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# BOOK OF CONFERENCE PROCEEDINGS

SINGAPORE INTERNATIONAL CONFERENCE ON  
MANAGEMENT, BUSINESS, ECONOMIC, AND  
SOCIAL SCIENCE

**SIMBES**

18 - 19  
Jan

Singapore International  
Conference on  
Management, Business,  
Economic, and Social  
Science  
(SIMBES)

**January 18 - 19, 2018**

**Singapore**



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# FOREWORD

Research Synergy Foundation is the 1st Indonesian social enterprise platform that focus on developing collaborative networks among both researchers, lecturers, scholars, and practitioners globally for the realization of an equal quality of knowledge acceleration between developed and developing countries. We focus on opening the gates of research collaboration between countries. We introduce and encourage scientific publications from developing countries. We create scientific forums in order to boost the creation and diffusion of new knowledge.

Known as a catalyst and media collaborator among researchers around the world is the achievement that we seek through this organization. By using the media of International Conference which reaches all researcher around the world we are committed to spread our vision to create opportunities for promotion, collaboration and diffusion of knowledge that is evenly distributed around the world.

## Our Vision:

Our vision is to be world class organization that encourage acceleration quality of knowledge in developing country.

## Our mission:

First, promoting scientific journals from developing countries as an equitable distribution tools of knowledge. Second, opens research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Third, create a global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation.

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# **ORGANIZING COMMITTEE**

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# CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the Singapore International Conference on Management, Business, Economic, and Social Science (SIMBES) by Research Synergy Foundation and Scholarvein as official partner held on January 18 – 19, 2018 at Aqueen Hotel Paya Lebar, Singapore.

The theme of SIMBES Conference is provide an opportunity for academicians and professionals from various Business, Management, economic and Social Science related fields from all over the world to come together and learn from each other. SIMBES 2018 International Conference shows up as a cutting-edge Social Research platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Singapore and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Hendrati Dwi Mulyaningsih  
Conference Chair of SIMBES 2018

## CONFERENCE PROGRAM

Day 01- Thursday | January 18, 2018

Venue : Afifi Room

Aqueen Hotel Paya Lebar - Singapore

<b>09.00-09.30</b>	<b>Welcome Reception and Registration</b>
<b>09.30-09.40</b>	<b>Opening Address</b> Conference Coordinator: Mrs. Ani Wahyu, M.S.M
<b>09.40-09.50</b>	Group Photo Session
<b>09.50-10.00</b>	<b>Morning Tea and Grand Networking</b>

## Day 01

Afifi Room

Thursday, 18 January 2018  
Session 1 (10.00-11.00 a.m)  
Session Chair : Ani Wahyu

Track Business administration and  
management

Paper ID	Author	Media	Paper Title
<b>SIM18104</b>	Man Huang	Poster Presentation	Relation between Employees' Boundaryless Career Attitudes and Job Satisfaction
<b>SIM18117</b>	Daniel Marco-Stefan Kleber	Oral Presentation	The Role of Design Thinking in Delivering Superior Value Proposition

## Day 01

Afifi Room

Thursday, 18 January 2018  
Session 2 (11.00-12.00 a.m)  
Session Chair : Daniel Marco-Stefan Kleber

Track Economic

Paper ID	Author	Media	Paper Title
<b>SIM18115</b>	Ilma Sarimustaqiyma Rianse	Oral Presentation	An Analysis of Relative Efficiency of Palm Sugar Household Industry Substances in Wolo District Kolaka Regency
<b>SIM18123</b>	Muhammad Irfan Pratama	Skype	The Impact of Financial Literacy on Micro, Small, Medium Enterprises Performance ( Case study in MSMEs Business Partners of Islamic Microfinance)

Lunch Break 12.00-1.00 pm  
Closing Ceremony

## List of Conference Attendees

<b>ID</b>	<b>Attendee</b>	<b>Field of Study</b>	<b>Affiliation</b>
<b>SIM18124</b>	Usman Rianse	Economic	Universitas Halu Oleo
<b>SIM18125</b>	Weka Gusmiarty Abdullah	Economic	Universitas Halu Oleo

## **Day 02**

### **Friday (January 19, 2018) 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

**Track: Business administration and  
management Research**

# Relation between Employees' Boundaryless Career Attitudes and Job Satisfaction

Man Huang<sup>1</sup>

<sup>1</sup>Guangzhou University

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## Abstract

*The aim of this study is to investigate features of employees' job satisfaction, boundary less career attitudes and the relation between both. Data were collected from employees from Guangzhou branch of Wisest Management Consulting Co., Ltd. The research results show that (1) Significant difference of each level of job satisfaction is found in educational backgrounds;(2) employees' boundaryless career attitudes is negatively correlated with job satisfaction, indicating that enhanced boundaryless career attitudes results in less satisfaction with jobs ;(3) leadership, interpersonal relationship and work itself can affect employees' boundaryless mobility preference.*

**Keywords:** Boundaryless Career Attitude, Job Satisfaction, Career Management, Human Resource Development.

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# The Role of Design Thinking in Delivering Superior Value Proposition

Daniel Marco-Stefan Kleber<sup>1</sup>

<sup>1</sup> BA School of Business and Finance, Latvia and University of Applied Sciences  
Kaiserslautern, Germany

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## Abstract

*ABSTRACT Purpose of this conceptual study is the identification of design thinking approaches and underlying logics for delivering superior value proposition to improve customer experience in today's dynamic and fast changing business environment. Superior value proposition can be achieved by combining core elements of design thinking approaches and underlying logics to improve customer experiences. This approach has potential to shape and redefine existing markets and to improve adjustment of products and services to the dynamic customers' needs and demands. Methodology of research is based on content analysis of distinctive streams in literature on design thinking and underlying logics for delivering superior value proposition. Core elements of design thinking which were described by various authors were identified and combined with service oriented thinking logics aiming at delivering superior value proposition and thus to increase customer experience. Limitations: There are a number of further additional definitions and theoretical contributions which describe the underlying thinking logic of delivering superior value proposition such as e.g. value innovation, strategic innovation, strategy innovation, value co-creation, etc. The scope of this article is limited to an analysis of Design Thinking and its core elements and how they can be connected to the service oriented thinking logics for delivering superior value proposition. Additionally, the article elaborates on a delimitation of Design thinking from Designerly thinking. Findings: Delimitations of Design Thinking and Designerly thinking and the identification of links between design thinking approaches and models. In addition, based on the core elements of Design thinking approaches, a new model for increasing customer value propositions, the wheel of Design thinking, to improve the overall customer experience was developed. Theoretical contribution: The connections between core elements of Design thinking and underlying thinking logics for developing superior value proposition to ensure superior customer experiences are highlighted. Managerial implications: Development of a Design thinking model which incorporates core elements of Design Thinking and connects service oriented thinking logics to help industry managers ensuring superior value proposition and thus to increase customer experience..*

**Keywords:** Design Thinking, Designerly Thinking, Value Co-Creation, Value Proposition.

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**Track: Economic Research**

# **An Analysis of Relative Efficiency of Palm Sugar Household Industry Substances in Wolo District Kolaka Regency**

**Ilma Sarimustaqiyma Rianse<sup>1</sup>, Usman Rianse<sup>2</sup>, Hartina Batoa<sup>3</sup>,  
Yusna Indarsyih<sup>4</sup>, Weka Gusmiarty Abdullah<sup>5</sup>, Fahria  
Nadiryati Sadimantara<sup>6</sup>, Muhammad Aswar Limi<sup>7</sup>, Samsul  
Alam Fyka<sup>8</sup>, Any Suryantiny<sup>9</sup>, Jamhari<sup>10</sup>**

<sup>1,2,3,4,5,6,7,8</sup>Universitas Halu Oleo, <sup>9,10</sup>Universitas Gadjah Mada

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## **Abstract**

*Sugar is one of Indonesia's agro-industry commodities which faced structural problems since the Dutch government era, the democratic tradition era and until now the reform era. The most prominent effects of protected sugar industry structure are inefficiency in production process and low national sugar production (Kuswaedi, 2011). On the one hand, the sugar industry develops in sugar-based agro industry, especially in this case sugar palm agro industry. Some production factors are needed to produce palm sugar but the producer pay less attention to the use of each factor of production. The number of sap, the amount of labor, and the amount of fuel has not been carefully and accurately calculated. The use of labor is still limited to family members who are calculated based on working hours. Know the relative efficiency level of palm sugar household industry. Method of data analysis relative efficiency used Data Envelopment Analysis (DEA). This study aims to determine the level of efficiency of palm sugar household industry in Wolo District Kolaka District. Based on the results of the analysis using two assumptions, VRS assumptions for producer are analyzed more efficient producer than the assumption of CRS. The result of DEA Analysis with VRS assumption shows return to scale of each craftsman, in increasing return to scale (IRS) and CRS position. The value of RTS producer as much as 21 DMU is in the position of economies of scale. These results mean that today's producer of palm sugar households can optimize the inputs used to improve efficiency. While the DMU in the IRS condition is 51 DMU indicates that if the producer added input it will become an efficient DMU, but the artisans are more careful in the use of input production because the use of input affects the output level and efficiency of DMU.*

**Keywords:** Data Envelopment Analysis, Palm Sugar, Relative Efficiency

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# **The Impact of Financial Literacy on Micro, Small, Medium Enterprises Performance (Case study in MSMEs Business Partners of Islamic Microfinance)**

**Muhammad Irfan Pratama<sup>1</sup>, Hendrati Dwi Mulyaningsih<sup>2</sup>**

<sup>1,2</sup>Telkom University

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## **Abstract**

*This research was conducted at MSMEs of Islamic Microfinance Misykat in the cluster of Tegallega and Mohamad Toha. The unit of analysis of this research is MSMEs which became the beneficiaries and partners of Islamic Microfinance Misykat. This MSMEs has been giving assistance and guidance to be literate on financials especially on sharia platform.. This study aims to prove the influence of financial literacy on the performance of MSMEs of Islamic Microfinance Misykat in the cluster of Tegallega and Mohamad Toha. The research method that has been used is quantitative method. This research used sampling technique on non probability sampling that is saturated sampling because the population is less than 30 people and the sampel in this study is the whole population. Data collection in this study was conducted by distributing questionnaires distributed to all listed definite respondents of MSMEs within cluster Tegalega and Moch Toha.. The Data analysisist ha has been used is simple regression analysis and descriptive analysis. The results showed the influence of financial literacy on the performance of MSMEs of Islamic Microfinance Misykat Tegallega and Mohamad Toha. This has implications on good financial literacy in which MSMEs is expected to be able to make the right management and financial decisions to improve business performance. With these findings it is expected to formally appear from government, academia, private sector, and community as a driver for the development of financial literacy in MSMEs.*

**Keywords:** Islamic Micro finance, Financial Literacy, Performance, MSMEs

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## FUTURE EVENTS

January 22-23, 2018

Hong Kong International Conference on Business, Social Science and Management Studies for Sustainable Innovation (HIBSSI)

<http://www.hibssi.researchsynergy.org/>

January 29-30, 2018

Japan International Conference on Business, Management Studies and Social Science (JIBUMS)

<http://www.jibums.researchsynergy.org/>

February 15-16, 2018

Singapore International Conference on Marketing, Management Science and Business Theory and Practice (SIMBUT)

<http://www.simbut.researchsynergy.org/>

February 5-6, 2018

Korea International Conference on Business, Management and Social Science: Theory, Current Issues and Research (KIMTIR)

<http://www.kimtir.researchsynergy.org/>

February 19-20, 2018

Hongkong International Conference on International Business, Economic Studies and Humanities (HIBESH)

<http://www.hibesh.researchsynergy.org/>

February 26-27, 2018

Japan International Conference on Global Business Practice and Theory, Management Studies and Social Science (JIGMES)

<http://www.jigmes.researchsynergy.org/>

March 5-6, 2018

Korea International Conference on Humanities, Social Science and Business Studies (KIBSS)

<http://www.kibss.researchsynergy.org/>

March 15-16, 2018

Singapore Global Conference Forum of Emerging Issue in Management, International Business and Social Science (SIEMI)

<http://www.siemi.researchsynergy.org/>

March 19-20, 2018

Hong Kong International Conference on Entrepreneurship, Business Studies and Global Economy (HICEB)

<http://www.hiceb.researchsynergy.org/>

March 29-30, 2018

Japan International Business and Management Research Conference (JIBM)

<http://www.jibm.researchsynergy.org/>

