

TABLE OF CONTENT

PREFACE

ii

TABLE OF CONTENT

iii

RESEARCH PRESENTATION

Sub Themes A : Industrial Economic and Strategic Management

1. [Cahyaningsih: The Effect of Corporate Characteristic Toward Corporate Social Responsibility Disclosure](#)
2. [Dewanti Retno; et.al.: Building Regional Potential Competitiveness Through the BATIK Small Medium Enterprise \(SME\)](#)
3. [Hanoum, Syarif; et.al.: Formulating Strategy of An Automotive Component SMEs Cluster In East Java – Indonesia](#)
4. [Hartono, Widjaja: Creative and Innovative Business: Key Success Factor to Increase Competitiveness in Global Era.](#)
5. [Hongdiyanto, Charly: Export Strategy of Indonesia Cocoa Facing Trade Liberalization](#)
6. [Ismail, Zakaria; Ramli Bahroom: Achieving Business Competitive Advantage in the Education Industry in Malaysia: A Case of OUM's Differentiation Strategy](#)
7. [Kusuma, Meidiahna: The Influence of Cultural Factors in Media Industry](#)
8. [Kusumastuti, Dyah: Aligning Human Resources and Business Strategy](#)
9. [Magnale; Sujatna Umesh Bolake: Improving Business Competitiveness through Integrated System](#)
10. [Mohamad, Wardah; Tuan Fatma Tuan Sulaiman: Creativity – Gaining Competitive Advantage for the Small Business](#)
11. [Prabowo, Eri: The Journey of Asset Management at Saguling Electric Power Plant, PT. Indonesia Power of PT. PLN](#)
12. [Puspitasari, Devy Mawarnie: Analysis of Good Corporate Governance Application toward Banking Productivity in Indonesia](#)
13. [Sanny, Lim: Resource Base View for Competitiveness of Franchise Business in Education.](#)
14. [Shafii, Zurina; Amrizal: Improving Business Competitiveness Through Integrated Banking System: Case Study Analysis in Bank Islam Malaysia Berhad \(BIMB\) and Bank Syariah Mandiri \(BSM\)](#)
15. [Sutami, Eka; et.al.: The Effect of Voluntary Disclosure of Environmental Performance and Level of Externalities to Corporate Economic Performance](#)

Sub Themes B : Marketing and General Management

1. [**Anwar, T. Adriansyah; Remilda, Sofyan:** The Influence of Brand Image and Customer Value on Customer Loyalty of Nokia High-End in Bandung.](#)
2. [**Maya Ariyanti:** The Factor Analysis of Marketing Mix Blackberry Internet Service \(BIS\).](#)
3. [**Diryana, Ivan; et.al.:** The Effect of Buyers' Characteristics on The Selection of Categories of Indonesian Domestic Airline Service](#)
4. [**Wien Dyahrini; Alfiah Hasanah:** The Implementation of Total Quality Management \(TQM\) Based On Staff Perception to the Operational Performance of PT. Kereta Api Indonesia](#)
5. [**Firdaus, O. Mohammad, et.al.:** Medical Knowledge Sharing of Physicians on Medical Record \(Literature Review\)](#)
6. [**Hapsari, Y. Ayuningtyas; Tezza A. Anwar:** The Influence Of Customer Relation On Customer Value Of Universitas Sangga Buana YPKP Bandung](#)
7. [**Kurniawan, Ryan:** Environmental Vision Of Tourism Destinations In Creating Domestic Tourist Satisfaction \(Study Area Tourism In Shopping Street Cihampelas Bandung\)](#)
8. [**Lunarjanto, Andy; Irvan Prayoga:** When Private Turns Public: Investigate Research on the Impact of Market Development Strategy to the Perception of Quality](#)
9. [**Manivasugen, Yendistriani:** The Correlation Between Sales Promotion Tools and Consumer Purchasing Decision at SOGO Department Store Pondok Indah Mall.](#)
10. [**Manivasugen, Yendistriani:** The Correlation Between Micro Analysis Factors of Location and Consumer Purchasing Decision in Plaza Semanggi](#)
11. [**V.S Mangale; Suhas Khandal:** Magnify Impact on Customer through Emotional Advertisemen](#)
12. [**Muchsam, Yoki; Falahah :** Gain Competitive Advantage Through CRM Implementation](#)
13. [**Noor, Any:** Perception of Service Quality, Price and Flight Safety of Indonesian Low Cost Airlines \(LCA\)](#)
14. [**Rumanti, Augustina Asih:** Identification the Relationship between Individual Tacit Knowledge with Company's Competitive Advantage](#)
15. [**Widjaja, Fransisca Budyanto; Ivan Prasetya:** Online Features and Buying Intention in Kaskus](#)
16. [**Martinez, Erickson; Edgar Allan Castro:** Correlates between Communication Symmetry, Message Persistence and Change Commitment: DLSL Communications Chalanges during a Post Transition Period \(A Work in Progress\)](#)
17. [**Abdullah, Yusuf; Pipin Sukandi:** The Influence of Market Strategy and Value Creation on Marketing Performance \(A Survey on Bank Perkreditan Rakyat at West Java Province\)](#)

Sub Themes C : Education and Human Capital

1. [**Adawiyah, Wiwiek Rabiatal:** Workplace Spirituality as a Moderator on Soft TQM and Job Satisfaction's Association](#)
2. [**Hero Gunawan:** Teaching English to Achieve Students' Competitiveness in the Global Market..](#)
3. [**Hung, Yishuo; Heh Jason Huang:** Comparisons of Ethical Choices Between Business Students and Seasoned Managers: a Social Contract Perspective](#)
4. [**Yani Iriani; R. Lisye Herlina:** The Influences of Work Culture to the Employee Work Productivity in PT Dewasutratex Cimahi](#)
5. [**Islam, K. Dahirul; et.al.:** A Synopsis on House of Quality \(HOQ\) Matrix for the Transformation of the Students, Requirements into Technical Requirements: the Way Quality Function Deployment \(QFD\) Secures Student Satisfaction](#)
6. [**Dwi Kurniawan :** Identifying Leadership Development Factors in Indonesian Islamic Boarding Schools \(Pesantren\) Using Factor Analysis Method](#)
7. [**Pramuka, B. Agus:** Does Quality Assurance In Higher Education Determine Quality Culture?.](#)
8. [**Purwadi, Didik:** Analysis of Factors should be Considered on Human Resource Planning for Agroindustrial Sector in Indonesia](#)
9. [**Sujatna, Eva Tuckyta Sari :** Thematic Progression in Business English Paragraphs](#)
10. [**Sari, Puspita:** Creating an Effective Presentation in English for Business Communication Class.](#)
11. [**So, Idris Gautama; et al:** Aspects that Influence Students Interest to Become Entrepreneurs \(Case Study at Binus University\)](#)
12. [**Subagyo, B. Adi; et al.:** Changing of Knowledge and Attitude in Tailor Made Training: An Experimental Research](#)
13. [**Simanjuntak, Menara; Haryadi Sarjono:** How to Build Professionalism at A Workplace Today's](#)
14. [**Hung, Yishuo; Heh Jason Huang :** Social Contracts and Gender Differences in Behavior Integrity](#)
15. [**Ida Zuraida:** Unearthing Strategies to Augment Human Resources Competitiveness in the Business World: Focusing on the Language Aspect](#)
16. [**Lunar, Bernardo:** De La Salle Lipa's Share on the One Million Trees and Beyond Project of De La Salle Philippines: Its Current Achievements, Challenges and Opportunities](#)

Sub Themes D : Accounting and Finance

1. [**Chun, Loo Sin; Norsuhaida Binti Husin:** The Impact of Corporate Bond Rating Changes on Stock Returns: Evidence from Malaysia](#)
2. [**Zakaria, Adam:** The Early Years Implementation of Revised PSAK 16: Cost or Revaluation Model For Property, Plant, and Equipment.](#)
3. [**Kurniawan, Reza:** Financial Performance Analysis Using Financial Ratios](#)
4. [**Oktavia, Evi; Ria Yuliani:** Role of Internal Audit in Supporting Effectiveness of Internal Control Micro Credit](#)
5. [**Saharim, Ricky Adiputra, et.al:** Value Relevance of Earnings and Book Value of Equity With Earnings Management as Moderating Variable for Manufacturing Company Listed in Indonesia Stock Exchange Period of 2005 – 2008](#)
6. [**Santosa, Perdana Wahyu:** The Longterm Performance Trends Analysis and Managing Expectation for Active Value of PT Semen Gresik, Tbk](#)
7. [**Sarebanha, M. Reza; Iman Zare:** Study of Company's Accepted Effect on Enough Disclosure Rate in Financial Statements in Tehran Stock Exchange](#)
8. [**Sherlita, Erly:** The Relevance of Accounting Information in Bond Market](#)
9. [**Tulasombat, Sirikul; Chanchai Bunchapattanasakda:** Effects of Exchange rates on Thailand's Export Volumes](#)
10. [**Yunike; et.al.:** Effect of Internal Mechanism of Good Corporate Governance and Firm Size to Earnings Management as An Intervening Variable for Manufacturing Company Listed In Indonesia Stock Exchange Period of 2004 – 2008](#)

Sub Themes E : Information System

1. [Fajar, Abdulah; et.al.: A Mapping of Common Information Model : A Case Study of Higher Education Institution](#)
2. [Gui, Anderes; et.al.: IT Governance Measurement](#)
3. [Hendarti, Henny; et. al.: CRM Information System Control Evaluation at PT. CA](#)
4. [Julisar: Information Technology to Integrate Supply Chain Management and Just In Time](#)
5. [Murnawan, Ros Sumiati: Analysis of Enterprise Architecture Models Using Performance Quantitative Analysis Technique](#)
6. [Saptadi, Singgih; et.al.: Internet Adoption and Business-Information Technology Alignment in Indonesia SMEs : A Literature Review](#)
7. [Yuniarti, Rita; Alya Maryam: The Influence of Point of Sales Information System on Inventory Control](#)
8. [Vera, Mark Antony G et.al. Learning Through the Clouds: A Learning Management System for De La Salle Lipa's Computer Science Department](#)
9. [Istambul, M. Rozahi: The Design Planning Budget Needs of Refugees Toward Disaster Using Spatial Analysis of Buffer Zone.](#)

Sub Themes F : Industrial Engineering and Operation Management

1. [Arindya, Radita: Process Modification at Senipah Terminal to Cope With the Increase of Associated Condensate Production Economically](#)
2. [Arumsari, Anthon Salusu: Improving the Performance of Physical Asset Through Optimal Preventive Maintenance Determination](#)
3. [Bawono, Baju: Optimization Experimental Design of Charcoal Pressed.](#)
4. [Candra, Sevenpri: The Road of ERP Success: A Framework Model For Successful ERP Implementation](#)
5. [Hidayat, Rahmat; Yudha H.: Determining the Value of the Internal Rate of Return \(IRR\) with Newton Raphson Algorithm](#)
6. [Laurence: Using Time Wighted Chart: An Early Detection Tools of Lateness](#)
7. [Purnomo, Agus: Analysis of Bullwhip Effect Value Influenced Variation Supply and Demand \(Simulation in Supply Chain Retail "Y" in the City Of Bandung\)](#)
8. [Sedani, Chetankumar M; Ramesh R. Lakhe: Impact of ISO Certification and Other Factors on Manufacturing Performance: Investigation from Indian SMEs](#)
9. [Soebandrija, Khristian Edi Nugroho: Value Chain Management: An Integrated System and Enhanced Business Competitiveness in FMCG Industry Case Study](#)
10. [Nurwandi, Luthfi: Determination of Cost Product Design with Longest Route Problem \(A Case Study on Vespa Pedal Coupling\).](#)
11. [Prihadi Waluyo: Preliminary Study of Disaster Need through Management Optimization of SNI Integrated](#)

Note:

*) Cancelled