



**KEPUTUSAN DEKAN
FAKULTAS ILMU KOMUNIKASI
UNIVERSITAS BUDI LUHUR
Nomor : K/UBL/FIK/000/048/10/18**

**TENTANG
KEWAJIBAN DOSEN STRATA SATU (S-1) DAN STRATA DUA (S-2)
MELAKSANAKAN TRIDARMA PERGURUAN TINGGI
FAKULTAS ILMU KOMUNIKASI UNIVERSITAS BUDI LUHUR
SEMESTER GASAL TAHUN AKADEMIK 2018/2019**

- Menimbang : a) Bahwa untuk meningkatkan kinerja Dosen dalam melaksanakan Tridarma Perguruan Tinggi di Fakultas Ilmu Komunikasi Universitas Budi Luhur.
b) Bahwa dipandang perlu meningkatkan fungsi Dosen dalam pengembangan keilmuan dan karya nyata dalam kehidupan masyarakat.
- Mengingat : 1) Undang-Undang Nomor 12/Tahun 2012 tentang Pendidikan Tinggi (Lembaran Negara Republik Indonesia/Tahun 2012 Nomor 5336);
2) Undang-Undang Nomor 20/Tahun 2003 tentang Sistem Pendidikan Nasional (Lembaran Negara Republik Indonesia/Tahun 2003 Nomor 78, Tambahan Lembaran Negara Republik Indonesia Nomor 4301);
3) Undang-Undang Nomor 60/Tahun 1999 tentang Pendidikan Tinggi (Lembaran Negara Tahun 1999 Nomor 115, Tambahan Lembaran Negara Nomor 3859);
4) Peraturan Pemerintah Nomor 17/Tahun 2010 tentang Pengelolaan dan Penyelenggaraan Pendidikan (Lembaran Negara Republik Indonesia Tahun 2010 Nomor 23);
5) Statuta Universitas Budi Luhur;
6) Keputusan Pengurus Yayasan Pendidikan Budi Luhur Cakti No. K/YBLC/KET/000/079/03/16 tentang Pengangkatan Dekan Fakultas Ilmu Komunikasi.

MEMUTUSKAN

- Menetapkan
- Pertama : Mewajibkan setiap dosen tetap Fakultas Ilmu Komunikasi Universitas Budi Luhur untuk membuat karya ilmiah minimal satu karya dalam satu semester.
- Kedua : Mewajibkan setiap dosen tetap Fakultas Ilmu Komunikasi untuk terlibat dalam kegiatan pengabdian masyarakat minimal satu kegiatan dalam satu semester.
- Ketiga : Mewajibkan setiap dosen Fakultas Ilmu Komunikasi untuk mengajar sesuai dengan jadwal dan mata kuliah yang telah ditetapkan Ketua Program Studi.
- Kempat : Dalam melaksanakan Tridarma Perguruan Tinggi setiap dosen berkewajiban membuat laporan kepada Ketua Program Studi terkait dan bertanggung jawab kepada Dekan Fakultas Ilmu Komunikasi Universitas Budi Luhur.
- Kelima : Keputusan ini berlaku sejak tanggal ditetapkan dan akan diubah sebagaimana mestinya apabila dikemudian hari terdapat kekeliruan.

Ditetapkan di : Jakarta
Pada Tanggal : 1 Oktober 2018
Dekan Fakultas Ilmu Komunikasi
Universitas Budi Luhur



Rocky Prasetyo Jati

Lampiran Keputusan Dekan Fakultas Ilmu Komunikasi Universitas Budi Luhur

Nomor : K/UBL/FIK/000/048/10/18

Tentang : Kewajiban Dosen Strata Satu (S-1) Melaksanakan Tridarma Perguruan Tinggi Fakultas Ilmu Komunikasi Universitas Budi Luhur Semester Gasal Tahun Akademik 2018/2019

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75.	Muhamad Isnaini, S.Si., M.I.Kom
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77.	Muhammad Darwinsyah, M.M
78.	Muhammad Ikhwan, M.I.K
79.	Muhammad Iqbal Naufal, S.I.Kom

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103.	Suwadi, S.P.T., M.I.Kom
104.	Suwarno, S.Sos., M.Kom
105.	Taufan Prahara Gunadi, M.Kom
106.	Tulus Yuniasih, S.IP., M.Soc.Sc
107.	Veronica Sri Utami, S.Psi., M.I.Kom
108.	Wedha Stratesti Yudha, M.Sc
109.	Wenny Maya Arlena, S.Sos., M.Si
110.	Yousep Eka Irawan, S.P.T
111.	Yuni Kasmawati, S.Pt., M.M
112.	Zakaria Satrio Darmawan, M.I.Kom

Ditetapkan di : Jakarta
Pada Tanggal : 1 Oktober 2018
Dekan, Fakultas Ilmu Komunikasi
Universitas Budi Luhur



Rocky Prasetyo Jati

Nomor : K/UBL/FIK/000/048/10/18
Tentang : Kewajiban Dosen Strata Dua (S-2) Melaksanakan Tridarma Perguruan Tinggi Fakultas Ilmu Komunikasi Universitas Budi Luhur Semester Gasal Tahun Akademik 2018/2019

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2.	Dr. Wendi Usino, MM., M.Sc
3.	Dr. Umaimah Wahid, M.Si
4.	Denik Iswardani Witarti, Ph.D
5.	Dr. Afrina Sari, M.Si
6.	Dr. Ahmad Toni, M.I.Kom
7.	Dr. Nawiroh Vera, M.Si

Ditetapkan di : Jakarta
Pada Tanggal : 1 Oktober 2018
Dekan Fakultas Ilmu Komunikasi
Universitas Budi Luhur



[Signature]
Rocky Prasetyo Jati

Conference Proceedings

November 29-30, 2018

The 7th Business, Economics and Communications
International Conference 2018

Digital Knowledge and Business Innovation :

DRIVING TO THE FUTURE

Conference Partners



Organized by   Faculty of Business, Economics and Communications
Naresuan University, Phitsanulok, THAILAND

www.bec.nu.ac.th

**The 7th Business, Economics and
Communications International Conference, 2018
(The 7th BECIC2018)**

“Digital Knowledge and Business Innovation: Driving to the Future”

**November 29-30, 2018
Topland Hotel, Phitsanulok, Thailand**



**Faculty of Business, Economics and Communications (BEC)
Naresuan University**

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About Naresuan University

Naresuan University (abbreviated NU) is conveniently located in Phitsanulok province in the Lower Northern Thailand. Phitsanulok has become a logistics center of Indo-China intersection connecting North-South and East-West economic corridors which cover infrastructure and transportation networks among Greater Mekong Sub-region countries (i.e., Cambodia, the People's Republic of China (PRC), Lao PDR, Myanmar, Thailand, and Vietnam. It is a 40 minute flight or 3.5 hour drive from Bangkok.

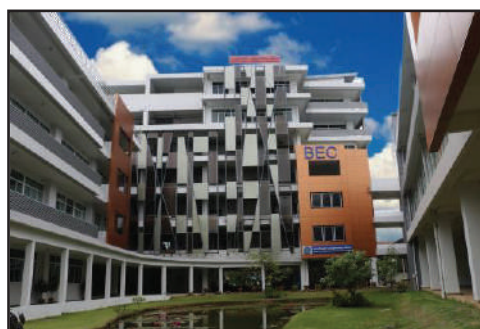


Naresuan University, named after the Great King Naresuan, was established in 1967 as a College of Education and later became the Phitsanulok Campus of Srinakharinwirot in 1974. The university was officially granted university status on July 29, 1990 and the name "Naresuan University" was graciously given by His Majesty the late King Bhumibol Adulyadej. Naresuan University has been emphasizing the decentralization of education and equality of study opportunity for people in the lower northern part of Thailand and other regional provinces.

Naresuan University currently accommodates 16 faculties, 2 schools, and 3 colleges. The university offers a wide range of academic disciplines in three clusters: Health Sciences, Science and Technology and Social Sciences. Currently, 195 curricula are offered in 16 faculties listed as follows:

- Faculty of Agriculture, Natural Resources and Environment
- Faculty of Allied Health Sciences
- Faculty of Architecture
- **Faculty of Business, Economics and Communications (BEC)**
- Faculty of Dentistry
- Faculty of Education
- Faculty of Engineering
- Faculty of Humanities
- Faculty of Law
- Faculty of Medical Sciences
- Faculty of Nursing
- Faculty of Pharmaceutical Sciences
- Faculty of Public Health
- Faculty of Science
- Faculty of Social Sciences
- Faculty of Medicine
- The School of Renewable Energy Technology

About Faculty of Business, Economics and Communications



Faculty of Business, Economics and Communications (BEC) is located in Phitsanulok province in the lower north of Thailand, 377km from Bangkok. It was first established as part of Faculty of Humanities and Social Sciences (HSS) in 1994, but was separated from HSS to become Faculty of Management and Information Sciences (MIS) on 1 October 2003 before being renamed Faculty of Business, Economics and Communications (BEC). The faculty is divided into five academic departments: Business Administration, Economics, Accountancy, Tourism and Communication Arts. As of 2013, the faculty offers 7 Bachelor's, 7 Master's and 4 Doctoral degrees in Business Administration, Accounting, Economics, Tourism and Communications.

As of April 2018, there are over 4,000 students enrolled and over 90 faculty members holding degrees from top ranked universities around the world. Additionally, there were 50 visiting scholars involved in teaching and supervising students' research. The programs of BEC are as follows:

Bachelor's Degrees

- Bachelor of Business Administration Program in Business Management
- Bachelor of Business Administration Program in Finance
- Bachelor of Business Administration Program in Business Computer
- Bachelor of Arts Program in Tourism
- Bachelor of Economics Program
- Bachelor of Accountancy Program
- Bachelor of Communication Arts Program

Master's Degrees

- Master of Business Administration Program
- Master of Business Administration Program in Asian Business Management (International Program)
- Master of Business Administration Program in Strategic Information Technology Management (International Program)
- Master of Economics Program
- Master of Communication Arts Program in Communications
- Master of Arts Program Arts Program in Tourism Management
- Master of Accountancy Program

Doctoral Degrees

- Doctor of Philosophy Program in Business Administration
- Doctor of Philosophy Program in Communications
- Doctor of Philosophy Program in Tourism
- Doctor of Philosophy Program in Economics

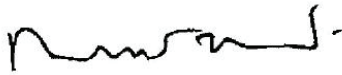
A Message from the Chairman of Naresuan University Council

It is my pleasure to welcome you all to Phitsanulok and the BECIC 2018 conference. The conference is organized by the Faculty of Business, Economics, and Communications. This faculty combines major social sciences such as business management, economics, finance, accounting, tourism, and communications. I consider them as ones of the most important fields in any modern society because these sciences offer each of us new perspectives and new way of understanding in the face of disruptive technology. Thus, educating the next generation of leaders in these fields is always a priority for any country.



This conference is an important part of creating leaders in this field by exchanging and sharing research experience among scholars around the world. The conference provides a forum for you to network with other professors, researchers, government officials, and industrial partners to talk about the challenges and opportunities of digital knowledge and business innovation could bring about.

As the Chairman of Naresuan University Council, I would like to thank the faculty as the conference organizing committee for their hard work and dedication to this conference. I hope you all enjoy conference.



Prof. Dr. Krasae Chanawongse
Chairman of Naresuan University Council

A Message from the President, Naresuan University

I hope you will join us at Phitsanulok for our Business, Economics, and Communications International Conference (BECIC2018) at Topland Hotel during November 29-30, 2018.

I commend our management team for spearheading this event. It is important that we share and exchange research findings and ideology across higher education platform. Colleges and universities face great challenges with technology that is rapidly transforming education in unexpected ways. Thus, we must work together as colleagues to come up with different ideas. The BECIC2018 provides a great opportunity for scholars and researchers around the globe to explore digital knowledge and innovations in a wide range of academic disciplines, for example, business management, economics, accounting, tourism, and communications.



We look forward to extending our hospitality during your productive stay in Phitsanulok. The city, mushroomed with a number of colleges and universities and well-inherited tradition of educational leaderships, is considered the hub for business centers in the Lower Northern region. Phitsanulok is also a great place to be inspired by our nation's history and to enjoy yourself at our amazing cultural destinations and great restaurants.

On behalf of the Naresuan University community, I cordially invite you to attend and support this tremendous opportunity that brings the innovation process in fully operated cycle and will be pleased to welcome you on November 29-30, 2018 at Topland Hotel in Phitsanulok, Thailand.



Honorary Prof. Dr. Kanchana Ngourungsi
President, Naresuan University

A Message from Dean, Faculty of Business, Economics and Communications

Reflecting back through the past two years at the Business, Economics and Communications International Conference, it is clear the theme of innovation plays an important role in the advancement of academia. As we move into the 2018 conference year, we have elected to continue the business innovation through team work and collaboration.

The message our key note speakers and presenters will deliver hits right to the core about the importance of digital knowledge and business innovation. With that being said, new technologies enable business innovations in the ways in which we create knowledge, access information, and eventually transform our future.



In the year past, we have had several important leaders speak at our conference. These included, Abhisit Vejjajiva, a former prime minister of Thailand, Professor Jonathan Reynolds from University of Oxford, Professor Shibli Rubayat UI Islam from University of Dhaka, and Suwanchai Lohawatanakul, President of Institute for Small and Medium Enterprises Development (ISMED). This year, we continue to add to the list of leaders as well as other strong speakers and presenters. The list includes Dr. Supachai Panitchpakdi, Former Director General of WTO & Former Secretary-General of UNCTAD, Professor James E. Owers from Harvard University, Professor Amir Mahmood from Western Sydney University, Professor Robert Van Der Meer from University of Strathclyde, and Dr. Meeta Vouk from IBM Singapore.

On behalf of the conference organizing committee, we invite you to attend and support this tremendous opportunity that brings the innovation process full circle. We look forward to seeing you November 29-30, 2018 at Topland Hotel in Phitsanulok, Thailand.

A handwritten signature in black ink, appearing to read "Vichayan Rattanawiboonsom".

Assistant Prof. Dr. Vichayan Rattanawiboonsom,
Dean, Faculty of Business, Economics and Communications,
Naresuan University.

A Message from the Conference Program Chair

It is with great pleasure that I welcome you to the 7th Business, Economics, and Communications International Conference 2018 or BECIC2018, in Phitsanulok, Thailand. A total of 65 research papers will be presented at the conference. I thank all authors who submitted papers. High-quality submissions are the starting point for a superb conference.

These papers were double-blinded peer reviewed. Each paper received two written reviews. Our Program Committee (PC) was restricted to being co-authors on at most two submissions. The physical-presence PC meeting and the relatively small Program Committee, contributed to a collegial process and open discussions, pooling the expertise of the entire committee. I am immensely grateful to the committee for their cooperative spirit and extraordinary efforts. It was a true privilege to work with such a dedicated and focused team, many of whom seem to serve continuous tours of Program Committee duty.



Beyond the technical program in these proceedings, the conference is enriched by many other items. These include exceptional invited talks. This year's keynote address is by Dr. Supachai Panitchpakdi, Former Director General of WTO & Former Secretary-General of UNCTAD, Professor James E. Owers from Harvard University, Professor Amir Mahmood from Western Sydney University, Professor Robert Van Der Meer from University of Strathclyde, and Dr. Meeta Vouk from IBM Singapore.

I am happy to thank Janjira Munsirikul, for her unlimited energy for taking care of all single details of the conference, Dennapa Uafuapan for her experience of organizing previous conferences, Worrachet Sriundee for his expert in designing the conference website, Chayaporn Kunpratun, Maijit Kritlerk, Piyapan Mukpetch for their dedication to the conference. Thanks to Assistant Professor Passawan Korakotchamas for driving publicity and organizing the presidential reception ceremony, to Dr. Sukij Khorchurklang for his great hospitality extended to all keynote speakers and special guests, to Assistant Professor Siripen Dabpet for her expertise in organizing a trip for our guests, to Ajarn Thanawat Kwanboon for great catering service, to Dr. Naline Moprasit for her help, and to others who are part of this conference.

I hope you enjoy the conference as much as I have enjoyed being part of delivering it.

Dr. Pawinee Stargell,
Conference Secretary, BECIC2018

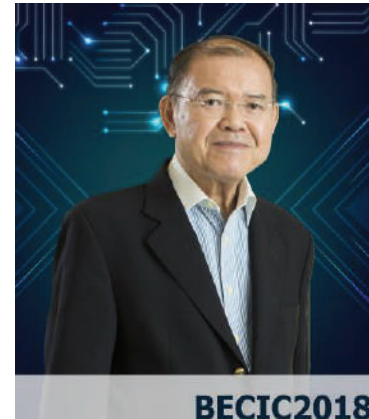
Keynote Speaker Biographies

Dr. Supachai Panitchpakdi

Former Director General of WTO

Former Secretary-General of UNCTAD

Supachai Panitchpakdi's career has spanned wide-ranging areas, starting off as an officer of the Bank of Thailand, he became Deputy Finance Minister, Commerce Minister, and twice Deputy Prime Minister. In between he assumed for some years the presidency role of a commercial bank, and chairman of several private corporations including an international insurance company. His international career is noteworthy for the fact that he is the first representative of the developing countries to be appointed Director General of the World Trade Organization (2002-2005) and follows that up with two terms as Secretary General of the United Nations Conference on Trade and Development (2005-2013). At present he is a board member of the Institute for Cultural Diplomacy in Berlin and a founding member of the Asia-New Zealand Foundation.

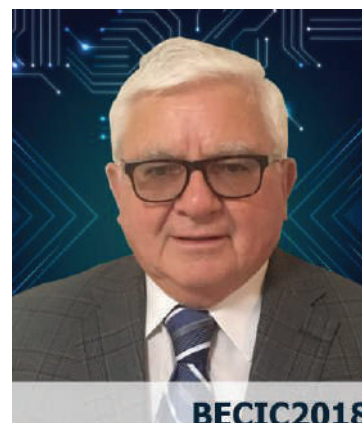


Keynote Speaker Biographies

Professor James E. (Jim) Owers, Sr.

Director of the Economics Program in the Harvard University

James Owers is Director of the Economics Program in the Harvard University Summer School and a Professor in the Program. He is a former Associate of and Visiting Scholar in the Department of Economics at Harvard University, and is Professor of Finance Emeritus in the Robinson College of Business at Georgia State University. Since graduating with his Ph.D. from The Ohio State University in 1982, he has also served on the faculties of the University of Massachusetts, the Massachusetts Institute of Technology (M.I.T.) and the University of California. He has visited at Universities in Europe, New Zealand, Central and South America, and the Middle East. He has research affiliations with organizations in the USA, Canada, New Zealand, Europe, the Middle East, and Russia. Prior to his academic and consulting career, Jim was an accountant and treasurer in the financial sector. He has extensive experience in managing financial and real estate investments and operations. Born in New Zealand, he holds dual USA/New Zealand citizenship.



Dr. Owers has taught in undergraduate, masters and Ph.D. programs, including regular and Executive MBA programs ranked in the top 10 nationally. He was one of the original researchers into the issues associated with the restructuring of firms and is an international authority in this area. Professor Owers has published more than 100 articles on restructuring and other financial topics. His groundbreaking paper on Spin-Off Restructuring in the Journal of Financial Economics has now been cited in over 1,000 published research papers. In 2017, SSRN rates the downloads of his research papers as being in the All Time top 10% of all Financial Economist researchers. Reflecting both academic and professional work in the communications and media industries, he is co-author of Media Economics: Theory and Practice (now in its third edition).

Dr. Owers has broad experience in consulting and executive programs in the U.S., Europe, Asia, New Zealand, the Middle East, and Central and South America. He has conducted numerous Executive programs for organizations such as the American Bankers' Association, and open enrolment audiences. Additionally, he has delivered programs tailored to the specific needs of many individual firms.

This has involved consulting, executive programs, and financial seminars for firms such as: AT&T, Bank of America, Cisco Systems, IBM (USA, Europe, Asia), Technitrol/Pulse (USA, Asia), BellSouth, Ceridian Inc., Cingular, Comcast, CVS, GCI Group, Grupo Aessor (Mexico), Hilton Hotels, Honda, LIMRA, Lucent Technologies, MCI/Worldcom, NZI/HSBC, PDVSA (the National Oil Company of Venezuela), Pepsico, SAS, Scientific Atlanta, The Southern Company, Inc., U.S. BankCorp/NOVA, Verizon, and Worldspan. Prior to his academic and consulting career, he was an accountant and treasurer, including work with a subsidiary of HSBC. Jim has a subtle and creative knowledge of financial relationship and how to interpret and apply these to generate C-suite and Executive insights that deliver both divisional and overall organization results.

Dr. Owers's insights on contemporary developments in finance and economics are frequently quoted in media outlets including some of the most prominent publications such as The Wall Street Journal, The Financial Times, The London Times and various broadcast media.

Keynote Speaker Biographies

Dr. Robert Van der Meer

Professor and Reader in Management Science,
Strathclyde Business School, University of Strathclyde

Robert van der Meer has a Cand. Econ. degree in Economics & Business Administration from the University of Amsterdam, an MSc in Economics from the London School of Economics and a PhD in Management Science from the University of Strathclyde. Robert currently holds the positions of Reader in Management Science and Strathclyde MBA Academic Director. He is also a Fellow of the Centre for Health Policy (CHP) and an executive member of the Strathclyde Institute for Operations Management (SIOM). At Strathclyde Business School, Robert teaches a range of classes in Management Science, Business Analytics and Operational Research.



Robert is actively involved in research and knowledge exchange projects in the areas of Operations and Supply Chain Management & Strategy, Business Process Management & Improvement, and Health Economics. He is currently Principal Investigator on 4 research projects and Co-Investigator on another one. Robert applies a range of analytical and modelling tools, including simulation modelling, cost effectiveness analysis, statistical analysis and mathematical optimisation, depending on the nature of the problems encountered. He has a particular interest in the development of new ways of working through the effective integration of people and technology. To date, Robert has published more than 35 articles in peer-reviewed academic journals, and supervised 13 PhD students and 2 DBA students to completion. In total, he has been Principal Investigator or Co-investigator on 18 research and knowledge exchange projects so far. Before joining the University of Strathclyde in 1990, Robert was seconded for a couple of years to IBM UK to advise on the implementation of lean manufacturing methods; in the course of this, he created a successful in-house Masters Programme in Materials Management for IBM UK. At Strathclyde, he has developed a popular cross-faculty Masters Programme in Supply Chain Management and was also responsible for the University of Strathclyde joining the SAP University Alliances global programme. Robert has led consultancy and knowledge exchange projects for companies as diverse as IBM UK (lean manufacturing methods), Levi Strauss & Co (European manufacturing network), Coats plc (global supply chain management), Diageo (productivity analysis) and SeaTec (analysis of ship operating expenses).

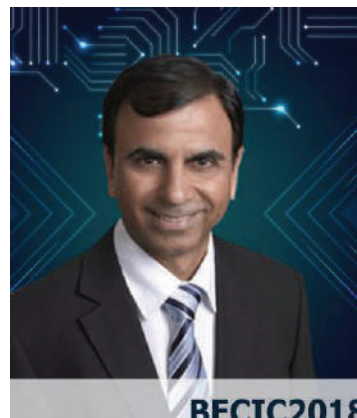
Over the last decade, Robert's research has focused on healthcare operations and health systems improvement, sponsored by NHS Scotland and the Scottish Government. In this respect, three research projects are of particular interest. First, Robert conducted action research in 2010-12 to directly support NHS Greater Glasgow & Clyde in the large-scale automation of medicines distribution, as part of an innovative redesign programme of hospital pharmacy services. This constituted the largest automation project (by size and scale of activity) for hospital pharmacy in the UK and, to the knowledge of the robotic system supplier, the integrated system of robots was double the size of any other installation worldwide. Second, Robert led a research team in 2014-16 to develop a detailed cost model for the 'Virtual Fracture Clinic' pathway, pioneered by the orthopaedic unit at Glasgow Royal Infirmary. This innovative patient pathway has attracted significant attention and interest from other hospitals in the UK and worldwide. Third, Robert is currently working with clinical staff from the West of Scotland Pancreatic Unit at Glasgow Royal Infirmary on the development of a range of statistical and simulation models to investigate cost-effective approaches for improving outcomes for patients with pancreatic cancer.

Keynote Speaker Biographies

Professor Amir Mahmood

Dean of School of Business at Western Sydney University, Australia.

Professor Amir Mahmood joined Western Sydney University as Dean, School of Business in October 2018. He holds a Master and a PhD in Economics from the University of Manitoba, Canada. Before joining Western Sydney University, he was the Pro Vice-Chancellor of the University of Newcastle (UON) in Singapore and the Chief Executive Officer of UON Singapore.



With extensive experience in Australian and international higher education systems, Professor Mahmood is an established leader in the area of internationalisation of higher education. Over the years, he has successfully negotiated, implemented and managed international collaborative initiatives across a range of cultural, linguistic, political and economic contexts in the Asia Pacific region.

A recipient of the Australian Government Endeavour Malaysia Research Fellowship, Professor Mahmood has an active research track record in the field of economics, business and management. His recent engaged research with impact include work in areas such as SMEs in Malaysia and Indonesia, mental health and productivity in Singapore, microfinance and poverty alleviation in the Philippines, disaster management in South Asia, and international trade in services in the ASEAN region.

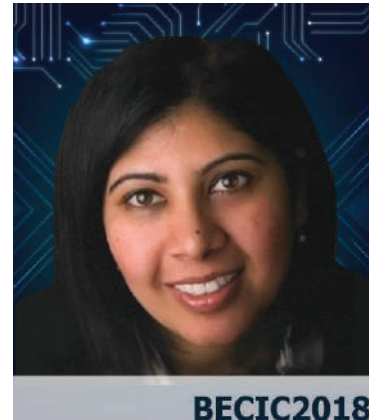
Professor Mahmood has also worked on projects funded by international and national organisations such as the World Bank, Agriculture Canada/ Canadian International Development Agency (CIDA), the Department for International Development (DFID, UK), and the Workplace Safety and Health (WSH) Institute, Singapore.

Keynote Speaker Biographies

Dr. Meeta Vouk

Director of the Singapore Research Center, IBM

Meeta Vouk, Phd, is the Director of the Singapore Research Center, and is responsible for establishing and executing on the technical agenda of the IBM research center in Singapore. Previous to that she was the Chief Data Officer for Blockchain Technologies at IBM. Meeta led the data group for blockchain and was responsible for managing the business unit's Global data and establishing data governance policies, operationalizing IBM's Blockchain offerings, understanding market insights, developing customer engagement strategy, and creating business value from data. As a product officer, Meeta led the delivery of industry leading IBM Blockchain Platform to the market (Gartner). Her work on Blockchain earned her a spot in the top 5 data officers of 2016 by Innovation Enterprise Magazine. Previously, Meeta was the Chief Technology Officer of Innovation for IBM Middleware where she led the Emerging Technology Institute. Her work involved incubating business ideas, working on business acquisitions and delivering innovative technology MVPs internally and to customers (Enterprise IoT, High Performance Messaging Appliances, Business Hub, Blockchain). Meeta is the founder of Garage Inc., an idea incubator geared towards teaching kids to be social entrepreneurs. Meeta is an adjunct professor at North Carolina State University and has been teaching advanced graduate computer chip design courses for 12 years. Her course has been adopted by 27 universities across the world and her students are leading hardware verification and design at many of the technology fortune 100 companies.



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Conference Schedule

The 7th Business, Economics and Communications International Conference, 2018 (The 7th BECIC2018)

Theme: “Digital Knowledge and Business Innovation: Driving to the Future”

November 29-30, 2018

Topland Hotel, Phitsanulok, Thailand

Day 1 Thursday, November 29, 2018	
7:30 - 8:40 a.m.	Registration Venue: Convention Hall 2, 5 th Floor
8:40 - 8:50 a.m.	Welcoming Speech by Assistant Professor Dr. Vichayanon Rattanawiboonsom Dean of the faculty of Business Economics and Communications, Naresuan University
8:50 - 8:55 a.m.	General Remarks by Honorary Professor Dr. Kanchana Ngourungsi President of Naresuan University
8:55 - 9:10 a.m.	Special Speech by Khunying Jada Wattanasiritham Director and Treasurer, Thai Red Cross Society Opening Remarks by Professor Dr. Krasae Chanawongse Chairman of Naresuan University Council, Thailand, Thai physician, Professor of Medicine, and Politician
9:10 - 9:15 a.m.	Opening Ceremony
9:15 - 9:20 a.m.	Group Photo Sessions
9:20 - 9:25 a.m.	VDO presentation of the BECIC2018
9:25 - 10:10 a.m.	Keynote Speakers I “Economic Consequences of Digital Knowledge and Innovation” by Dr. Supachai Panitchpakdi Former Director General of WTO & Former Secretary-General of UNCTAD
10:10 - 10:50 a.m.	Keynote Speaker II “DEPOSIT INSURANCE: The Motivations for Adoption Decision and Consequences of Government-Backed Programs” by Professor Dr. James E. Owers, Sr. Professor from Harvard University, USA
10:50 - 11:10 a.m.	Coffee Break
11:10 - 12:00 p.m.	Keynote Speaker III “Industry Transformation Using AI and Blockchain” by Dr. Meeta Vouk Director of the Singapore Research Center, IBM Research Center in Singapore
12:00 a.m. - 1:30 p.m.	Lunch Venue: Sukhothai and Ayutthaya, 5 th Floor
1:30 - 5:00 p.m.	Oral Presentations Venues: Lop Buri, Chai Nat, Uthai Thani, Nakhon Sawan, Phetchabun, 5 th Floor
6:00 - 8:00 p.m.	Gala Dinner Party (All authors and participants are welcome without extra charge) Venue: Convention Hall 2, 5 th Floor

Day 2 Friday, November 30, 2018	
8:00 - 9:00 a.m.	Registration Venue: Ayutthaya, 5 th Floor
9:00 - 9:45 a.m.	Keynote Speaker IV “Internationalisation of Higher Education, International Strategy and Organisational Complexities at the Institutional Level” by Professor Dr. Amir Mahmood Dean of School of Business at Western Sydney University, Australia
9:45 - 10:30 a.m.	Keynote Speaker V “The Impact of Digital Innovation in Health Care” by Dr. Robert Van Der Meer Professor and Reader in Management Science, Strathclyde Business School, University of Strathclyde, UK
10:30 - 12:00 a.m.	Oral Presentations Venues: Ayutthaya, Chai Nat, Uthai Thani, Nakhon Sawan, Phetchabun, 5 th Floor
12:00 a.m. - 1:00 p.m.	Lunch Venue: Sukhothai, 5 th Floor

Conference Schedule of Sessions

Day 1 Thursday, November 29, 2018 (1:30 p.m. - 5:00 p.m.)	
Session 1: Human Resource Management Venue: Lop Buri, 5th Floor	
1:30 - 4:35 p.m.	Session Chair: Dr. Fuangfa Panya Faculty of Business, Economics and Communications, Naresuan University, Thailand Discussants: 1. Dr. Chatree Preedaanunthasuk Faculty of Business, Economics and Communications, Naresuan University, Thailand 2. Dr. Sutana Boonlua Mahasarakham University, Thailand Papers: 1. Employee Behavior in Hotel; Yangon, Myanmar by Aunchistha Poo-Udom 2. Work-Life Balance Dilemma of Millennial Employees in China’s Commercial Banks of Guangxi Urban Area by Sihui Yang 3. The Influence of Compensation and Conflict Occupational to the Performance of Cooperative Management in Eastern Kalimantan Province – Indonesia with Organizational Commitment as Intervening Variables by Muhammad Bayu 4. Diversity Management: When Generation Z come to the Workplace and How Human Resource Can Manage? by Naphat Wuttaphan 5. Global Healthcare Workers Migration: A Human Resource Management Concern by Siriluk Pichainarongk 6. The Relationships between Work Environment and Organizational Learning: The Moderating Role of Organizational Climate by Panissara Naowakhoaksorn

	7. Influential Factors toward Officers' Performance Motivation at Office of the Welfare Promotion Commission for Teachers and Educational Personnel (OTEP) by Napat Chandhararome 8. Competency Study of Human Resources Manager in Thailand 4.0: Bangpoo Industrial Estate Samutprakran Province by Pornpawee Thavornsak 9. An Investigate the Service Quality and Customer Satisfaction: The Case of Home and Residence in Bangkok and its Vicinity by Nilubon Sivabrovornvatana 10. Job Satisfaction Among Thai Flight Attendants by Chon NeVile
Session 2: Communications Venue: Chai Nat, 5th Floor	
1:30 - 4:55 p.m.	Session Chair: Asst. Prof. Dr. Panida Jongsuksomsakul Faculty of Business, Economics and Communications, Naresuan University, Thailand Discussants: 1. Dr. Mesirin Kwanjai Faculty of Business, Economics and Communications, Naresuan University, Thailand 2. Dr. Umaimah Wahid University Budi Luhur, Indonesia Papers: 1. Creating Cultural Tourism Photography and Digital Media: Case Study of Sukhothai Historical Park Project by Rattapol Chaiyarat 2. Learning Center as Innovative Public Relation Tool for Thailand 4.0 Stakeholder Engagement 2 Case Studies : Bank of Thailand Learning Center and EGAT Learning Center by Somrak Jeamteerasakul 3. Commodification Online Media in Win Competition New Media Industry in Indonesia (Case Study: Liputan6.com) by Hadiono Afdjani 4. Online Media Construction About Komisi Pemberantasan Korupsi by Amin Aminudin 5. Nationalism, Censorship and Subversion: An Exploration of meaning in Kenji Mizoguchi's War Years Pictures (1939-1945) by Paul Spicer 6. Newsroom Management of Online News Portal in Managing Social Media as Means of Promotion (Case Study: www.inilah.com) by Hadiono Afdjani 7. The Communication Policy Implementation of the Budget Festival (2014-2016) by the District Government of Batang, Central Java to Prevent Corruption Cases by Rachmi Kurnia Siregar 8. Face Negotiation on Identity Conflict of Islamic Students in Using Social Media for Da'Wa by Umaimah Wahid 9. Communication, Cultural Capital and Social Capital for Sufficiency Happiness of People in Community of Koakha, Lampang Province and Inthaburi, Singhburi Province by Panida Jongsuksomsakul

Session 3: Accounting and Finance

Venue: Uthai Thani, 5th Floor

1:30 - 4:35 p.m.	Session Chair: Dr. Ooi Chee Keong Universiti Tunku Abdul Rahman, Malaysia Discussants: 1. Asst. Prof. Dr. Sampan Nettayanan Faculty of Business, Economics and Communications, Naresuan University, Thailand 2. Dr. Chanida Yarana Faculty of Business, Economics and Communications, Naresuan University, Thailand 3. Asst. Prof. Dr. Ratchanee Mukhjang Faculty of Business, Economics and Communications, Naresuan University, Thailand Papers: 1. The Accountant Competency Development of Myanmar to Support the Investment from Multinational Enterprises by Chananyoo Tintabura 2. An Appropriate Accounting Report Format for Executive Decision Making by Phairin Thongpharp 3. Potential and Return of Aromatic Coconut Planting Compare with Oil Palm Planting in Surat Thani, Thailand by Buntarika Jaikrajang 4. Auditor Size and Auditor Conservatism in the Context of Key Audit Matters: The Moderating Role of Auditor Gender by Erboon Ekasingh 5. Do Key Audit Matters Really Improve Audit Quality? Evidence from Thailand by Weerapong Kitiwong 6. Monetary Transmission Mechanism in Thailand: An SVECM Analysis by Popkarn Arwatchanakarn 7. Forms of Financial Personal Planning of Bangkokthonburi University's Staff by Nutphuits Sripeach 8. Alternative Model to Support Creative Entrepreneurship Through NGO or Community Banking in an Emerging Economy: A Case Study of BNF-Bangladesh by Muhammad Mahboob Ali 9. The Impact of Free Cash Flow on Firm's Performance: Evidence from Malaysia by Ooi Chee Keong
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Session 4: Business Management

Venue: Nakhon Sawan, 5th Floor

1:30 - 4:55 p.m.	Session Chair: Asst. Prof. Dr. Wasin Leamprecha Faculty of Business, Economics and Communications, Naresuan University, Thailand Discussants: 1. Dr. Robert Van der Meer The University of Strathclyde, U.K. 2. Asst. Prof. Dr. Rapeeporn Srijumpa Graduate School of Commerce, Burapha University, Thailand 3. Asst. Prof. Paul Mason Shinawatra International University, Thailand Papers: 1. Women Role Model in Community Development of Gampong Aceh Through Participatory Communication by Umainah Wahid 2. Myanmar Investment Opportunity and Challenge; Quad-angulation by Danupon Sangnak 3. In-Apps Purchase Intention of Chinese Mobile Game Users by Dehua Ai
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	4. Merger and Acquisition in the Telecommunication Sector of Bangladesh: A Case Study Approach by Md Shamsuzzoha 5. The Impact of Entrepreneurial Orientation on New Product Performance in Food and Beverage Businesses in Mahasarakham Province, Northeast Region of Thailand by Niramarn Ngammoh 6. Comparison of Social Capital for Performance between State and Private Organization by Sunanvadee Palasak 7. Development Drum Village Community Enterprise of Tambon Akekarach, Pamok District, in Angthong Province, Thailand by Panitsupa Thampramuan 8. E-commerce Connectivity for Information Flow in ASEAN Countries by Noor Azina Ismail 9. The Innovation of New Business Game Development for Business Prosperity, Stability and Sustainability by Rapeeporn Srijumpa
Session 5: Tourism Venue: Phetchabun, 5th Floor	
1:30 - 4:35 p.m.	Session Chair: Dr. Petchsri Nonsiri Faculty of Business, Economics and Communications, Naresuan University, Thailand Discussants: 1. Dr. Jaruwan Daengbuppha Faculty of Business, Economics and Communications, Naresuan University, Thailand 2. Dr. Md. Afjal Hossain Department of Tourism and Hospitality Management, University of Dhaka Papers: 1. The Development of Self-Directed Learning Model on the Efficiency Improvement of Tourism Community Enterprises in the Upper North of Thailand by Archara Sriphan 2. The Review of Benefit and Characteristics of Co-operative Education Work-Based Project in the Tourism and Hospitality Business Sector by Thanapong Boonyarit 3. Foreign Tourist Behavior the Importance of Cultural Products by Sawinee Homlert 4. Development Strategy for Tourist Attractions in Kanchanaburi Province by Natcha Krimjai 5. The Factors that Influence the Level of Satisfaction of Tourists Bangnumphueng Floation Market in Samutprakarn Province by Chonkanok Kositkanin 6. The Study of Factors Affecting Resignation of Young Employee in Hotel Business, Thailand by Preecha Tangsukeesiri 7. Structural Equation Model of Causal Factors Affecting the Intention to Return of Tourists in the Northeastern Historical Parks in Thailand by Pongnarin Pitjatturat 8. Tourism and the Digital Transformation: World Tourism Day and Bangladesh Perspectives by Md. Afjal Hossain

Day 2 Friday, November 30, 2018 (10:30 a.m. - 12:00 a.m.)	
Session 1: Information Technology Venue: Ayutthaya, 5th Floor	
10:30 - 12:00 a.m.	Session Chair: Dr. Kritcha Yawised Faculty of Business, Economics and Communications, Naresuan University, Thailand Discussant: Dr. Anirut Asawasakulsorn Faculty of Business, Economics and Communications, Naresuan University, Thailand Papers: 1. Improving User Satisfaction for Future Telecom Billing and Revenue Management Systems by Paul Mason 2. Social Media for Smart Farmer- Shared Farming Equipment Model by Wuttipong Pongsuwan 3. Measuring Electronic Customer Relationship Management System of Hotel Sector in Thailand: An Empirical Study of the DeLone and McLean Success Model by Wasin Liampreecha 4. Patterns of Internet Usage Among Filipino College Students in a Private College in Taguig City, Philippines by Marlon Raquel 5. A Classification of Factors Related to the Acceptance of Cloud Computing Technology by Personnel in Small Business in Thailand by Darlin Apasrawirote 6. The Holistic Approach of Digital Economy in Malaysia by Mei Peng Low
Session 2: Economics and Management Venue: Chai Nat, 5th Floor	
10:30 - 12:00 a.m.	Session Chair: Asst. Prof. Dr. Bhagaporn Wattanadumrong Faculty of Business, Economics and Communications, Naresuan University, Thailand Discussant: Asst. Prof. Dr. Ratchanee Mukhjang Faculty of Business, Economics and Communications, Naresuan University, Thailand Papers: 1. Costs and Return on Investment Project of Planting Area to Soothe Non-toxic Commercial District, Pimonraj Bangbuathong, Nonthaburi by Wiset Nuitoorn 2. Factor Affecting Demand for Healthcare Services in Thailand by Pudtan Phanthunane 3. Seasonality of Various Visitors Visiting Phitsanulok Province Through Holt Winters Method by Chalernpat Pongajarn 4. Factors Affecting Student Decision to Choose a Faculty by Chon NeVile 5. Thai Females at the Gym: Perceptions and Attitudes of Thai University Students by Chon NeVile

Session 3: Supply Chain Management

Venue: Uthai Thani, 5th Floor

10:30 - 12:00 a.m.	Session Chair: Asst. Prof. Dr. Po-ngarm Somkun Faculty of Engineering, Naresuan University, Thailand Discussant: Asst. Prof. Siriwan Kitchot Faculty of Business, Economics and Communications, Naresuan University, Thailand Papers: 1. Study on Factors Influencing Air Cargo Operation at Paro International Airport, Bhutan Based on Fuzzy AHP Method by Wangchuk Rabten 2. Relevance of IGP's in the University: A Proposal to Operate Rancho Maria Lucas Resort by Reynaldo B. Garnace 3. Opinion on Operators' Transport Performance Indicators in the Plastic Industry in Samutprakarn by Purithath Homudomsup 4. Towards a Framework for Future Driven Supply Chain Networks using Social Internet of Things by Paul Mason
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Session 4: Marketing Management

Venue: Nakhon Sawan, 5th Floor

10:30 - 12:00 a.m.	Session Chair: Dr. Nalinee Mohprasit Faculty of Business, Economics and Communications, Naresuan University, Thailand Discussant: Dr. Pawinee Stargell Faculty of Business, Economics and Communications, Naresuan University, Thailand Papers: 1. Factors Affecting Purchase Intention to Buy Saowanit Mochi Products by Wilailuk Khamloy 2. Factors that Motivate Customers to Visit Fun Factory than Max's Restaurant by Norhajar Gabuya 3. Personal Determinants Among Organic Food Purchasers: A Case Study in Malaysia by Sia Bee Chuan 4. A Study of Perceptive Sensory Value of Brand Name Products Influence on Consumers through Brand Identity on Shopping Bags by Komsing Wiwatanapusit 5. The Attitude of a Customer Builds Area Administration Rents in Shop at Big C Branch Bangyai, Nonthaburi by Suteera Thatreenaranon
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Session 5: Operations Management Venue: Phetchabun, 5th Floor	
10:30 - 12:00 a.m.	Session Chair: Dr. Chutchonook Charutwinyo Faculty of Business, Economics and Communications, Naresuan University, Thailand Discussant: Dr. Mada Chayathatto Faculty of Business, Economics and Communications, Naresuan University, Thailand Papers: 1. Risk Modelling of Rubber Wood Sawn Value Chain as Export to China: Thai Exporter's Perspective by Phutawan Ho 2. Strategic Management through Implementation of Public Organizations of Phitsanulok Province by Sukij Khorchurklang 3. Product Research on Quality and Service Case Study on Mechanical and Electrical System Design and Installation by Natcha Krimjai 4. Risk Modelling of Thai Cassava Chip Supply Chain as Export to China by Thagoon Siriyod 5. Decision Making Influencing Factors on Lathe Business Services: Case Study in Phitsanulok Province, Thailand by Chaimongkon Into

THE COMMUNICATION POLICY IMPLEMENTATION OF THE BUDGET FESTIVAL (2014-2016) BY THE DISTRICT GOVERNMENT OF BATANG, CENTRAL JAVA TO PREVENT CORRUPTION CASES

Rachmi Kurnia Siregar¹

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Jl. Raya Ciledug, Petukangan Utara, Jakarta Selatan 12260, Indonesia

ABSTRACT

Decentralization as regional autonomy aims to strengthen regional government to be independent and develop. However, this has negative implications because it triggers corruption cases in the Regional Expenditure Budget (Anggaran Pendapatan Belanja Daerah-APBD) funds by regional leaders. This condition is caused by the weak implementation of budget transparency by the regional head. Batang regent period of 2012-2017, Yoyok Riyo Sudibyo, anticipated by holding a Budget Festival (2014-2016). This research uses qualitative descriptive method and data triangulation to 1) Knowing the implementation of the Batang Budget Festival policy in 2014-2016 by the local Regency Government; 2) Knowing the obstacles in implementing the next Budget Festival. The results of study of the Batang Budget Festival in 2014-2016 received support from the public, government, Ombudsman, anti-corruption institutions such as the Corruption Eradication Commission (KPK), Indonesia Corruption Watch (ICW), Transparency International Indonesia (TII) and won Hatta Hatta Anti Corruption Award 2015. Festival Anggaran was adopted by a number of local governments including the Government of Karanganyar Regency, Central Java and was also adopted at the ministerial level, namely by the Ministry of Finance's Directorate General of Budget. In addition, budget transparency is essentially part of the development of regional identity in the era of globalization.

Keywords: 1) Budget Festival 2) Communication Policy 3) Corruption 4) Transparency

1. Introduction

The implementation of regional autonomy and decentralization in 2001 is harmoniously with the reform era, this must be completed to implement the mandate in the Regional Government Law.

The authority of the regional head to regulate his own territory, except with regard to defense, monetary and fiscal, justice, foreign policy and religion, will have a positive impact. Regions are able to develop their regions independently according to the characteristics of the region, the potential and condition of the natural resources that are owned so that the community is prosperous.

Cuadrado (2014) explained that the regional government is now developing a decentralized function to provide public services.

Regional and local governments are key in the national pattern of government and in managing welfare policies, along with globalization and enhancing the development of information and technology in this 4.0 era (Pina, 2007).

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Decentralization opens opportunities for regional heads by manipulating their positions and powers. Cases of corruption in the Regional Expenditure Budget (*Anggaran Pendapatan Belanja Daerah-APBD*) and gratuities by regional heads ranging from governors, mayors, regents to village heads continued to increase. The Corruption Eradication Commission (*Komisi pemberantasan korupsi-KPK*) handled around 2,492 corruption cases including those involving regional leaders until 2014.

Batang District Head period of 2012-2017, Yoyok Riyo Sudibyo did not want his ranks to be corrupt so he innovated in budget transparency by holding the Budget Festival 2014-2016 which was displayed in the form of a booth. Yoyok initially distributed flyers, invited civil servants and community leaders to the rally. But the results are considered ineffective, so that in 2014 as the beginning of the implementation of the pattern of budget accountability directly to the public through the Budget Festival. In addition to formal accountability to the people's representatives in the annual plenary session.

The communication policy launched by Yoyok by holding a Budget Festival was part of the implementation of public information disclosure in accordance with Law No. 14 of 2008 concerning Public Information Openness (*Keterbukaan Informasi Publik-KIP*) to a wide audience.

The research problem of study based on the preliminary description is: "how is the implementation of the communication policy through the Budget Festival by the District Government of Batang to prevent corruption cases?".

2. Literature Review

Communication Policy

Communication policy is a practical and applicable rule of thumb. Topatimasang (2000) stated that communication policy is a unity of legal system which contains three aspects including: 1) The communication policy applied produces legal products in the form of Laws, Decrees, Regional Regulations, and others; 2) the legal structure is committed to the proper application of communication policies; 3) culture and law help people respond to the content and implementation of a communication policy.

The application of communication policies by officials is essentially a public policy for the benefit of the public in the scope of government.

Lasswell in Mulyana (2008: 69) mentions five elements in the communication process, namely the source (message sender / communicator), message (can be in the form of meaning, form or symbol), channel or media used by the message provider, message recipient as communicant and effects. The Laswell model describes direct or linear communication that emphasizes aspects of persuasion that aim to obtain certain effects.

Weber's Bureaucratic Theory

Organization is a place for a group to achieve a common goal (Rogers, 1983). In organizing it takes the ability to communicate by each individual to convey messages with specific goals or other aspects. Devito (1997) suggests that in organizational communication there is sending and receiving messages that take place either in formal or informal groups.

Organizational communication for the Batang District Government can be assessed through the innovation of Regent Yoyok Riyo Sudibyo (2012-2017) by holding a Budget Festival in a series of internal and external communication policy processes.

This is in accordance with Weber's Bureaucracy theory which emphasizes the role of individuals as triggers or drivers of action in an organization (Littlejohn, 2011).

Weber's organization is a system of interpersonal activities that contains certain goals and is designed to coordinate individual tasks. The organization is a bureaucracy.

There are three basic principles in the bureaucracy, namely authority, specialization and regulation. Bureaucracy will not be optimal if it is not supported by these three aspects.

Transparency

Transparency in the Great Indonesian Language Dictionary (*Kamus Besar Bahasa Indonesia- KBBI*) is clear and can be seen in its entirety. Transparency is often associated with openness in organizational activities, information disclosure and budget.

Both the community and the Regional House of Representatives (*Dewan Perwakilan Rakyat Daerah-DPRD*) can know and participate in overseeing the use of the budget by policy makers by implementing transparency (Mardiasmo, 2003).

Transparency is defined as the ease of gaining access to information on all policies taken by public officials if linked to public policy. This indicates that information is comprehensive starting from systems, procedures, mechanisms and others.

Kristiansen (2006) argues that transparency is part of improving people's welfare, political power and social status.

The benefits of transparency according to Kristiansen (2006) are: 1) Increasing the responsibility of the state apparatus towards the people so that the supervision of the bureaucrats themselves will be effective; 2) Creating a guard system to prevent the monopoly of power by bureaucrats; 3) Minimizing corruption cases; 4) Building prime and efficient public services.

Commitment, integrity and quality of regional heads are at stake in applying transparency in its government. The role of regional heads is crucial since decentralization was implemented in Indonesia. Some regional leaders are corrupt, but some others are able to develop clean and free corruption, collusion and nepotism in Indonesia governance.

Corruption

Corruption according to WJS Poerwadarminta in the Great Indonesian Dictionary (1976) is a bad act, such as embezzlement of money, receipt of bribes and others.

The Corruption Perception Index (CPI) Indonesia defines corruption as an abuse of authority by officials for personal, family, friends or group interests.

Corruption impedes development because it is detrimental to the state and destroys the foundations of togetherness and betrays the ideals of the nation's struggle. Paolo (1995) in Kumorotomo (2014) corruption has a negative impact on the growth of the ratio of total investment to GDP.

There are some serious obstacles in handling corruption cases in Indonesia. Djoyosoekarto et al (2008) mentions structural barriers, cultural barriers, instrumental barriers and management barriers.

Another factor is the cause of rampant cases of corruption in Indonesia according to Kligoard (2005) due to power monopolies and powerful discretion. In other words, the stronger centralization, the dominant power, the implementation of weak rules and the absence of accountability to the public, is directly proportional to the speed of cases of state budget deviations.

Even in a city government in the West Java region according to Muhtarom (2016) the outbreak of corruption cases was triggered by weak communication functions and resource functions in the policy implementation process in the aspects of coordination and socialization. This means that local officials do not have comprehensive and integrated strategy capabilities.

Budget Festival

Festival according to Kaeppler (1987) is a means of communication to support development, regional empowerment and recognition of a cultural identity.

Festivals usually develop a special vision and mission by displaying social phenomena from an organization that is carried out regularly, aiming to build or support the acceleration of the development of an area based on local wisdom.

Getz (2008) stated that the festival's implementation aims to encourage regional development in all fields, improve the investment sector, become regional characteristics and strengthen the reputation of certain regions.

3. Research Methodology

Researchers are interested in examining the communication policies of the Batang Regent Yoyok Riyo Sudibyo in 2012-2017 by holding the 2014-2016 Budget Festival as part of the implementation of clean, accountable and participatory governance.

This innovation has not been carried out by other regional heads since Indonesia's independence.

Research for literature studies, documentation, and the event have also not been studied before.

This study uses a descriptive qualitative approach to find out social phenomena related to budget transparency at the level of local government spearheaded by Yoyok Riyo Sudibyo when leading Batang District..

Moleong (1999) suggests that qualitative research focuses on the results of descriptive data orally and in written form, as well as observations of individual behavior and activities.

This research was conducted in Batang District Government, Central Java by ent (2012-2017) Yoyok Riyo Sudibyo; 2) Regional Secretary of Batang District Governminter viewing a number of resource persons with purposive sampling, such as: 1) Batang Regent, Nasikhin; 3) Assistant I Secretary of the District Government of Batang, Retno Dwi Irianto; 4) Head of Regional Financial and Asset Management (Pengelolaan Keuangan dan Aset Daerah-DPPKAD) Batang District Government, Asri Hermawan; 5) Chairman of the Batang DPRD, Teguh Raharjo; 6) Chairperson of Batang Public Service Quality Improvement Unit (UPKP2), Abdul Wahid; 7) Section Head for Regional Budget Planning Region II Directorate General of Regional Ministry of Home Affairs, Shalia A. Jaya; 8) Deputy Coordinator of ICW, Ade Irawan; 9) Batang Regent, 2017-2022 period, Wihaji.

The data analysis stage is carried out by interpretive and triangulation of data based on the results of observations and in-depth interviews of predetermined research subjects. Interpretive analysis is used to find out the implementation of communication policies by Regent Yoyok Riyo Sudibyo through the 2014-2016 Budget Festival.

4. Result

a. Communication Policy Analysis

Communication policy is a strategic plan of an organization to achieve certain goals.

Communication policy has three elements as a rule that is practical and applicable, including: 1) The existence of legal products issued in certain communication policies, including Laws, Decrees, Regional Regulations, and others; 2) The existence of a legal structure that is committed to the proper application of communication policies; 3) The existence of a legal culture that accommodates people's reactions to the content and implementation of a communication policy (Topatimasang, 2000).

Regarding communication policy, Yoyok Riyo Sudibyo as the Batang regent by holding a Budget Festival and in its implementation was strengthened by the Regent's Decree for the committee team. The team involved various local organization coordinated

by Regional Asset and Financial Management Agency (*Badan Pengelola Keuangan dan Aset Daerah-BPKP*).

This decree regulates the duties and responsibilities of each local organization to succeed in the Budget Festival. The committee team is responsible to the Regent as the person in charge of the Budget Festival. In addition to being strengthened by the Bupati's Decree, the Batang Budget Festival is also part of the governance wheel in Batang District Government in line with the 2012-2017 Regional Medium Term Development Plan (*Rencana Pembangunan Jangka Menengah Daerah- RPJMD*).

The most important thing for the committee team is to accommodate the public response to the Budget Festival as a manifestation of the communication policy initiated by the Regent Yoyok.

Lasswell in Mulyana (2008) proposes five elements in the communication process, namely the source (communicator), message, channel or media used by the message provider, message recipient (communicant) and effects.

Starting from the Laswell Theory, Yoyok Riyo Sudibyo's Budget Festival communication policy as a communicator sparked the idea of opening up access to budget management in a comprehensive, open, dialogical and direct manner to the public. originally distributed leaflets, public meetings with community leaders, as the culmination of holding a Budget Festival.

Festivals generally involve fashion, music, art and culture in Indonesia. Budget festivals have never been held before. this festival displays the results of the use of the budget / Regional Government Budget (Anggaran Pendapatan dan Belanja Daerah-APBD) in its entirety, accompanied by an explanation (manual display) of various development programs that have been carried out, which are in progress to what will be done.

Communication policy messages to make transparency on the use of the APBD budget in the Batang Budget Festival. Communication comes from the ranks of the Batang District Government, the community, provincial council & municipal council, government institutions and anti-corruption NGOs. Effects that are expected to build public trust, close opportunities for corruption and become learning media for other regions.

The Batang Budget Festival Communication developed into one-way transactions. Barnlund in (Nimmo, 2005) suggests that communication is a process of transactions by individuals in creating and giving meaning to a particular goal. transactions usually occur in the exchange of ideas, knowledge and information in communication.

The Regent of Yoyok built a network with various parties with competence in the field of budget financial management to prevent and eradicate corruption in his ranks. He collaborated with the Corruption Eradication Commission, Transparency International Indonesia (TII), Indonesian Corruption Watch (ICW), the Indonesian Ombudsman, State Development Audit Agency (Badan Pengawasan Keuangan dan Pembangunan), the Indonesian Forum for Budget Transparency (FITRA), the Minister of Villages for the Development of Disadvantaged Regions and Transmigration, Surabaya Mayor Tri Rismaharini and others.

Transparency in government is an absolute matter to increase government accountability so that it can minimize corruption by bureaucrats, as well as a means to disseminate information about government performance. Cuceioniello (2012) revealed that in the community it is often still difficult to access public information.

Regent Yoyok Riyo Sudibyo said that the Batang Budget Festival was a series of the spirit of Bureaucracy Reformation to create good governance so that it could prevent and eliminate corruption cases, and be able to build and increase public trust. Corruption does not only destroy people's sense of social justice, but also affects sociological, political and economic aspects.

In addition to the Budget Festival, Yoyok also implemented e-government, auction positions, forming a Public Service Quality Improvement Unit (*Unit Peningkatan Kualitas Pelayanan Publik*). The basic objectives of the Budget Festival indirectly build the characteristics and identity of the area (city branding).

The following is an excerpt from the interview with Yoyok:

"I instructed all staff to the village head to be more open in using the budget so that the people could know directly. We hope that there will be a response and response from the people because previously we have opened up opportunities for the people to participate since the beginning of development which was initiated through a Development Plan Meeting (*Musyawarah Rencana Pembangunan*) from various levels. The active role of the people in giving suggestions, input to criticism so that good governance is realized. "

Good governance is decision making by officials or bureaucrats in a democratic, transparent, accountable and right manner (Abdullah, 2002). Masduki (2002) argues that good governance is the harmony of the principle of the relationship between the community and the state, the state and society. It is natural that every public policy involves the public, the private sector and other related parties.

b. Weber's Bureaucratic Theory

Weber's organization is a system of interpersonal activities, containing specific goals and designed to coordinate individual tasks. The organization is a bureaucracy.

There are three main things in the bureaucracy, namely authority, specialization and regulation. Bureaucracy will not be optimal if it is not supported by these three aspects.

a) Authority: as the regent of Batang (2012-2017), Yoyok innovates to account for the use of APBD to its people directly, openly and dialogically;

b) Specialization: Yoyok issues a decree for the assistant team responsible to him. This annual event is coordinated by regional financial and asset management agency (*Badan Pendapatan Pengelolaan Keuangan dan Aset Daerah –BPPKAD*);

c) Regulation: Yoyok issues a Regent's decree to make the Budget Festival a success, which must be carried out by relevant work units starting from the the local organization.

5. Conclusions

1. Yoyok Riyo Sudibyo implemented the communication policy by holding the 2014-2016 Budget Festival to show the use of APBD directly, openly and dialogically through dozens of booths to the public at the regent's office pavilion.

2. Innovation of the Budget Festival is also a strategic policy with the aim of preventing and eradicating the deviations of the APBD within the regional government to the village level. Considering that the previous regent was caught in a corruption case with state money. The Budget Festival is an instrument and strategy by Yoyok in the spirit of bureaucratic reform and good governance especially to prevent corruption cases in its ranks. In addition, the implementation of integrated e-government includes auctioning positions, UPKP2 and establishing Information Management and Documentation Officer (*Pejabat Pengelola Informasi dan Dokumentasi –PPID*).

3. Associated with Weber's Bureaucracy theory, authority, specialization and rules, Yoyok as the authority holder ordered his staff to hold a Budget Festival through specialization with the coordination of the Head of BPPKAD. he issued a regulation in the form of a Decree for the Budget Festival committee with the regent's knowledge.

4. This Budget Festival received appreciation from the public, government, Ombudsman, anti-corruption institutions such as the Corruption Eradication Commission (KPK), Indonesia Corruption Watch (ICW), Transparency International Indonesia (TII)

and won the Bung Hatta Anti Corruption Award 2015. As well as inspiring some Regency governments in Indonesia such as Karanganyar Regency held similar activities in 2016 and 2017. Also the Ministry of Finance went through the 'Open APBN Data' event.

5. Transparency through the Batang Budget Festival is closely related to the development of regional identity and strengthening regional development in the era of globalization.

6. The community are enthusiastic about welcoming the Budget Festival because they are able to find out directly about the use of the budget and criticize it if there are discrepancies in the field so they can build community participation. On the other hand, officials in the Batang regency government no longer dare to corruption because the community directly monitors the use of the budget in development programs.

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