

PREFACE

In the development of leadership, many believe that an effective leadership must have an orientation towards achieving its goal. Globalization like all change processes succeeds or fails according to the quality of its leadership. Green management is the organization-wide process of applying innovation to achieve sustainability, waste reduction, social responsibility, and a competitive advantage via continuous learning and development and by embracing environmental goals and strategies that are fully integrated with the goals and strategies of the organization.

Mercu Buana University is a private university, established on October 22, 1985. Our main campus is located in Meruya, West Jakarta, Menteng is our second campus, and the third campus is located in Depok. Mercu Buana University developed based on Dewantara Entrepreneur Academy (Akademi Wiraswasta Dewantara) with H. Probosutedjo as the founding father .

In the 27th anniversary, Mercu Buana University proudly present an International Seminar Strategic Leadership : Green Management. The international seminar aims to facilitate the leaders, researchers, business consultants, and post graduate students in Indonesia and abroad to share and exchange their thoughts and experiences.

I wish to express my personal gratitude to the contributors, the sponsor, the key speakers, the members of the steering committee, the reviewers, and all administrative staffs and others involved. It would not have been possible to organize the seminar without their dedicated efforts.

In closing, I believe that everyone who attends this seminar will benefit greatly from this international event and I hope that you will have a productive interaction during the seminar.

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