

## **International Conference on Research Methods in Management & Social Sciences (ICRMMS-2016)**

### **Table of Contents**

Description	Pages
Preface	ii
Conference Committee	iii
Table of Contents	iv
Proceedings	V
A Relationship Study on Work Values and Organizational Commitment Malaysian Telecommunication Companies, Maimunah Mohd Shah, Azreen Azura Kamalul Arifin	1
Learning Organization and Work Engagement: An Empirical Evidence of a Higher Learning Institution in Malaysia, Norashikin Hussein, Nurain Anis Abdul Razak, Muhamad Khalil Omar	7
Linking Compensation to HR strategy: Overcoming Bus Driver Shortage in Malaysia, Ainie Hairianie Aluwi, Dr. Idaya Husna Mohd, Dr. Azimah Daud	13
Role Overload, Self- Efficacy, Locus of Control and Job Performance Among Employees of a Printing Company in Malaysia, Muhamad Khalil Omar, Norashikin Hussein, Norazamimah Azli	17
Application of Management Accounting Information Systems Textile Company in Indonesia, Rima Rachmawati	26
Policy Implications of the Effectiveness of Philippine Hybrid Rice Program, Mary Rose S. Magbujos, MAT	35
Organizational Cynicism, Work Related Quality of Life, Organizational Commitment and Turn-over Intention in Non-academic Staff of Private Institutions, Shazia Khalid	43
The Influence of Social Support on Entrepreneurial Inclination among Business Students in Indonesia, MuhammadAmsal Sahban, Subramaniam Sri Ramalu, Ruswiati Syahputra	52
The Effect Marketing Mix on Consumer Demand of Tourism Culinary in Macassar City, Hikmah, Nurdin	66
Students' Motivationin Studying English Through Supplementary Materials at the Second Year of Sma 16 Makassar, Widiastuti, Guntur Suryo Putro	72
AktivitasPromosi is Campus Draws Near Matriculate Acceptance at STIM LasharanJaya Makassar, AndiBataryCitta, Arfiandy	85
The Effect of Market Orientation and Competitive Advantage on Business Performance ThroughConsumers' Behavior of Computer Sales in Makassar City, Indonesia, Aprizal, Rilfan Kasi'Ranteta'dung, Kristison Tobeoto, Yohanis	91
Fans vs Music Beneficiary at Music Industry in Indonesia in Seeing Through the Aspect Approach of Marketing Mix, Aditya Halim Perdana Kusuma, Andika Pramukti	104