The 2nd International Conference for Interdisciplinary Studies (ICIS 2015)

November 16-17, 2015 **Busan, Korea**

"Preparing for the Asian Century: In Search of a New Growth Model"

HOST : **ICIS**

Organizer : **Youngsan University (Korea)**

Sponsor :

“Welcome Message”



Honorable Members, Colleagues, and Ladies and Gentlemen, I am pleased to welcome you all to the 2nd International Conference for Interdisciplinary Studies 2015. As the president of Youngsan University, the host organization of this conference, I hope that the conference will provide you with valuable academic experience. In particular, I am glad that we are hosting this conference in the celebration of 33rd anniversary of Youngsan University.

We are witnessing great challenge in higher education. The development of modern media technology has changed the way of dissemination and consumption of knowledge. Since high quality knowledge is easily accessible, the role of higher education needs to be modified from a knowledge provider to a knowledge moderator. I suggest that this is an interesting and challenging transformation since we could concentrate on how to utilize knowledge in a more effective way. Given this condition, the barriers between different disciplines need to be eliminated and convergence between them is much desired.

Categorizing different fields within knowledge did not exist generations ago. Academic disciplines, however, formed barriers which hindered a holistic viewpoint of looking at the world. I suggest that we should eliminate these barriers and try to look at the true wisdom and make this attitude the direction of this conference. Interdisciplinary studies are the recovery of academia that had been gradually divided into different fields of studies.

The technological development up to this era is very interesting. It has changed the way we live and encouraged us to re-consider the foundation of thoughts that we rely on. Interdisciplinary studies is a plausible direction to tackle the current challenges in education and research of higher education. Developing the capacity of critical thinking is very important in the context of interdisciplinary studies. This, I believe, is the source of true creativity that we need in the academia and society.

This year, in particular, the conference hosts a special session on the founding ideals of Youngsan University - 'Hong-ik-in-gan', translated as 'Benefit all mankind far and wide', and 'Won-yung-mu-ae', translated as 'Perfect freedom by enlightenment.' The ideals of Youngsan University not only stand as the focal point of Youngsan's academic activity, but also suggest foundational interdisciplinary research topics in philosophy and education. It is my hope that all the participants of this conference can be engaged in many interesting dialogues.

I would like to extend my sincere gratitude to the organizing committee, and especially to our Indonesian partners, for their commitment to make this conference successful. I hope all participants will enjoy staying in the city of Busan in this beautiful Autumn season and at Youngsan University.

Guwuck Bu, LL.D. Bu Guwuck

President, Youngsan University

• Program

Opening Session		
Time	**Activities**	**Speakers**
10:30~10:45	Registration	
10:45~11:30	Opening Remarks	**Prof. Taehee Kim, Ph.D.** Chairperson of Organizing Committee, YSU
	Welcome Address	**Prof. Dr. Umi Narimawati** Chairperson of Organizing Committee, Indonesia
	Congratulatory Remarks	**Chanyong Ro, Ph.D.** President, Sungsim School Foundation
	Congratulatory Remarks	**Dr. Harsoyo** Rector of Universitas Islam Indonesia
11:30~12:30	Keynote Speech I	**Guwuck Bu, LL.D.** President, Youngsan University
	Keynote Speech II	**Prof. Dr. Yos Johan Utama** Rector of Universitas Diponegoro
	Keynote Speech III	**Dr. Farooq Ahmed Jam** Executive Director, Global Illuminators
12:30~14:00	Luncheon	**Community's Convention Center, YSU**

• Session Schedule (14:00~18:00)

Date	Session	Classification	Venue	Classification
16 Nov.	1	Management I	**A1205**	Dwi Kartini
	2	Management II	**A1206**	Ratih Hurriati
	3	Marketing	**A1207**	Irma Rachmawati
	4	Banking, Finance & Accounting	**A1208**	Savitri Adritiany
	5	Law	**A1209**	Byung-Tae Kim
17 Nov.	6	IT & Engineering	**A1301**	Mijeong Hwang
	7	Globalization	**A1302**	Kyungchan Lee
	8	General Topics	**A1303**	Jay Gill Pyeon
	9	Special Session (15:00-18:00)	**Auditorium**	Taehee Kim

Mushola: A1201(Male) / A1306(Female)

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YsU 영산대학교
Youngsan University

<Welcome Address>



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Guwuck Bu, LL.D.
President, Youngsan University

<Welcome Address>



Assalamualaikum Wr. Wb. And Best wishes to all of you Ladies and Gentlemen,

On behalf of the Indonesian committee, I would like to welcome and give high appreciation with happiness and pride to the participants who are present in the 2nd ICIS with the theme of "Preparing for the Asian Century in Search of a New Growth Model".

Furthermore, I would like to say thank you to the President of Sungsim School Foundation Mrs. Chanyong Ro, Ph.D., President of Youngsan University (YSU) Guwuck Bu, LL.D., Rector of Diponegoro University, Prof. Dr. Yos Johan Utama, SH, MH, Executive Director of Global Illuminator, Mr. Farooq Ahmed Jam, Ph.D. I would also like to say thank you for the support of our partners in this event, CEO of PT. LEN Indonesia, Mr. Darman Mappangara and Bank BNI.

The conference is held by the cooperation between Youngsan University and Youngsan's sister universities in Indonesia, UNIKOM, UNPAD, UPI, UNDIP, IWU, UNPAS, UBL and UII. This conference is expected to strengthen cooperation between universities of Indonesia organizer and YSU in the future. Therefore, I would also like to say thank you to the rectors of the Youngsan's sister universities. This 2nd ICIS conference is attended by participants from five (5) countries, including Indonesia, South Korea, Pakistan, Australia, and New Zealand.

A number of papers will be presented at this conference. The best papers will be published in one of international journals affiliated, such as: Actual Problems of Economics (APE), the International Journal of Business and Society (IJBS), Research Journal of Biological Sciences (ISI Indexed), International Journal of Signal Control System and Engineering Application (Scopus Indexed) and The Social Sciences (Scopus Indexed). The 3rd ICIS later, planned to be held in Indonesia, therefore we are pleased to invite the audience in this room to present at the routine scientific forum that will be held every year.

Finally, I would like to say thank you to the Chief Organizer of YSU Prof. Taehee Kim, and the committee of YSU and Indonesia, Prof. Je Dae Sik, Prof. Kyungchan Lee, Prof. Dwi Kartini, Prof. Ernie Sule, Prof. Bambang Heru, Prof. Ratih Hurriyati, Prof. Aelina and Dr. Dewi Indriani who have worked hard that undoubtedly highly contributed to the success of this conference.
To end up my speech, again I congratulate all the participants and have a great moment of your presence in this conference. Thank you.

Wassalamualaikum wr. wb.

Prof. Dr. Umi Narimawati,Dra., SE., M.Si.
Chief Organizer of Indonesia

<Congratulatory Remarks>



Distinguished ladies and gentlemen,

In this beautiful season of autumn, it is of great significance that so many distinguished guests gather here to discuss new growth model and development strategies for Asia.

At the outset, let me extend heartfelt welcome to all the distinguished guests attending the International Conference for Interdisciplinary Studies (ICIS 2015), and my warm congratulations on the opening of the conference. It is all the more meaningful to hold ICIS 2015 which coincides with 33rd anniversary of the Youngsan University, the host of this conference.

The theme of this year's conference is “Preparing for the Asian Century: In Search of a New Growth Model”. The timing could not be better in that the theme has not only great immediate relevance but also long-term historical significance.

Recent developments on economic, social, cultural and political fronts among Asian countries give us an impression that the 21st century, belongs to Asia. As per the 2011 Asian Development Bank report, Asian countries do possess the capacity necessary for economic supremacy. Indeed, the transformation of the Asian region into the economic powerhouse of the world is not only unstoppable, it is gathering pace.

Despite this impressive growth, Asia faces several major challenges. One is the uncertainty of China and India’s growth outlook in the long term and their capacity to implement necessary policy reforms. For these Asian superpowers, as well as other economies across the region including ASEAN and Korea, the main challenges may very well be their capacity to overcome income inequality and to sustain their economies by adopting more environmentally friendly approaches.

In this regard, I believe that this conference offers a valuable chance to exchange knowledge, share information, and discuss feasible solutions to the issues. And I am looking to all of you to express yourselves fully and contribute your insightful views to the cause of cooperation and development in Asia and beyond.

Once again I am very pleased to hold this conference again here at Youngsan University, and I want to thank everyone who has contributed to making this event successful. I wish all the best for the 2nd International Conference for Interdisciplinary Studies 2015.

Chanyong Ro, Ph.D.
President
Sungsim School Foundation

<Congratulatory Remarks>



I am delighted and honored to be here today to meet all the impressive participants of The 2nd International Conference for Interdisciplinary Studies (ICIS) 2015. I would also like to especially express my gratitude to Youngsan University for hosting and inviting me to joint this wonderful event.

On this special occasion, I would like to offer my congratulation for the 2nd ICIS 2015. As we are approaching to the borderless world, it is very important to address many aspects of the current process of globalization. We are looking forward to bright ideas from this conference to improve the countries' capabilities in many areas, such as economics, business, science, technology, and culture. Particularly with this year's theme: *"Preparing for the Asian Century in Search of a New Growth Model"*. This theme is only relevant, as we believe that this century is going to be the Asian Century.

Choosing Busan City as the venue of this conference is a great decision, Busan is known as the city of port and metropolitan, as the second largest city in South Korea, and becoming the cultural, educational and economic center in the region. I will be very glad to stay here in this beautiful city.

I hope this conference will not only provide many chances for the researches to present the lates findings about selected issues regarding the new and growing model of Asian countries, but also be a great opportunity to streghthen the strategic partnership between Indonesia and South Korea.

Once again, thank you for having me, I wish you all have a great time.

Dr. Ir. Harsoyo, M.Sc.
Rector of Universitas Islam Indonesia

<Keynote Speech I>

Discovering the Perspectives of Wisdom Through Interdisciplinary Studies



Guwuck Bu, LL.D.
President, Youngsan University

Higher education has played a central role in our civilization providing a guideline for knowledge creation and consumption. Now, we are witnessing great challenge in higher education. The development of modern media technology has changed the way of dissemination and consumption of knowledge. Since high quality knowledge is easily accessible, the role of higher education needs to be modified from a knowledge provider to a knowledge moderator. I suggest that this is an interesting and challenging transformation since we could concentrate on how to utilize knowledge in a more effective way. Given this condition, the barriers between different disciplines need to be eliminated and we must seek for every effort to make convergence between different fields of studies.

Note that categorizing different fields within knowledge did not exist generations ago. In the past, there was no concept of divided fields in terms of categories in studies. As more thorough study was required, human decided to make divisions of studies for more effective concentration. Accordingly, academic disciplines formed barriers which hindered a holistic viewpoint of looking at the world. Such academic barriers are man-made and unnatural that confine human thoughts to limitation.

Let me take the field of study of law as an example. During the 6thcentury AD in the Eastern Roman Empire, the Emperor Justinian codified the laws that had existed in Rome. Since the Roman Empire was an internationalized and developed society, its court brought justice to resolve various conflicts. Resolving conflict with such fairness was one of the reasons for the empire's success and flourishment. The basis of Corpus Juris Civilis, or Code of Justinian, was

recorded compilation of resolved cases of conflicts.
Followed by the recording, studies on law naturally proceeded in order to see why and how such resolved cases were fair and good. Thus, the later study of law was concentrated on the interpretation of different articles and terms in law, and this influenced the study of law to be focused on interpretation-centered method. Although Roman law has evolved with the climate of society, it should be highly praised and emphasized for the spirit of its objectivity.
However, let us be reminded that the law has been originated from actual cases. The interpretation of preceding cases is a necessary process. Such an interpretation teaches us why and how a judgement was plausible in terms of fairness and justice. Note that such interpretation involves the interconnected relationship between the judgement and the social conditions relating to the current economy and politics. Even if there is plausible interpretation by well performed precedent in the past, it would not necessarily mean that such case would result in the same fairness today. This is why the study of law must be conducted in an interdisciplinary manner. The practice of law today must take the current social condition in a most general and comprehensive approach. The law is a collection of judgements on cases that direct how to maintain fairness on conflicts. And, the 0bject of study of law is to explain why such judgements are fair. Thus, looking at the original goal of why law exists, any legal judgement must leave limitation in the field of law; then try to look at the natural phenomenon of a conflict and how a judgement could guarantee fairness. This process would require understanding of humanities in general. Therefore, the study of law must not remain only in interpretation of law, but rather it requires interdisciplinary research on building and improving legal frames of the world, entering into a deeper state of fundamental reason on justice. This could, in turn, lead us to true wisdom.
The barriers between different academic fields hide true wisdom from human. I suggest that we should eliminate these barriers and try to look at true wisdom and make this attitude the direction of this International Conference for Interdisciplinary Studies. Interdisciplinary studies are the recovery of academia that gradually divided into different fields of studies. Knowledge must not be the ultimate objective, but it should be a steady entity. Accumulation of knowledge will result in overly explosive size in its volume and cannot eventually help us solve fundamental problems. Rather, we need wisdom that is the flow of diversities converged into one main meaningful stream – the truth.
Our intention to hold this ICIS conference is related to the founding ideals of Youngsan University. While sharing the same level of educational competence to some extent, many universities have their own objectives and directions of education, and this makes the higher education positively diversified. Youngsan University has educational ideals, as foundational motivation, that is: 'Hong-ik-in-gan' and 'Won-yung-mu-ae.'

I am glad and excited that, the conference this year hosts a special session on the founding ideals of Youngsan University – 'Hong-ik-in-gan', translated as 'Benefiting all mankind far and wide', and 'Won-yung-mu-ae', translated as 'Perfect freedom by enlightenment.' The ideals of Youngsan University not only stand as the focal point of Youngsan's academic activity, but also suggest foundational interdisciplinary research topics in philosophy and education. I would say that the founding ideals of Youngsan University take a stance as interdisciplinary studies seeking for more general and holistic ideas. The motivation that Youngsan University organizing and participating in this conference is in hope that interdisciplinary studies would provide a plausible direction of thoughts in implementing the founding ideals of Youngsan University. It is my hope that all the participants of this conference can be engaged in many interesting dialogues.

I believe that Humanities studies of over the last 100 years, in a general sense, indicates that Eastern and Western philosophy share much commonality. Eastern and Western philosophy has merged to some extent through the change of time. The convergence will be accelerated since the knowledge exchange and sharing becomes more effective.

The technological development up to this era suggests us to invent new thoughts and methodologies. It has changed the way we live and encouraged us to re-consider the foundation of thoughts that we rely on. Interdisciplinary studies is a plausible direction to tackle the current challenges in education and research of higher education. Developing the capacity of critical thinking is very important in the context of interdisciplinary studies. It has been a prime value for higher education institutions to develop critical thinking capacity of students. This, I believe, is the source of true creativity that we need in the academia and society. We must enhance such educational goal by introducing stronger and wider convergence in interdisciplinary studies.

I hope that the International Conference for Interdisciplinary Studies would contribute to recovery of the shape of higher education in seeking for true wisdom and to solve real world problems. This is the second year that ICIS has been conducted. I hope that ICIS grows further into opening and widening an arena where scholars could think and talk about the fundamental quality of our thoughts and guide the higher education towards desirable education.

Interdisciplinary studies is an effort of returning to the nature, escaping from any artificial settings and returning to the original shape of the academia in which the ultimate goal must be seeking for the TRUTH.

I would like to extend my sincere gratitude to the organizing committee, and especially to our Indonesian partners, for their commitment to make this conference successful. I hope all participants will enjoy staying in the city of Busan in this beautiful autumn season and at Youngsan University.

<Keynote Speech II>

PREPARING ASIAN COUNTRIES IN THE CHANGING WORLD: THE ROLE OF HIGHER EDUCATION

Yos Johan Utama, Muhamad Zainuri and Ambariyanto
Diponegoro University, Jl. Prof. Soedarto SH, Tembalang Campus, Semarang, Indonesia
Email: rector@undip.ac.id;pr4@undip.ac.id



Prof. Dr. Yos Johan Utama
Rector of Universitas Diponegoro

Abstract

Changes that occur in the world continue with uncertainty, both in terms of political, social, economic, defense, and culture. This uncertainty will affect development in various countries including in Asia. On the other hand, the world faced with the problem of rapid population growth which will have an impact on many other issues. Education is believed to be one of the foundations which will help resolve the issue. This paper provides a brief description of the strategies that can be taken by higher education institutions in Asia in increasing its role to overcome the problem for Asian countries.

Introduction

Interconnectivity between countries is a phenomenon that is unavoidable (Sheppard, 2002; Wahyudi, 2003). Developments and changes in one country will easily affect other countries, resulting in interdependence among countries in terms of political, social, economic, culture as well as defense and security. This is also occurs in Asian countries in the middle of uncertain developments and changes of the world with a variety of complex problems.

On the other hand, education is the main foundation of the progress of a nation (Matthews, 2012). The success of the education process will improve the capability and capacity of the population, so that the competence and productivity will also be improved. This will have an impact on improving the competitiveness of a nation that will ultimately bring the nation's progress.

Education which began at the level of elementary, middle and higher education must be executed in accordance with the development of the world in general and the development of science and the demands of society. Education is closely related to development (Psacharopoulos, 1988). At the national level, the educational process is also greatly influenced by government policy. The success of a government in directing the development of higher education through a variety of policies will provide benefits for the government and the nation. However, this development is not only determined by changes in the country, but is also affected by the various changes that occur at the global level.

Asian countries are also facing the same problems. These countries also have the same desire to advance the state and nation in the face of a changing world. This is the new challenge for universities in Asia, to prepare for the pace of development and change the world.

World main issues

Fundamental problems faced by the world today is the growth of the population (Ehrlich and Holdren, 1971). Currently the world population has more than 7 billion (Kunzig, 2011; Haub and Gribble, 2011). Predicted in 2050 will increase to approximately 10 billion and in 2150 will reach 30 billion. The high population growth are found mainly in Asian and African countries. These countries are on average less developed compared with European and North American countries. In Indonesia, for example, the current population has reached more than 240 million and will certainly continue to grow.

These conditions will lead to a very complex problem. Population growth does not only require an increase in the provision of clothing, food and shelter, but also cause other problems such as health, environmental issues, education and so on (Falkenmark, 1997; Schafer and Victor, 2000; Hales et al., 2002). On the other hand, as a result of the rate of population growth is not balanced among countries, and not accompanied by the equal economic and supporting ability of these countries, raises other issues, such as refugee. Public demands related to democratization, gender equality, human rights, environmental degradation and so on, also raises new issues.

Various international agreements have also been conducted. For example, the

Millennium Development Goals program, which ended in 2015, where the success rate of the MDG targets also vary widely from different countries (http://www.unmillenniumproject.org/goals/). The same is also evident from the various international agreements. We believe that this fundamental problem can only be overcome with an adequate education. Here, the role of higher education becomes very important.

Strategy

Based on current condition, there are several strategies that can be applied by Asian countries higher education institutions:

1. Improvement of higher education management

Higher education management influence the sustainability of the education itself (Figueiró and Raufflet, 2015). Policies in the management of higher education at the national level will greatly affect how universities will develop. Inappropriate policies, will give unexpected results and will have a major impact for a country. If universities produce graduates with a standard that is not appropriate or necessary, it will create new unemployment, new problems (Lee and Chung, 2015). In the case of Indonesia, the government has determined that all universities must apply good university governance. This determination has major impact for the improvement of university management system, positively. Another thing to note is the establishment of quality assurance of both academic and non-academic.

2. Strong and Visionary leadership

Facing challenges both at global and national level, we need a strong and visionary leadership (Crevani et al., 2015). Being a university leaders today can not work based on business as usual. University leaders should make breakthroughs that can be applied in their respective universities to be able to achieve its vision. In addition, the current public demand for higher education also is very high. For the case in Indonesia, public awareness in order to achieve higher education is already very large. It began in the '70s where the scholars have major role in the development of the country. Awareness is increasing and in line with the policy of the government in giving licenses to establish colleges.

With the high demand by the public that universities can produce quality graduates, the university leaders who are able to meet these demands is needed. This can be achieved only with the leaders who have a strong and visionary leadership.

3. Global partnership

Globalization is a condition that can not be avoided by anyone, including universities. Indonesia as one of the founders of ASEAN has been aware of this for a long time. Together with four other countries namely Malaysia, Philippines, Singapore and Thailand, to establish the ASEAN. In the development of the association's members increased to ten, namely Brunei, Myanmar, Cambodia, Laos, and Vietnam

In a further development, ASEAN is also working with the European Community (ASEAN–EU), with India (ASEAN–I), and with China, Japan and Korea (ASEAN + 3) and the WTO as well as with other countries. This collaboration involves many aspects such as economics, defense, including education. This cooperation is to encourage universities in each country to work together. Mutual cooperation also takes place with the programs that are specifically formed. In the case of Indonesia, a lot of cooperation G to G, for example between Indonesia–Thailand, Indonesia and Australia, Indonesia and Sweden, Indonesia–China, Indonesia–Japan, and so on. For example, Indonesia and Thailand have higher education development cooperation. CUPT (Council of Rector of Indonesian State University) dan CRISU (Council of University President of Thailand) have been working together in a long time, where every year a meeting alternately in Indonesia and Thailand. In October 2015 the meeting was conducted in Indoonesia and discussing on student mobility.

Partnership in higher education, as well as leadership, influence education sustainability (Lozano et al., 20014). This global partnership brings an enormous impact, that programs like student mobility, joint research, joint publication, staff exchange, etc., will provide a good experience for students and staff, as well as increased capacity and research results.

4. Industrial Partnership

University and industry partnership is very important in the development of higher education (Gagnon and Morgan, 2014; McDonald and Rivara, 2015). In some Asian countries most of the research conducted by universities are not correspond with the needs of industry. Only a little research on the university is utilized by industry. There is a wide gap between universities and industry. This gap led to the research results just stop at reports or scientific publications only. Valley of death of research results is mainly due to the lack of research cooperation between universities and industry. Mutual research cooperation is needed both in terms of the object and research funds.

5. Character education

Although the development of higher education will expand to the international level, but for Indonesia, character education remains one of the important targets. We believe that the character education in accordance with Indonesian culture has

been proven to provide the ability for us to continue to unite us even though consisting of various races, religions and cultures as well as various local wisdoms. Our ability to maintain the Unitary State of Indonesia is very important to emphasize to students in every university in Indonesia. In principle, though in the international environment, but remain national spirit.

Through the implementation of five strategies above, it is expected that universities in Asian countries could play a role in preparing the country in the middle of a changing world. Based on these strategies can be developed a model of higher education which is expected to overcome the problems faced. Universities must establish a clear vision and mission, particularly in relation to the internationalization of higher education. The fusion of the whole strategy is based on the good management system of higher education, with a strong and visionary leadership that is capable of running a global partnership but with the character education remain. This model is believed to be able to bring this college to a higher level, and able to produce graduates who are competent to deal with and resolve local and world issues.

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<Keynote Speech III>



Dr. Farooq Ahmed Jam (PhD)
Executive Director, Global Illuminators

With diverse qualification and experience backed by a PhD in Management. Dr. Jam is a renowned civil society representative and management scholar. Having served as academic and corporate research professional for more than 15 years he devoted his energies for promotion and development of basic human rights. He is an active voice of equality, justice, fairness, participation and excellence in all spheres of society.

He has thorough capabilities in General Management, Organizational Training and Development, Managing Change, developing, and implementing strategies for institutional capacity building, human resource development. He has been engaged in several national and international campaigns for poverty alleviation, up gradation of rural areas, rehabilitation activities. His scholarly work has been appreciated and published in world re-known journals.

His vision as a director Global Illuminators is to provide a quality research platform for academic research and civil society organizations across the globe which can be used to strengthen the global initiatives to preserve and promote basic human rights of equality, justice, participation and access to knowledge. He is eager to join hands with academic institutions and to help them achieve their goals through a quality research support by Global Illuminators.

He is one of the strong proponent of multidisciplinary approach across the world. He is actively engaged in promotion of interdisciplinary and multidisciplinary approach in Asia. He is well known in academic circles and higher education institutions as a proponent of multidisciplinary approach as vital approach for sustainability and growth. He is keenly interested in network with universities and academic research institutions for societal prosparity and welbeing of humanity.

His key note speech in ICIS-2015 will be focusing on :

1. Ethical and moral liabilities of research community & scholars
2. Asian higher education sector growth with multidisciplinary approach
3. Growing economies and role of science and technology.
4. Benefits of collaboration with global research institutions and role of this collaboration in achieving growth objectives
5. How these collaboration efforts can help in finding a future growth model for Asian economies. Specially shift from traditional to knowledge based economy.
6. How Global Illuminators is playing its role in building network and collaboration.

Dr. Farooq Ahmed Jam is based in Kuala Lumpur, Malaysia.
He can be reached at
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The 2nd International Conference for Interdisciplinary Studies (ICIS 2015)

Youngsan University

Program

Opening Session		
Time	**Activities**	**Speakers**
10:30–10:45	Registration	
10:45–11:30	Opening Remarks	**Prof. Taehee Kim, Ph.D.** Chairperson of Organizing Committee, YSU
	Welcome Address	**Prof. Dr. Umi Narimawati** Chairperson of Organizing Committee, Indonesia
	Congratulatory Remarks	**Chanyong Roh, Ph.D.** President, Sungsim School Foundation
	Congratulatory Remarks	**Dr. Harsoyo** Rector of Universitas Islam Indonesia
11:30–12:30	Keynote Speech I	**Guwuck Bu, LL.D.** President, Youngsan University
	Keynote Speech II	**Prof. Dr. Yos Johan Utama** Rector of Universitas Diponegoro
	Keynote Speech III	**Dr. Farooq Ahmed Jam** Executive Director, Global Illuminators
12:30–14:00	Luncheon	**Community's Convention Center, YSU**

Session Schedule (14:00-18:00)

Date	Session	Classification	Venue	Moderator
16 Nov.	1	Management I	A1205	Dwi Kartini
	2	Management I	A1206	Ratih Hurriati
	3	Marketing	A1207	Irma Rachmawati
	4	Banking, Finance & Accounting	A1208	Savitri Adritiany
	5	Law	A1209	Park Ji Hyun
17 Nov.	6	IT & Engineering	A1301	Mijeong Hwang
	7	Globalization	A1302	Kyungchan Lee
	8	General Topics	A1303	Jay Gill Pyeon
	9	Special Session	Auditorium	Taehee Kim
Mushola: A1201(Male) / A1306(Female)				

Session 1: Management I (Venue: A1205) Moderator: Dwi Kartini		
No.	Name	Title
1	Eddy Soeryanto Soegoto, Abdullah Mahdi, Krisdiana	Effect of Enterpreneurs' Characteristics, Marketing Orientation, and Managerial Capability towards Business Performance at Rag Doll SME's Center in Bandung
2	John Sihotang, Dwi Kartini, Popy Rufaidah, Sutisna	Influence Of Entrepreneurial Orientation And Dynamic Capability On Sustainable Competitive Advantage By A Strategic Alliance Formation (A Study of Online Store in Jakarta, Indonesia)
3	Rina Shahriyani Shahrullah, Agustina Fitrianingrum	Stakeholders' Comprehensive Participation in Managing Troubled Indonesian Overseas Workers (A Case Study in Tanjung Pinang, Riau Islands Province)
4	Eddy Soeryanto Soegoto	Impact of Spirituality towards Effectiveness of Leadership
5	Teni Lestiani, Dwi Kartini Yahya	Is The Limit Exceeded Bureaucratic Tolerance Become Obstacles In Performance Achievement Company? Case Studies In The West Java, Indonesia
6	Erna Maulina	Analysis of Trade Sector Efficiency in Indonesia
7	Umi Rosilowati Muhammad Ramdhan	Analysis Of Effect Of Leadership Style, Communication And Motivation To Performance Of Employees (South Tangerang, Banten, Indonesia)
8	Yanto Ramli, Dwi Kartini	The Role of Market Attractiveness And Unique Resources In Order To Implement Innovation Management On Organic Fertilizer Industries In Indonesia

Session 2: Management II (Venue: A1206) Moderator: Ratih Hurriati		
No.	Name	Title
1	Susanto Yulius Kurnia, Pradipta Arya	The Effect Of Audit Structure, Role Conflict, Role Ambiguity, Role Overload And Locus Of Control On Job Satisfaction
2	Umi Narimawati, Ani Wahyu Rachmawati, Dewi Kania	The Effect of Lecture's Recruitment model, Work Satisfaction and Organizational Culture towards Turnover Intention
3	Abdullah Mahdi, Sidik Pridiana, Atty Tri Juniarti	The Role of Leadership, Organization Commitment, Organization Culture towards Performance and Implicated to Service Quality
4	Ratih Hurriyati, Ahim Surachim, Lisnawati	Analysis of Quality Function Deployment, Through the adoption of the Model ServQual and Kano, in Improving Competitiveness UPI as a Research-Based Teaching University
5	Tuty Purwanti, Hilmiana	Analysis of Person-Organization Fit, Job Satisfaction and Turnover Intention at Syaria General Bank in Bandung
6	Rosa Fitriana	The Influence Of Corporate Governance Mechanism And Size Corporate Toward Corporate Social Responsibility Disclosure. (Research On The Manufacturing Company Listed In The Indonesia Stock Exchanges)
7	Anggrita Denziana	Analysis Of The Implementation Of Good Corporate Governance And Sustainability Report Disclosure Of Banking Companies Listed In Indonesia Stock Exchange In 2011-2013
8	Desayu Eka Surya	Case Study On Communication Management In Implementing Corporate Social Responsibility Through Micro Small-Medium Enterprise (Msme) As A Way To Improve Sustainable Prosperity And Relationship With The Society

Session 3: Marketing (Venue: A1207) Moderator: Irma Rachmawati		
No.	Name	Title
1	Rina D. Pasaribu, Dwi Kartini, Yevis Marty Oesman, SeptiadiPadmadisastra	The Model Of Customer Demand And Supplier Performance In Competitive Strategy And Business Performance (Case Of Fixed Broadband Indonesia)
2	Resanti Lestari, Dwi Kartini, Yevis Marthy Oesman, Dian Masyita	Building Corporate Image Through Integrated Marketing Communication and Service Quality on Islamic Bank in Indonesia
3	Hilda Monoarfa, Umi Narimawati	The Performance Of Marketing Communications And Services Quality To Increase The Corporate Imagey And Its Impacts Towards Customer Loyalty (Survey On Customer Perum Pegadaian Bandung Regional Office)
4	Aulia Danibrata	The Effect Of Brand Image, Trust, Service Quality, And Customer Satisfaction On Customer Commitment.
5	Dadang Munandar, Sucherly, Dwi Kartini Yahya, Diana Sari	The Implementation Of Communication Marketing And Customer Relationship In Forming The Image Of Institution (Study On Excellent Scholarship Organizer Majors)
6	Dewi Indriani Jusuf, Umi Narimawati	How Customer Relationship Management Implementation and Image Building Increase the Value of Traffic Park as Educational Traffic Park for Children in Indonesia (Case Study in Bandung and Jakarta)
7	Aldina	The Cronology Definition of Entrepreneurial Marketing
8	Rizki Zulfikar, Dwi kartini, Yuyus Suryana, Asep Mulyana	The Impact Of Innovation Capability And Value Creation On The Marketing Performance Of Small And Medium Knitting Industry : A Research Model

Session 4: Banking, Finance & Accounting (Venue: A1208) Moderator: Savitri Adritiany		
No.	Name	Title
1	Sugiarto, Tumpal Pandiangan	Indonesia Public Banks Performance Evaluation Using Fuzzy Logic
2	Tumpal Pandiangan, Sugiarto	Performance Evaluation of Informatics Engineering Department Students of Matana University using Fuzzy Inference System
3	Nursiana Adinoto, Sugiarto	Determinants Identification of Public Banks Stock Prices In Indonesia Based On Fundamental Analysis
4	Zulfi Dianne Zaini	The Function Of Financial Services Authority (Fsa) In Dispute Settlement Banking Customers In Indonesia
5	Surya Budiman, Eddy Jusuf, Umi Narimawati	Analysis Of Product Strategy The Rural Bank's Credit In An Effort To Increase The Competitive Advantage
6	Ely Suhayati	The Influence Of Accounting Information System On Quality Of Financial Information On Micro Small And Medium Enterprises In The Cimahi City
7	Siti Kurnia Rahayu	Improving Accounting Information Quality Through Enhanced Quality Of Accounting Information System : A Survey In Taxpayer Offices In Java Island Indonesia
8	Lilis Puspitawati	The Analysis of Effectiveness Measurement in Accounting Information Systems through Competence Factor of Information System User (Research on Higher Education in Bandung)
9	Inta Budi Setya Nusa	The Influence Of Management Commitment To Quality Accounting Information System: A Survey On Commercial Banks In Indonesia

Session 5: Law (Venue: A1209) Moderator: Park Ji Hyun		
No.	Name	Title
1	Darwin Ginting	Land Registration in information Technology Perspective a Basis of Basic Agrarian Law in Indonesia
2	Yuswaji Atmo Prayitno, Rina Shahrullah	Security Management In Indonesia
3	Elza Syarief, Rina Shahrullah	Online Arbitration": A New Paradigm of Dispute Settlement in Indonesia
4	Irma Rachmawati	Policing The Indonesian Sea By Means Of The Empowerment Of Marine Police As A New Model Of Maritime Law Enforcement
5	Soleh Suryadi, Bambang Heru, Po. Abas Sunarya	Strengthening Local Governance in Licensing Service Improvement In Sumedang District Benchmarking with Sragen District
6	Netty SR. Naiborhu	Role Of Theory Of Law For Protection Systems Development And Environmental Management In Indonesia
7	Park Ji Hyun, Awalina Maulina, Muhammad Tizar Adhiyatma	Protection and Management of Peatlands Ecosystem in Indonesia
8	Byung-Tae Kim	Internet-only Banks in Korea and Their Implications for Indonesia

Session 6: IT & Engineering (Venue: A1301) Moderator:		
No.	Name	Title
1	T A Sanny, Dwi Kartini, Umi Narimawati	Impact of Innovation Technology and Organization on Growth in the Creative Industries in Bandung City, Indonesia
2	Erna Pujihartanti	Establishing Bandung City as a Smart City
3	Andi Harapan, Sugeng Triyadi	Traditional House Of Banua Mbaso In Palu And It's Behavior To Cope The Earthquake
4	Dhini Dewiyanti, Widjaja Martokusumo, Budi Faisal, Bambang Setia Budi	The Notion Of Campus Mosque Design: A Description Of The Mosques Presence At The Higher Education Institutions
5	Respati Wkantiyoso	Revitalization Of Green Open Spaces For Better Sustainable City Development (The Experience Of Malang City, Indonesia)
6	Gun-Su Kim	Analysis of Mis-discharge as Exo-electron emission in an AC Plasma Display Panels
7	Myungsoo Kim	Modelling and Characterization of Woven Fabric Composites with Various Geometries
8	Kiwon Park	Design of Ionic Polymer-Metal Composite Sensor Model

Session 7: Globalization (Venue: A1302) Moderator: Kyungchan Lee		
No.	Name	Title
1	Hastardjo, Sucherly, Dwi Kartini, Popy Rufaidah	Core Competence on Real Estate Industry in Globalization Phenomenon
2	Savitri Adritiany	The Influence Of French Colonialism On Vietnam's Culture
3	Salmon Priaji Martana	Javanese Churches of 'Romo Mangun' As A Response To The Second Vatican Council's Inculturation Discourse
4	Hangga Fathana	Labor Market Liberalization in Southeast Asia: a Building or Stumbling Block?
5	Karina Utami Dewi	Trafficking in Persons and Security of Women in Southeast Asia: Regional Challenges of Indonesia
6	Euna Park	A Study of Green Initiatives in the Hotel -Focused on an exploratory study-
7	Kyungchan, Lee	Democratic Transition of the South Korean and Indonesian Political Regimes: A Comparative Study
8	Sang Ryul Lee	A Study on Policies Concerning the Recruitment of Foreign Students

Session 8: General Topics (Venue: A1303) Moderator: Jay Gill Pyeon		
No.	Name	Title
1	Raeni Dwi Santy	Compulsive Purchasing
2	Yusniar Lubis, Syaifuddin, Sarmin	Analysis of determinant to switch the cacao plant to oil palm by farmers in the Asahan City
3	Restu Adi Wiyono, Deny Erwandi	Designing The Virtual Color Blind Test Using Ishihara 24 and 38 Plate Method
4	Kim, Tong kug	Baby Talk as a Valuable Linguistic Experience
5	Shim Gui-Deuk	A Study on the Healing Features of the 『I-Ching』
6	Sitembile Mangena and Jay Gill Pyeon	International Development Cooperation in Zimbabwe: Some Issues in Health Project
7	Youngju Han	Issues with the Spoken Grammar of English and Its Features
8	Ku-jeom Chung	College Students in vulnerable situations risking social exclusion, Whose Direct Experience of the Effects of Care Farming (farming for health) Service
9	Darman Mappangara, Ari Warokka	In Search of the Ideal Energy Mix for Indonesia: Renewable Energy and Energy Security

Session 9: Special Session (Venue: Auditorium) Moderator: Taehee Kim			
No.	Presenter	Title	Discussant
1	Changzoo Song	Hongik'in'gan as an Ideational Resource for the Nation-Building in Korea: A Potentially Cohesive and Visionary Power for the Nation?	Keun Yong Lee
2	John Jorgensen	The *Chodang jip* (Collections from the Halls of the Patriarchs) as a Koryŏ Text	Peter Yun
3	Seunghak Koh	A Nuanced Understanding of the Concept "Perfect Interfusion"in Chinese Huayan Buddhism	Jin Ro Lee
4	Kenneth Wells	Hongik Ingan and the Common Good	Nam Chul Bu

Improving Accounting Information Quality Through Enhanced Quality Of Accounting Information System : A Survey In Taxpayer Offices In Java Island Indonesia

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ABSTRACT

Quality of Accounting Information System (AIS) is a popular as well as complex concept that is identified as a factor that can succeed or thwart the achievement of quality accounting information. The phenomenon which occurs at tax offices in Indonesia is that AIS has not yet been integrated harmoniously, so that it results in unqualified and oftentimes unreliable accounting information. The results of this study are expected to be evidence that the model offered can be a solution to problems regarding accounting information quality. The data which was analyzed using SEMPLS was gained through a survey by distributing questionnaires to randomly selected samples of 126 Tax Offices in Java. The findings of this study show that problems in quality of accounting information occurred because AIS has been inefficient, integrated less harmoniously, less adaptive and has no optimal access yet. As results, accounting information is not entirely accurate, relevant, timely and complete. In order to solve the problem, active role of the organization's top management in demonstrating ongoing dedication on the implementation of AIS to produce quality accounting information is important.

Keywords: quality of accounting information system, quality of accounting information