

**Day 01**

Room I

Thursday, 29 March 2018  
 Session 3 (10.30 – 12.00)  
 Session Chair : Santi Rahmawati

**Track Organizational Behaviour**

Paper ID	Author	Media	Paper Title
JBM18102	Busarin Arunchit	Oral Presentation	Exploring Socio-emotional Wealth (SEW) that Affecting Family Firm Performance using Interpretive Structural Modeling

Lunch Break 12.00-1.00 pm  
 Closing Ceremony

## **Day 02**

### **Friday (March 30, 2018) City Tour and Shopping Day**

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose

# Track: Entrepreneurship Research

# Measuring Brand Personality of Technical Education Institutions in Emerging Economy context

Om Kumar Krishnan<sup>1</sup>

<sup>1</sup>IIM Kozhikode

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## Abstract

*Brand Personality research had received considerable attention in the context of consumer research over the last few decades. Through this paper we are developing a robust scale for measuring brand personality of non-corporate organizations. Hence, relevant factors of brand personality pertaining to technical educational institutions were determined using a semantic-differential measurement technique widely applied in the information system field. First, this paper discusses the requirements of semantic differentiation and uses them to introduce a framework to assist academicians to apply the semantic differential more passably. Second, the framework reintroduced emphasis on bipolar scale selection and dimensionality testing; and proposes distinct stages for testing of contextual ambiguity by reframing and rephrasing of words and statements. To demonstrate the framework we are using “brand personality pertaining to technical educational institutions” as a case study. The considered case study clarifies the fundamentals for semantic differentiation and provides suggestions to academicians on use of mixture of qualitative and quantitative methods. Furthermore, the paper concludes with a discussion of several methodological implications.*

Keywords: Semantic Differential, Brand Personality, Linguistic Contrast, Measurement validation, Bipolar Measurement

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# Business Development Strategy of Freshwater Fish Farming Based on Agribusiness

Sutinah Made<sup>1</sup>

<sup>1</sup>Hasanuddin University

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## Abstract

*The study aims to: 1). Analyze and describe the prosecution and feasibility of developing freshwater fish farming based on agribusiness in Sidenreng Rappang Regency, 2). Analyzing the factors that influency the development of fresh water fish farming in Sidenreng Rappang Regency, 3). Designing appropriate priority strategies to be implemented in an effort to increase freshwater fish production based on agribusiness in Sidenreng Rappang Regency. Research conducted with a survey on the population of freshwater fish farmer in sidenreng Rappang Regency, which is found in three potensial districts with the largest number of fish farmers in the distrcts of Maritengngae, Watang Pulu and Panca Rijang. The number of respondents is 58 numbers. The analysis used is  $II = TR-TC$ , R/C Ratio and analysis SWOT and analysis QSPM. Analysis result show, research shows that monthly income is still below the standards of Province Minimum wage (UMP) South Sulawesi, but declared feasible because R/C Ratio obtained is greater than 1. Calculation of IFE matrix with score 2,80 and EFE matrix with score 2,71, means internal factors are more influential than eksternal factors. The SWOT analysis results in quadrant I (S-O) with the axis point  $x = 0,85$  and  $y = 0,71$ , means the selection of an aggressive strategy by harnessing the power to achieve maksimum opportunities. QSPM analysis shows the government's facilitation in obtaining capital aid for production increase has the highest TAS value of 0,88.*

Keywords: Freshwater fish, Aquaculture, Strategy, Agribusiness.

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# Effects of Traditional Food Kapurung Preservation on The Empowerment of Women in North Luwu District, Indonesia

Seniwati<sup>1</sup>, Dwi Aries Tina Pulibuhu<sup>2</sup>, Andi Alimuddin<sup>3</sup>

<sup>1,2,3</sup>Hasanuddin University

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## Abstract

*This study focuses on the positive impacts of conserving traditional kapurung food on women's empowerment. This study aims to determine the effect of traditional food especially Kapurung on women empowerment in North Luwu regency. The method adopted in this research is qualitative method. One of the qualitative methods is interview. The study found that in preserving traditional kapurung food has a positive impact on women's empowerment such as enhancing the livelihoods of women farmers, achieving the equality of gender, improving the health of women's families, and increasing the income of families. The research concludes that the local government gets much success to support the empowerment of women especially in preserving traditional kapurung food.*

**Keywords:** Traditional Kapurung Food, The Health of Women's Families, Women Empowerment, the Equality of Gender, Women Farmers.

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Track: Operation Management  
Research

# The Application of Interpretive Structural Modeling Technique (ISM) to Study Adopting model of Green Supply Chain Management in Thailand

Jirawat Wongthongchai<sup>1</sup>, Krittapha Saenchaiyathon<sup>2</sup>

<sup>1,2</sup>Khon Kaen University

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## Abstract

*The objective of this study was to investigate the relationships among all the relevant elements/variables concerning green supply chain management and the role of human resource department in the organization. We adopted the ISM technique to examine the relationships among those elements/variables derived from the literature review, group discussion, and in-depth interviews. The results were satisfactory and the relationships among those key elements/variables were established. Thus, the ISM technique is very useful in research and the relationships derived in this study are considered robust.*

Keywords: Local Political Parties, Comparative Study, Democratization, Implementation, Autonomy

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## Track: Human Resources Research

# **Interpretive Structural Modeling of Human Resource Management Practices (HRMP) Affecting Employee Retention**

## **Interpretive Structural Modeling of Human Resource Management Practices (HRMP) Affecting Employee Retention**

**Thariga Pholloke<sup>1</sup>, Krittapha Saenchaiyathon<sup>2</sup>, Parisa Rungruang<sup>3</sup>**

<sup>1,2</sup>Khon Kaen University, <sup>3</sup>Mahidol University

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### **Abstract**

*The study examined the hierarchical relationships between the elements of human resource management relating to employee retention in Thailand. The model was developed utilizing ISM technique. Data were collected from the eight experts from academia and industry. Findings demonstrated the effect of the bottom-level factors of ISM model on those positioning at the upper next level. At the bottom level, clear job description had a high level of influence on other variables, followed by performance appraisal, absorption, compensation and reward, employee retention, employee participation, and vigor. The top-level factor was dedication. Moreover, training, compensation and reward and employee participation were unexpectedly unrelated to other variables in this model. The findings of the study will be beneficial to practitioners on how to improve and develop human resource management in an organization.*

**Keywords:** Interpretive Structural Modeling, Human Resource Management Practices, Job Engagement, Retention, Organizational Citizenship Behavior

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# **Interpretive Structural Modeling of Antecedents and Consequences of Employee Engagement in Hotel Industry in Thailand**

**Methaya Imerb<sup>1</sup>, Krittapha Saenchaiyathon<sup>2</sup>, Aree Naipinit<sup>3</sup>,  
Parisa Rungruang<sup>4</sup>**

<sup>1,2,3</sup>Khon Kaen University, <sup>4</sup>Mahidol University

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## **Abstract**

*The study aimed to examine the relationships between antecedents and consequences of employee engagement in hotel industry. Five experts were interviewed to gather insights for creating contextual relationships between these variables. The findings from interpretive structural modeling indicated high interrelationship and interconnectivity between working condition, dedication, absorption, intention to turnover, and entrepreneurial orientation. Additionally, MICMAC analysis results signified that employee engagement and its antecedents and consequences were classified as linkage drivers.*

**Keywords:** Knowledge management, factors influencing employee engagement, performance, hotel industry, interpretive structural modeling

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# Abusive Supervision and Employee Workflow

Yau-De Wang<sup>1</sup>, Ying-Chien Chen<sup>2</sup>

<sup>1,2</sup> National Chiao Tung University

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## Abstract

*The main purpose of this research is to investigate the influence of abusive supervision on employee's workflow experiences. It has been found that different employees may view the same supervisor's abusive behaviors as menacing in one context and as benign in another context. When employees feel that the harsh treatment from their supervisors contains a positive intent for improving subordinates' performance, the employees will work harder and focus more on their jobs and experience an increase in workflow. In contrast, when attributing a negative intent for causing harm to the abusive supervision, employees could lose interest in their jobs and reduce their workflow. The current study intends to explore the influence of subordinates' motive attributions for abusive supervision on their workflow. This study uses psychological measures to collect information on abusive supervision in organizations, employees' workflow, and their attributions of performance promoting or injury initiation motive to the abusive supervision. The study contributes to the literature by showing that motive attribution (performance promoting or injury initiation) as a cognitive mechanism can moderate the influence of negative leadership (abusive supervision) on employee work experiences.*

**Keywords:** Abusive supervision, Workflow experience, Performance promoting motive, Injury initiation motive

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# Communication Audit Techniques of Planning Strategies Plan Government of Makassar City

Muhammad Akbar<sup>1</sup>

<sup>1</sup>Hasanuddin University

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## Abstract

*This study aims to audit the information dissemination policy strategy plan, process, techniques and communication patterns Planning Strategy of Government Makassar from Mayor to Technical Implementation Unit. In achieving the aim, a case study study was chosen using a communication audit approach and an analysis technique developed by the Communications Audit Committee established by the International Communication Association (ICA) which is the communication experience analysis (communications experience) also known as critical incident technique) described through qualitative descriptive. The results of this study indicate that communication techniques Strategy Plan implemented by the Mayor to the relevant units is instructive techniques. Meanwhile, at the unit level applied informative techniques and instructive techniques. In addition to applying instructive techniques, the Mayor gives an improvised opportunity to every unit of opportunity for improvisation. This improvisation is used to perform the function gatekeeper (goalkeeper).*

**Keywords:** Audit, Communications Audit Committee, Instructive Techniques, Policy Strategy Plan, Technical Implementation Unit

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# Social Capital "Trust" Etnis Bugis-Makassar

Suparman<sup>1</sup>

<sup>1</sup>Hasanuddin University

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## Abstract

*This paper focuses on social capital "trust" etnis Bugis-Makassar. social trust capital is a very important basic capital in a community. Ethnic Bugis-Makassar is a community has a variety of capital and sources of trust. This research aim to analyze the potential of social trust capital for ethnic communities bugis makassar in Bone and Jeneponto Regency South Sulawesi. The approach used in this research is qualitative with case study type. This case study analyzes the potential of social trust capital, ethnic bugis makassar in Kabupaten bone and Jeneponto. This study shows that the potential of trust resources for the community is 1. Religious solidarity, 2. Solidarity of language and ethnicity, 3. Solidarity of origin, 4. professionalism or expertise. The practice and embodiment of trust in the Bugis-Makassar community is manifested in various forms of social, cultural and religious practices and activities*

Keywords: Social Capital, Trust, Solidarity, Community, Etnis.

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# **Parochial Political Culture on the Maritime Society: Studies of Political Culture of Elections in Selayar Islands**

**Andi Gau Kadir<sup>1</sup>**

<sup>1</sup>Universitas Hasanuddin

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## **Abstract**

*So far, in studies of political culture there has been no specific study of the maritime culture of maritime politics in the context of elections. This paper aims to reveal how the political culture of the maritime community in the Selayar Islands is particularly in the topic of elections. This research combines quantitative method with qualitative method. Methods of collecting data in the form of interviews, questionnaires and document studies. This research reveals that the political culture of society in Selayar Islands tends to be of Parochial-Subject type and Subject-Participant type. Especially for people whose field of work is specific in the field of maritime, the type of Parochial-Subject political culture appears to be more dominant. The community in question is the people who work as sailors, fishermen and fish traders. Meanwhile, the Selayar Islands community whose work is not directly related to maritime are more likely to be of the Subject-Participant type. The people in question are civil servants, students and entrepreneurs.*

Keywords: political culture, marine society, election

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Track: Organizational Behaviour  
Research

# **Exploring Socio-emotional Wealth (SEW) that Affecting Family Firm Performance using Interpretive Structural Modeling**

**Busarin Arunchit<sup>1</sup>, Krittapha Saenchaiyathon<sup>2</sup>, Aree Naipinit<sup>3</sup>, Phallapa Petison<sup>4</sup>**

<sup>1,2,3</sup>Khon Kaen University, <sup>4</sup>Mahidol University

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## **Abstract**

*The aim of this article is to explore how socio-emotional wealth of owner, family firm governance mechanism, entrepreneurship oriented effected family firm performances using interpretive structural modeling technique. The ISM technique is applied by gathering the judgment of experts on how each pair of factors are related and interpreted in this complex relationship by using words and digraphs. The findings show that driving factors consist of socio-emotional wealth of owner and ownership, linkage of Fairness, broad of director, entrepreneurship oriented and firm performance.*

**Keywords:** Socio-emotional Wealth of Owner, Ownership, Fairness, Board of Directors, Family Firm Performance.

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## FUTURE EVENTS

April 2-3, 2018

Korea International Conference on Business, Management and Social Science: Theory, Current Issues and Research (KIMTIR)

<http://www.kimtir.researchsynergy.org/>

April 12-13, 2018

Singapore International Conference on Marketing, Management Science and Business Theory and Practice (SIMBUT)

<http://www.simbut.researchsynergy.org/>

April 16-17, 2018

Hong Kong International Conference on International Business, Economic Studies and Humanities (HIBESH)

<http://www.hibesh.researchsynergy.org/>

April 26-27, 2018

Japan International Conference on Global Business Practice and Theory, Management Studies and Social Science (JIGMES)

<http://www.jigmes.researchsynergy.org/>

May 2-3, 2018

International Conference on Business, Economy, Management and Social Studies towards Sustainable Economy (BEMSS)

<http://www.bemsss.researchsynergy.org/>

May 17-18, 2018

International Conference on Management studies and Social Science (MASOS)

<http://www.masos.researchsynergy.org/>

May 21 - 22, 2018

International Conference on Interdisciplinary in Business, Economy, Management, and Social Studies (IBEMS)

<http://www.ibems.researchsynergy.org/>

June 4 - 5, 2018

International Conference on Emerging Issues in Social Studies, Economy, Education and Management in Digital Era (EISDE)

<http://www.eisde.researchsynergy.org/>

June 20 - 21, 2018

International Conference on EGlobal Economy in Business, Management, Social Science and Humanity Perspective (GEMSH)

<http://www.gemsh.researchsynergy.org/>

June 28 - 29, 2018

International Conference on Interdisciplinary Studies for Leveraging Innovation (ISLI)

<http://www.isli.researchsynergy.org/>

July 2 - 3, 2018

International Conference on Entrepreneurship Studies, Business, Economy, and Management Science (ESBEM)

<http://www.esbem.researchsynergy.org/>

July 12 - 13, 2018

International Conference and Global Forum on Business, Management Studies, Economy and Social Science (BUMES)

<http://www.bumes.researchsynergy.org/>

July 19 - 20, 2018

International Conference on Interdisciplinary Research on Education, Economic Studies, Business and Social Science (RESBUS)

<http://www.resbus.researchsynergy.org/>

July 26 - 27, 2018

Global Conference on Sustainable Economy Development in Business, Management, Humanity and Social Science Perspective (CEBUMS)

<http://www.cebums.researchsynergy.org/>

