

ORGANIZED BY:



BOOK OF CONFERENCE PROCEEDINGS

International Conference and Global Forum

**MULTIDISCIPLINARY
RESEARCH FOR
SUSTAINABILITY**

9-10
NOV

Official Partner: Lintas Cakra Pusaka (Scholarvein)



**International Conference and
Global Forum on
Multidisciplinary Research for
Sustainability
(MRS 2017)**

November 9-10, 2017

Seoul, South Korea



Proceeding Book
of
International Conference and Global Forum on
Multidisciplinary Research for Sustainability
(MRS - 2017)

*“Enhancing innovation and value creation sustainability
through academic research”*

ISBN:

978-602-50035-2-3

Chief of Editor:

Dr. Hendrati Dwi Mulyaningsih

Cover and layout:

Gina Noviana Yuniar

Publisher:

PT. Lintas Cakra Pusaka

Office Address:

Jl. Kancra No. 11, Bandung 40262, Indonesia

Contact: (+62) 8112331733

Email: mrs@scholarvein.com

First publication, November 2017

Copyright © 2017 by PT. Lintas Cakra Pusaka.

All rights reserved. No part of this publication maybe reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without permission in writing from the publisher.

CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International Conference and Global Forum on Multidisciplinary Research for Sustainability (MRS) hosted by Research Synergy Foundation and PT. Lintas Cakra Pusaka as official partner held on November 9 – 10, 2017 at Hi Seoul Youth Hostel, Seoul, South Korea.

The theme of MRS Conference is enhancing innovation and value creation sustainability through academic research. MRS 2017 International Conference shows up as a cutting-edge multidisciplinary 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 Seoul and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Ismi Rajjani
Conference Chair of MRS 2017

TABLE OF CONTENTS

ORGANIZING COMMITTEE	V
SCIENTIFIC AND REVIEW COMMITTEE.....	VI
KEYNOTE SPEAKERS	VII
CONFERENCE PROGRAM	VIII
A: BUSINESS AND MANAGEMENT RESEARCH	1
B: ECONOMICS & FINANCE RESEARCH	140
C: SOCIAL & HUMANITIES RESEARCH.....	178
D: ISLAMIC STUDIES RESEARCH.....	247
E: ABSTRACT BUSINESS & MANAGEMENT RESEARCH	257
F: ABSTRACT SOCIAL SCIENCE & HUMANITIES RESEARCH.....	263
G: ABSTRACT TOURISM & HOSPITALITY RESEARCH.....	265
H: ABSTRACT EDUCATION & LITERATURE RESEARCH.....	267
I: FUTURE EVENT	270

ORGANIZING COMMITTEE

Conference Chair

Dr. Ismi Rajiani

Conference Coordinator

Desintha Asriani, MA

Conference Support

Gina Noviana Yuniar

Information and Technology Support by Scholarvein Team

SCIENTIFIC REVIEW COMMITTEE

Dr. Hendrati Dwi Mulyaningsih- Chief of Scientific Review Committee

Prof. Umi Narimawati - Universitas Komputer Indonesia, Indonesia

Assoc. Prof. Ahmad Rozelan Yunus - Universiti Teknikal Malaysia Melaka, Malaysia

Dr. Rosmeriany Nahan Suomela - Swedish School of Economics, Sweden,

Dr. Yusuke Suzumura - Hosei University, Japan

Andri Putra Kesmawan, M. IP - Universitas Gadjah Mada, Indonesia

Dr. Mardiani Tanjung - Padjadjaran University, Indonesia

Ani Wahyu Rachmawati, MSM – Research Synergy Foundation

Santi Rahmawati, MSM – Research Synergy Foundation

Febrialdy Hendratawan, MSM – Research Synergy Foundation

KEYNOTE SPEAKER



Arief budiman, Ph.D. is a researcher and lecture at Lambung Mangkurat University. He serves as Chief of International Service Department at his campus. Arief received Bachelor's degree from Lambung Mangkurat University and Master and his Ph.D. from University of Newcastle Australia under supervision of Professor Aron O'Cass.

His research focus are marketing Management, Consumer Behavior, International Marketing, and Consumer Behavior. He had involved in various research both national and international project. His recent research activities entitled "Service Quality in PDAM" was sponsored by Local Water Supply Utility (PDAM). He was winner of Research Higher Degree Excellence Award for the Best Dissertation from Faculty of Business and Law University of Newcastle Australia in 2008.

Track: Business and Management

Financial Status and Achievement Analysis of Suan Sunandha Rajabhat University

Juneerut Jannit¹, Anantachai Aeka²

^{1,2}Suan Sunandha Rajabhat University

¹Juneerat.ja@ssru.ac.th

Abstract

This research purposes to analyze the financial status and achievement of Suan Sunandha Rajabhat University. The data used to study is the last-3-year financial budget from 2013 to 2015 (1 October 2012-30 September 2015) together with the budget showing financial status and income and expense. The findings revealed that 1) the horizontal budget analysis of 2014 and 2015 included an asset, a debt and a profit that increased from the budget of 2013. The income and expense budget revealed that the budget of 2014 and 2015 included an income, an expense and a net profit that increased from the budget of 2013 and 2) the vertical budget analysis of 2013 and 2014 included a total asset as a non-current asset, but the budget of 2015 included a total asset as a current asset. When the capital of budget of 2013, 2014 and 2015 was considered, most capitals of Suan Sunandha Rajabhat University gained from a retain earning more than a debt. For the income and expense of budget of 2013, 2014 and 2015, Suan Sunandha Rajabhat University could earn higher than the expense. So, that is why they could gain the net profit every year.

Keywords: Budget Showing Financial Status, Budget of Income and Expense

I. Introduction

A financial budget is a financial summary that shows a financial budget, an achievement and a change of cash with a pattern; that is to say, it is a summary of book keeping that is useful for anyone who spends a budget on something such as decision on investment, credit, projection, cash flow in the future and business data. The data of financial budget must be understandable immediately, reliable and useful for a budget user 1

Suan Sunandha Rajabhat University made a financial report with the governmental accounting standard. The financial report showing a budget achievement of 2015 revealed that Rajabhat Suan Sunandha University gained the achievement from an income source (non-budgetary fund) equal

to 1,740,453,411.19 baht. The annual government statement of expenditure allocated from the Bureau of the Budget was equal to 917,965,668.63 baht. It was apparent that Suan Sunandha Rajabhat University more gained the achievement from the income source (non-budgetary fund) than the annual government statement of expenditure. Thereby, the income source (non-budgetary fund) was an interesting data for analysis to find a fact about the financial status and achievement of Suan Sunandha Rajabhat University.

Due to the fact that I am a director of treasury responsible for managing finance, inventory and accounting of Suan Sunandha Rajabhat University, the data of financial report is considered important, and I am interested in analyzing the financial status and achievement; the case study of Suan Sunandha Rajabhat University income so as to use the findings for decision and implementation plan of Suan Sunandha Rajabhat University for better performance. Moreover, an administration can use it to plan an annual budget.

II. Research Methodology

This study is collecting the data from a retrospective financial report for 3 years from 2013 to 2015 (1 October 2012-30 September 2015) that includes the budget data showing the financial status along with income and expense budget. The only source of income of Suan Sunandha Rajabhat University will be analyzed.

Research Tool for Data Analysis

1. Horizontal Analysis

$$= \frac{\text{Analyzed Annual Money} - \text{Based Annual Money}}{\text{Based Annual Money}} * 100$$

2. Vertical Analysis

$$= \frac{\text{Analyzed Annual Money}}{\text{Based Annual Money}} * 100$$

III. Findings

Horizontal Analysis



Picture 1. It horizontally shows the comparison of financial status.

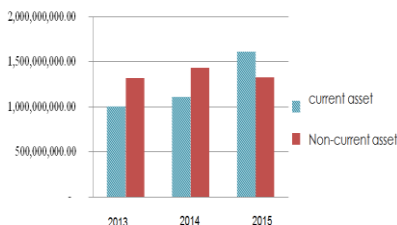
As the picture 1, it shows that the financial status of Suan Sunandha Rajabhat University in 2014 and 2015 included an asset, a debt and a retained profit that increased from 2013.



Picture 2. It shows the comparison of income and expense.

As the picture 2, the budget of 2014 and 2015 included the income, expense and net profit that increased from 2013.

Vertical Analysis



Picture 3. It shows the comparison of total asset ratio.

As the picture 3, it shows that the budget of 2013 and 2014 included the total asset that mostly was the non-current asset but the budget of 2015 included the total asset that mostly was the current asset.



Picture 4. It shows the comparison of income and expense.

As the picture 4, it shows that the budget of 2013, 2014 and 2015 could earn higher than the expense that increasingly made the net profit every year.

Discussion

According to the financial status analysis of Suan Sunandha Rajabhat University with the horizontal and vertical method, it revealed that the budget of 2014 and 2015 included an asset, a debt and a capital that increase every year. When comparing with the budget of 2013, it showed the continuous growth of Suan Sunandha Rajabhat University. When the risk of settlement was considered, it was clear that Suan Sunandha Rajabhat University did not risk for the settlement because most capitals of Suan Sunandha Rajabhat University gained from a retained earning more than a debt. Moreover, the current asset increased in 2015 that showed liquidity and meant Suan Sunandha Rajabhat University could pay a short-term debt immediately. The research result indicated the continuously better financial status of Suan Sunandha Rajabhat University compatible with the research of Pinpitch Tepsombut (2008) 2 pertaining to Evaluation of Financial Status and Achievement by Analytic Method of Financial Budget: Case Study of PAO, Mae Tam Sub-district, Phaya Mengrai District, Chiang Rai Province. The findings revealed that in 3 years Mae Tam PAO had a good financial status with a high financial liquidity that does not risk to pay a debt because most source of investment funds of Mae Tam PAO was from an asset, especially cash and a cash equivalent, and had more income than expense every year. Thereby, there was sufficient budget for administration.

However, when the achievement of Suan Sunandha Rajabhat University was considered with the horizontal and vertical analysis, it revealed that the income increased every year whereas the expense also increased every year at the same time. But it was interesting that Suan Sunandha Rajabhat University could earn the income more than the expense that caused the tendency of Suan Sunandha Rajabhat University's net profit increase every year compatible with the research of Sujint Duandee (2010)3 pertaining to Financial Budget Analysis of Thailand Post Company Limited of 2004-2008 with the purpose to know the capability to make a profit and the money risk

that impacted on a post business's implementation. According to the study, it was found that Thailand Post Company Limited could make a profit in the same way but little adjustment.

IV. Conclusion

1. Suan Sunandha Rajabhat University should find a way to make a strategy for more income and cut off an expense for an institute administered by Suan Sunandha Rajabhat University such as a strategy of earning income, a strategy of using an asset for the best advantage and a strategy of controlling an expense for the most excess profits. If so, Suan Sunandha Rajabhat University and an institute will be stable for a long time.
2. Suan Sunandha Rajabhat University should focus on a tracking system of earning income and disbursing of an institute to make sure whether it follows the set annual plan or not. The income-and-expense report that is actually done will be compared and have the result of comparison increased or decreased a budget against loss from the implementation that is different from the goal.

Acknowledgment

The authors would like to thank the Research and Development Institute, College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand for financial support.

REFERENCES

- Duandee, S. (2010). Financial Budget Analysis of Thailand Post Company Limited of 2004-2008. Department of Management Sciences, Master of Business Administration, Sukhothai Thammathirat Open University.
- Stock Exchange of Thailand. (2005). Financial Analysis. Bangkok: Amarin Printing and Publishing.
- Tepsombut, P. (2008). Evaluation of Financial Status and Achievement by Analytic Method of Financial Budget: Case Study of PAO, Mae Tam Sub-district, Phaya Mengrai District, Chiang Rai Province. Department of General Management, Master of Business Administration, Chiang Rai University.

FUTURE EVENTS

January 8-9, 2018

Korea International Conference on Emerging Trends in Business, Economic
and Social Science Studies (KIBES)

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

January 18-19, 2018

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

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

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/>

