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About ICAME 2018

We are happy to announce that the Department of Management, Economics and Business Faculty, Hasanuddin University, Makassar, will be hosting an International Conference on Accounting, Management, and Economics, from 04th – 05th November 2018. The conference is marked to celebrate 70 years of Faculty Anniversary.

Faculty of Economics and Business Hasanuddin University is the oldest economic faculty in Indonesia, established on 8th October 1948. The faculty has contributed many well trained, skilled and renowned professionals to the country.

The faculty is located in Makassar. It is a metropolitan city with pleasant weather, many tourist attractions, diverse shopping experiences and a variety of good food options. During October the temperature ranges from 23 - 31° Celcius (71 – 87° Fahrenheit) in Makassar. The city is recently rated as one of the cleanest cities in Indonesia. We welcome professionals, postgraduate students, and others to participate in the conference and make this event a grand success.

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Foreword From Conference Chair Icame 2018

Dear Authors, esteemed Readers,

it is with deep satisfaction that I write Foreword to the Proceedings of The 3rd International Conference on Accounting, Management, and Economics (ICAME-2018) held November 5, 2018 in Makassar, Indonesia.

iCAME continues a tradition of bringing together researchers, academics and professionals from all over the world, experts in Management, Accounting, Economics and social science. ICAME-2018 is a conference for research in the areas of Accounting, Management, and Economics. Although it is only its third year, it has already witnessed significant growth. As evidence, ICAME-2018 received a record of 119 submissions.

the conference particularly encouraged the interaction of research students and developing academics with the more established academic community in an informal setting to present and to discuss new and current work. their contributions helped to make the conference as outstanding as it has been. the papers contributed the most recent scientific knowledge known in the field of Management, Accounting, Economics, and social science.

in addition to the contributed papers, four invited keynote presentations were given: by Dr. SulamanHafeezSiddiqui of The Islamia University of Bahawalpur Pakistan, Dr. Muhammad AmsalSahban of Universiti Utara Malaysia, Assoc. Prof. ChaiwatPhuakkang, Ph.D of SuratthaniRajabat University, and Dr. Muh. JibrilTalibu of Hasanuddin University.

these proceedings will furnish the scientists of the world with an excellent reference book. I trust also that this will be an impetus to stimulate further study and research in all these areas.

we thank all authors and participate for their contributions.

welcome to Makassar.

Andi Reni Syamsuddin, Ph.D
Conference Chair

Foreword from the Dean of Faculty of Economics and Business Universitas Hasanuddin

Welcome to the 3rd International Conference on Accounting, Management and Economics (ICAME) held on 4th-5th November 2018 in Makassar, Indonesia. The conference is organized to promote the discussions among various stakeholders regarding, management and economics fields. This was the third time that Faculty of Economics and Business, Universitas Hasanuddin hosted the conference since its first establishment on 2016. ICAME continues a tradition of bringing together researches, policy makers, academicians and various stakeholders to present and discuss their current work in the fields of accounting, management and economics.

To strengthen the discussion on management, economics and accounting fields, we decided that our keynote speech topic for this year's conference entitled "*Digital Era: Challenges and Opportunities on Human Capital Qualities*". To provide the latest information regarding the topic to readers and participants, two keynote speakers invited in the event. We would like to extend our appreciation and gratitude for Assoc. Prof. Abdul Halim Bin Abdul Majid from Universiti Utara Malaysia and Dr. Sulaman Hafeez Siddiqui from the Islamia University of Bhawalpur, Pakistan for their insights and support during the conference. We hope that this event greatly promotes the discussion regarding improving human capital qualities in the digital era specifically. In addition to that we would like to extend our gratitude and support to Dr. Kabiru Maitama Kura from Universiti Teknologi Brunei and Dr. Muhammad Amsal Sahban from Universiti Utara Malaysia for their support in providing and facilitating pre-conference workshops to the participants.

Last but not least, we would like to acknowledge again for the excellent contribution and cooperation among the participants of the conference. In addition to that, we would like to thank for the cooperation to all of the committees in organizing the conference. We look forward to collaborating with all of the stakeholders involved in this event and we wish you the best for your future endeavors. We hope this proceeding will provide various excellent manuscripts that can contribute greatly to the field of economics, management and accounting.

Prof. Dr. Abd. Rahman Kadir, M.Si., CIPM

Dean of Faculty of Economics and Business
Universitas Hasanuddin

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IC003101

PERSPECTIVE FROM GOVERNMENT OFFICER: ECOTOURISM FOR CITY BRANDING OF PINRANG REGENCY, SOUTH SULAWESI

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Universitas Bakrie Jakarta

Abstract: Brand determines the success of a company, as well as branding a city. In the era of regional autonomy and transparency of information, city branding has a major role as a strategy to gain a reputation and a strong positioning in the face of competition with other cities. Therefore, this study aims to identify and mapping the potential areas to be formed as city branding, in particular by exploiting the potential of ecotourism in Pinrang, especially from the perspective of local government.

Keyword: City Branding, Pinrang, ecotourism

IC003102

INTERNATIONAL TRADE, CO2 EMISSION, ENERGY CONSUMPTION, AND INCOME IN ASEAN'S COUNTRIES PERSPECTIVE

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Abstract: The paper aims to analyze the long-term relationships between international trade as reflected by the value of exports and imports, CO₂ emission, energy consumption, and income in ASEAN countries. The countries generally enter into a new emerging-country group, where they are driving force industrial growth by increasing value added through the industrial sector. Indeed, it will increase the amount of carbon dioxide emissions and lead to environmental damage. The empirical analysis used in this paper is panel cointegration approach. The results show that all variables are not stationary at the data level so that it can proceed to the cointegration test. Nevertheless the cointegration test results in this paper showed that there is no long-term relationship between the variables used in this study. This is due to the characteristics of several ASEAN countries that have significant differences (industrialization level, population, technology, economic growth targets, and etc) so that in the long term it can not find the cointegration relationship among variables.

Keywords : International Trade, CO₂ Emission, Energi Consumption, Income, panel cointegration

IC003103

COMPETITIVENESS AND EXPORT INTENSITY OF AGRICULTURE IN SOUTH SULAWESI

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Abstract: This research aims to study and reveal the agricultural sector, organize agricultural commodities and power in exporting agricultural commodities to agricultural producing countries both directly and indirectly through agricultural output in South Sulawesi Province Period 2001 to 2016. Completion of analysis used in this study is path analysis using the Amos program version 22 to see the directly or indirectly connection. The results of this study indicate that directly agricultural government spending negative and significant effect the absorption of agricultural labor and indirectly through agricultural output have a positive and significant effect. The intensity of agricultural commodity exports has a negative and significant effect on the absorption of agricultural workforce and indirectly through agricultural output has a positive and significant effect. The competitiveness of agricultural commodity exports has a negative and insignificant effect on agricultural employment and indirectly through agricultural output has a positive and significant effect.

Keywords: Labor Absorption, Government Expenditure, Commodity Export Intensity, Export Competitiveness.

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