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CONFERENCE PROCEEDINGS

BOOK OF ABSTRACT
BESSH-2016

International Conference on
“Business Economic, Social Science & Humanities”
(BESSH-2016), Beijing, China
Book of Abstracts Proceedings

International Conference on
“BUSINESS ECONOMIC, SOCIAL SCIENCE & HUMANITIES”
(BESSH-2016)
Beijing, China

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Proceedings of the International Conference on

“Business Economic, Social Science & Humanities (BESSH-2016)”


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International Conference on
“Business Economics, Social Science & Humanities
Bangkok, Thailand”

Venue: Holiday Inn Central Plaza Beijing
No.1 Caiyuanjie, Xicheng District, Beijing 100053,
P.R. China

ORGANIZING COMMITTEE

1. Dr. Silvia C. Ambag
   Conference chair
   Email: chair2016@academicfora.com

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   Conference coordinator
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   Conference coordinator
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4. Mr. Metha Shahi
   Conference Coordinator
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5. Ms. Petrel Qui
   Conference Coordinator
   Email: petrelqiu@hotmail.com
CONFERENCECHAIR MESSAGE

Dr. Silvia C. Ambag

International Conference on Business Economic, Social Science & Humanities” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Dr. Silvia C. Ambag

Conference chair
Email: chair2016@academicfora.com
BESSH-2016
CONFERENCE PROGRAM

DAY 01 Monday (February 22, 2016)

Welcome Reception & Registration

9:00– 9:30 am

**Opening Ceremony (9:30 – 10:00 am)**
**Venue: Room 1**

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<td>09:40 – 9:50 am</td>
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<td>09:50 – 10:00 am</td>
<td>Group Photo Session</td>
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Grand Networking Session and Tea Break (10:00- 10:30 am)
**DAY 01 Monday (February 22, 2016)**

**Session 1 (10:30 am – 12:00 pm)**

**Venue: Room 1**

**Session Chair: Ms Petrel Qui**

**Track A: Business, Economics Management & Social Sciences**

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

*(Closing Ceremony)*
**LIST OF CONFERENCE ATTENDEES**

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

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DAY 02 Tuesday (February 23, 2016)
City Tour and Shopping Day

All participants will be free to carry on their own tourism and shopping activities in Beijing, China it’s a free day for this purpose
TRACK A: SOCIAL SCIENCES & HUMANITIES
Implementation of Othman Method on Memorization
The Quran: A Study in Sulaymaniyyah Institute
Malaysia

Sedek Ariffin¹*, Mustaffa Abdullah²
¹,²Department of al-Quran and al-Hadith,
Academy of Islamic Studies, University of Malaya, Kuala Lumpur,
Malaysia

Abstract

Memorization is one of the methods used in the process of preservation of the Qur’an. This article aims to review and analyze the methods and approaches used by a Centre of Tahfiz Quran Sulaymaniyyah in the process to produce the students that can remember the whole Qur’an. This study used the methods of documentation, observation and interviews in order to obtain the data. Through the analysis, this study found that there are seven basic methods of memorizing the Quran; Chi method, Zor Pismis, Kolay Pismis, Tekrar, Tekrar Hepsi Seypa, Has and Syahadah. By using these seven methods, the students could recite the whole Qur’an by memorization, without seeing the mushaf. As a researcher, I would like to suggest these methods of memorization, to be applied in all the centers, in order to produce the memorizers who can fully memorizing the Quran.

Keywords: Quran, Memorization, Methodology, Tahfiz, Sulaymaniyyah

*All correspondence related to this article should be directed to Sedek Ariffin from Department of al-Quran and al-Hadith, Academy of Islamic Studies, University of Malaya, Kuala Lumpur, Malaysia
Email: sedek2001@um.edu.my
TRACK B: BUSINESS, ECONOMICS & MANAGEMENT
Big Five Personality Traits and Risk Aversion: Moderating Role of Financial Literacy

Irfan Ahmed
International University Islamabad, Pakistan

Abstract

With a diverse sample of (N = 189) of students from various universities in Pakistan and investors of stock market the author tested the main effect of personality traits on risk aversion. They also examined the moderating effect of financial literacy between personality traits and risk aversion. The findings of study provide support for only two proposed hypothesis. While personality traits have great association with risk aversion and financial literacy moderate this relationship. As the risk averse individuals tend to express risk taking behavior with high level of financial literacy and individual with low level of financial literacy tend to demonstrate risk averse behavior.

Keywords: Risk Aversion, Personality Traits, Financial Literacy

*All correspondence related to this article should be directed to Irfan Ahmed from International University Islamabad, Pakistan
Email: irfanrippahian@gmail.com
The Missing Link of UTAUT (Unified Theory of Acceptance and Use of Technology) in Entrepreneurship Context: Case of SEO Adoption

Santi Rahmawati
Center for Innovation, Entrepreneurship, and Leadership - CIEL School of Business and Management Institut Teknologi Bandung

Abstract

Entrepreneurship development in Information System and Technology always move forward and bring anykind of innovation. One of the innovation had created from search engine technology is SEO-Search Engine Optimization which is widely used by entrepreneurs to increase their website visibility and make it stand in the crowd (for example: first page of Google). An interesting fact that SEO as a technology which has strong relation to entrepreneurship context has been neglected from scholar research. Few literatures has seen SEO as one of technology that being adopt by entrepreneurs. This study aim to highlight the existing UTAUT as one of technology acceptance theory that have shortcoming in entrepreneurship context, and to group highly correlated variables in UTAUT particularly for SEO adoption context. Explanatory approach and exploratory factor analysis had used to achieve the objective. Result imply that there are four variables being extracted: intrinsic value, perceived of transfer, precipitating events, and acceptance time. By grouping the variables, we can know the big picture of UTAUT model in entrepreneurship context, particularly for SEO adoption and also can complete the body of technology acceptance knowledge.

Keywords: Technology Acceptance, UTAUT, Entrepreneurship, SEO Adoption

*All correspondence related to this article should be directed to Santi Rahmawati, Center for Innovation, Entrepreneurship, and Leadership - CIEL School of Business and Management Institut Teknologi Bandung
Email: santi rahmawati@sbm-itb.ac.id
The Paradox of Public Toilet In Bandung - Maintaining Its Function for Public Health: Case Study Gazibu and Tegalega Field

Prameshwara Anggahegari¹*, Febrialdy Hendratawan², Santi Rahmawati³, Ghita Yoshanti⁴

¹,²,³,⁴ School of Business and Management, Institut Teknologi Bandung, Indonesia

Abstract

Poor sanitations are one of the major problems appeared in public places. Numerous facts show that health problems are closely related with water in their relations to sanitation. Apparently, people’s awareness to use and maintain the cleanliness of public toilets has become a major problem in Indonesia, especially Bandung. Few documented research has shown a very striking facts. According to United Nations (PBB) data in 2010, there were 63 millions citizen of Indonesia that did not have access to toilets, private toilets or even latrines (Pribadi, 2013). The existing toilets, which are provided in public facilities, are not well maintained. For this reason the research want to explore more about public toilet in Bandung, especially in Gazibu and Tegalega field.

Keywords: Public toilet, Sanitations, Health, Tegalega, Gazibu

*All correspondence related to this article should be directed to Prameshwara Anggahegari School of Business and Management, Institut Teknologi Bandung, Indonesia.
Email: prameshwara@sbm-itb.ac.id
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