



AMS:22

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Management Science, & Social Innovation**

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CONFERENCE DIRECTOR MESSAGE

European International Research Academy (EIRA) aims to embark on interdisciplinary discussions on vogue research approaches, latest research findings and practical experiences in the field of social and applied sciences. EIRA is strongly committed to promote global communication, knowledge sharing, and a strong bonding among scholarly community. Therefore, EIRA offer a unique platform for professors, experts, researchers, students, scholars, professionals and interested individuals to exchange and discuss the latest scientific inquiries, methods, and achievements on novel research and discoveries with each other.

The EIRA further aims to;

- Provide a common platform for scholars and professionals to share and gain knowledge in their area of interest by interacting with others.
- Organize workshops for the awareness of latest research approaches, trends, and tools.
- Establish and maintain a professional network among international scholarly community.

The founders of EIRA believe that growth of academic society is not only based on the continues enhancement of education and research quality but also dissemination of knowledge and activities that triggers emerging issues and challenges that need to be adequately addressed to create a sustainable society.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society.

Therefore, through EIRA I anticipate research that can reflect upon on innovative solutions and trigger debates on existing and emerging issues to open new opportunities and avenues for a better and sustainable society.

Thank You,



Dr. N. Ain
Conference Chair
EIRA.

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EIRA SPONSORS

We would like to extend our gratitude to the sponsor of this year's EIRA conference for all their support of this endeavor.



CONFERENCE PROGRAM

DAY 01 (April 29, 2022)

Time	Activity
10:00 a.m. to 10:10 a.m.	Signing Up of Participants
10:10 a.m. to 10:20 a.m.	Inauguration and Opening Address
10:20 a.m. to 10:30 a.m.	Introduction of Participants
10:35 a.m. to 11:15 a.m.	Workshop Session
11:15 a.m. to 11:30 a.m.	Tea/Coffee Break
11:30 a.m. to 01:30 p.m.	Presentation Sessions

DAY 01 (April 29, 2022)

Session 1 (11:30 am – 01:30 pm)

Venue: Room 1

Sub-Theme 1: Economics and Social Sciences

Communism Stereotypes in Modern Indonesia	Jauharul Fadlillah Harja
Myth Unleashed; Leadership Styles, Employee Creativity and Work Engagement	Ahmed Muneeb Mehta
Measuring and Comparing the Components of Technology Readiness Index for Adoption of Cashless Transaction in Mumbai – A Quantitative study of Select Demographic Variables	Brijesh Sharma
Developing Success Model of Knowledge Management to High Performance Organization	Chonticha Tippratum
Indonesia's Mining Value Adding Obligation, Is It Necessary?	Genio Ladian

DAY 01 (April 29, 2022)

Session 1 (11:30 am – 01:30 pm)

Venue: Room 1

Sub-Theme 1: Social Sciences and Humanities

Respect as a Cultural Convention regulating Non-Verbal Communication in the Yui Society	Ruth Kamasungua
President Joko Widodo in the Eyes of Indonesia's Millennial Youths: Survey in 34 Provinces	Hasian Sidabutar
Consumer Evaluation and Consumption of Shanzhai Brands: Attributing Featured and Perceived Similarity	Shun-Chuan Chang
The Relationship between Prior Loss/Profit and Later Loss Aversion Measured based on Disposition Effect	Hungchih Li
Impact of Online Advertisement on Brand Awareness & Customer Buying Behaviour	Arzo Qadri

DAY 01 (April 29, 2022)

Session 1 (11:30 am – 01:30 pm)

Venue: Room 1

Sub-Theme 1: Social Sciences and Humanities

Social Networks : Time to Win Back Trust

Ilham Asserrar

Small Business Economics

Jane Waruiru Njoroge

A Study on Advertising Language Features (Example of Mongolian and English)

Serchmaa Shiirevdorj

The Role of Social Networking Sites in Helping People with Hearing Impairmentt Integrate Socially

Abdessammad EL

Exploring the Intersection of Culture and Design- Does Culture Influence User Experience?

Arooj Alvi

Lunch Break (01:30 – 02:30 pm)

Closing Ceremony

DAY 02 (April 30, 2022)

City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is Reserved for this memorable purpose.

Sub-Theme 1

ECONOMICS AND SOCIAL SCIENCES

Communism Stereotypes in Modern Indonesia

Jauharul Fadlillah Harja^{*}

Department of International Relations, Faculty of Social and Political Sciences
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Abstract

Communism has a long history in Indonesia. It has been part of the country since the colonial period. Although first used to encouraging the masses, a prominent event during 1965 marked the turning point of the communist ideology. Indonesian Communist Party (PKI) was allegedly involved in a tragedy that killed seven high-ranking military officers. That tragedy shifted people's mindset on communism and the party itself. During the era of President Soeharto, a mass slaughter of communists and anyone remotely connected to the movement took place. The memory of the tragedy largely remains with the older generation as the end of Soeharto's era and there are still reminders of the tragedy. During the past five years, there have been reemergence of "warnings" stating the resurgence of PKI. The proximity of these issues resurfacing to elections could be used by some people to win. Supported by the growing digital era, all kinds of information can spread easily. Although the older generations are mainly the ones with bitter memory, communism issues can still be used to mobilize public support one way or another. This paper explores the ongoing mindset in the Indonesian population about communism in general and PKI in particular. This study uses methods of data collection for qualitative research: literature and case studies along with theories of psychosocial narrative.

Keywords: Communism, Identity, Ideology, Politics, Power

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Myth Unleashed; Leadership Styles, Employee Creativity and Work Engagement

Dr Ahmed Muneeb Mehta*

HCBF, University of the Punjab

Abstract

This study is significant in terms of discovering the importance of leadership styles (ethical & authentic leadership) because still many organizations are using traditional leadership styles based on argument of extrinsic rewards and does not seek to motivate employees beyond the avoiding punishment or getting rewards. This study is also important because it explore how leadership styles (ethical & authentic leadership) impact on employee creativity, satisfaction and work engagement which confine control employee performance, turnover and absenteeism. The researchers suggest investing the variables used by them to get a better understanding of how these variables interconnect empirically and relate with other variables. Research suggests that Psychological empowerment can be utilized as an influencer between authentic leadership and employee creativity. Hence this research is aims at finding the extent to which leadership styles relate to employee creativity through Employee work engagement in the Pakistani context.

Keywords: Leadership, Engagement, Organization

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1. Introduction:

Today, leadership has a crucial role within the organizational structure and characteristics which can impact, indirectly or directly, employees' performance and behavior. Leadership plays a crucial role within the success of a corporation and results in the motivation of employee leading to increased job performance (Schuckert et al., 2018; Ouakouak, Zaitouni & Arya 2020). However, recently because of the increased number of ethical and fiscal scandals related to leaders of once-reputable corporation, there's need for brand spanking new leadership theories like Authentic Leadership, (Walumbwa et al., 2008; Shamir & Eilam, 2005; Cooper et al., 2005; Sparrowe, 2005) which are based on the moral character, optimistic psychological abilities of self-reliance, courage, ethics, positivity, and strength. Although many people have studied this issue (Walumbwa et al., 2008; Wong et al., 2010; Walumbwa et al., 2010) but doesn't know how to promote creativity through different leadership theories (ethical & authentic). Authentic leadership is vital for organization as many studies show (Hughes et al., 2018; Semedo, Coelho & Ribeiro, 2017; Rebeiro et al., 2018; Sanda & Arthur, 2017) its importance and influence of leadership on employees behavior, relating to different factor leading to success of organization. From literature, we can examine the correlation between leadership and employee creativity but it needs more attention to contributes towards the organization. In today's competitive world organizations face complex and hard environments they have to develop a reactive approach and thus encourage inventive behavior among employees. Therefore, at this time, researchers and leaders evaluate organizational success with employee's creativity (Hon & Lui, 2016; Shafique, Ahmad & Kalyar, 2019; Xu et al., 2017). Consequently, organizations are specialized in brings vision among employees and that they are more listening in checking out ways to reinforce creativity (Hon & Lui, 2016; Zeb, Abdullah & Hussian, 2019). Corporation exist during a competitive environment with briskly shifting of consumer demands alongside increasing production goals for workers (Edu- Valsania et al., 2016; Sanda & Arthur, 2017; Heunks, 1998). Hence, leaders achieve great pressure to search for alternative ways to reinforce creativity in the organization as a result of an increase in globalization and technology. Employees' creativity defined as "their potentials to initiate or generate innovative ideas" (Amabile, 1988).

Research shows that leadership is favorably associated with worker creativity (Chow, 2018; Slatten et al., 2011; Zaitouni & Ouakouak, 2018). Several researchers have examined leadership and empirically found that leadership (ethical and authentic) encourages a constructive organizational atmosphere and has a mechanism on employee's innovation and performance (Ribeiro, Duarte & Filipe, 2018; Xu et al., 2017; Semedo, Coelho & Ribeiro, 2018; Shafique, Ahmad & Kalyar, 2019; Elqassaby, 2018). Xu et al., (2017) studied this relationship with the consequences of the multilevel model.

“Authentic leadership and employee creativity can be enhanced by knowledge sharing” (Zeb, Abdullah & Hussian, 2019). Affective commitment and job resourcefulness can also result in employee creativity and performance (Semedo, Coelho & Ribeiro, 2016).

People use Facebook actively so the reviews shared on Facebook have a great impact on potential customers (Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, 2004). Reviews convince others with helpful data about items so they can accomplish the reason for self-upgrade and character flagging (Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, 2004). Be that as it may, one ongoing investigation contended that assessment or checking on frameworks were "neither completely dependable nor straightforward. Their adequacy is thus dependent upon genuine uncertainty" (Hausemer, 2017).

One sort of eWOM is online buyer surveys, it comprises of investigations and editorials created and posted by the end clients of items who have spent their cash on the item and to be sure utilized it. It is a tenable wellspring of buyer understanding, it tends to be utilize by organizations to make restorative or improvement measures on their items, and services. Through online surveys, various clients share their shopping encounters. Online customers consistently embrace an audit of other customers' remarks and encounters before they purchase items on the web. Online surveys give a basic segment of internet shopping choices as the measure of apparent danger included is very high. Numerous potential online customers every now and again sit tight for remarks of different customers prior to taking up an offer. Such information is got from online client survey platforms. Electronic WOM interchanges structure a solid and energizing territory of exploration. In the course of recent years, there has been considerable development in eWOM people group; nevertheless, there is an observable absence of examination on the marvel in Pakistan. There are restricted distributions as respects to the subject and regarding the impact that online surveys have on online purchasers' choices in Pakistan. This study contemplates the impact of online audits on buying decisions in Pakistan. It takes a gander at the impact that online audits have on shopper purchase intentions contemplating the commentators' standing and the site's standing as a solid wellspring of data.

Furthermore, these studies suggest that a more detailed relationship between these variables (worker creativity and leadership styles) should be studied refers to different cultural contexts. (Ribeiro, Durate & Filipe, 2017) to see authentic leadership working in different countries around the world with the introduction of new mediator and moderator which affect their relationship should be examined (Semedo, Coelho, Ribeiro, 2017; Schuckert et al., 2018; Zeb, Abdullah & Hussain, 2019; Rebeiro, Gomes & Kurian, 2017).

Researchers (Avolio & Mhatre, 2012; Gardner et al., 2011) argued that more inquiry is required to know how authentic leadership affects workers at the distinct level and the method employees use to answer the administration. Meanwhile, there's a requirement to develop the empirically found system for authentic leadership as acknowledged by (Avolio & Mhatre, 2012). Alzghoul et al., (2018) Employee quality and quantity of work can be enhanced by leader good knowledge management and openness to ideas by an employee. Creativity and ethical leadership are directly associated with the innovation of organization (Shafique, Ahmad & Kalyar, 2019). Ethical leadership and leader – member exchange (Kalyar, Usta & Shafique, 2019) positively affect the employee creativity which is further moderated by psychological capital. Ethical leadership (Lei, Ha & Le, 2019) is related to the organization innovation (radical & incremental) which is further enhanced by knowledge sharing (tacit & explicit). Javed et al., (2017) explored the relationship between “Ethical leadership and creativity with the mediating role of trust in leader and moderating role Openness to Experience”. Furthermore, they endorse that more research administers to acknowledge the existence of ethical leaders in the corporation and suggest other variables that enrich their connection with creativity.

Therefore, the leading purpose behind this study is to produce and study the theory that engraves the correlation between leadership styles (authentic and ethical) and employee creativity, studying various intervening variables. To apprehend leadership (authentic and ethical) and employee creativity correspondent other variables introduced like employee work engagement and psychological empowerment. This research, therefore, probes leadership (authentic and ethical) through the employee work engagement to influence worker creativity and also perceive the controlling effect of Psychological empowerment refers to authentic leadership and employee creativity. This study is significant because we discover the importance of leadership styles (ethical & authentic leadership) because still many organizations are using traditional leadership styles which is based on argument of extrinsic rewards and does not seek to motivate employees beyond the avoiding punishment or getting rewards. This study is also important because it explore how leadership styles (ethical & authentic leadership) impact on employee creativity, satisfaction and work engagement which confine control employee performance, turnover and absenteeism. My research work offers sufficient information to leaders and practitioners in several corporations and sectors that leadership styles (ethical, authentic leadership) will help to handle the increasing perforation between the intramural and external demands being sited on today's leaders. The researchers suggest investing the variables used by them to get a better understanding of how these variables interconnect empirically and relate with other variables.

Research suggests that Psychological empowerment can be utilized as an influencer between authentic leadership and employee creativity. Hence this research is aimed at finding To what extent can the leadership styles relate to employee creativity through Employee work engagement in the Pakistani context?

2. Literature review and Theoretical framework:

1.1 Authentic leadership:

An authentic leadership concept has been evolving for the past recent years with the combination of management, morals, and constructive corporation behavior (Luthans, 2002; Luthans & Avolio, 2003). Then it had been further defined but all claimed that authentic leadership suggested encouraging moral viewpoint with the high principled standard that monitors in deciding and behavior (Gardner et al., 2005; Avolio and Luthans, 2006). Modifications made in pervious definition shows authentic leadership is based on four basics. Literature shows that these dimension plays crucial part in the understanding of authentic leadership so these dimensions are defined as: (1) Self-awareness – implies to the one understanding towards world and that understanding impact on person himself or herself overtime. It also relates to how the leader understands its strengths, infirmity and multidimensional nature of the self and is responsive to how they impact others and how others see them (Walumbwa et al., 2008 & Kernis, 2003); (2) Relational Transparency – leaders being authentic to others and show their true self through openly communicating and conveying true affection while trying to reduce unprofessional emotions (Avolio, et al., 2004; Walumbwa et al., 2008; Kernis, 2003); (3) Balanced processing – relates to the leaders which impartially scrutinize all related data beforehand making decisions and solicit opinions that encounter their own positions (Walumbwa et al., 2008; Gardner et al., 2005); (4) Internalized moral perspective – leaders are manage by intramural calibre of ethical conduct and behave according to them as contrasting to assembly, corporation, or community sentiments (Walumbwa et al., 2008; Gardner, Avolio, Luthans, et al., 2005; Avolio & Gardner, 2005).

1.2 Authentic leadership and employee creativity:

While studying authentic leadership it seems that these have some similarities with other leadership theories but these similarities are not high enough to show that these leadership theories concept overlap each other (Walumbwa et al., 2008; Trevino & Brown, 2006), so authentic leadership devours distinctive features (Ribeiro et al., 2018). Authentic leadership promote pragmatic behavior of leaders so from the literature we can relate that the authentic leadership both (directly & indirectly) effect the emotions, performance, behavior and attitude of employees

and individual creativity. This research is aiming to find relationship between authentic leadership and employee creativity. So there is need to understand the word creativity. Most of theorist and researchers describe word creativity as “novelty that is useful” (Stein, 1974). With the increase in research on creativity it was redefined to Employee creativity, the generation of innovative and analytical explanation to a problem by individual or group of employees. In the era of revolution and technology essential fragment of an organization is employee creativity. Many researchers has empirically explored the correlation between employee creativity, innovation and organization development (Woodman et al., 1993; Edu – Valsania, 2016; Ribeiro, Duarte & Filipe, 2017). Analysis shows the meaningfulness and psychological safety shows the partial mediation influence on above relationship. Sanda & Arthur (2017) studied the comparative effect of authentic and transactional leadership on employee creativity with significant positive influence in telecom sector with the partial mediation of innovative climate and work related flow. Empirically result shows that there is significant relationship between authentic leadership and employee creativity with the partial intervention of leader member exchange (LMX), individual driving and psychological safety climate (Xu et al., 2017). Ribeiro, Duarete & Filipe (2017) show that authentic leadership relates to the employee performance with the mediation effect of corporate citizenship behavior and creativity. Alzghol et al., (2018) examined the constructive relationship between authentic leadership and employee creativity with the intervening of work place climate, knowledge management and employee performance. Zeb, Abdullah & Hussain (2019) studies positive association between employee creativity and authentic leadership. Research paper examine that authentic leadership is positively associated with employee creativity with the partial intervention of happiness (Semedo, Coelho & Ribeiro, 2017). (Nair, Prasad & Nair, 2021) studied the relationship between authentic leadership and followers wellbeing. The research was carried out to observe the effect of authentic leadership on employees well-being and work engagement with the moderating effect of employees output. However, a lot of research is already made on authentic leadership, but when and how authentic leadership is more or not that effective in enhancing the creativity of employees is not that much discussed. Nair, Prasad and Nair, (2021) examined the correlation between authentic leadership and employees creativity and suggested that psychological capital is a boundary condition that impacts the relationship of authentic leadership in enhancing the happiness and work engagement of employees. These researches help us support our hypothesis and helps in further exploration of factors. Study show that authentic leadership and employee engagement in work is further enhanced by relational identification and positive emotions had a significant influence on employees behavior (Malik, Khan and Mahmood, 2021).

1.3 Based on these literature, the following hypothesis can be proposed:

H 1: Authentic leadership has positive relationship with employee creativity

1.4 Ethical leadership and employee creativity:

Good leadership is an essential component to have efficient organizational culture and employee performance. Elqassaby (2018) Novel leadership shows the importance of integrity and honesty. In its early stages ethical leadership is included in other leadership theories, which is distant theory (Elqassaby, 2018). Ethical leadership is defined by researchers at many places (Heifetz, 1994; Zhu, May & Avolio, 2004; Ciulla, 2004) as a way of exhibiting ethical behavior and respecting their employees' rights and dignity. Ethical leaders (Trevino & Brown, 2006) have such types of characteristics they are following as: he must be honest, they care for others, they have group determination, and they are reliable, support competence, accompanying specific conduct as virtuous people who make all around adjusted decisions. With the studies relating to the ethical leadership, research explores that leadership has constructive relationship on employee's performance (Avolio & Gardner, 2005). Empirically result show that ethical leadership promotes innovative work behavior (Zara & Waheed, 2017). Tu & Lu (2014) found that ethical leaders give confidence to employee to enhance their performance. Furthermore, study shows that ethical leadership positively relates to employee creativity (Elqassaby, 2018). Ethical leadership is positively associated with employee creative behavior with psychological empowerment as a mediator in this relationship. (Duan, Liu & Chu, 2018). Bedi, Alpaslan & Green (2015) studied the relationship of ethical leadership with its different leadership styles and employee performance. Research shows that psychological empowerment mediates the relationship between leader ethical behavior and employee performance and commitments (Zhu, May & Avolio, 2004). Javed et al. (2018) studied ethical leadership with the effect of trust in leader and employee creativity. Research show that ethical leadership and their behavior positively impact employee voice and climate for innovation on creativity (Chen & Hou, 2015). Zainun, Johari and Adnan, (2021) The objective of this study is to examine the predicting role of Machiavellianism, locus of control and moral identity on ethical leadership. This study also assessed the moderating role of ethical role modelling in the linkage between Machiavellianism, locus of control, moral identity and ethical leadership. Moral identity poses a substantial influence on ethical leadership. Ethical role modelling is a significant moderator in the association between moral identity and ethical leadership.

Therefore, we proposed the following hypothesis:

H 2: Ethical leadership relationship has positive relationship with employee creativity Work engagement:

Work engagement interacts a lot of researcher over the last few years. Work engagement seems salient factor that enriches employees' production and creativity (Joo, Lim & Kim, 2016; Karam et al., 2017; Jang & Luo, 2016; Saeed et al., 2016). Engaged employees show less negative organizational behaviors at work (Saeed et al., 2016) because they are emotionally attached towards their work and organization. Engagement is identified as "psychological and physical presence at the workplace" (Kahn, 1990). The first person to highlight the engagement in field of research was William A. Kahn (Kahn, 1990). Absorption: is considered as one being fully focused and emotionally attached with his/her work. From this we can conclude that work engagement is how employees are related towards their work. Previous research stated that engaged employee's shows positive behaviors as they are emotionally attached with their work.

1.5 Leadership, employee creativity and employee work engagement:

Leadership plays crucial role in enhancing the employee creativity and creating their work interesting for them. Leadership styles (authentic and ethical) are a way to make employee engage towards their work. Positive leadership shows good moral and ethical conducts which will bring enthusiasm among employee and make them more focused towards their work and increasing their work engagement level. Leaders enrich work engagement through employee creativity and performance, which result in employee enrichment, creative ideas and different solution towards organization problems. Research has been made on leadership style (authentic and ethical) and work engagement. Researchers now a days are concerned in studying this relationship by the intervention of different variables and their impact (Chaudhary & Panda, 2018; Saeed et al., 2016; Karam et al., 2017; Oh, Cho & Lim, 2018; Jiang & Luo, 2016; Joo, Lim & Kim, 2016). Authentic leadership help to create innovation among employee through employee work engagement and safety at work (Chaudhary & Panda, 2018). Research found that authentic leadership can promote work engagement based on two types of approaches preventive and promotive (Alok & Israel, 2012). Effective communication between leaders and employee produce work engagement and creativity among employees (Othman et al., 2017). Authentic leadership empowered employee by creative solution to problems with involvement of work engagement (Saeed et al., 2016). Authentic leadership and employee creativity is strengthen with the intervention of employee work engagement (Karam et al., 2017). Employees which is being treated in a respectful and ethical way are more creative and leads towards work engagement where they enjoy their work rather than being burden to them.

When an employee feel free to work and no pressure from leader he is tend to be more creative and discuss it ideas openly with his/her leader. Employee engagement result to the innovative atmosphere within the organization and bring new and creative ideas in this rapidly changing world. Ethical leaders relates to the ethical decision making of the employee with the ethical standard followed by their leader (Brown and Trevino, 2006). Ethical leadership relates positively to job dedication which is an element of work engagement (Brown et al., 2005). Ethical leadership build high ethical standard (Walumbwa & Schaubroeck, 2009) to their followers which lead to the knowledge sharing and equitable behavior to employees. Studies showed that work engagement mediated the relationship between ethical leadership and employee voice behavior. (Cheng et al., 2014). Work engagement intervene the relationship between ethical leadership:

the roles of psychological empowerment and power distance orientation (Ahmad & Gao, 2018). Based on these research following hypothesis is proposed:

H 3: Employee work engagement mediates relationship between authentic leadership and employee creativity.

H 4: Employee work engagement mediates relationship between Ethical leadership and employee creativity.

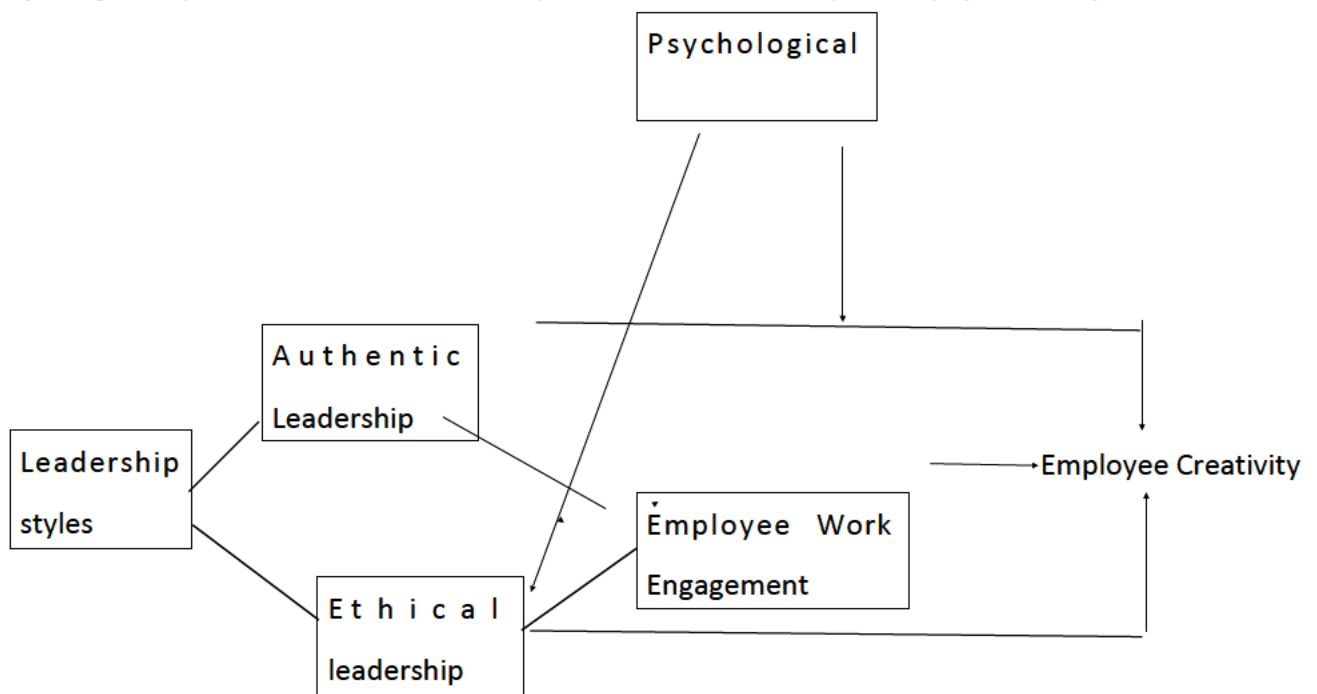
3. Psychological Empowerment:

Psychological empowerment is defined as an inspirational construct that consist of four dimensions: meaning, competence, self-determination, and impact (Spreitzer, 1995). These four dimensions combine collectively to form psychological empowerment. These dimension are defined as: (1) Competence: self-efficacy is the personal mastery or individual believe in his/her competence to accomplish task with skills (Bandura, 1989; Gist, 1987), (2) Impact: is the extent to which an individual work can influence the outcome in an organization (Ashforth, 1989), (3) Meaning: relates to the individual own ideals and standard in relation to its work goal and purposes (Thomas & Velthouse, 1990), (4) Self- Determination: refers to autonomy in making decision at work (Deci, Connell & Ryan, 1989). Leadership, employee creativity and psychological empowerment: Good leadership plays vital role in empowerment and creativity of employees. From the research we can understand how psychological empowerment effect the relationship between leadership and employee innovation (Zhu, May & Avolio, 2004; Zahra & Waheed, 2017; Afsar, Badir & Saeed, 2014). From past studies it can be seen that leadership and psychological empowerment are positively related.

If leader is moral and ethical in its work it leads to employee psychological empowerment which result in employee being efficient in his/her work (Kumar & Ghalawat, 2018). Empirically it is found that empowered leaders resulting innovative behavior in employee which is moderated by psychological empowerment (Kumar & Ghalawat, 2018). Leaders (authentic & ethical) who are moral, ethical, and self-aware and determine in their work make their employee empowered which helps them to think out of box and leads towards creativity. Psychological empowerment directly affect the correlation between leader and employee innovative work attitudes (Afsar, Badir & Saeed, 2014). Research illustrate the influence of psychological empowerment on employee's person-organization fit on his/her innovative work behavior (Afsar & Badir, 2016). Employee creativity and leadership are positively associated with psychological empowerment (Tung, 2016). Research examine how authentic leadership influences employee creativity through psychological importance, work engagement and safety (Chaudhary & Panda, 2018). Past study determine the influence of employees' service innovation behavior and psychological capital in the presence of leadership (authentic and transformational) (Schuckert et al., 2018). As from past studies we can conclude that little research is being examined on the relationship between leadership (authentic and ethical) and employee creativity with the moderating effect of psychological capital so to fill this gap following hypothesis are proposed to contribute to organization studies.

H 5: Psychological empowerment moderates relationship between authentic leadership and employee creativity.

H 6: Psychological empowerment moderates relationship between Ethical leadership and employee creativity



What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	134	40.1	40.1	40.1
male	200	59.9	59.9	100.0
Total	334	100.0	100.0	

What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-25	161	48.2	48.2	48.2
26-35	119	35.6	35.6	83.8
36-45	51	15.3	15.3	99.1
46 and above	3	.9	.9	100.0
Total	334	100.0	100.0	

What is the highest degree or level of education you have completed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid high school	38	11.4	11.4	11.4
bachelors	151	45.2	45.2	56.6
masters	96	28.7	28.7	85.3
mphl	33	9.9	9.9	95.2
professional degree	13	3.9	3.9	99.1
doctorate degree or higher	3	.9	.9	100.0
Total	334	100.0	100.0	

How long have you been associated with the organization?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2 years	151	45.2	45.2	45.2
	3-4 years	70	21.0	21.0	66.2
	5-6 years	55	16.5	16.5	82.6
	7-8 years	30	9.0	9.0	91.6
	9 or more years	28	8.4	8.4	100.0
	Total	334	100.0	100.0	

What is your position in organization?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	junior level	98	29.3	29.3	29.3
	assistant level	114	34.1	34.1	63.5
	manager level	49	14.7	14.7	78.1
	management level	37	11.1	11.1	89.2
	executive level or above	36	10.8	10.8	100.0
	Total	334	100.0	100.0	

Descriptive Statistics and Data Normality

		Minimu	Maximu		S t d .		
	N	m	m	Mean	Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	S t d . Error
EnviroFact	316	1.00	5.00	3.1598	.95611	-.274	.137
DynManCap	316	1.00	5.00	3.2032	.94798	-.306	.137
ManAbilnn	316	1.00	5.00	3.3457	1.19727	-.347	.137
OrgPerf	316	1.00	5.00	3.2743	1.13965	-.211	.137
Valid N (listwise)	316						

Variable measurement scale and its source

Variable	Construct	Sources
Information Quality	1.I think food panda consumer response are understandable.. 2.I think food panda consumer response are clear. 3.I could see myself using the Internet to buy a food panda product.	(Erkan & Evans, 2018)
Information Credibility	1 I think food panda consumer reviews are convincing. 2.I think food panda consumer reviews are strong. 3.I think food panda consumer reviews are credible. 4.I think food panda consumer reviews are accurate.	(Erkan & Evans, I., 2016)
Information Usefulness	1.I think food panda consumer reviews are generally useful. 2.I think food panda consumer reviews are generally informative.	(Erkan,Evans, I.,C., 2016)
Information Adoption	1.They make easier for me to make purchase decision. 2. They enhance my effectiveness in making purchase decision. 3. They motives me to make a purchase decision.	(Erkan,Evans, I.,C., 2016)

Attitude towards information	<p>1. I always read consumers reviews when I buy a food panda product.</p> <p>2 Consumer reviews are helpful for my decision making when I buy a food panda product.</p> <p>3 They make me confident in purchasing food panda product.</p>	(Erkan & Evans, I., 2016)
Electronic word-of-mouth	<p>1. Each food panda review has sufficient reasons supporting the opinion.</p> <p>2. Each food panda review is objective. 3. Each consumer review is understandable. 4. Each review is credible.</p> <p>5. Each review is valuable</p>	(Alanko 2018)
Perceive purchase intentions	<p>1. I would use the Internet for purchasing a food panda product.</p> <p>2. Using the Internet for purchasing a product is something I would do.</p> <p>3. I could see myself using the Internet to buy a product.</p>	(Erkan & Evans, I., 2018)

Demographic analysis

Sample statistics (n=400)

Measures	Items	Frequency	Percentage
Gender	Male	192	48.0
	Female	208	52.0
Education	Matric	5	1.2
	Intermediate	15	3.8
	Graduation	60	15.0
	Masters	144	36.0
	MPhil	139	34.8
	PhD	25	6.2
	Others	12	3.0
Age	Below 20	15	3.8
	20-25	163	40.8
	26-30	173	43.2
	31-35	45	11.2
	36-40	2	0.5
	Above 40	2	0.5
Occupation	Self employed	123	30.8
	Private job	215	53.8
	Govt job	23	5.8
	Unemployed	39	9.8

Correlation analysis

		M	SD	1	2	3	4	5	6	7	8	9	10	11	12		
41,000-60,000	21,000-40,000	Monthly household up to 20,000	Gender	1.52	0.50	1											
			Age	2.78	2.20	.056	1										
			Education		4.30	1.09	-.016	-.009	1								
			Occupation		1.94	0.86	.031	-.044	-.054	1							
			Mon-house		2.59	0.98	.050	.032	.085	-.044	1						
			IC		3.02	0.94	.063	-.065	.034	-.027	.021	1					
			IU		3.03	0.95	.105*	-.056	.048	-.083	.045	.581**	1				
			IQ		3.03	0.58	-.056	.010	.045	-.033	.034	.295**	.369**	1			
			IA		3.91	0.62	.087	-.001	.007	-.023	-.131**	.120*	.048	.181**	1		
			ATI		3.08	1.07	.007	-.079	.020	-.021	.048	.278**	.295**	.512**	.002	1	
			EWOM		2.99	0.92	.062	-.032	.042	-.075	.097	.547**	.589**	.507**	.028	.423**	1
			PPI		3.09	0.92	.046	-.095	-.041	-.068	-.096	.237**	.249**	.169**	.015	.147**	.179**
37.0	35.2	12.2	*. Correlation is significant at the 0.01 level (2-tailed).														
			*. Correlation is significant at the 0.05 level (2-tailed).														

170.950	1.425	0.978	0.985	0.028
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Sample reliability analysis

Variables (Factors)	Number of questions	Alpha value
Familiarity & closeness	3	0.693
Trust	3	0.828
Culture	3	0.781
Information quality	3	0.901
EWOM credibility	3	0.862
Uncertainty avoidance	3	0.891
Purchase intentions	3	0.826

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.595	12	.216	.820	.630 ^b
	Residual	84.653	321	.264		
	Total	87.249	333			
2	Regression	5.434	20	.272	1.039	.415 ^c
	Residual	81.815	313	.261		
	Total	87.249	333			

a. Dependent Variable: I suggestion of new ways of performing work tasks?

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.195 ^a	.038	.002	.506
2	.298 ^b	.089	.030	.499

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.254	12	.271	1.060	.393 ^b
	Residual	82.102	321	.256		
	Total	85.356	333			
2	Regression	7.566	20	.378	1.522	.072 ^c
	Residual	77.791	313	.249		
	Total	85.356	333			

a. Dependent Variable: I usually suggests new ways to achieve goals or objectives?

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.242 ^a	.059	.023	.492
2	.314 ^b	.099	.041	.487

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.836	12	.403	1.666	.073 ^b
	Residual	77.643	321	.242		
	Total	82.479	333			
2	Regression	8.126	20	.406	1.710	.031 ^c
	Residual	74.353	313	.238		
	Total	82.479	333			

a. Dependent Variable: I comes up with new and practical ideas to improve performance?

The data were subjected to different dimension level of confirmatory factor analysis. In first order CFA all the loading were greater than 0.6 but the factor loading of authentic leadership seems to a problem as it was lower than 0.6. The t value for all the variables were greater than 1.96. The internal consistency was checked using cornbach's alpha and composite reliability and all the factors are greater than 0.7 which means than there is no reliability issues in our data.

4. Finding

The results show that AL and EL effect the employee creativity negatively and the p value is not significant as its greater than 0.05 so the first two hypothesis H1 and H2 which show positive association of authentic and ethical leadership with employee creativity are rejected.

	Estimates	SE	CR	P
EC ↔ EL	-.061	.198	-.309	.757
EC ↔ AL	-.056	.861	-.065	.948
EC ↔ EWE	.019	.125	.149	.882

5. Conclusion

Results are discuss with previous studies in this chapter. Moreover, we identified that this research has some limitation as purchase intention is influence by so many factors but in our research, we take only few factors. Finally, these research results uncover that purchase intention is dependent upon information quality, information credibility, and information usefulness, adoption of information and attitude towards information. Electronic word of mouth mediates the relationship between variables.

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Measuring and Comparing the Components of Technology Readiness Index for Adoption of Cashless Transaction in Mumbai – A Quantitative study of Select Demographic Variables

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Abstract

Adoption of cashless transaction by society fosters transparency, inclusiveness and host of other documented benefit. For a developing country like India this will usher in, an unimagined metamorphosis. However migration from cash to cashless would not be frictionless and as with any change this change would also be resisted. The resistance to any change has a demographic and a psychographic undercurrent. Unraveling the demographic and psychographic undercurrent would be a prerequisite for any intervention to accelerate the adoption of cashless transaction. A survey was administered using structured questionnaire designed by using the constructs of Technology Readiness Index. 1249 responses were analyzed for assessing the difference of the distribution of the score of various constructs across age and gender. Post analysis it is seen that the distribution of score of all constructs were not same for the demographic variable gender and in some cases for age variable. Pursuant to the finding it can be suggested that a universal intervention program to boost cashless transaction would fall short in achieving the goal. Intervention should be configured as per demographic grouping variable and primacy to gender should be given.

Keywords: Components, Transaction, Variables

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Developing Success Model of Knowledge Management to High Performance Organization

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Abstract

Research objective is to 1) study dimension and form of success of knowledge management to high performance organization 2) developing success model of knowledge management to high performance organization and 3) verify accordance and influent value of success model of knowledge management to high performance organization. This is mixed research methodology by exploratory sequential design, first step study by qualitative methodology by phenomenology to confirm research framework from 3 experts leads to research hypothesis, then run quantitative methodology to test causal relation from 36 collected sampled from Chandrakasem Rajabhat University's staff, the statistic used to test hypothesis are the second order confirmatory factor analysis and structural equation model. Then again use a qualitative method to develop research model merge with the result from quantitative from mentioned experts. The result display 1) intrinsic reward and high performance organization has mean in high level except for knowledge management has medium level, 2) intrinsic reward model feature sense of self-esteem and sense of recognition, knowledge management model feature creating and organizing knowledge systems as well as sharing and applying knowledge and, high performance organization model feature management quality and workforce quality and 3) Developed success model of knowledge management to high performance organization has accordance and align with the empirical data (Chi-square = 14.687, Chi-square/df = 2.448, df = 6, p = .023, GFI = .986, TLI = .979, CFI = .992, NFI = .986, RMSEA = .064), all factors has intercompany influence which be in line with the research hypothesis follows intrinsic reward has positive direct influence to knowledge management and high performance organization as well as knowledge management also has positive direct influence to high performance organization, and intrinsic reward has positive indirect influence to high performance organization by has knowledge management as moderator factor. The contribution of the research is conceptual and theoretical collaboration to develop knowledge management system to has efficiency and bring about knowledge management strategy to step up and leads to high performance organization in future.

Keywords: Knowledge Management, High Performance Organization, Intrinsic Reward

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Indonesia's Mining Value Adding Obligation, Is It Necessary?

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Abstract

New Indonesian Law regarding Mineral and Coal Mining was enacted in 2009 with a high expectation of developing Indonesian mining sector to the next stage in particular and also to encourage economic growth. This law impose certain new provision to the mining sector regarding downstream mining policy, which is the obligation to processed and refined extracted mineral in Indonesia and prohibition to export raw unprocessed mineral. Philosophically, this regulation is issued to restore the signification of Indonesia's constitution, whereas mineral resources are owned by Indonesian as a nation as well as stopping the "honeymoon" phase of the foreign miners. Hence, the stipulation of this policy can be regarded as a reformation form of mineral mining in Indonesia. However, the stipulation of this policy turns to raise various controversy and problems. In this study, Indonesia's mining downstream policy is reviewed and analyzed to derive a framework and development model needed to create fair mining downstream system for all actors. This research uses doctrinal research method supported by non-doctrinal research, so that there is a complete picture about the current mining downstream situation, both in the regulation and in practice. This research uses method of regulatory approach and practice approach. The result of this study indicates that Indonesian Law regarding value adding obligation is a good-intention policy yet does not qualified as a well thought policy.

Keywords: Mineral, Value Adding Policy, Processing and Purification Obligation.

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Sub-Theme 2

SOCIAL SCIENCES AND HUMANITIES

Respect as a Cultural Convention regulating Non-Verbal Communication in the Yui Society

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Abstract

The Yui Society in the Simbu Province of PNG has around 6500 people. Yui is an endangered language spoken by these people. The unique culture that comes with the Yui language has sustained the Yui Society's harmonious existence for centuries. In this paper, I will talk about 'respect' as the Yui society's convention to regulating appropriate non-verbal communication. People within the society use non-verbal cues such as avoiding eye contact, walking at the back of a person instead of in front, avoid jumping over some one's legs or possessions, embracing a person or calling a persons name as an act of respect. Degrees of respect are given to different groups of people within the family and extended family, including visitors. Visitors are given utmost respect. Visitors could be strangers, in-laws, trading partners, or a person's maternal clan members. Ari Yol is the Yui term for visitors. The term Ari Yol carries with it an awe that commends high respect. This respect depicts that relationship within the Yui society is crucial for the need of survival and harmonious living of the Yui people whose landscape is mountainous. This harsh environment has caused the Yui people to depend highly on reciprocity and the exchange of gifts in terms of food, valuable animals such as pigs, goats, cattle etc and other valuable items between friends and trading partners within the society and even outside of the society for survival purposes. Respect is the intent underlying the commendable and appropriate behaviour patterns of people. The cultural non-verbal cues mentioned regulate the Yui person's daily life at the house from within his own tribe and also give him a good reputation as he displays it outside his own tribe. Without these cultural commendable non-verbal cues, the Yui society will not function properly.

Keywords: Yui Society, Non-Verbal Communication, Cultural

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President Joko Widodo in the Eyes of Indonesia's Millennial Youths: Survey in 34 Provinces Hasian Sidabutar*

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Abstract

Leadership is the influencing process of leaders and followers to achieve organizational objectives through changes (Lussier & Achua, 2004). As the president of Indonesia which is a developing country in South East Asia, Joko Widodo, well known as Jokowi, is always faced with abundant of pro and contra arguments by the citizens. Half of the citizens state that his leadership has created many better changes in the country, but another half assume that his leadership has not fixed the country's problems. However many Indonesian survey institutions reported that satisfaction level of citizens towards Jokowi's performance. As examples, in May 2018, Indo Barometer Survey Institution stated that 65.1 % of citizens were satisfied. Another survey by Kompas reported that 72.2 % of the citizens were satisfied with Jokowi's performance. Indonesian people have been wondering what millennial generations argue about Jokowi's leadership and performance result. This study aimed to answer it. By using survey method, this study would display detailed results of survey about what millennial generations of Indonesia responded to Jokowi's leadership and performance. This research involved 100 millennial youths from 34 provinces in Indonesia. Three things learned from the study are (1) most of millennials were very satisfied with Jokowi's leadership and performance result for the past three years ; (2) More than half of millennial respondents claimed so inspired of Jokowi's leadership style; (3) A reflection to all countries that millennial youths in this digital era want their country leader to creatively and innovatively lead.

Keywords: Joko Widodo, Leadership and Performance, Millennial Youth

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Consumer Evaluation and Consumption of Shanzhai Brands: Attributing Featured and Perceived Similarity

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Abstract

This paper provides a new perspective for investigating consumer evaluation of similar products that is related to Kotler's Product Level Model and Tversky's Feature Matching. The models and empirical evidence acknowledge the likelihood of the simultaneous occurrence of different evaluation levels. The analyses indicate that consumer evaluation is related to both outlook or featured similarity and perceived insight. Consumers can detect featured similarity more easily, which may or may not cause consumer preference to decline in different product categories; on the other hand, perceived similarity greatly influences consumer preference. The interaction between the two similarities and the number of product-related experiences accumulated by the consumers provide informative marketing implications, especially for online consumer evaluations of copycat brands under Chinese Shanzhai cultural contexts.

Keywords: Copycat, Experience, Shanzhai, Similarity, Preference.

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The Relationship between Prior Loss/Profit and Later Loss Aversion Measured based on Disposition Effect

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Abstract

This study aims to discover the relationship between prior loss/profit and later loss aversion measured by degree of disposition effect. Based on the index futures (TX) records from TAIFEX (Taiwan future exchange) in the year 2006, we choose 376 individual traders. We define the prior and later period by three type of cutting point. First, we use time 11:15 a.m. as cutting point to separate the data into morning and afternoon two periods. Second, we use the maximum realized losses (MRL) and the median maximum realized losses (M-MRL) as the cutting point to separate the prior and later period. We also categorize the data based on gender and age. Results show that male and elder traders keep more unrealized losses than female and young traders when facing increasing losses, which means male and elder traders are relatively risk taking than female and young traders when there is losses in prior period.

Keywords: Disposition effect, loss aversion, risk aversion

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Sustainability on Wayang Kelantan: Issues and challenges facing Tok Dalang Napi Komando

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Abstract

The term sustainability is associated with three pillars: economy, society and environment. As such the term are now expanded to wider areas including arts and performances. This paper will explore the important of sustainability in traditional performances mainly Wayang Kulit Kelantan as the main object of research. This paper will highlight the issues and challenges facing Tok Dalang Napi Komando to uphold the heritage performances. Methodology use in this research is qualitative with several interview is done with various people for in-depth analysis on the current situation facing the practitioner. All the information presented in this paper is hope to find a mutual understanding and solution between state policy and these dying performances to ensure it sustainability and legacy for future understanding, reference and heritage of younger generation his own tribe. Without these cultural commendable non-verbal cues, the Yui society will not function properly.

Keywords: Sustainability, Traditional Performances, Wayang Kulit Kelantan, Tok Dalang Napi Komando

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Sub-Theme 3
SOCIAL SCIENCES AND ECONOMICS

Social Networks: Time to Win Back Trust

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Abstract

In the context of digitalization, it is essential to establish good relationships with individuals within social networks. The objective of this paper is to address trust within these networks, in particular: the nature of this trust, its determinants and its evolution over time. In this paper, trust is presented first as a multidimensional variable, aiming at maintaining lasting relationships, and then as a dynamic concept that evolves over time. The paper presents an empirical study that is based on a survey using a questionnaire with a sample of 26 social network users. The results highlight the uncertain nature of trust in social networks. Indeed, the development of a favorable communication climate could serve for a better trust building. In the context of our current study, special attention should be paid to good communication and contact between individuals encountered on the same networks. If this communication is presented as a basic element, it seems to have a positive effect on the evolution of trust within social networks.

Keywords: Social Networks, Digitalization, Multidimensional

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Small Business Economics

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Abstract

Small and medium-sized enterprises have come increasingly important in the profitable conditioning of both developed and developing nations. Small Business Economics provides the central forum for the profitable analysis of the part of small business. In particular papers are those that focus on the links between establishment size and performance the distinct places of these sized enterprises how and why firm growth and strategy vary with size the determinants of the conformation growth and dissolution of enterprises and the relationship between establishment size and invention. Small Business Economics is cross-disciplinary and cross-national in its approach. High quality exploration is published employing theoretical or quantitative analyses along with benefactions fastening on institutions and public programs within both a public and transnational environment.

Keywords: Economics, Developing Nations, Establishment

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A Study on Advertising Language Features (Example of Mongolian and English)

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Abstract

This study was focused on language, stylistics features of words in advertisement in Mongolian language. Last three decades advertisement words and expressions are widely used in public media and press. We have studied these words and expressions that are used in business in Mongolia. According to the study there were many words which were loaned from foreign languages and we should try to improve advertisement words and expressions in Mongolian.

Keywords: Advertising, Features, Language

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The Role of Social Networking Sites in Helping People with Hearing Impairmentt Integrate Socially

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Abstract

The individuals with a hearing impairment have many characteristics, for example, difficulty communicating with normal people, communicating only using sign language, this deprives people with a hearing impairment of integration and participation in social life. Social media help people with a hearing impairment to create social relationships and meet people according to certain criteria and characteristics, where these sites help these people achieve social participation, Through the descriptive research method, we adopted the semi-directed interview technique, it turns out that social media plays a key role in helping people with a hearing impairment integrate into society

Keywords: Persons with Hearing Impairment- Social Media- Social integration

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Exploring the Intersection of Culture and Design- Does Culture Influence User Experience?

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Abstract

The study aims to explore the influence of culture in user experience for digital product design. Despite a plethora of research in the field of user experience and information design, there is a lack of consensus in the significant influence based on cultural background. Additionally, most cultural studies have focused solely on Hofstede cultural dimension which does not capture nuances of cultures prevalent within countries while treating culture as a homogenous phenomenon. The study focuses on the cultural influence in user experience based on three criteria (trust, data transparency and access of information). Additionally, the study measures the impact of culture on the perception of user experience compared to the impact of inter-individual difference. Data will be collected from 50-75 students belonging from different cultures studying in Vienna. Multivariate analysis will be conducted to test the relationships. The results of the study will indicate whether cultural has a more significant influence on user experience based on trust, data transparency or access of information than inter-individual differences. The study can be extended to include digital products with highly sensitive user data to low sensitive user data and its influence on the cultural and interindividual differences relationships.

Keywords: Intersection, Culture, Design

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