

PREFACE



The International Conference of Entrepreneurship and Business Management (ICEBM) brings together researchers and practitioners to facilitate the discussion on various topic in the field of entrepreneurship and business management. This conference was organized by Tarumanagara University together with partner institutions. This year, the Fourth ICEBM is held in Bangkok in collaboration with: Dusit Thani College, Kun Shan University, Universiti Sains Malaysia, and Ciputra University. The focus of the Fourth ICEBM is Building Sustainable Business Networks: The Role of Entrepreneurs and Professionals.

In this information era, businesses are challenged by the fierce competition. The way firms and its stakeholders communicate are changing due to the development of the Internet. The Internet has created an open hyper-connected world where individuals or institutions are free to voice their opinions quick and easy. For instance, websites are considered as an additional communication field where firms and stakeholders interact. Extant research considers business networks as a prominent source of firms' performance. Academic researchers note that business practices increasingly discuss the terms "relationships" and "networks". Hence, it is prominent to develop sustainable business networks in order to answer the competition.

Each paper submitted to the Fourth ICEBM 2015 has gone through a stringent peer review process by members of the ICEBM Scientific Committee, comprising 39 reviewers from 17 different institutions and 10 different countries. A total of 61 papers have been accepted out of 79 papers and 123 abstracts submitted to the conference. The reviewing process of this year conference was on a two-step reviewing process. First, the abstract was submitted and reviewed. After notified the acceptance of the abstract, the author(s) was asked to submit the full paper. Then, the full paper was reviewed using double blind peer-review process. Finally, the author(s) submitted the revised version of the full paper.

These papers address diverse areas of application in entrepreneurship and business management. Starting from the field of accounting and finance, economics, marketing, and so forth through addressing a wide variety of theoretical and methodological approach. We hope that this book of proceedings could promote and stimulate further the discussion of practitioners and academics. Particularly on what research needed to be conducted to advance the body of knowledge in the field of entrepreneurship and business management, which could help firms deal with diverse issues.

Finally, we wish to acknowledge the support of the collaborating institutions, sponsors, scientific committee, and organizing committee. We would also like to thank all the contributing authors for their valuable work in supporting the success of the Fourth ICEBM. Thanks for you contribution, the Fourth ICEBM 2015 would not have been possible without your support.

Conference Chair,

Arnold Japutra, Ph.D.