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PREFERENCE

Dear Colleagues,

We are really grateful that the International Conference on Economics and Business Issues ICEBI 2023 being held successfully on January 11, 2023 by ASTA Research Center, with hybrid conference via zoom & ISCAM Business School, Madagascar.

We have to render our greatest appreciation to all parties who have helped organized and carried out this event with the best quality, comfort, and precision. To our participants, please accept our warmest greetings, since it is our great pleasure and honor to have all of you to participate in the conference. We are delighted to have all of the distinguished scientists and researchers for contributing their research and encouraging us all to learn more with the presentation and discussion session.

We also would like to extend an especially warm welcome to our distinguished speakers Silas Oghenemaro Emovwodo Ph.D. (Cand), from Faculty of Art and Social Science, Universiti Darussalam, James Kalimanzila Ph.D. (Cand) HR Officer and Analysts, Ministry of Water, Tanzania, Sanju Kumar Sigh Ph.D. from Tribhuvan University Kathmandu, Nepal, Dr. Hajaina Ravoaja from ISCAM Business School, Madagascar and Syed Alamdar Ali Shah Ph.D from Universitas Airlangga, and the moderators Joseph Remir Eklo, from Universitas Perthanan Indonesia and Rakotoarisoa Maminirina Fenitra Ph.D. Chairman of ASTA Research Center. We feel thankful for their willingness in taking the time to contribute and share their expertise and experience to this conference that have enriched our knowledge in this field.

The the International Conference on Economics and Business Issues ICEBI 2023 with the theme *"Insight and lesson learned from Developing Countries: An Alternative Economics Paradigms for Development"* has an important meaning because it is in line with the development of An alternative framework for economic development and pandemic economic recovery that needs to be studied.

This proceeding contains a collection of extended abstracts containing the essence of the researchers' thoughts which are expected to contribute to the scientific field. The topic of this conference is economics and business area. These topics are manifested in the presented papers by the scholarly work from all of the researchers from the education, practice, and government field. We sincerely hope that these proceedings and the conference, in particular, will grant benefits to all of the participants and also the readers. Especially as a reference for further Islamic finance and economics development in Indonesia and all over the world. We welcome and will receive any suggestions and constructive feedback to improve the organizing strategy for the betterment and development of our conference.

Antananarivo, January 11th 2023

The ICEBI 2023 Committee

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ASTA Research Center is an independent institution for research and economics and business policy studies. Our scope of work covers a wide range of socioeconomic and environmental issues, primarily from the perspective of poverty. We produce research-based evidence to support policymaking and decision processes and evidence-based. We focus on both applied and fundamental research.

Besides, we build collaborative networks among researchers, lecturers, scholars, and practitioners globally for the realization of knowledge acceleration and to contribute more to society and humanity. Our aim is to provide a good research ecosystem and platform for researchers to share, discuss, and disseminate their ideas. In addition, it helps you to improve your research and contribute to the knowledge. Therefore, creating social value and impact is our priority.

Research and publication cannot be seen as a separate part. Otherwise, we should take both as a comprehensive program. Moreover, the quality of the paper is the biggest concern for publication. To achieve the Organization/University/ Institution goal, we provide some agendas that can support you in research and publication enhancement. Some of the prominent agendas are:

1. International Conferences: It aims to create a "tipping point" of opportunities for participants to disseminate their research globally and have reputable scientific publication output.
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5. Social Programs: It aims to empower and encourage society to share the value of creating an impactful program with us.
6. ASTA Research center welcome all individuals, organizations/institutions (universities, governments, and private sectors) to be part of our global research ecosystem.
7. Conducting applied research for government, investors, and organization and provide consulting services and recommendation for decision and policy making process.

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Financial Literacy, Sociodemography and Attitude of Risk Tolerance Toward Investment Decision Behavior

Mahendra Galih Prasaja¹, Nenden Nur Annisa²

^{1,2} *Muhammadiyah Purworejo University*

*Corresponding: mahendragalihprasaja02@gmail.com

Abstract

The purpose of this study was to determine the effect of the level of financial literacy, socio-demographics and risk tolerance attitudes on investment decision behavior. Respondents are private employees with a sample of 100 people. Determination of the sample using non-probability sampling with accidental sampling approach. Data were analyzed using Multiple Linear Regression Analysis. The results of this study indicate that the level of financial literacy has a positive effect on investment decision behavior, socio-demographics has a positive effect on investment decisions, and risk tolerance has a negative effect on investment decisions

Keyword: Financial Literacy, Attitude, Risk Tolerance, Investment Decision Behavior

Impact of Governance Structure, Blockholder, Company Age, and Technology Cost on Internet Financial Reporting

Vania Azalia Calista¹, N Rahmat Febrianto²

^{1,2}*Department of Accounting, Faculty of Economic and Business, Andalas University*

*Corresponding: 1810533010_vania@student.unand.ac.id

Abstract

This study identifies the relationship between governance structure, blockholders, company age, and technology costs with transparency of disclosure as measured by the level of the internet financial reporting index (IFR). Disclosing company financial statements on the internet can reduce information asymmetry between the company and external parties. By using the Way Back Machine, this study assesses the internet financial reporting index on company websites for the past six years. This study used samples of banks listed on the Indonesian Stock Exchange. The findings show that a larger number of corporate governance structures, a higher percentage of blockholder ownership, and a lower percentage of technology costs indicate greater IFR implementation. Future study can use a finer technology cost since disclosure on this cost is limited

Keyword: Governance Structure, Blockholder, Technology, Financial

Financial Leverage: An Integrated Literature Review for Future Research Agenda

Krismiaji ¹, Endang Hariningsih ², Wing Wahyu Winarno ³, Wahyudiyono ⁴, Eni Muniarsih ⁵

¹*Politeknik YKPN-Indonesia*

²*STIB Kumala Nusa Yogyakarta-Indonesia*

³*STIE YKPN-Indonesia*

⁴*AMA Yogyakarta-Indonesia*

⁵*Universitas Mahakarya Asia-Indonesia*

*Corresponding: xmiaji@gmail.com

Abstract

This paper systematically analyzes the literature on leverage over the past six years to identify gaps in the literature as a foothold for further research. This review uses 25 papers published from 2017 to 2022 in the Scopus database as samples using leverage keywords to be analyzed from various sides, including citation analysis to find out the authors and reputable papers. From the analysis carried out, it was found that although leverage research is mostly carried out in developed countries, in recent years research in developing countries has also begun to be carried out. In addition, research in this domain in recent years has begun to use samples that focus on specific industrial sectors although still few. Moreover, the major of research is carried out using secondary data, so this condition opens opportunities for research using primary data. By examining topics that have generally been researched in the last six years, this paper also found several topics that are worthy of further research in the future. This paper examines articles from various aspects and is equipped with graphic visualization and article mapping in the form of tables. This comprehensive approach enables literature review to present future research opportunities on leverage

Keywords: Capital structure, Comprehensive approach, Leverage.

Determinants of Audit Report Lags of Public Companies in Indonesia

Regita Annisa Agre¹, Rahmat Febrianto²

^{1,2}Department of Accounting, Faculty of Economic and Business, Andalas University

*Corresponding: 810531010_regita@student.unand.ac.id

Abstract

The Indonesian Financial Service Authority (FSA) regulates that every listed company submits its financial reports no later than the end of the fourth month after the end of financial year. When the COVID-19 hit the world in 2020, the FSA extends the reporting deadline until the end of May. This policy was to anticipate the lags due to the pandemic. Our research was conducted to obtain empirical evidence regarding the relationship of profitability, leverage, the size of CPA, and audit opinion on audit report lags. The test results show that profitability has a significantly positive relationship with audit report lags. Companies audited by Big Four have a shorter audit duration compared to companies audited by Non-Big Four. Moreover, companies with standard audit opinions have shorter audit duration when compared to companies with non-standard audit opinions. Leverage was found to have no significant relation with audit report lags. Overall, our findings suggest that firm delay its reports the bigger their size, but published as soon as possible when they are audited by a good CPA firm and had a standard audit opinion. COVID-19 may have triggered our samples to postpone their report. Future study must consider the effect of this pandemic on the audit report lag.

Keyword: Audit report lag, agency theory, profitability, leverage, CPA size, audit opinion

Green Human Resource Management Practices: A Study on The Banking Sector of Pakistan

Imran Ahmad Shakir

University of Haripur

*Corresponding: imranshakir1117@gmail.com

Abstract

The concept of 'green management' has been a hot topic in the business world for decades, with 'go green' policies and strategies being implemented all over the world. Green Human Resource Management (GHRM or Green HRM) is one of the approaches used by organizations in the twenty-first century to manage the environment. The authors of this study attempted to emphasize the notions of Green HRM practices. To achieve the goals, the Scholar conducted a thorough literature review and collected data from 204 respondents using 07 sample banks via a semi-structured questionnaire. The foremost finding reveals that all the selected banks are mindful of the ecological issues and try to run through the green Practices in their regular activities though few of them have a formal green policy. Aside from these, organizations encounter challenges in implementing Green HRM, including outdated technology, a large initial investment, ineffective policies, a lack of community and government support, and a general lack of environmental consciousness. The human resource department's goal of having a green workplace is a vital process that influences green recruitment & selection, green training & development, green reward & compensation, green performance management, and green employee involvement.

Keywords: Corporate Social Responsibility, Board National Diversity, Firm Value, Sustainability Report.

The Influence of Positive Psychological Capital and Social Entrepreneurship Intention During Covid-19

Rakotoarisoa Maminiana Heritiana Sedera^{1,5*}, Sulistyandari², Hajaina Ravoaja³,
Randrianantenaina Solohery Mampionona Aime^{4,5}, Ramalina Ranaivo Mikea Manitra⁶

¹ *Faculty of Economics and Business, Universitas Sebelas Maret, Surakarta, Indonesia*

² *Department of Finance, National Yunlin University of Science and Technology, Taiwan*

³ *ISCAM Business School, Antananarivo, Madagascar*

⁴ *Faculty of Economics and Business, Universitas Airlangga, Surabaya, Indonesia*

⁵ *ASTA Research Center, Antananarivo, Madagascar*

⁶ *Universitas Diponegoro, Semarang, Indonesia*

*Corresponding: sedera.rakotoarisao@gmail.com

Abstract

The objective of this research is to identify the factor influencing sustainable entrepreneurial intention. This research uses a quantitative approach to examine the influence of psychological capital (hope, optimism, and resilience) and attitude on sustainable entrepreneurial intention. Survey of 156 Indonesian students was conducted to collect the data. The proposed hypothesis was tested with structural equation modelling. The result demonstrated that attitude, hope and optimism have a positive influence on sustainable entrepreneurial intention whereas the influence of hope and resilience on sustainable entrepreneurial intention was not validated. Moreover, attitude can enhance this psychological capital (hope, optimism, and resilience) and hope can be strengthened by resilience and optimism. This work can contribute to enriching the literature in entrepreneurship. Also, recognizing the antecedents of sustainable entrepreneurial intention is vital in promoting entrepreneurship, thus university and governments can leverage the result. This empirical research outlines the importance of psychological capital and its role in entrepreneurship which is still lacking in this particular research setting.

Keywords: Psychological Capital, Sustainability, Entrepreneurship, Hope, Resilience, Optimism

Corporate Social Responsibility and its effects on Brand Trust in Guaranty Trust Bank Dala, Kano Nigeria

Sani Abdullahi Sule¹, Abduljalal Salisu²

¹ Universitas Sebelas Maret, Surakarta, Indonesia

^{1,2} Department of Economics Saadatu Rimi College Of Education, Kano Nigeria

*Corresponding: sanisule101@gmail.com

Abstract

Purpose of this study is to determine how corporate social responsibility (CSR) affects consumer trust in the banking industry. The study's emphasis is on CSR's four primary facets: economic, legal, ethical, and philanthropic. A model was used in this study to demonstrate the effects of several CSR elements on brand trust. A questionnaire was distributed to (400) bank clients, and (397) responses were received, of which (397) were valid and entered for descriptive and cause effects as the method gathering primary data from respondents for analysis. The results showed that clients view CSR initiatives as a key component when engaging with banks. When banks engage in these activities, their brand trust is strengthened, and CSR activities and brand trust have statistically been linked in favorable and substantial ways. Customers of banks have different perceptions of the relevance of these activities. The findings would be enhanced by a larger sample size, the inclusion of more stakeholders, such as employees and managers, and the replication of the study in other nations. In order to improve their corporate reputation, banks are encouraged to take into account the study's variables in their operations and promote CSR. The topic of CSR has been covered in a lot of research, but only a small number of them focus on the banking industry and the Dala Kano, notably in Nigeria. For a better understanding of CSR initiatives and their implications on brand trust, this study recommends further research in the field.

Keywords: philanthropic, ethical, and economic; legal; corporate social responsibility (CSR); and brand trust

Determinants Of Go-Jek Drivers' Income Pandemic New Normal In Gorontalo City- Indonesia

Meimoon Ibrahim

Universitas Gorontalo, Indonesia

*Corresponding: meimoon.ibrahim@gmail.com

Abstract

This study aims to explain several factors that determine the income of go-jek drivers after the Covid-19 pandemic, the effect of which is still felt even though the pandemic has passed in the city of Gorontalo Indonesia, namely the outpouring of working hours, the number of service transactions, and incentive schemes. The data were obtained by circulating questionnaires of 80 samples from 394 populations drawn using a simple random sampling technique with the slovin method and continued with the withdrawal of proporsrtion of each type of vehicle, namely three-wheeled vehicles and two-wheeled motors, which were then used multiple regression analysis including classical assumption tests of multicollinearity, heteroskedastics, autocorelation, as well as validity tests and partial tests and simultaneous tests. The results showed that the partial determinant of the income of go-jek drivers in Gorontalo during the Covid-19 pandemic was the outpouring of working hours which had a positive effect which means that if the outpouring of working hours is increased, income will also increase and vice versa but not significantly, the number of service transactions is positive, meaning that if the number of service transactions is increased, it can increase revenue, on the contrary, if it is lowered, it will result in income also decreasing significantly while the incentive scheme is negative which means that if the incentive scheme is increased, it will only reduce income and vice versa significantly, while partially all of these determinants have a positive and significant effect on the factor of service transactions is the dominant factor determining the income of drivers, therefore it recommends that attention to the outpouring of working hours And incentives can be increased considering the influence of all these factors is strong and positive on the income of Go-Jek drivers. Where the contribution of these determining factors is large to the income of Go-Jek drivers.

Keywords: Income, Working Hours, Transactions, Incentive Schemes

Green Economy Policy Structure for Achieving Un Sustainable Development Goals 2030; An Insight of Pakistani Perspective

Muhammad Fahad Malik¹, Kaniz Fatima², Mehwish Noor³ and Ehsan Ali⁴

¹*Faculty of Law, Diponegoro University, Semarang, Indonesia*

²*School of Law, University of Gujrat, Pakistan*

³*Department of English, Mukabbir College (Affiliated with University of Sargodha), Gujrat, Pakistan*

⁴*Khwaja Fareed University of Engineering and Information Technology, Rahimyar Khan, Pakistan*

*Corresponding: fahadmalikawan98@gmail.com

Abstract

The United Nations has given the agenda for achieving sustainable development goals up to 2030. The agenda has seventeen goals including zero hunger, no poverty, decent work and economic growth and partnership for goals etc. Almost all the goals for sustainable development directly or indirectly depend upon the green economy. The term, 'green economy' cannot be defined universally. The United Nations department for environmental program defines it as the economy which is based on low carbon emission and environmentally friendly system. Thus, the green economy is linked with the environment. Since, the environment is based on the culture of some specific area thus, the parameters, definition and the line of action for building green economy are different for every society. In this paper, the policies are analyzed in the perspective of Pakistani Society, thus, it comes in the ambit of non-doctrinal legal research method. The data taken for this paper are based on the primary and secondary legal materials. The paper provides the complete insight of Pakistani policies that are adopted and implemented for building green economy in order to achieve UN sustainable development goals which are based on strong environmentally friendly economy, human rights, accountability, green industrialization and equity. This study would be beneficial for the comparative analysis of Green Economy policy structures for different cultures and societies.

Keywords: UN Sustainable Development Goals 2030, Green Economy, Green Environment, Green Economy Policy

The Influence of Ethical Leadership and Employee Empowerment on Employee Satisfaction: A Causal Study on Employees of Pt. Delimas Lestari Jaya in Cilegon City

Ade Jaya Sutisna¹, Stie La Tansa Mashiro²

^{1,2} *Institute of Economic Science La Tansa Mashiro*

*Corresponding: adejayasutisna1@gmail.com

Abstract

The objective of this thesis is to analyze the influence of ethical leadership and employee empowerment on job satisfaction of employees' PT. Delimas Lestari Jaya in Cilegon City, and thereby, improving the job satisfaction level of employees. A questionnaire-based survey was conducted in PT. Delimas Lestari Jaya in Cilegon City, analyzing a total sample size of 92. Path analysis modeling results revealed that ethical leadership had a significant relationship with job satisfaction, employee empowerment had a significant relationship with job satisfaction, ethical leadership had a significant relationship with employee empowerment, and the effect was partially mediated by employee empowerment the relationship between ethical leadership and job satisfaction. This research makes an important contribution in the area of leadership, which can be useful for PT. Delimas Lestari Jaya in Cilegon City to recognize the importance of leadership and encourage employee empowerment. The findings also provide significant implications for organizations to understand better the importance of leadership, which will help to increase organizational success.

Keywords: Ethical leadership; Employee empowerment; Job satisfaction

Empirical factors that affect job satisfaction of the employees at the Department of Education in Indonesia

Yumhi

La Tansa Mashiro College of Economics Graduate Program

*Corresponding: yumhiahmad@yahoo.co.id

Abstract

This study aims to obtain information regarding the possibility that work commitment is influenced by training and work ability, reinforced by job satisfaction. Using a causal study through a survey of Lebak District Education Office employees, Banten, Indonesia, with a population of 358 Lebak District Education Office employees using a sampling technique using a purposive sample, so that the sample becomes 63. Data for each variable is collected separately by the respondents who fill out the questionnaire. The method used in this study is a quantitative survey method, while the analysis technique used is regression using path analysis. The results prove that there is a direct effect of training on job satisfaction. This shows that increased training will affect job satisfaction. There is a direct effect of work ability on job satisfaction. This shows that increasing work ability will affect job satisfaction. There is a direct effect of training on employee commitment through job satisfaction. This shows that an increase in training will affect employee commitment reinforced by job satisfaction. There is a direct effect of work ability on employee commitment through job satisfaction. This shows that an increase in work ability will affect employee commitment reinforced by job satisfaction. There is a direct effect of job satisfaction on employee commitment. This shows that an increase in job satisfaction will affect employee commitment. These findings indicate that organizations need to consider the variables Training, Work Ability, Job Satisfaction in planning and developing human resources at the Lebak District Education Office. For this reason, the program needs concrete efforts to improve employee training, employee work abilities so that employee job satisfaction increases so as to make employees highly committed to the organization.

Keywords: Training, Work Ability, Job Satisfaction, Employee Commitment, Education Office

An analysis of Earning Management and manager's behavior towards earnings, Sierra Leone, West Africa

Lamin Kaira

Department of Accounting, Universitas Muhammadiyah Surakarta, 57169 Indonesia

*Corresponding: laminkaira1988@gmail.com

Abstract

Earning management is the deliberate manipulation of the financial reporting process for one's benefit. The majority of managers want to increase their ability to falsify financial statements. Earning management is currently the most prevalent issue that has spread to most businesses worldwide. This study aims to analyze managers' behavior towards earning management in financial institutions. Most managers use earning management to defraud financial institutions. It explained the classification of earning management, divided into two main groups; accrual earning management and real earning management. Real earning management alters transactions to meet financial reporting goals, whereas accrual earning management manipulates operational activities. The study explains how managers performed earning management, divided into three means: sales manipulation, overproduction and reduction of discretionary expenditure. The populations of the study are selected managers and senior staff in the banking industry in Sierra Leone, West Africa, from 2020 to date. The study is based on primary and secondary data. Secondary data, such as published data from journals and articles, while primary data is used in the questionnaires in Google form. Data were analyzed using SPSS and presented in the form of a chart. It was found that most managers manipulate financial statements through earning management and also cheat financial institutions by using earning management. The conclusion specified how the study of earning management resulted in financial viability and explained the two key methods managers used to maximize their objectives.

Keywords: Earning management; real earning; Accrual earning; Bonus Motivation; bankruptcy.

Examining The Factors Affecting Employee Performance of Higher University Employee in The New Normal Era: Evidence From Sebelas Maret University

Ahmet Tashliyev

Universitas Sebelas Maret, Surakarta, Indonesia

*Corresponding: ahmettashliyev@gmail.com

Abstract

Job performance is one of the concerns of any organization, as it is one of the key determinants of the organization success. Over the past decades researchers gained much interested in the explaining the employee performance. This present study aims to contribute to the literature by examining the factors influencing the employee performance and the mediating role of work discipline and job satisfaction in the context of higher education organization. This research employs Social Exchange Theory and organizational commitment theory to build the proposed framework. Data collected through a self-administrative survey at the *Universitas Sebelas Maret* was used in this study. The sample of this research consist of 151 employees both administrative staff and lectures. The structural equation modeling results shows that organizational commitment, work, work discipline have a positive influence on employee performance. Whereas, both work environment and job satisfaction have no influence on employee performance. Besides the result also highlight that work environment have influence on work discipline, organizational commitment and environment on job satisfaction. Moreover, the mediating role of job satisfaction and work discipline were found in this study. Furthermore, besides the direction for future research, this work also contributes both to the literature and the organizational practice.

Keywords: Social Exchange Theory, organizational commitment theory, employee performance, job satisfaction, university, work environment, moderating

Selfie Behavior with Moderation of Netizen Comments And Its Impact on The Marketing of a Brand

Endang Hariningsih^{1,5*}, Budhi Haryanto², Catur Sugiarto³, Lilik Wahyudi⁴

^{1,2,3,4}*Universitas Sebelas Maret Surakarta, Indonesia¹*

⁵*Sekolah Tinggi Ilmu Bisnis Kumala Nusa, Yogyakarta, Indonesia²*

*Corresponding: endang.hariningsih@student.uns.ac.id

Abstract

This study aims to test the formation of attitudes through selfies by influencers in influencing the purchase intention of a brand. This study also examines the role of netizen comments as a moderator of the relationship between variables using the Elaboration Likelihood Model (ELM) basis. The study was conducted using a quantitative method using a non-probability sampling technique with a purposive sampling method distributed online. Processing research data using Multigroup Structural Equation Modeling (SEM) to test the relationship of conceptualized variables. The results of the study show that before netizen comments are included as a moderating variable, the relationship between selfie charm affects attitudes towards influencers, attitudes towards brands and purchase intentions shows a significant relationship. Meanwhile, the relationship between attitudes towards influencers and attitudes towards brands shows an insignificant relationship. After testing the netizen comment variable included as a moderator, the results show that the group of high positive and low positive netizen comments shows a significant relationship between selfie charm and attitudes towards influencers and purchase intentions. This is also in line with the relationship between attitude towards the brand and purchase intention which is also found to have a significant relationship. The research findings provide several contributions to the development of the Elaboration Likelihood Model (ELM) and brand engagement literature, especially passive brand engagement on social media through reactions to selfies by influencers.

Keywords: Elaboration Likelihood Model, selfie charm, netizen comments.

Conceptual Model of The Role of Perception of Celebrity Endorsement in Consumer Purchase Intention of Ms Glow Beauty Products

Nirvanni Reswari Adi Putri^{1*}, Budhi Haryanto²

^{1,2} *Sebelas Maret University, Surakarta, Indonesia*

* Corresponding: nirvanni@student.uns.ac.id

Abstract

This article aims to explain the influence of perception of celebrity endorser on purchase intention which is mediated by attitude towards ads and attitude towards brand. This study was moderated by the type of endorser tested in two groups, handsome vs. not handsome endorser types. Literature reviews made by several international journals with high reputation including research from Schouten et al. (2020) and Ha & Lam (2017). This article identifies the variables used to build a conceptual model. The expected finding is a positive relationship between perception of celebrity endorser, attitude towards ads and attitude towards brand on purchase intention which is moderated by type of endorser. This study also explains the dimensions of trustworthiness, expertise, and similarity that produce the perception of celebrity endorsers. Researchers hope this research can help marketers to design effective marketing strategies to influence potential consumers. This paper is also expected to contribute theoretically, practically and possibly can be used for future studies.

Keywords: Perception, Celebrity Endorsement, Consumer Purchase Intention, Beauty Products

The Role of Product Attributes to Consumer Purchase Intentions On The Coffee-Shop

Ronaldo Yolanda Putra^{1*}, Rakotoarisoa Maminiaina Heritiana Sedera², Muhammad Ahmad Ali³, Ramalina Ranaivo Mikea Manitra⁴

¹*Sekolah Tinggi Ilmu Ekonomi (STIE) Pembangunan Tanjungpinang, Indonesia*

²*Universitas Sebelas Maret, Surakarta, Indonesia*

⁴*Universitas Airlangga, Surabaya, Indonesia*

⁵*Universitas Diponegoro, Semarang, Indonesia*

*Corresponding: yolandaronaldo7@gmail.com

Abstract

Currently, enjoying a banquet at a Coffeeshop has become a new phenomenon for executives and professionals either to entertain business relationships or just to unwind after a day's work. The increasing public consumption of coffee is an opportunity for Coffeeshop entrepreneurs, thus encouraging the establishment of Coffeeshops in each region. The purpose of this study is to find out whether Product Attributes have an effect on Consumer Purchase Intentions at the Coffee-Shop. The research was conducted using a survey approach. The population in this study was Coffee shop consumers with the number of samples using a purposive sampling approach, namely 135 respondents. The results of the study prove that Product Quality has a significant effect on Purchase Intention. Brand Equity has a significant effect on Purchase Intent. Facilities have a significant effect on Purchase Intention. Fourth, Atmosphere has a significant effect on Purchase Intention. Quality of Service has a significant effect on Purchase Intention. Finally, the results of the study prove that Product Quality, Brand Equity, Facilities, Atmosphere, and Service Quality together have a positive and significant effect on Purchase Intention.

Keywords: Product Attributes, Purchase Intentions, Coffee-Shop.

Effect of sensory marketing in consumer behavior during the act of purchase: a case study of supermarkets

T Ramanankonenana^{1*}, L H. Randriamamonjy²

¹Mention Agro-Management, École Supérieure des Sciences Agronomiques (ESSA), Université
d'Antananarivo Madagascar B.P 175 - 101 Antananarivo, Madagascar

²Ecole Supérieure Sacré-Cœur Antanimena (ESSCA), Madagascar B.P: 7541 Antananarivo, Madagascar

*Corresponding: rtambymn@gmail.com

Abstract

This study aims to test the formation of attitudes through selfies by influencers in influencing the purchase intention of a brand. This study also examines the role of netizen comments as a moderator of the relationship between variables using the Elaboration Likelihood Model (ELM) basis. The study was conducted using a quantitative method using a non-probability sampling technique with a purposive sampling method distributed online. Processing research data using Multigroup Structural Equation Modeling (SEM) to test the relationship of conceptualized variables. The results of the study show that before netizen comments are included as a moderating variable, the relationship between selfie charm affects attitudes towards influencers, attitudes towards brands and purchase intentions shows a significant relationship. Meanwhile, the relationship between attitudes towards influencers and attitudes towards brands shows an insignificant relationship. After testing the netizen comment variable included as a moderator, the results show that the group of high positive and low positive netizen comments shows a significant relationship between selfie charm and attitudes towards influencers and purchase intentions. This is also in line with the relationship between attitude towards the brand and purchase intention which is also found to have a significant relationship. The research findings provide several contributions to the development of the Elaboration Likelihood Model (ELM) and brand engagement literature, especially passive brand engagement on social media through reactions to selfies by influencers.

Keywords: Elaboration Likelihood Model, selfie charm, netizen comments.

Marketing Value and Performance of A Company Applying CSR in A Developing Country: The Case Of Madagascar.

T Ramanankonenana^{1*}, M. Randrianarisoa²

¹Mention Agro-Management, École Supérieure des Sciences Agronomiques (ESSA), Université d'Antananarivo Madagascar B.P 175 - 101 Antananarivo, Madagascar

²Ecole Supérieure Sacré-Cœur Antanimena (ESSCA), Madagascar B.P: 7541 Antananarivo, Madagascar

*Corresponding: rtambymn@gmail.com

Abstract

CSR is used by companies for long term benefits. It can result in an improvement in overall performance but also in the creation of marketing value in the form of visibility. The aim of this study is to see the impacts of CSR adoption in terms of Marketing value and performance. Primary data was collected from 30 executives or CSR department heads of companies that are implementing CSR activities across multiple industries. Dimension reduction tools such as multiple correspondence analysis (MCA) was used to find relationships between relevant variables in the study. Statistical tests of independence were performed on these same variables. CSR had positive impacts on reputation, brand equity as well as credibility. The results showed how the practice of CSR impacts the marketing and financial aspects of companies. However, these impacts are not the same but differ according to the nature of the activity and the size of the company. This study is also a way to contribute to the CSR literature in a developing country. Moreover, companies are led to integrate CSR in their activities progressively in order to take advantage of the possible opportunities that may arise from it.

Keywords: Integration, image, long-term, research, size

The Effect of Corporate Social Responsibility Expenditure and Board National Diversity on Firm Value with the Availability of Sustainability Report as a Moderation Variable

Adzhana Adlah

Andalas University Padang, Indonesia²

*Corresponding: adzhanaadlah07@gmail.com

Abstract

This study is to provide evidence on the effect of the corporate social responsibility expenditure and board national diversity on corporate value. We also test role of the availability of sustainability reports as a moderator on this relationship. Our samples are Indonesian companies listed on the Indonesia Stock Exchange from 2011 to 2020. Tobin's Q is used to measure firm value. The CSR expenditure is measured by the amount of CSR expenditures reported in the annual report while the board national diversity is measured by the ratio of foreign board member in the company. The availability of sustainability reports is a dummy variable. The results suggest that CSR expenditure and board diversity have no effect on firm value. Moreover, the results indicate that the availability of sustainability reports has a negative moderating effect on the relationship between the proportion of foreign commissioners and company value, and, on the contrary, has a positive effect on the relationship between the proportion of foreign member of board of commissioners and company value. We may imply that companies with a high proportion of foreign member boards of commissioners and provide sustainability reports have higher firm value than companies that do not provide sustainability reports. Our study suffers from some limitations. First, most of our samples do not have foreign commissioners in their board. Second, Indonesian authority does not have a strict regulation on the disclosure practices of CSR-related expenditure. Third, future researcher may use another measure of sustainability report, like the quality of the report.

Keywords: Corporate Social Responsibility, Firm Value, Sustainability Report

Repurchase Intention in SMEs Social Commerce Service Value: Perspectives Resource Advantage Theory

Astri R Banjarnahor¹, Sri Murni Setyawati², Ade Irma Anggraeni³

^{1,2,3}*ITL Trisakti*

*Corresponding: rumondangastri@gmail.com

Abstract

Social media platforms provide network connectivity that enables organizations and consumers to participate in marketing and selling activities in online communities. However, in several studies, it was found that the use of social media did not cause customers to shop again at the same online store. Therefore, this study proposes the use of social media in increasing sales performance mediated by social commerce service value. The perceived value of service by consumers is usually described as the customer's overall assessment of the utility of a product or service based on perceptions of what is received versus what is offered. The purpose of this study was to analyze the relationship between social media usage, service quality, and social commerce service value on repurchase intentions. The approach used in this research is a quantitative approach using PLS-SEM SmartPLS software as a data processing tool. In this study, data collection techniques were carried out using online questionnaires which were distributed to 350 respondents to online shop consumers on social media. The results of testing the hypothesis found that social media usage, service quality, and social commerce service value have a positive effect on repurchase intention. The novelty of this study is the social commerce service value that we correlate with social media usage, service quality, and repurchase intention in the new model.

Keywords: service quality, social media, consumer intentions, Online store, social commerce platform

Blame Behavior: Should Local Products always be blamed?

(Study of Polytron T.V. in Indonesia)

R. Nur Budi Setiawan^{1,5*}, Budhi Haryanto², Catur Sugiharto³, Lilik^{Wahyud4i}

^{1,2,3,4} *ITL Department of Management, Business and Economics Faculty, Universitas Sebelas Maret
Surakarta*

⁵ *Department of Management, Business and Economics Faculty, Universitas Janabadra Yogyakarta,
Indonesia*

*Corresponding: nurbudi@janabadra.ac.id

Abstract

Several previous studies have examined the behavior of condescending local products, however, there are still few studies that try to test and reveal the effect of incongruence, incapability and unqualification both partially and as a whole on attitudes of contempt for local products. This research is quantitative by distributing questionnaires using the online survey method. The number of samples in this study involved 402 respondents who had used or known Polytron TV. The data collection technique uses non-probability sampling, while the method used is purposive sampling. Testing the hypothesis in this study using the Structural Equation Modeling (SEM) analysis method. The results of empirical studies indicate that incongruence affects the attitude of blaming local products, then unqualified influences individual perceptions in assessing a product towards blaming local products. However, this study also indicates that incapability does not affect the relationship between incompetence and blaming local products.

Keywords: local product, incongruence, incapability, unqualified, blame behavior.

Managing Experiential Quality and SDC to improve Behavioral Intentions: Lessons from Natural Attractions in Ternate

Muhammad Rachmat¹, Surachman², Ananda Sabil Hussein³, and Sunaryo⁴

¹ Faculty of Economics and Business, Universitas Brawijaya, Malang

^{2,3,4} Department of Management, Faculty of Economics and Business, Universitas Brawijaya,
Malang

*Corresponding: m.rachmat81@gmail.com

Abstract

This study has two objectives, namely, exploring the dimensions of experiential quality in the context of natural tourism. Second objective is to investigate the relationship of experiential quality with other relevant marketing constructs, such as Self-Destination Connection, Revisit Intention, and eWOM by integrates Service Dominant Logic and Anthropomorphism theory Data was collected from 219 tourists who visited five popular tourist destinations in Ternate. Data analysis using SEM-PLS. This study produces five dimensions of Experiential Quality in the context of natural tourist destinations, namely, Social Interaction Quality, Physical Environment Quality, Outcome Quality, Access Quality, and new dimension Pleasant Quality. This study shows the role of experiential quality in improving eWOM and Revisit Intention. The study also explains the role of SDC as a driver of behavioral intentions. Several suggestions have been discussed.

Keywords: Natural Tourism Destinations, Experiential Quality, Self-Destination Connection, Behavioral Intention, Service-Dominant Logic, Ternate

Green Human Resources Management, Enviromental Knowledge and Organizational Performance

Muhammad Rajab

University Malaysia Trengganu

*Corresponding: muhammad.rajab@gmail.com

Abstract

Every organization in running its organization has a human or labor role in helping operations, the purpose of this article is to provide an overview of the various results of scientific articles existing from international journals index variables – variables such as Green Human Recources Management, Environmental Knowledge, and environmental organizational performance will be reviewed and a view or some kind of recommendation by the author. Where in this article there are a lot of articles with results according to variables but still not much for articles that together to be used as a topic in producing scientific articles, so the author expects this to make an additional reference of the three variables above for use by other researchers.

Keyword: Green Human Recources Management, Environmental Knowledge, and environmental organizational performance

The roles of HRM for professional insertion

Hajaina Ravoaja

ISCAM Research Centre

*Corresponding: hajaina.r@iscam.mg

Abstract

Alongside unemployment, another problem has gained momentum: the fragility of jobs. In Madagascar, the number of underemployed has outpaced the number of unemployed. In doing so, these issues were compounded by the Covid-19 health crisis. This phenomenon of underemployment has caused, among other things, this disorder, which leads to the study of occupational integration. It should be noted that the concept of occupational integration has evolved: while it has been understood as access to first employment, it has expanded towards achieving a stabilized position in the employment system. To this end, questions arise: to what extent can HRM lead to the employee's professional integration? What human resource management (HRM) practices support this? For this, human resource managers and managers should have a long-term vision. Thanks to this study, they will be able to have more information on the processes that make it possible to keep their employees for a long time and see them progress. It turned out that human resource managers and human resources should find a compromise on the wage and the status of employment.

The Effect Of Human Capital, Hope, And Work Engagement On Employee Task Performance

Juliansyah Noor

STIE La Tansa Mashiro, Indonesia

*Corresponding: juliansyahnoor@latansamashiro.ac.id

Abstract

This thesis aims to examine the relationship between human capital, hope, work engagement and employee task performance. This thesis intends to answer what human capital, hope, and work engagement influence employee task performance. This thesis used a random sample of 125 employees from a large manufacturing company in Banten to test our hypotheses. Exploratory and confirmatory factor analyses were conducted to determine the human capital in the context of a manufacturing firm. We performed multiple linear regression analyses to examine the proposed model. The results of this thesis indicate that human capital and hope positively influence the work engagement and employee task performance. Furthermore, work engagement direct effect employee task performance. Therefore, human capital and hope explain work engagement leads to employee task performance. This thesis contributes to change management and the human resource literature by identifying and operationalizing human capital and hope as predictors of work engagement and employee task performance. Furthermore, work engagement as a predictor of employee task performance, this thesis provides a new perspective to look at the task performance relationship in the change process.

Keywords: Human capital; Hope, Work engagement; Employee task performance

Mini Review: Servant Leadership, Transformational Leadership, Transactional Leadership, Organization Commitment and Development Organization

¹Primadi Candra Susanto, ²Lira Agusinta, ³Aswanti Setyawati

^{1,2,3} *Institut Transportasi & Logistik Trisakti, Jakarta, Indonesia*

*Corresponding: Primstrisakti@gmail.com

Abstract

The purpose of this research is to find out what factors can influence the Development Organization at Company Transportation, This article aims to review and synthesize a literature review related to and Servant Leadership, Transformational Leadership, Transactional Leadership, Organization Commitment see the research results of the variables to be reviewed and whether there is an influence between one variable and another. This study uses a literature review by looking for references related to the variables of several international articles. This study provides an overview of the articles obtained by describing the influence between variables. The purpose of the study was to look at a mini-review of 20 selected articles related to variables and present findings, using a qualitative method with a literature review of the results collected. The results of this study there are several articles that have an influence and still have to be continued in further research with the same variables perhaps with different objects.

Keyword: Organization Development, Organization Commitment, Servant Leadership, Transactional Leadership, Transformational Leadership.

Improving Competitive Advantages by Building Entrepreneurship Competence and Knowledge Aspect of MSMEs

Primadi Nenden Nur Annisa

¹*Universitas Muhammadiyah Purworejo*

*Corresponding: Primstrisakti@gmail.com

Abstract

This paper aims to develop a conceptual model regarding entrepreneurial competence and knowledge aspects to increase competitive advantage. The contribution of this research is in the form of recommendations for MSMEs competitive advantage strategy models, through increasing entrepreneurial competency and MSME knowledge aspects. This study involved 95 MSMEs actors who have at least 2 employees and were selected to participate in and be included in the nomination for the leading MSMEs catalog in Purworejo Regency. The research results show that all the hypotheses proposed in this study are supported. This explains that the collaborative factor of entrepreneurial competence and knowledge aspects greatly impacts on increasing competitive advantage. Thus the theories that become the reference, and the logical connection between the variables built for the development of the hypotheses in this study are confirmed. The construction of the conceptual model developed in this study is proven to be able to capture business phenomena in the field, so that it can become a reference in developing MSMEs in Purworejo Regency.

Keywords: Entrepreneurship Competence, Knowledge Aspect, Competitive Advantage, MSMEs

Does Location Matter? Impact of Local Government Policies and Incentives on Entrepreneurship

Zahid Hussain

Department of Business Administration, Shaheed Benazir Bhutto University, Nawabshah

*Corresponding: Zahidhussain9341@gmail.com

Abstract

One approach to help improve local job market is to attract startup companies from outside the region. However, regional and local policy obstacles and regulation's ambiguities at all levels often hamper entrepreneurs. The goal of this study is to evaluate the differences between local government's policies, incentives and information infrastructures and their impact on entrepreneurial activities. We employed a phenomenological study with surveys of the directors of economic development department in five neighboring cities in Sindh, Pakistan. The result of this empirical study indicates that there are different incentives and policies in different cities that entrepreneurs need to be aware to take advantage of. In addition, we also found the interesting fact that the cities also collaborate with each other to make the entire region more competitive against other regions.

Keywords: entrepreneurship, international business, global competition, local government, location, incentives, public information systems, competition, collaboration.

MSME Economic Resilience during the Covid-19 Pandemic

Eliada Herwiyanti

Jenderal Soedirman University, Purwokerto, Indonesia

*Corresponding: eliadaherwiyanti@gmail.com

Abstract

The era of the Covid-19 pandemic has inevitably hurt many sectors. One of the most affected sectors is the economy. As an economic country dominated by micro, small and medium enterprises, Indonesia is very dependent on the sustainability of various businesses run by MSMEs. During normal times, before the pandemic, MSMEs were always the backbone of the country's economy. However, the emergence of the Covid-19 pandemic presents challenges for MSMEs. Most MSMEs can survive and grow their business, but some others are not. This research was conducted to find the determinants of the economic resilience of MSMEs during a pandemic. The search for factors for the economic resilience of MSMEs was carried out by conducting in-depth interviews with MSME actors whose businesses were able to survive during the pandemic. The results of the study show that there are internal and external factors that influence the economic resilience of MSMEs. Internal factors include the entrepreneurial spirit of business actors, namely persistent, creative, innovative, and keen to see opportunities. External factors include government policies in controlling the spread of the Covid-19 virus, namely the imposition of restrictions on community activities and demands for businesses to implement hygiene, low touch, low crowd, and low mobility. These findings confirm that the entrepreneurial spirit plays a very important role in determining the success of a business. Likewise, government policies, it is something that business actors inevitably have to comply with and that is precisely what motivates business actors not to give up, to be more creative and innovative, and to see that for every problem there must be a solution.

Keywords: MSME, economic resilience, entrepreneurial spirit, government policy

The Effect of Corporate Social Responsibility Expenditure and Board National Diversity on Firm Value with the Availability of Sustainability Report as a Moderation Variable

Adzhana Adlah¹, Rahmat Febrianto²

^{1,2} *Andalas University, Padang, Indonesia*

*Corresponding: 1810531050_adzhana@student.unand.ac.id

Abstract

This study is to provide evidence on the effect of the corporate social responsibility expenditure and board national diversity on corporate value. We also test role of the availability of sustainability reports as a moderator on this relationship. Our samples are Indonesian companies listed on the Indonesia Stock Exchange from 2011 to 2020. Tobin's Q is used to measure firm value. The CSR expenditure is measured by the amount of CSR expenditures reported in the annual report while the board national diversity is measured by the ratio of foreign board member in the company. The availability of sustainability reports is a dummy variable. The results suggest that CSR expenditure and board diversity have no effect on firm value. Moreover, the results indicate that the availability of sustainability reports has a negative moderating effect on the relationship between the proportion of foreign commissioners and company value, and, on the contrary, has a positive effect on the relationship between the proportion of foreign member of board of commissioners and company value. We may imply that companies with a high proportion of foreign member boards of commissioners and provide sustainability reports have higher firm value than companies that do not provide sustainability reports. Our study suffers from some limitations. First, most of our samples do not have foreign commissioners in their board. Second, Indonesian authority does not have a strict regulation on the disclosure practices of CSR-related expenditure. Third, future researcher may use another measure of sustainability report, like the quality of the report.

Keywords: Corporate Social Responsibility, Board National Diversity, Firm Value, Sustainability Report.

Transformation Leadership Climate Creates Positive Feelings and Improves Performance (During Covid 19 Pandemic)

Yogi Yunanto^{1*}, Fitria Karnudu², Andi Yusniar Mendo³, Muchtar Ahmad⁴, Agus Hakri Bokingo⁵

¹*Kadiri University, Faculty of Economics and Business, Kadiri University, Indonesia Jl. Selomangleng*

²*IAIN Ambon, Faculty of Sharia and Islamic Economics IAIN Ambon Indonesia*

^{3, 4, 5}*Gorontalo State University, Faculty of Economics, Indonesia*

⁴*Gorontalo State University, Faculty of Economics, Indonesia*

*Corresponding: yogiyunanto@unik-kediri.ac.id

Abstract

The purpose of this research The focus of this work was to determine whether transformational leadership climate impacts employee performance through positive organizational climates and employee engagement. Design Methodology The research method used is a quantitative research type with an explanatory design that will empirically prove the casual relationship between the dependent and independent variables and the intervention variables in this study. Smart-PLS was utilized for the statistical analysis. Findings The findings revealed that transformational leadership climate had a significant effect on employee performance. It had a considerable impact on positive affective climate as an intervening variable, and transformational Leadership Climate significantly affects employee performance using Employee Engagement intervention. Research limitations/implications (if applicable) The limitation of the research on the single case used is only in Indonesia, especially in the company. Practical implications (if applicable) the frameworks and models developed and the overall approach are expected to remain valuable contributions to this field of research. Social implications (if applicable): The social implications of transformational leadership are in accordance with organizational culture that emphasizes the role model of the leader, so this step for interaction with more incentives needs to start from the leader. Originality/value the more leaders who behave like transformational will improve the performance of their employees and this proves that leaders who behave like transformational can create positive feelings between leaders and employees so as to encourage employees to further improve their performance.

Keywords: Transformational Leadership, Performance, Positive Affective Climate, Employee Engagement, Human Resources, Quality of Work Life

Augmented reality in online retailing: a systematic review and research agenda

Ajlal Haider

Doctoral Program of Management Science, Faculty of Economics and Business, Universitas Airlangga

Corresponding: ajlal.haider.360282-2021@feb.unair.ac.id

Abstract

Online retail has paid a lot of attention to augmented reality (AR). The objective is to examine the most recent research on AR in online retailing by identifying the causes, motivators, effects, theoretical frameworks, typologies, and methodological approaches. The study also seeks to pinpoint the crucial directions for future investigation. The study uses a systematic literature review approach and 53 articles to synthesize the material in order to improve the conceptual and management grasp of AR. Customer experience (flow, spatial presence, mental imagery, and immersion) plays a mediating role in the process by significantly influencing utilitarian, hedonic, perceived risk, and experiential value, ultimately leading to a positive attitude, decision-making assistance, and behavioral intentions. Additionally, the top authors, publications, journals, nations, theories, and methods are listed in the study. The study offers a thorough framework for understanding consumer attitudes regarding augmented reality in online retailing. The report also suggests a research agenda for the future in the areas of augmented reality marketing, customer involvement, the social side of augmented reality, and its negative aspects.

Keywords: Augmented reality, Retail, Consumer behaviour, Customer experience, Systematic literature review

The roles of HRM for professional insertion

Hajaina Ravoaja

ISCAM Research Centre

*Corresponding: hajaina.r@iscam.mg

Abstract

While sociology has been very interested in occupational insertion, this concept is also linked to human resources management (HRM). While this notion of work insertion has been understood as access to employment, the vision must be extended to the continuity of this employment, and even to the evolution of the employee within or outside her or his organisation of affiliation since it is a process. The purpose of this paper is to further clarify this scheme and demonstrate that professional insertion depends on certain factors and modes of HRM. The factors that have been identified are employability and emotional engagement and the modes of HRM in question are socially responsible HRM towards vocational insertion and sustainable HRM towards professional insertion.

Keywords: professional insertion ; integration ; employability ; socially responsible HRM ; sustainable HRM

A Whole-of-Nation Approach to Sustainable Development: Lessons from Brunei Darussalam

Silas Oghenemaro Emovwodo^{1,2} and Mohamad Arif Syazwan bin Bujang³

¹*Professional Communication and the Media Department, Universiti Brunei Darussalam, Brunei Darussalam.*

²*Research Associate, Theatre Emissary International (TEMi) Lagos, Nigeria.
(popesilasmaro@gmail.com)*

³*ASEAN Master in Sustainability Management, Universitas Gadjah Mada, Indonesia & Southeast Asian Service Leadership Network (SEALNet), Brunei Darussalam (arifszwn@gmail.com)*

Abstract: Although a small, oil-rich, Southeast Asian nation, Brunei Darussalam has in recent years not been spared from the prevailing economic challenges which have reflected in the nation's low economic growth and high unemployment. As a response to this economic challenge, the government, through the Ministry of Finance and Economy (MOFE) launched the Economic Blueprint for Brunei Darussalam in 2020, to provide needed support and guidance to various stakeholders in developing the economic strides the nation has hitherto made. This is to the end that it complements efforts towards achieving Goal 3 of Wawasan Brunei (Brunei Vision) 2035 poignant aspirations and policy directions. Incorporating a Whole-of-Nation approach (WNA) to sustainable development, other significant policy changes the Bruneian government came up with include the Brunei Darussalam National Climate Change Policy (BNCCP) with ten key strategies aligned with the country's Wawasan Brunei 2035 (WB35) and the United Nations 2030 sustainable development goals. This paper analyses the policies of the government (Economic Blueprint and BNCCP) and other relevant policies while drawing out insights and lessons other developing nations can find useful.

Keywords: Sustainability, development, Wawasan Brunei 2035, Brunei, developing nations, sustainable development.

Contact Us

ASTA Research Center
II G 9 RPA Antsobolo-Ambatomaro,
Antananarivo, Madagascar
astaresearchcenter@gmail.com
(+261) 34 64 744 09