

1st Social Science and Economics International Conference

February 20 - 21, 2015

PALEMBANG - INDONESIA



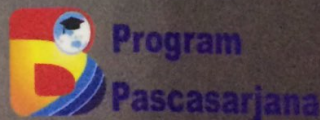
Book 1

**“Social Science and Economics
Challenges for Better Life”**

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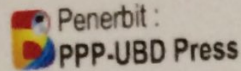


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PREFACE

The main theme of the 1st Social Science and Economics International Conference is **“social science and economic challenges for a better life”**. The theme was chosen to prepare the ASEAN Economic Community (AEC) in 2015 which will make the trade of goods, services, investment and labor among ASEAN member countries become more open.

It is of paramount importance that Indonesian government and business people prepare and be ready to seize the opportunities and overcome challenges in facing the AEC in 2015. At the end, the main goal of this whole participation contributes to the efforts in reaching the Better Life.

1st SOSEIC organized by University of Bina Darma Palembang, which will take place from 21 February to 22 February in Palembang, South Sumatera; Indonesia, is an interdisciplinary conference among social science and economics issues which bring together researchers, students, trainers, and professionals in the field of social science and economics.

A hallmark of SOSEIC conference is to provide an excellent opportunity to facilitate the exchange of ideas and products of teaching and research activities across a network of individuals and institutions in South Sumatera; Indonesia and beyond.

The seminar was attended by the participants from five countries: Indonesia, Singapore, Hong Kong, Malaysia, and Nigeria. The participants attending this event were from various fields of science, namely economics, communications, psychology, language and literature, and education.

Finally, we would like to thank the entire committee, reviewers, and all parties involved who have contributed for the success in running the event as well as in the publication of the proceeding.

Warm Greetings
On Behalf of SOSEIC Committee

Dr. Emi Suwarni

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