

**Innovations in Business, Economics,  
Management, Social Sciences  
(IBEMSS-2016)**



**Volume 01, Issue 01**

**Kuala Lumpur, Malaysia**

**November 03-04, 2016**



**Akademika Nusa Internasional**  
**Association of Social Sciences and Humanities**  
**[www.anissh.com](http://www.anissh.com)**

# ***CONFERENCE BOOK OF ABSTRACT PROCEEDINGS***

***ANISSH***

Akademika Nusa Internasional Association for Social Sciences & Humanities

## TABLE OF CONTENTS

SCIENTIFIC COMMITTEE	vii
SCIENTIFIC COMMITTEE	viii
SCIENTIFIC COMMITTEE	ix
ORGANIZING COMMITTEE	x
CONFERENCE TRACKS	xi
CONFERENCE CHAIR MESSAGE	xii
CONFERENCE SECHDULE	xiii
Conference Day 02 (November 04, 2016)	xvi
<i>TRACK A</i>	1
<i>SOCIAL AND COMMUNITY STUDIES</i>	1
The Consumption and Advertising in the Media in the Postmodern Era	2
<i>TRACK B</i>	3
<i>EDUCATIONAL AND COMMUNICATION STUDIES</i>	3
Executive Writing in Point of Public Relations: An Applied Study on Speech Writing	4
<i>TRACK C</i>	5
<i>CIVIC AND POLITICAL STUDIES</i>	5
The Vulnerable Firstspace: An Investigation into the Relationship between Geographical Location and Poor Access to Resources	6
<i>TRACK D</i>	7
<i>BUSINESS AND MANAGEMENT STUDIES</i>	7
Malaysian’s Employers Need for Information of the Employment of People with Disabilities	8
The Effect of Foreign and Domestic Market Under the Period of Bear and Bull of Indonesian Stock Market: A Markov Switching VAR Analysis	9
<i>UP COMING EVENTS</i>	10

# **Book of Abstracts Proceedings**

**International Conference on Innovations in Business, Economics, Management,  
Social Sciences (IBEMSS)**

Kuala Lumpur, Malaysia  
November 03-04, 2016  
ISBN: 978-602-6427-22-9

**Head Office:**

Jl. Pasirlayung Selatan VIII No. D69  
Bandung 40192, West Java Indonesia  
Phone: +62 812-2430-0811  
Email: info@anissh.com  
URL: www.anissh.com

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.

Proceedings of the International Conference on Innovations in Business, Economics, Management, Social Sciences (IBEMSS)

### **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.

***International Conference on Innovations in Business,  
Economics, Management, Social Sciences (IBEMSS)***

**Venue: Hotel ibis Styles Kuala Lumpur Fraser Business Park  
Malaysia**

**Conference Theme:** Provides a leading forum for the presentation of  
new advances and research insights in the fields of Business,  
Economics, Management and Social Sciences

## SCIENTIFIC COMMITTEE

**Assoc. Prof. Doc Edgar R. Eslit**

St. Michael's College/ English Dept., CAS, Philippines

**Mr. Mohd Azhar Bin Abdul Rahman**

Urban Development Authority of Malaysia (UDA), Malaysia

**Assistant Professor Jitender Grover**

University, Sadopur, Ambala (Haryana), India

**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

**Mr. Bright Lumor MENSAH**

Jilin University, School of International and Public Affairs (SIPA), China

**Assoc. Prof. Doc Sharifah Hayaati Syed Ismail**

University of Malaya. Kuala Lumpur, Malaysia

**Dr. Lakshmikanth**

Srishti International, India

## SCIENTIFIC COMMITTEE

**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



## SCIENTIFIC COMMITTEE

**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

## ORGANIZING COMMITTEE

**Dr. Sukri Palutturi**

Conference Chair

**Email:** [conference.chair@anissh.com](mailto:conference.chair@anissh.com)

**Santi Rahmawati**

Conference Supervisor

**Email:** [santi.rahmawati@anissh.com](mailto:santi.rahmawati@anissh.com)

**Desintha Dwi Asrini**

Conference Supervisor

**Email:** [sintha.dwi@anissh.com](mailto:sintha.dwi@anissh.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

## CONFERENCE CHAIR MESSAGE

### **Dr. Sukri Palutturi**

“International Conference of Akademika Nusa Internasional Association of Social Sciences and Humanities” 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 and applied 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. Sukri Palutturi

Conference Chair

Email: [conference.chair@anissh.com](mailto:conference.chair@anissh.com)

## CONFERENCE SECHDULE

**ANISSH-2016**

**Venue:Hotel ibis Styles Kuala Lumpur Fraser Business Park**

**Time: Registration & Kit Distribution (8:30 - 9:30 am)**

**Day: Thursday**

**Date: November 03, 2016**

**Venue: Room 1**

09:30 am - 9:40 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 am- 10:30 am)**

**DAY 01 Thursday (November 03, 2016)**

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

**Venue: Room 1**

**Session Chair: Mrs. Mazuwin Binti Haja Maideen**

**Track A: Social and Community Studies**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Mrs. F. BETUL AYDIN	The Consumption and Advertising in the Media in the Postmodern Era	IBEMSS-116-ANI105

**Track B: Educational and Communication Studies**

Mrs. Oznur YUKSEK	Executive Writing in Point of Public Relations: An Applied Study on Speech Writing	IBEMSS-116-ANI106
-------------------	--	-------------------

**Track C: Civic and Political Studies**

Melissa Adendorff	The Vulnerable Firstspace: An Investigation into the Relationship between Geographical Location and Poor Access to Resources	IBEMSS-116-ANI11
-------------------	--	------------------

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

**DAY 01 Thursday (November 03, 2016)**

**Presentation Session (01:00 pm - 02:00 pm)**

**Venue: Room 1**

**Session Chair: Melissa Adendorff**

**Track D: Business and Management Studies**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Mrs. Mazuwin Binti Haja Maideen	Malaysian's Employers Need for Information of the Employment of People with Disabilities	IBEMSS-116-ANI110
Dr. Rossanto Dwi Handoyo	The Effect of Foreign and Domestic Market Under the Period of Bear and Bull of Indonesian Stock Market: A Markov Switching VAR Analysis	IBEMSS-116-ANI115

**(Ending Note 02:00 pm to 03:00 pm)**

## **Conference Day 02 (November 04, 2016)**

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





International Conference on Innovations in Business, Economics,  
Management, Social Sciences (IBEMSS) Kuala Lumpur, Malaysia  
ISBN: 978-602-6427-22-9

***TRACK A***

***SOCIAL AND COMMUNITY STUDIES***

## **The Consumption and Advertising in the Media in the Postmodern Era**

F. Betl AYDIN\*

Selcuk University, Turkey

Corresponding Email: betulaydin@selcuk.edu.tr

---

**Keywords:** Consumption Culture, Consumption Society, Postmodernism, Postmodern Approach, Advertising

The conception of postmodernism, which was revealed as a revolt to modernism is obtained the qualification of interdisciplinary today. Thus, it has widely been used from various academic disciplines to daily life. Whatever it is called in daily life consumption culture or consumption society, consumption has become a vital conception in sociology and more generally in social theory since 1980. In this context, the focus on consumption has been part of a comprehensive discussion in postmodernism. Indulgence, style, interest, leisure activity, sense of belongings to a religion or politics can be changed swiftly under postmodern conditions. In other words, the consumption patterns which have been taken separate, different or opposing under modern conditions, have been accepted together and combined in a flexible approach with postmodernism. There are different opinions on the beginning of consumption according to the researchers. In one point of view the beginning of consumption is evaluated with United Kingdom in the 18th century in terms of middle class, for another it is based on 19th century with regard to proletariat. The purpose of this theoretical study is thinking on how consumption, which becomes one of the most important indicators of postmodern period we live in, has been built through media messages in general and advertisements in particular. As postmodernism is an interdisciplinary conception, there are some problems on its definition. Therefore, there is disagreement on if postmodernism is a fact, a trend or a process as much as the conflicts on the beginning and medium of postmodernism which is the keyword of this study. First part of the study, these dilemmas will be questioned. In the second part, consumption culture, which is the one of the most important determinant of the process and critical opinions about it, will be considered. And last, the effect of media and advertisements on consumption culture will be analyzed.



International Conference on Innovations in Business, Economics,  
Management, Social Sciences (IBEMSS) Kuala Lumpur, Malaysia  
ISBN: 978-602-6427-22-9

***TRACK B***

***EDUCATIONAL AND COMMUNICATION STUDIES***

## **Executive Writing in Point of Public Relations: An Applied Study on Speech Writing**

Oznur YUKSEK \*

Selcuk University, Turkey

Corresponding Email: yuksekoznur@gmail.com

---

**Keywords:** PR, Public Relations Writing, Rhetoric, Speechwriting, Speechwriter

It can be said that public relations (PR) is a new area compare to other disciplines and has had a huge improvement in the last century. Persuasion has become a crucial component of PR area when its role and effects on people, organizations and societies are considered. So in this study, PR has been approached in this persuasion/rhetorical perspective. Today PR has a vital role in communication to reach a globally diverse audience. In addition, flow of information is very intense through all mass and social media mediums. So the message has to be designed carefully and context, length, timing and medium should be appropriate. In that case, every single PR text writings area such as news releases, annual reports, brochures, flyers and speechwriting have their own specialties and has to be considered each separately by itself. As a part of PR writings speechwriting has been analyzed deeply in this study that has been based on rhetorical approach to public relations. In theoretical parts of the study, all PR text writings and especially speechwriting are detailed with literature survey. And the last part has been consisted of analysis on in-depth interviews (which is method of this study) with speechwriters from various countries to reveal the implementation and perception differences on speechwriting and find common thoughts on it. Accordingly to information obtained from attendees, it can be seen differences on the relation of speaker and speechwriter, essential principal points for persuasion, specific features on introduction, main body and conclusion of a speech and rhetorical devices. Contrary to this, mainly common sense is crystallized into structure of sentences, length of a speech, to whom decides the final draft of a speech, implementation of audience analysis, steps of speechwriting and the attributes speechwriters must possess.



International Conference on Innovations in Business, Economics,  
Management, Social Sciences (IBEMSS) Kuala Lumpur, Malaysia  
ISBN: 978-602-6427-22-9

***TRACK C***

***CIVIC AND POLITICAL STUDIES***

## **The Vulnerable Firstspace: An Investigation into the Relationship between Geographical Location and Poor Access to Resources**

<sup>1\*</sup> Melissa Adendorff, <sup>2</sup> Dr Dawie Jansen van Vuuren

<sup>1,2</sup> SMEC South Africa

Corresponding Email: melissa.adendorff@smec.com

---

**Keywords:** Firstspace, Othering, Vulnerability, Water Poverty Index

Firstspace othering and spatial vulnerability of communities may be assessed in terms of access to water supply and sanitation services. This lack of access is addressed through the Water Poverty Index through an application of three of the five WPI indicators which relate to the geographical location of a community, namely quality and variability, access, and environmental impact. The lack of access is posited to be a form of vulnerability, as the vulnerability paradigm comprises technology, social engineering, geography, and human ecology. The theory of critical spatial vulnerability in terms of water and sanitation services is applied to the vulnerable Firstspace of Namushakende, located in the Western Province of Zambia. The application addresses the spatial practise and vulnerability mitigation that is necessary in order to lower the towns vulnerability and enable the community to resist the othering that is enforced upon it through its Firstspace location and existing infrastructure.



International Conference on Innovations in Business, Economics,  
Management, Social Sciences (IBEMSS) Kuala Lumpur, Malaysia  
ISBN: 978-602-6427-22-9

***TRACK D***

***BUSINESS AND MANAGEMENT STUDIES***

## **Malaysian's Employers Need for Information of the Employment of People with Disabilities**

<sup>1\*</sup> Mrs. Mazuwin Binti Haja Maideen, <sup>2</sup> Prof. Jayaraman Munusamy

<sup>1,2</sup> Asia Metropolitan University

Corresponding Email: mazuwin@apu.edu.my

---

**Keywords:** Spatial Vulnerability, Geographical Location, Poor Access to Resources, Risk Hazard

This paper investigates the relation between geographical location and poor access to resources, including water and sanitation services. The premise of this investigation is based on the concept of the Firstspace as explained by Lefebvre and Soja, and posits that othering is not a purely Thirdspace occurrence. The subjugation which may be demonstrated in Thirthing-as-Othering may be present at a geographical level in terms of the lack of access to resources being imposed through the Firstspace location of a community. This lack of access may be expressed in terms of Sullivans (2003) Water Poverty Index (WPI). Three of the five WPI indicators are related to the physical location, quality, and environment in which the water resource is found, and, as such, the WPI may be used as a tool to demonstrate the vulnerability of a Firstspace. This paper further posits that the othering potential of a Firstspace may be determined through a vulnerability assessment which creates a framework for the analysis of the concepts of risk, hazard, vulnerability, disaster, mitigation, and resilience of a given community in a given space (Wisner 2016:4). The vulnerability assessment is a tool which assesses the existing infrastructure, the space, and the social impact of the infrastructure and the space upon the affected community.



## **The Effect of Foreign and Domestic Market Under the Period of Bear and Bull of Indonesian Stock Market: A Markov Switching VAR Analysis**

<sup>1\*</sup> Dr. Rossanto Dwi Handoyo, <sup>2</sup> Wisnu Wibowo  
<sup>1,2</sup> Airlangga University, Indonesia  
Corresponding Email: rossanto\_dh@yahoo.com

---

**Keywords:** Oil Price Shock, Bull and Bear Period, Stock Market, Markov Switching VAR

In this paper we attempt to investigate the foreign shock and domestic shock on determining the period of the bull and the bear of Indonesian Stock market. In particular, we investigate the impact of oil market, global stock market, money market, exchange rate market, and output market as explanatory variables in determining the period of bear and bull of stock market. We attempt to address these issues by adopting Markov Switching-VAR model. Our results indicate that the probability of regime 1 (bear period) switch to regime 2 (bull period) is high whereas the probability of regime 2 switch to regime 1 is low. Our results show that the dominance of regime 2 over regime 1 in the market. The markets that perform well to predict the period of bull and bear period of Indonesian Stock Market are world oil market, Malaysia Stock Market, Singapore Stock Market, US Stock market and foreign exchange market.

## ***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/serbia-conferences/>

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

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

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

<http://anissh.com/conferences/jordan-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/czech-republic-conferences/>

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

# Vision

Our vision is to establish sustainable research and academic hub for future generations.



**Dubai, UAE**

**International Conference on  
Academic and Industrial Research in  
Business, Management  
and Social Sciences**

**AIBMS-2016**

**Organized By:**



**Akademika Nusa Internasional**  
Association of Social Sciences and Humanities