

Innovation, Entrepreneurship, and Small Business Development for the Better Indonesia

Editor

Dwi Larso

Associate Editors

Isti R. Mirzanti, Togar M. Simatupang,
Agustina Ciptarahayu, Leo Aldianto, Salfitrie R. Maryunani,
Sonny Rustiadi, Asisthariani S., Dohar Bob M. Situmorang



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The Indonesian Conference on Innovation, Entrepreneurship, and Small Business
Bandung, West Java, Indonesia
July 20-23, 2009

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Dwi Larso

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Programs

Sightseeing and Outdoor Activities

Mt. Tangkuban Parahu/Crater Mountain Tour
Bandung City Tour (Museum Geology, Gedung Sate, Asia Africa-Braga district)
Udjo Angklung House Tour/Traditional Music Instrument
Factory Outlet & Distro Tour (Factory Outlet 'Secret', Airplane System, etc.)
Pangalengan Tour & Rafting: CD Farms (Lily Garden Tour) and Situ Cileunca
Mt. Tangkuban Parahu/Crater Mountain Backpacking
Factory Tour: PTDI (Indonesian Aerospace, Inc.), Shoes and Creative Industries

Workshops

Trends and Opportunities in Internet-based Business, by *Budi Rahardjo*
Intellectual Property Rights, by *Adi Pancoro, Ahdjar Romadoni, Rizky Adiwilaga*
Developing Incubation Center for Creativity, by *Gustaff H. Iskandar*
Business Planning by *Leo Aldianto & Sonny Rustiadi*
Intrapreneurship, by *Dwi Larso & Tita J. Subandhi*

Mengembang Layar

This event provides opportunities for aspiring entrepreneurs to present their business ideas and plans in front of potential investors. As a result of the Entrepreneurship Track Program at ITB's School of Business & Management about 20 selective business ideas will be presented.

Masters and Doctoral Consortium

Featuring Prof. Howard Frederick, Prof. Nawaz Sharif, and Prof. Ina Primiana Syinar

Welcoming Cocktail

Conducted at the *Selasar Sunaryo Art Space* Gallery

Conference

Featuring: Howard Frederick, Sandiaga Uno, Tri Mumpuni, Gerald Lidstone, Bangun S. Kusmuljono, Betti Alisjahbana, Sakti W. Trenggono, Triharyo Soesilo, Nawaz Sharif, Agung Adiprasetyo, Dwi Larso, Martha Tilaar. Additionally, there are about 80 paper presentations.

Lunch with Vice President of Indonesia

Featuring Vice President M. Jusuf Kalla

Social Event

Auction of Paintings. Paintings are donated by **Tisna Sanjaya and friends**. Proceeds go to *Beasiswa ITB Untuk Semua*, a full scholarship program dedicated for ITB students from unfortunate families.

PREFACE

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, must be solved!

The 1st Indonesian Conference on Innovation, Entrepreneurship, and Small Business (ICIES '09), initiated by the Center for Innovation, Entrepreneurship, and Leadership (CIEL), the School of Business and Management (SBM) at *Institut Teknologi Bandung* (ITB), is intended to support the development of innovation, entrepreneurship, and small business for the better Indonesia. We 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 Natural/Cultural Sightseeings, Workshops, *Mengembang Layar* (a biz-plan pitching event), Masters & Doctoral Consortium, Welcoming Reception, Gala Dinner & Social Event, and the 2-day Conference.

This inaugural ICIES '09 has attracted more than 400 abstract submissions and about 100 reviewed and invited papers are included in full length in the Proceedings 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 several other countries. At least 12 key and featured speakers from 4 continents are contributing to and at least 200 participants from many countries are attending 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. I have been blessed to work with a dedicated Organizing Committee consisting of about 40 young and restless and entrepreneurial individuals such as Sandiaga S. Uno, Adijoso Soejoenoes, Ahmad 'Eky' Zaky, Tisna Sanjaya, M. Ridlo Eisy, and Perry Tristiano, and to receive a lasting support from SBM-ITB Alumni Association and Forum ITB'84 turning 25 years old this year. Thank you. Thanks and appreciations are also due to Prof. Surna T. Djajadiningrat, Dean of SBM, and Prof. Djoko Santoso, Rector of ITB, for their continuous supports to CIEL.

Tiada gading yang tak retak (Nothing is absolutely perfect). We apologize for any mistakes found in the Proceedings. I hope it will contribute to the development of innovation, entrepreneurship, and small businesses in Indonesia. As the Conference is intended, I look forward to seeing an entrepreneurial and better Indonesia; full of pride and prosperity!

Dwi Larso, PhD
Conference Chair and Director of CIEL