

CONFERENCE BOOK OF ABSTRACT PROCEEDING



**Venue: Hotel Jen Hong Kong 508 Queens Road West
Hong Kong
Date: February 14-15, 2018**

With many thanks to our Sponsors and Partners



TABLE OF CONTENTS

SCIENTIFIC COMMITTEE	5
ORGANIZING COMMITTEE	7
CONFERENCE TRACKS	8
CONFERENCE CHAIR MESSAGE	9
CONFERENCE SECHDULE	10
<i>TRACK A</i>	15
<i>BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES</i>	15
Chef Celebrity Restaurant In Indonesia: Can It Stay in Consumers Heart For A Long Term?	16
The Performance of Cross-Border Acquisitions Targeting African Firms	17
Planning Sound Interface Elements to Improve Semi-Autonomous Driving Experience Satisfaction (Beep sound that informs about the risk during semi-autonomous driving)	18
Effects of Experiential Value on Continuous Intention of Use for On-Demand Services	19
A Ground Theory Approach to the Procedure of Customized Service Experiences	20
A Study on Critical Success Factors(CSF) of IoT(Internet of Things) Standardization Process and Gov- ernance Framework	21
Correlation Between the Adhesive Content with the Properties of the Particleboards Mixed Cacao Peels and Bagasse	22
A New Polycentric Dynamic in International Relations: BRICS, United States and European Union	23
Parenting Styles in Same-Sex Families	24
Measuring the Service Quality of Trade Shows: a Unique Two Actor Model	25
Indonesias Commitment Ensuring Freedom of Speech with Transparency of Public Information, Con- cerning Data Privacy Protection and The Issuance of The Right to Be Forgotten (Erasure) Principle in Indonesia	26
Juridical Review of Mastering and Utilization of the Right to the Land Connected With Mining Business License (Iup) Based on Law Number 4 Year 2009 Regarding Mineral and Coal Mining	27
<i>UP COMING EVENTS</i>	28



Book of Abstracts Proceedings

All rights reserved. Without the consent of the publisher in written, no individual or entity is allowed to reproduce, store or transmit any part of this publication through any means or in any possible form. For obtaining written permission of the copyright holder for reproducing any part of the publication, applications need to be submitted to the publisher.

Disclaimer

Authors have ensured sincerely that all the information given in this book is accurate, true, comprehensive, and correct right from the time it has been brought in writing. However, the publishers, the editors, and the authors are not to be held responsible for any kind of omission or error that might appear later on, or for any injury, damage, loss, or financial concerns that might arise as consequences of using the book. The views of the contributors stated might serve a different perspective than that of the ANI.

HongKong | February 14-15, 2018

ISBN: 978-602-6427-02-1

Whats App Contact: +971-56-5989114



SCIENTIFIC COMMITTEE

Social Sciences and Humanities	
Assoc. Prof. Doc Edgar R. Eslit St. Michael's College/ English Dept., CAS, Philippines	Dr. Lakshmikanth Srishti International, India
Mr. Mohd Azhar Bin Abdul Rahman Urban Development Authority of Malaysia (UDA), Malaysia	Assoc. Prof. Doc Sharifah Hayaati Syed Ismail University of Malaya, Kuala Lumpur, Malaysia
Assistant Professor Jitender Grover University, Sadopur, Ambala (Haryana), India	Mr. Bright Lumor MENSAH Jilin University, School of International and Public Affairs (SIPA), China
Assist. Prof. Doc Surendra Kansara Symbiosis Institute of Operations Management, India	Associate Professor Melinda V. Abichuela Catanduanes State University/College of Business and Accountancy/Virac, Catanduanes, Philippines
Dr. Fararishah binti Abdul Khalid Universiti Teknikal Malaysia Melaka, Malaysia	Head of department Odupitan Kolade Mattias Oshodi/Isolo Local Government, Nigeria
Prof. Doc Golda Aira V. Crisostomo University of Santo Tomas, Philippines	Assistant Professor. Intekhab N Khan MA. Jauhar University, Rampur, India
Assistant Professor. Chulaporn Sota Khon Kaen University, Thailand	Dr. Halimah Mohamed Ali Universiti Sains Malaysia, Malaysia
Assoc. Prof. Wong Ming Wong University College of Technology Sarawak, Malaysia	Prof. Erni Tanius University of Selangor, Malaysia
Dr. Supaporn Chalapati I-Shou University, Australia	Assoc. Prof. Nor Aznin Abu Bakar Universiti Utara Malaysia, Malaysia
Assoc. Prof. Normala Daud Universiti Teknologi Mara, Shah Alam, Selangor, Malaysia	Prof. Nurul Wahida Binti Abdullah Politeknik Muadzam Shah, Malaysia
Dr. Sanad A. Alajmi Public Authority for Industry, Kuwait	Dr. Golda Aira V. Crisostomo Industrial/ Organizational Psychology, Human Resource Management, Philippines
Dr. Firas Jamil Alotoum Isra university, Jordan	Prof. Doc Taqee Ansari Mohammed Mak College of Pharmacy, India
Assist. Prof. Doc Marcus Farr American University Sharjah, UAE	Assoc. Prof. Yoshiki Nakamura Aoyama Gakuin University, Japan
Assist. Prof. Huang Hsueh-Ju Department of Distribution Management, Takming University of Science and Technology, Taiwan	Prof. Doc Bulent Acma Anadolu University, Turkey
Dr. Alaa Elden Badawie Mahmoud Elkhodary Faculty of Archaeology -Qena South Vally University, Egypt	Assoc. Prof. Radulescu Irina Gabriela Petroleum Gas University of Ploiesti Faculty of Economic Sciences, Romania

SCIENTIFIC COMMITTEE

Engineering and Technology

Daniel Dasig Jr University of Makati, Philippines	Hafiz Muhammad Haroon University of Agriculture Faisalabad Sub-Campus Burewala, Vehari-Pakistan, Pakistan
ANIL M. BISEN Anant National University, Ahmedabad, Gujarat, India	Prof. Syed Zafar Abbas Aliz Educational Institutions, Pakistan
Severino G. Alviento North Luzon Philippines State College, Philippines	Marife D. Alviento North Luzon Philippines State College, Philippines
Leslie G. Agbulos North Luzon Philippines State College, Philippines	Gee-Cheol Kim Seoil University, Korea
Patrick Cerna Federal Technology Institute - University, Ethiopia	LAL RAJA SINGH R KIT-Kalignarkarunanidhi Institute of Technology, India
Teodoro Macaraeg Jr. University of Caloocan City, Philippines	Catherine P. Llana University of Caloocan City, Philippines
Hafiz Gulfam Umar Ghazi University, Pakistan	Adenuga Kazeem Admar Systems Technology, Nigeria
Mohd Kamarul Irwan Abdul Rahim Universiti Utara Malaysia, Malaysia	Rajina UUNITEN, Malaysia

ORGANIZING COMMITTEE

Dr. Vincent

Conference Chair

Email: conference.chair@ani.com

Ms Hungxin Li

Conference Supervisor

Email: Hungxin.Li@aniss.com

Dr. Vincent

Conference Supervisor

Email: vincent@aniss.com

Febrialdy Hendratawan

Conference Supervisor

Email: febraldy.hendrataan@aniceas.com

Xiao.wei

Conference Coordinator

Email: Xiao.wei@animh.com



CONFERENCE TRACKS

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies
- Computer and Software Engineering
- Mechanical & Metallurgical Engineering
- Electrical & Electronics Engineering
- Civil Engineering
- Bio-Technology & Food Technology
- Chemistry & Chemical Engineering
- Physical, Applied and Life Sciences
- Interdisciplinary
- Medical and Health Sciences
- Paramedical Sciences
- Medicine Sciences
- Biological and Life sciences
- Veterinary Medicine and Sciences
- Food Science & Nutrition
- Agricultural sciences
- Interdisciplinary



CONFERENCE CHAIR MESSAGE

Dr. Vincent

“International Conference of Akademika Nusa Internasional ” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences, business and economics, applied sciences, engineering and technology, health and medical sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Vincent

Conference Chair

Email: Conferencechair.ani@gmail.com



CONFERENCE SECHDULE

ANISSH-2018

Venue:Hotel Jen Hong Kong 508 Queens Road West, Hong Kong

Time: Registration & Kit Distribution (09:00 - 09:30 am)

Day: Wednesday

Date: February 14, 2018

Venue: Room 1

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

Tea/Coffee Break (10:00 - 10:30 am)



DAY 01 Wednesday (February 14, 2018)

First Presentation Session (10:30 am - 12:00 pm)

Venue: Room 1

Session Chair: Dr. Marco Antonio Goncalves Barbas Batista Martins

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name	Manuscript Title	Paper ID
Amelia Amelia	Chef Celebrity Restaurant In Indonesia: Can It Stay In Consumers Heart For A Long Term?	MBSHR-028-ANI101
Chimwemwe Chipeta	The Performance Of Cross-Border Acquisitions Targeting African Firms	MBSHR-018-ANI102
Assoc. Prof. Dr. Yuli Yetri	Correlation Between the Adhesive Content with the Properties of the Particleboards Mixed Cacao Peels and Bagasse	ICAR-2-106
Christian Andersen	Indonesias Commitment Ensuring Freedom Of Speech With Transparency of Public Information, Concerning Data Privacy Protection And The Issuance Of The Right To Be Forgotten (Erasure) Principle In Indonesia	HON-328-102
Dr. Doron Hadas	Parenting Styles In Same-Sex Families Principle in Indonesia	ICAR-2-103
Rajat Sharma	Measuring the Service Quality of Trade Shows: A Unique Two Actor Model	ABCM-FEB-HK102
Daniel Hendrawan	Juridical Review of Mastering And Utilization of the Right to the Land Connected With Mining Business License (Iup) Based on Law Number 4 Year 2009 Regarding Mineral And Coal Mining	HON-328-101

Lunch Break: (12:00 pm - 01:00 pm)



DAY 01 Wednesday (February 14, 2018)

Second Presentation Session (01:00 pm 02:00 pm)

Venue: Room 1

Session Chair: Dr. Doron Hadas

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name	Manuscript Title	Paper ID
Lee Sang Eun	Planning Sound Interface Elements to Improve Semi-Autonomous Driving Experience Satisfaction(Beep sound that informs about the risk during semi-autonomous driving)	MBSHR-028-ANI104
Hyun Jae Park	Effects of Experiential Value on Continuous Intention of Use for On demand Services	MBSHR-028-ANI106
Seok Young	A Ground Theory Approach to the Procedure of Customized Service Experiences	MBSHR-028-ANI107
Jae Hyeok	A Study on Critical Success Factors(CSF) of IoT(Internet of Things) Standardization Process and Governance Framework	MBSHR-028-ANI108
Assist. Prof. Dr. Marco Antonio Goncalves Barbas Batista Martins	A New Polycentric Dynamic in International Relations: BRICS, United States and European Union	ICAR-2-102

(Closing Ceremony)



Participants Registered as Listener/Observer

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

Official ID: ABCM-FEB-HK106A
Soonyong Kim
PyeonkgTaek University, Republic of Korea



Conference Day 02 (Februaury 15, 2018)

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.



TRACK A

BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES



Chef Celebrity Restaurant In Indonesia: Can It Stay in Consumers Heart For A Long Term?

^{1*} Amelia Amelia, ² Ronald Ronald
^{1,2} Universitas Pelita Harapan Surabaya
Corresponding Email:amelia.fe@uph.edu

Keywords: Chef Celebrity Image, Interaction Toward Customer, Food Quality, Service Quality, Restaurant Atmosphere, Positive Emotion, Customer Loyalty, Indonesia.

Players in the restaurant industry of course continue to compete in an effort to win the hearts of consumers. Various ways are done by entrepreneurs to be able to seize up to stay consumer hearted such as with restaurants with affordable prices, comfortable place, a variety of drinks and food menu and a strategic location to reach the target consumers. However, these strategies have been commonly used by entrepreneurs who are generally very knowledgeable about marketing science. This becomes interesting when managing a restaurant is a chef celebrity where one of the benefits of trying to find is himself as a celebrity chef who has been known in public. One of the most popular chef celebrity restaurant is Nomz Kitchen & Pastry by Arnold Poernomo. Arnold Poernomo, better known as Chef Arnold, became a household name since his TV appearance as a judge on MasterChef Indonesia. The young chef divides his time between Sydney and Jakarta, so its no wonder that hes brought his Australian upbringing to Nomz Kitchen & Pastry. The upmarket cafe serves unpretentious comfort food with a laid-back vibe. Clear Aussie influences can be seen in staple brunch items like their Nomz eggs benny and avo toast, but it is their gooey salted egg croissants that have really put Nomz on Jakartas culinary map. The research sample for this research is 200 respondents and it is using SPSS 22.0 to analyze the multiple regression. The questionnaires were distributed from September 2017 until December 2017. Sampling method is non probability-sampling by using questionnaire as a tool in collecting data, with purposive sampling technique. The purposive sampling technique is done by taking samples that have certain characteristics for certain purpose. This research is an interesting research because it can develop positive emotion and customer loyalty perspective toward image and interaction of chef celebrity towards customer. In addition, this study will also show the major differences in the effect of variables commonly used in restaurant fields such as service quality, food quality and restaurant atmosphere compared to image and interaction of chef celebrity towards customer.

The Performance of Cross-Border Acquisitions Targeting African Firms

^{1*} Chimwemwe Chipeta, ² Prince Nkiwane

^{1,2} University of the Witwatersrand, South Africa

Corresponding Email: chimwemwe.chipeta@wits.ac.za

Keywords: Mergers, Empirical, Geographical Regions.

Mergers and Acquisitions (M&As) have become an integral part of the market for corporate control. The number of global M&A transactions increased from 2675 in 1985 to 47 846 in 2016. Equally, the value of global M&A deals surged from 347 billion to 3.5 trillion over the same time period (IMAA, 2017). The prospect for these deals continues to surge as firms seek to complement organic growth with access to new product markets, technology and geographical regions. Despite the surge in these global M&A deals, empirical work on the value creation effects of Cross Border Acquisitions (CBAs) into Africa is limited. Thus, the purpose of this paper is to explore the value creation effects of CBAs conducted by acquiring firms from developed and developing markets targeting African firms. The paper determines the abnormal returns realised by the stocks of acquiring firms in the three years that follow the completion of a deal. The aim is to explore whether emerging market acquirers outperform developed markets acquirers, and whether CBAs into the more advanced African economies outperform CBAs into the less developed African Economies

Planning Sound Interface Elements to Improve Semi-Autonomous Driving Experience Satisfaction (Beep sound that informs about the risk during semi-autonomous driving)

^{1*} Lee Sang Eun,² Jung Hoon Lee

^{1,2}Yonsei University Graduate School of Information, Seoul, Korea

Corresponding Email: go20002002@naver.com

Keywords: Sound Interface, Autonomous Driving, Beep Sound, Semi-Autonomous Driving, Voice System

Recently, the core technologies of intelligent automobiles include Advanced Driver Assistance System (ADAS) and Highway Driving Assist System (HAD). This is a driving assistant technology that senses external environmental information by using sensor and intelligent equipment and helps drivers to take appropriate measures or automatically control the vehicle to build safer driving environment. Recently, as the introduction of these technologies continues to increase, Information and services in the vehicle environment has been increased and the vehicle multimedia systems complexity has also been increased rapidly. The accident of the vehicle due to the driver distraction is on the rise, because of the complexity of information and services. As the speech recognition technology has attracted attention in the new interface of the vehicle. The voice interface provides the driver with more safety and convenience when using the above-mentioned technology in the vehicle. Recently, to provide safety and convenience to the driver, various speech recognition technologies such as enhancing the recognition rate have been developed and studied extensively. In this study, we studied the design elements of voice interface which gives beep to the driver who is distracted during semi-autonomous driving. We have studied the optimum beep length and pitch that can be suggested to the driver as a voice design element. In this study, the research was conducted through interviews and experiments, and the interviews consisted of nine focus group interviews. The experiment was carried out at the apartment parking lot through a Mercedes E-Class coupe equipped with a cruiser function to build a real car environment. Beep developed a simulator using 'Beat maker 2' which is a composition program and applied it to the experiment. After conducting experiments at each level, actual user behavior and user satisfaction were analyzed through questionnaires. Experimental results were analyzed through image analysis, and driver's behavior was analyzed and compared through driver satisfaction evaluation. Experimental results showed that the driver's cognitive load difference was revealed according to the level of experimental variables and the user's satisfaction was the highest at 680ms. If the sound is too long, it is revealed that the load is high. There was no significant difference in the perceived time of the pitch. However, I preferred bass in satisfaction, but the time to perceive was less than fast. Based on the results of experiments, it can be concluded that the use of the beep sound length and height in the design of the actual vehicle voice system can increase the usability of the user in the semi - autonomous driving mode.

Effects of Experiential Value on Continuous Intention of Use for On-Demand Services

^{1*}Hyun Jae Park.,² Jihyun Le

³Junghoon Lee

^{1,2,3}Yonsei University Graduate School of Information, S.Korea

Corresponding Email: hyunjae0807@gmail.com

Keywords: On-Demand Service, Experiential Value, S-O-R Framework, Mediating Effect.

Recently, On-demand service is one of the core business strategies presenting new experiential value to the user by providing customized services in user needs. However, experiential value from on-demand services has not been discussed in the research area. Therefore, this study will focus on the environmental stimulation (on-demand services attributes) and emotional states (experiential value) of demand side that induce continuous intention of use from on-demand services based on stimuli-organism-response (S-O-R) framework that test the reactions of environmental stimulation. The study defined the attributes of on-demand service as Informativeness, Fulfillment, Trust (Trust of the platform, Trust of supply side), and Convenience. In addition, - 97 - the study set Playfulness, Customer Return on Investment (CROI), and Service Excellence as the factors of experiential value, and excludes Aesthetics since on-demand service does not include a physical environment of operations. The study also applied PLS path modeling to verify the theory between characteristics of On-demand service and experiential value and continuous intention of use. Results showed that Fulfillment, Trust of the platform, Trust of supply side and Convenience affected the experiential value in Kakao Taxi (transportation on-demand service) while Informativeness, Fulfillment, Trust of platform, and Convenience are the factors related to the experiential value for Baedal Minjok (food delivery on-demand service). Furthermore, the experiential value factors, CROI and Service Excellence, are directly related to continuous intention of use in both services. Also, 'CROI' and 'Service Excellence' in Kakao taxi partially mediated the relationship between 'Convenience' and 'Continuous intention of use' for on-demand service, where partial mediation found in Baedal Minjok that 'CROI' related to 'Trust of the platform', 'Convenience', and 'Continuous intention of use' for on-demand service. The results of this study showed comprehensive understanding of the purpose of on-demand services and the needs of demand side, which contribute to the supply side to provide optimized on-demand services.

A Ground Theory Approach to the Procedure of Customized Service Experiences

^{1*} Seok Young, ² Chae Ri Kim

³ Jung Hoon Lee

^{1,2,3} Yonsei University, Korea

Corresponding Email: wsy8029@naver.com

Keywords: Customized Service, Online Behavioral Advertising, Information Privacy, Privacy Concern Grounded Theory

The amount of data has increased exponentially with the development of information-based technologies such as Big Data and the internet of things (IOT). As data grows rapidly, the provision of appropriate information needed by individuals has become an area of new services, and customized services which is enabling the analysis of optimal services through collecting, storing, and analyzing personal data are emerging in many fields. Customized services reduce customers searching time and enable efficient target selection for enterprises, thereby attracting the attention of both parties. However, due to the characteristics of customized services based on various information collected by customers during the use of the service, the problem of privacy infringement is raised at the same time, and many studies are being actively conducted to solve this problem. This study seeks to explore how the customer's in-depth and customized services has an impact on their customers, which has not been derived from quantitative research using the grounded theory methodology, and an in-depth exploration of the procedure of customized service experiences is intended to further classify the type of people accepting customized. For this purpose, we conducted in-depth interviews with 12 research participants based on the grounded theory methodology on the experience of online behavioral advertising, which is one of the customized services. Through this, 84 concepts, 33 subcategories, 13 Categories and paradigm models were derived. In addition, 'Understanding and acceptance of online behavioral advertising(OBA)' was derived as a core category, and finally, acceptance types of OBA were classified into 'positive acceptance type', 'indifferent type', 'calculating type', and 'active resistance type based on the key categories. This study divides the acceptance types of online behavioral advertising through the emotions and behaviors of the consumers throughout the procedure of online behavioral advertising experiences. In addition to the statistical and quantitative information currently used for providing behavioral advertising, it provides new criteria to reflect the refinement of behavioral advertising and personal tendencies or characteristics. Although privacy concerns have been driven by a central phenomenon in behavioral advertising, in order to balance technology development and information security, not unconditional regulation or restrictions on utilization, it is expected to help balance the development of personalization services and information security, exploring what factors influence the course of an experience.

A Study on Critical Success Factors(CSF) of IoT(Internet of Things) Standardization Process and Governance Framework

^{1*}Jae Hyeok Lee,²Chae Ri Kim

³Jung Hoon Lee

^{1,2,3} Yonsei, Graduate School of Information, Seoul, Korea

Corresponding Email: hyeok32@naver.com

Keywords: Internet Governance, Interoperability, Internet of Things(IoT), Standardization, Standardization Process, Governance Model

As the Internet in various fields of society is of overriding importance and standardization has become an important instrument in bringing compatibility and interoperability to Information and Communications Technology(ICT), many domestic and global expertise related to this fields have been discussed to the future of internet governance and its directions. Especially, IoT(Internet of Things) has been received big attention for as growth engines in the fourth industrial revolution. Thus, it is little surprise that interoperability issue will be an integral part of the future Internet governance and the standardization environment in order to encourage the cooperation of related participants will be required. Yet, comparably few research works and standardization settings have been studied among ICT institutes and companies. Therefore, this research approach critical success factors(CSF) for government, institutes, and companies respectively when they are dealing with IoT(Internet of Things) standardization. This research reports extensively suggesting integrated form of IoT(Internet of Things) standardization governance framework for future research and practical deployment.

Correlation Between the Adhesive Content with the Properties of the Particleboards Mixed Cacao Peels and Bagasse

^{1*} Yuli Yetri, ²Ruzita Sumiati

³ Sukatik

^{1,2,3}, Politeknik Negeri Padang

Corresponding Email: yuliyetrietri@gmail.com

Keywords: Particleboard, bagasse, UF adhesive, physical and mechanical properties

Particleboards as one kind of the reconstituted wood products in their manufacture still rely on the conventional wood material from natural forest, which in potency becomes limited and scarce. Consequently, use of alternative woods or other ligno-cellulosic fibrous stuffs deserves thorough consideration, with their potency abundant and mostly still unutilized, such as bagasse (sugar-cane fibers) waste from sugar factories. In relevant, a research on particle board manufacture was conducted using bagasse particles bonded together with urea-formaldehyde (UF) adhesive. This research aimed to look into the effect of UF content (i.e. 6%, 8%, and 10% based on the dry weight of the particles) on the physical-mechanical properties of the resulting particleboard. A result revealed that increasing the UF content brought about a significant decrease in the thickness swelling and water absorption of the board; and increases in MOR, MOE, and screw-withdrawal strength, but inflicted so significant changes on the moisture content, density, and internal bond. Particleboard properties that could favor the standards of consecutively Indonesia (SNI), Japan (JIS) and FAO either entirely or partially were density, moisture content, and MOR. The greater of the UF content, the more of those properties satisfying the JIS specification. Judging from in density, this experimented particleboard was more suitable for use as room sheathing and framed table-plane. The particleboards that look, the most prospective for such purposes were those using UF at 8% content.

A New Polycentric Dynamic in International Relations: BRICS, United States and European Union

* Marco Antnio Goncalves Barbas Batista Martins

Evora University, Colgio do Esprito Santo Largo do Colegiais, 2 7000-803 vora Portugal

Corresponding Email: mabm@uevora.pt

Keywords: International Relations, BRICS, United States, European Union, Power

The emergence of these new actors in international relations, BRICS, tends to combine and minimize their differences in the global challenges that arise. In fact, these states are located in geopolitically strategic regions that allow us to claim a place in world leadership that will stem the continuity of hegemonic intentions and the influence of the United States in the transmission and application of unidirectional policies. The emergence of the BRICS came from an imperative need, from the identification of attractive and alternative poles in the search of new markets and investments, in the international political system inserted in the dynamics of the global structure. The great question to ask is to analyse what kind of order or disorder these new actors can generate or provoke in international relations. In this sense, there are two ways of avoiding friction: on the one hand, it consists of a broad group of actors with new forms of thinking and acting on the social and economic consequences of the globalization of BRICS and, on the other hand, development of a strategy that involves the developed countries in their dialogue on the exploitation of the BRICS place in a constantly changing world.

Parenting Styles in Same-Sex Families

* Dr. Doron Hadas

Tel Hai Academic College

Corresponding Email: hadasdoron@012.net.il

Keywords: Homosexuality; Same-sex Parenting, Parenting Styles, Intergenerational Transmission, Family Models.

This study compares parenting styles and patterns of homosexual and heterosexual parents, while investigating their generational transmission. Seventy-six subjects participated in the study: 38 same-sex parents and 38 heterosexual parents. Participants were asked to fill in questionnaires measuring their parents' parenting styles, as well as their own, and questionnaires of closeness and autonomy towards their parents. The results showed similarities between the parenting styles of heterosexual and homosexual parents. They also showed that they did not experience different parenting styles and patterns as children, thus disproving theories regarding sexual orientation being influenced by weak fathers and dominating mothers. In addition, the majority reported some intergenerational transmission of parenting styles both within the homosexual and the heterosexual participants, therefore indicating no difference between the cohorts in intergenerational transmission. Some findings were reported regarding differences between homosexual men and women in closeness and autonomy of their mothers. Our findings generally refute the societal and environmental theories claiming for parental influences upon sexual orientation and call for the adoption of a different view of the homosexual community, as offspring of their parents and as parents by themselves.

Measuring the Service Quality of Trade Shows: a Unique Two Actor Model

* Rajat Sharma

Indian Institute of Management Kashipur, India
Corresponding Email: rajat.sharma@iimkashipur.ac.in

Keywords: Opportunity, Advertising, Direct Selling

Trade shows and trade show practices have been renowned and recognized for the marketing opportunity they present to the firms. Like advertising, trade shows complement the direct selling efforts of the firms. But more than the direct selling, trade shows provide an opportunity to the firm to generate awareness, project a favorable corporate image, provide product information, handle customer complaints, demonstrate their latest products and services, meet with industry partners and customers, study activities of rivals, and examine recent market trends and opportunities. (Hutt and Speh 1995). Trade shows and exhibitions are held on a continuing basis in virtually all markets and normally attract companies from around the globe. For example, in the U.S., there are currently over 30,000 trade shows held every year, and several online directories have been established to help organizers, attendees, and marketers identify appropriate events (Thimmesch, 2013). Because each trade show attracts thousands of interested attendees, shows have become a powerful medium for marketing (O'Hara, Palumbo and Herbig, 1993). For instance, trade shows present an opportunity to sell in-person at a cost per contact, far below that of an industrial sales call (Bellizzi and Lipps, 1984), shorten sales cycle (Tanner and Chonko, 1995) and are an excellent platform to test new products and services (Bellizzi and Lipps, 1984; Miller, 1990). Sellers utilize trade shows to sell current products, showcase upcoming products and accomplish non selling objectives such as image improvement, competitive intelligence gathering and new product testing (Miller, 1990). Given, attendees enter and leave exhibits unpredictably, exhibitors have to understand the requirements of the visiting customer immediately and present them the best product and service available. Trade show selling must gratify the critical procurement needs of attendees, in terms of the product information they seek as well as the sales process through which they desire information at shows (Szymanski, 1988). But, expectations of customers goes beyond simply having a good product or service at a reasonable price. Visitors of trade shows are highly influenced by the customer service provided to them, by both organizers and exhibitors. Their customer service experience starts the moment they walk in the door. Trade shows are so complex that problems inevitably happen, so having a team of problem solvers saves adverse effects on customers. Consultative customer service actions in trade shows exhibit better marketing results, fewer problems and happy customers.

Indonesias Commitment Ensuring Freedom of Speech with Transparency of Public Information, Concerning Data Privacy Protection and The Issuance of The Right to Be Forgotten (Erasure) Principle in Indonesia

*Christian Andersen

Maranatha Christian University, Indonesia

Corresponding Email: lecture.paper@gmail.com

Keywords: Public Information, Defamation Clause, Guidelines.

There is no comprehensive data protection law in Indonesia. Indonesian legal scholars often refer to Article 28(g) of the 1945 Constitution as the basis (albeit rather vague basis) for more specific data privacy legislation. With reference to Indonesias commitment to ensuring data privacy, the Indonesian Human Rights Law (Law No. 39 of 1999) broadly provides that each individual has the right to privacy. Article 32 of the Human Rights Law provides that freedom and secrecy of communications by letter or any electronic media may not be disturbed or interrupted except upon the instruction of a judge or other lawful authority. However, none of these regulations provide a comprehensive set of provisions for the protection of personal data, but rather simply provide the general idea of personal data protection without specific guidelines. Last year on December 2016, the Indonesian Government finally completed a long-overdue amendment to the 2008 Electronic Information and Transactions (ITE) Law. Alongside a few improvements to fix a vague defamation clause, there is an addendum worth noting: the clause for the right to be forgotten. The ITE Law now allows citizens to request a court order to have information that compromises their privacy or unjustly damages their reputation removed from the internet. The Data Protection Regulation emphasizes the current personal data protection provisions in Indonesia by providing new measures to protect the use of personal data in electronic systems. Since its introduction in Indonesia, the right to be forgotten principle has ignited a debate over the right to privacy vis--vis the freedom of speech two exigent issues in the digital age. To ensure justice, it is imperative to do a further legal research to draw clear boundaries between privacy and public interest. The internet should remain a prime channel to provide transparency of public information, the 2008 ITE Law, with its vagueness, should be a good topic to discussed on this article. Without careful deliberation, the amended ITE Law will likely end up in misguided in principle and unworkable in practice.

Juridical Review of Mastering and Utilization of the Right to the Land Connected With Mining Business License (Iup) Based on Law Number 4 Year 2009 Regarding Mineral and Coal Mining

^{1*} Daniel Hendrawan,² Yelma Nomida Alvisalia

^{1,2} Universitas Kristen Maranatha, Indonesia

Corresponding Email: daniel.hendrawan@rocketmail.com

Keywords: Land Utilization, Mastery, Land Rights, Mining Business License

Minerals and coal as one of Indonesia's natural resources used for the greatest prosperity of the people, so that controlled by the state. Based on Law No. 4 of 2009 on Mineral and Coal Mining, state control within the scope of business can be assigned to business entities, cooperatives or individuals within the territory of Indonesian mining law with the permission. Permit required to conduct mining business activities is Mining Business License (IUP). IUP in addition to functioning to carry out mining business, also functions steps can be carried out mining construction. When construction of mining will be done, must get certainty of right to land. IUP holders are not holders of land rights and land holders do not automatically become holders of IUP. Land held by IUP holders is not immediately utilized. Mining business activities carried out gradually and timed long enough. As a result, an impression of neglect of the land and invite other parties to make land grabs. One of them by using Land Certificate (SKT). The purpose of this first study is to know the power of the SKT law in terms of mastery ha katas land. Second, to know the legal protection for IUP holders due to the issuance of SKT. Thirdly, to know the legal certainty of ownership of mineral and coal resources in Mining Permit Areas (WIUP) due to issued SKT. In addition, a lot of land that owns IUP but designated for the land is not for the mining area.

UP COMING EVENTS

You can find the details regarding our upcoming events by following below:

<http://anissh.com/indonesia-conferences/>

<http://anissh.com/philippines-conferences/>

<http://anissh.com/malaysia-conferences/>

<http://anissh.com/conferences/south-africa-conferences/>

<http://anissh.com/conferences/singapore-conferences/>

<http://anissh.com/conferences/egypt-conferences/>

<http://anissh.com/conferences/thailand-conference/>

<http://anissh.com/conferences/turkey-conferences/>

<http://anissh.com/conferences/china-conferences/>

<http://anissh.com/conferences/uae-conferences/>

<http://anissh.com/conferences/hongkong-conferences/>

<http://anissh.com/conferences/south-korea-conferences/>

<http://anissh.com/conferences/morocco-conferences/>

<http://anissh.com/conferences/taiwan-conferences/>

<http://anissh.com/conferences/japan-conferences/>

<http://anissh.com/conferences/australia-conferences/>

<http://anissh.com/conferences/india-conferences/>

<http://anissh.com/conferences/greece-conferences/>

<http://anissh.com/conferences/spain-conferences/>



<http://aniceas.com/malaysia-conferences/>

<http://aniceas.com/thailand-conferences/>

<http://aniceas.com/indonesia-conferences/>

<http://aniceas.com/hongkong-conferences/>

<http://aniceas.com/singapore-conferences/>

<http://aniceas.com/uae-conferences/>

<http://aniceas.com/south-korea-conferences/>

<http://aniceas.com/taiwan-conferences/>

<http://aniceas.com/japan-conferences/>

<http://aniceas.com/australia-conferences/>

<http://aniceas.com/india-conferences/>

<http://aniceas.com/greece-conferences/>

<http://aniceas.com/spain-conferences/>

<http://aniceas.com/czech-republic-conferences/>

<http://aniceas.com/china-conferences/>

<http://aniceas.com/turkey-conferences/>

<http://aniceas.com/philippines-conferences/>

<http://aniceas.com/south-africa-conferences/>

<http://animh.com/conferences/>



Our Mission

**Our mission is to encourage global communication and collaboration
Promote Professional Interaction lifelong learning recognize
Outstanding Contributions of individuals and organizations and also
Develop an Effective and Responsible Platform by Creating Insightful Knowledge
and Inspiring minds in Dialogue with the World Around us.**



HongKong

Organized By: Akademika Nusa Internasional