CONTENTS

1. Business Administration

	Purchasing Polavier towards High and Electronic Products	1
	Purchasing Behavior towards High-end Electronic Products	1
	14R-085:Descriptive Analysis of the Attitude, Behavior, and Satisfaction of	2
	the Professors of the Ust Faculty of Pharmacy towards Work	2
	14R-106:Testing measurement invariance across gender for the section of	
	tangibles of SERVQUAL Scale for Taiwan retail chain stores	
	business	3
	14R-126:On Fuzzy-ANP Approach in Developing Sustainable	
	Manufacturing Strategy Structural Decisions under Firm Size	
	Influence	4
	14R-127: Deal Sites and its Role on Small and Medium Enterprises (SMEs)	
	Sales Turnover	5
	14R-A10:A Comparison Study on the Potential and Problems of Small and	
	Large Scale Processed Coffee Businesses in Jember Regency	6
	14R-A23:Ownership Concentration, Firm Characteristics and Dividend	
	Policy of Family Controlled Firms in Indonesia	7
	14R-A37:Applying Analytic Hierarchy Process to Categorise Supply Risks	
	in the Palm Oil Chain	8
	14R-A47: Are there enough Controls on SMEs to support Good Corporate	
	Governance?	9
2	Case Study	
4.	Case Study	
	14R-60: The Line Brand: A Case Study Combining Social Cognitive	
	Theory, and Social Media Brand Word Of Mouth	10
	14R-072:Effect of Knowledge Management Practices on Organizational	
	Performance: A Case of Corporate Sector Islamabad, Pakistan	11
	14R-A26:Usage of It Services In Higher Education Management for	
	Innovation Strategy: A Case Study	12
	14R-A64:Inter-generational Conflict within a Small Scale Rice Milling	
	Family Firm (A Case Study)	13
	14R-A88:Effect of Promotion Mix to Purchasing Decisions (A Case Study	
	in consumer Agung Samudra Abadi)	14