

## Preface

**Dear IICIES 2011 Participants,**

Welcome to the 3rd Annual IICIES Conference! Welcome to Bandung, Indonesia!

In a constantly evolving world and today's challenging economic climate, leadership through innovation and creativity are no longer optional, but essential. The growth of small businesses through innovation and the growing number of entrepreneurs are critical in gaining prosperity of a society. Indonesia, with a very limited number of growing entrepreneurs and a very large number of not-growing small businesses, is in poor shape in shaping its prosperity. It must be stopped and solved! Without the ability to take risks, innovation and progress cannot happen.

This year the theme of the conference is creative industry. Creative industries are becoming increasingly important components of modern post-industrial knowledge-based economies. Not only are they thought to account for higher than average growth and job creation, they are also vehicles of cultural identity that play an important role in fostering cultural diversity. During the last decade a number of governments around the world have recognized this fact and started to develop specific policies to promote them.

The Indonesia International Conference on Innovation, Entrepreneurship, and Small Business (IICIES) was initiated by the Center for Innovation, Entrepreneurship, and Leadership (CIEL), the School of Business and Management (SBM) at *Institut Teknologi Bandung* (ITB) back in 2009. Throughout the years, we constantly challenge ourselves to learn, study, and create local knowledge with global mindset to provide some lights in the development of new entrepreneurs and small businesses. This Conference provides a venue for Indonesian scholars and a network with international experts to collaborate. Programs in the Conference include Workshops, *Mengembang Layar* (a New Business Expo), Masters & Doctoral Consortium, Gala Dinner, Featured Speakers, and Parallel Sessions.

This 3<sup>rd</sup> IICIES has attracted more than 300 abstract submissions and about 150 reviewed and invited papers will be presented with the topics ranging from entrepreneurship theory to creativity and innovation, to entrepreneurship education, from social entrepreneurship to corporate entrepreneurship, from small /business to family business, to growing business. Authors come from various institutions in Indonesia and from several other countries. At least 250 researchers and participants from many universities and several countries are attending to this Conference.

In this occasion, I am honored to thank all contributors to the Conference including all Authors and Reviewers, all Key Speakers and Program Facilitators, Participants and Prominent Guests, all Sponsors Including Academic Institutions, Small-to-Large Businesses, Governmental Institutions, and Communities. Also, I have been blessed to work with a dedicated Organizing Committee. Thank you.

There's an old saying, "*Cling to your imperfections, they are what make you unique*". Mistakes are a part of being human, and we do apologize for any imperfections and inconveniences that may happen before, during, and after the conference. I hope all of you will enjoy the Conference, look forward to hearing your sharing and seeing Indonesia in a better place: entrepreneurial and prosperous!

**Dwi Larso, PhD**  
Conference Chair