



International  
Conference on  
Entrepreneurship  
and Business  
Management

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Proceeding of International Conference on  
Entrepreneurship and Business Management  
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OCTOBER 18-19, 2012

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**PROGRAM MAGISTER MANAJEMEN  
UNIVERSITAS TARUMANAGARA  
JAKARTA-INDONESIA**

## MESSAGE FROM THE CONFERENCE CHAIR

Welcome and best wishes for all of us.

In order to spread the spirit of entrepreneurship among academics and society, Tarumanagara University needs to conduct a scientific activity to facilitate the exchange of information and knowledge that promote entrepreneurship education and to encourage the advancement of the science of entrepreneurship itself. Therefore, Tarumanagara University organized International Conference on Entrepreneurship and Business Management.

This International Conference is an appropriate event to accommodate the latest information in the field of entrepreneurship. This International Conference consists of panel discussions and paper presentations that discuss ideas and research results in the field of entrepreneurship and business management. The speakers and presenters are professionals, academics and researchers from different countries. Topics of the International Conference are: Entrepreneurship and Managing Business in the Global Economy.

On this occasion, I want to give the highest appreciation to the speakers, presenters and participants who have attended this event. I would also like to thank the members of the committee and all those who have supported the implementation of this International Conference.

Finally, I hope the International Conference provides a valuable benefit to us.

Sincerely,

**Dr. Indra Widjaja**

## **WELCOME SPEECH FROM RECTOR OF TARUMANAGARA UNIVERSITY**

Distinguished Guests, Ladies and Gentlemen,

Welcome and best wishes for all of us,

The rapid development in Information Technology (**IT**) has forced people to adopt the liberalization of trade. The flow of information and the choices are made available to the consumers within the finger tips. Our world becomes global and seemingly we live in a borderless world. Consequently, the competition among the traders and manufacturers becomes tight. In order to be competitive in the market, people have to improve the performance of their businesses and increase the efficiency. The spirit of Entrepreneurship has to be developed and professional management has to be devised. However, there are many diverse aspects have to be considered. Not only the private sectors but the government also has to play their roles in many aspects of the business. For instance, the infrastructures and regulations have to be designed and developed as such to support the industries so that we remain competitive in the global market.

University of Tarumanagara, as one of the largest and the oldest universities in Indonesia, has the vision and commitment toward the development of entrepreneurship. Together with other academics and business groups we are ready to face the challenges ahead of us and to be part of the team to build a better future of our nation, a country that is peace and prosper. I believe the competitiveness in many aspects of the economy is paramount important in developing prosperity.

Even though we strongly believe on the power of competitiveness, but the question is still on how to achieve it. It is not an easy task, with a strong background in entrepreneurship, University of Tarumanagara is still striving in improving our programs related to entrepreneurship and management. We have organized various seminars, conferences on the issues of entrepreneurship and participated in training. In order improve the competence of lectures we have sent our lecturers abroad to gain knowledge such as, Kauffman Global Scholars Program. Based on observation on our programs, we realize that in materializing our vision, the integrity and professionalism are crucial.

DR. Ir. Ciputra, a famous and experienced entrepreneur, identified several parameters contribute to his success in business i.e., Integrity, professionalism, and entrepreneurship. It is also mentioned that the synergy among these three parameters is paramount important. As human beings we inherit the spirit of integrity but we have to explore and develop in conjunction with our relation with God. More importantly, the corporate entrepreneurship has to be built so that the spirit of innovation and the spirit of taking the risk in the business become the culture of our daily life and the company. To-day, we meet in this conference to exchange the knowledge and the information in many aspects of the entrepreneurship. I hope in this conference the participants not only can share but also can learn on the entrepreneurial culture.

Thank you.

**Prof. Ir. Roesdiman Soegiarso, M.Sc., Ph.D.**

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# ICEBM CONFERENCE AGENDA

OCTOBER 18-19, 2012

## ENTREPRENEURSHIP AND MANAGING BUSINESS IN THE GLOBAL ECONOMY

### DAY 1: Thursday, Oct 18<sup>th</sup>

Time	Event	Venue
08.00 – 09.00	Registration and Coffee Break	3 <sup>rd</sup> floor, Main Building
09.00 – 09.15	Opening ceremony	3 <sup>rd</sup> floor, Main Building
09.15 – 09.30	Welcoming speech <i>Rector of Tarumanagara University</i>	
09.30 – 10.00	Opening speech <i>Gita Wiryawan (Minister of Trade Republic Indonesia)</i>	
10.00 – 11.00	Inspiring speech <i>Dr. (HC) Ir. Ciputra</i>	
11.00 – 12.00	Keynote speech <i>Prof. Luiz Moutinho (University of Glasgow, UK)</i>	
12.00 – 13.00	Lunch	
13.00 – 15.30	Parallel Session I	14 <sup>th</sup> floor, Main Building
15.30 – 16.00	Coffee Break	3 <sup>rd</sup> floor, Main Building
16.00 – 17.30	Plenary Session <ul style="list-style-type: none"><li>• <i>Tri Mumpuni (Director of IBEKA)</i></li><li>• <i>Mark Wang (Global Entrepreneurship Program for Indonesia)</i></li></ul>	3 <sup>rd</sup> floor, Main Building
18.00 -	Dinner	7 <sup>th</sup> floor, M Building

### Day 2: Friday, Oct 19<sup>th</sup>

Time	Event	Venue
08.00 – 08.30	Registration and Coffee Break	14 <sup>th</sup> floor, Main Building
08.30 – 09.30	Parallel Session II	14 <sup>th</sup> floor, Main Building
09.30 – 11.30	Plenary Session II <ul style="list-style-type: none"><li>• <i>Henri Honoris (Seven Eleven Indonesia)</i></li><li>• <i>Giuseppe Nicolosi, Ph.D. (Ernst &amp; Young Asia Pacific)</i></li></ul>	3 <sup>rd</sup> floor, Main Building
11.30 – 11.45	Closing & Best Paper Announcement	3 <sup>rd</sup> floor, Main Building
11.45 – 13.30	Lunch & Friday Prayer	

## SCHEDULE ROOM

**Room : Ciputra Development (14.02)**

Date : Oct 18<sup>th</sup>, 2012

Time : 13.00 – 15.30 WIB

Place : 14<sup>th</sup> Floor, Main Building

Moderator: Prof. Vesa Matti Routamaa And Didi Widya Utama, S.T., M.T.

No.	Presenter	Title	Time
1.	Yusepaldo Pasharibu Jony Oktavian Haryanto Luiz Moutinho	What If Future Never Comes? A Better Understanding About Future Anticipation, Brand Personality And Autobiographical Memory	13.00 – 13.20
2.	Maria Lucia Kho Giok Song	From Experiential Learning To Entrepreneurial Intention: The Student Perspectives	13.20 – 13.40
3.	Muhamad Yudha Gozali Tommy Setiawan Ruslim Richard Andrew	Implication Of Motivation And Leadership To Form An Entrepreneur	13.40 – 14.00
4.	Vesa Routamaa Asko Saatsi	Success Factors Of Smes – A Systems Approach	14.00 – 14.20
5.	Sri Dwi Ari Ambarwati Purbudi Wahyuni	Woman Entrepreneurship Development Model Towards Economics Independence In Yogyakarta	14.20 – 14.40
6.	Muhammad Mu'az Mahmud Zainalabidin Mohamed Golnaz Rezai Mad Nasir Shamsudin	Uncovering The Factors That Influence Bsep Participants Intentions To Become Agri- Entrepreneurs	14.40 – 15.00

**Room : Tifa Finance (14.04)**  
Date : Oct 18<sup>th</sup>

**Room : Ernst & Young (14.05)**  
Date : Oct 18<sup>th</sup>, 2012  
Time : 13.00 – 15.30 Wib  
Place : 14<sup>th</sup> Floor, Main Building

**Room : 14.06**Date : Oct 18<sup>th</sup>, 2012

Time : 13.00 – 15.30 Wib

Place : 14<sup>th</sup> Floor, Main Building

Moderator: Harto Tanujaya, S.T., M.T., Ph.D.

No.	Presenter	Title	Time
1.	Fitriasuri	The Learning Process Of Business Ethics Based On Psychological Approach	13.00 – 13.20
2.	Ch. Desi Kusmindari Dina Melita	The Utilization Of Rubber And Mango Seeds As Valuable Creative Product	13.20 – 13.40
3.	Leon Andretti Abdillah Margareta Andriani	Friendly Alternative Healthy Drinks Through The Use Of Date Seeds As Coffee Powder	13.40 – 14.00
4.	Marlindawati	Traditional Food With Vegetables Combination For Health	14.00 – 14.20
5.	Qoriani Widayati Febriyanti Panjaitan	Mangoesteen's Rind As A Natural Traditional Cake Colouring	14.20 – 14.40
6.	Rahma Santhi Zinaida	The Future Of Women Entrepreneur In Fashion Business "Her's" As Original Brand For Hand Made Bag From West Java, Indonesia	14.40 – 15.00

**Room : Ciputra Development (14.02)**Date : Oct 19<sup>th</sup>, 2012

Time : 08.30 – 09.30 Wib

Place : 14<sup>th</sup> Floor, Main Building

Moderator: Prof. Vesa Matti Routamaa And Didi Widya Utama, S.T., M.T.

No.	Presenter	Title	Time
1.	Agatha Rinta Suhardi Riski Taufik Hidayah	Human Resource Management Strategies To Improve Performance Of Family Company	08.30 – 08.50
2.	Andrian Noviardy	The Influence Of Motivation And Job Satisfaction Employee Performance Against Outsourcing Security Part Pt Pupuk Sriwidjaja (Pusri) Palembang	08.50 – 09.10
3.	Megawaty Rusmala Santi	The Effectiveness E-Commerce Towards Satisfaction Between Seller And Buyer In Social Network	09.10 – 09.30

**Room : Tifa Finance (14.04)**Date : Oct 19<sup>th</sup>, 2012

Time : 08.30 – 09.30 Wib

Place : 14<sup>th</sup> Floor, Main Building

Moderator: Prof. Felix T. Mavondo And Lina Gozali, S.T., M.M.

No.	Presenter	Title	Time
1.	Yasmina Zubaedah Avanti Fontana	Business Strategy, Business Model Innovation Types And Firm Resource Configuration	08.30 – 08.50
2.	Nadia Nila Sari Elizabet Dita Septiari	The Antecedents Of Purchase Intention In Online Travel Agents	08.50 – 09.10
3.	Salim Darmadi Turma Simorangkir	Family Firms And Cash Holdings: Mitigating Agency Issues?	09.10 – 09.30

**Room : Ernst & Young (14.05)**Date : Oct 19<sup>th</sup>, 2012

Time : 08.30 – 09.30 Wib

Place : 14<sup>th</sup> Floor, Main Building

Moderator: Priscilla, S.T., M.A.

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1.	Dr. Indra Widjaja	Effect Of Liquidity, Operating Profit Growth And Operating Margin On Profitability Of Companies In Restaurant, Hotel And Tourism Industry	08.30 – 08.50
2.	Poppy Indriani Yeni Widyanti	Prospects Franchise Business Developments In Indonesia (Case Studies Of Food Businesses)	08.50 – 09.10
3.	Sahbani Saimin	Agri-Entrepreneur Incubation Program; Faculty Of Agriculture, UPM– Experience	09.10 – 09.30

**Room : 14.06**

Date : Oct 19<sup>th</sup>, 2012

Time : 08.30 – 09.30 Wib

Place : 14<sup>th</sup> Floor, Main Building

Moderator: Harto Tanujaya, S.T., M.T., Ph.D.

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1.	Dharmayanti	The Ethical Branding Between Brand Social Responsibility And Corporate Social Responsibility	08.30 – 08.50
2.	Ema Apriyani	Internet Shopping Behavior Of Indonesian Young Age Customers (A Qualitative Approach On Communication Students Of University Bina Darma)	08.50 – 09.10
3.	Vivi Sahfitri	Entrepreneurship Education To Improve The Motivation Of Entrepreneurship (Case Study: Students Of Computer Science University Faculty Of Bina Darma)	09.10 – 09.30

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