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► Conference Date

Aug. 12-14 2014

► Location

De La Salle University, Manila, Philippines 2401 Taft Avenue, 1004
Manila, Philippines

PROCEEDINGS OF 2014 ICOI THE INTERNATIONAL CONFERENCE ON ORGANIZATIONAL INNOVATION

Aug., 12 – 14, 2014

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WELCOME TO THE INTERNATIONAL CONFERENCE ON ORGANIZATIONAL INNOVATION (ICOI) MANILA, PHILLIPPINES, 2014



MABUHAY!

On behalf of the International Association of Organizational Innovation, I welcome you to the 2014 The International Conference on Organizational Innovation. It is an honor and a pleasure for me to be in this great city of Manila and to interact with all of you distinguished scholars and business men & women at this conference! I look forward to exploring the city and the country of The Philippines.

The International Association of Organizational Innovation (IAOI) has made great progress this year! The main activities of the Association are hosting this conference and publishing *The International Journal of Organizational Innovation*. IAOI is in our ninth year. This is our eighth Annual Conference and our Journal is now in its sixth year of publication!

Besides hosting this conference, I also serve as the Editor of the *International Journal of Organizational Innovation*, the journal sponsored by this Association. I encourage all of you to consider submitting the papers that you are presenting at this conference for publication in the journal. Another professional opportunity available to you is to serve as an Assistant Editor for the journal and review paper submissions to the journal. I will give detailed information on these opportunities in my presentation entitled "How to be an Author or Assistant Editor for the *International Journal of Organizational Innovation*", later in the conference. If you have any interest in serving either the Association or Journal, please attend this session. For those of you who have published in our Journal or serve as an Assistant Editor, Please come up and introduce yourself to me.

I give thanks to all of the people who worked very hard to organize this conference. I know the effort that they made in getting this conference together. I especially thank De La Salle University and Dr. Ma. Luisa C. Delayco, Dean of the Ramon V. del Rosario College of Business, for hosting this conference. I also thank my colleague and former student, Dr. Chich-Jen Shieh, for his hard work organizing this conference. Thanks also go to all of the people at IAOI and De La Salle University who have worked hard to make this conference a success!

I look forward to meeting you all and working with you over the next few days. Please take the opportunity to explore this exciting city and country. Maraming Salamat and enjoy the conference!

Dr. Frederick Dembowski, President,
The International Association of Organizational Innovation

FOREWORD



It is with great pleasure to welcome you to the 2014 International Conference of Organizational Innovation. It is a privilege to co-organize this event for this year and have it held in De La Salle University Manila, Philippines.

This is an excellent opportunity to share experiences with colleagues and develop collaboration with participants having the same interest. This also provides opportunity to recognize paper contributions.

Special thanks to all the keynote speakers and paper contributors for their valuable presence and for sharing their works with us. Thanks to all the conference Committee members who have made this event possible.

Best wishes for a productive stay in the Philippines.

Mabuhay!

Dr. Ma. Luisa C. Delayco

Dean

Ramon V. del Rosario, College of Business

De La Salle University, Manila Philippines

ma.luisa.delayco@dlsu.edu.ph

FOREWORD



As the Honourable Chair of International Conference of Organization Innovation (ICOI) 2014, firstly I would like to congratulate the De La Salle University Philippines for successfully hosting this annual conference.

The purpose of ICOI-2014 is to enhance good relationship between academic scholars and business practitioner in Organisation. An important goal of the conference is to encourage learning from each other by exchanging ideas, views, and building networks.

I would like to thank all working team from IAOI organization, from De La Salle University Philippines, and from Department of Management, Faculty of Economics and Business Universitas Airlangga, for their enormous contribution towards the detailed arrangement of this conference, because a successful conference cannot be organized without the effort of many persons.

Furthermore, I would like to express my gratitude to the authors who submitted their papers to the ICOI-2014 conference as well as reviewers for their contribution and effort to an excellent conference proceeding.

Finally, let me welcome all of you to the ICOI-2014. I hope you will enjoy the conference and have a wonderful time during your stay in Manila Philippines.

Regards,

Prof. Dr. Muslich Anshori
2014 ICOI Honourable Chair,
Dean
Faculty of Economics and Business
Universitas Airlangga
Indonesia

FOREWORD

Welcome to the 8th International Conference of Organizational Innovation (2014 ICOI, Philippines)



On behalf of the Organizational Committee, Honourable Chairs, Conference Chairs, and Conference Co-Chairs, it is a great pleasure to welcome you to this 8th ICOI Annual Conference 2014 in Philippines. Our previous 7 conferences in China, Thailand, Malaysia and Indonesia were a resounding success, and on this positive note, we continue the primary activity of our esteemed association, The International Association of Organizational Innovation (IAOI). This year, Institutional Sponsor, De la Salle University, Manila, has facilitated an excellent venue and associated social activities to complement the academic exchanges over the next few days. The organising committee, on behalf on Conference Chair, Dr Charles Shieh, is truly appreciative of your willingness to both attend and participate in this conference.

We are greatly encouraged by the attendance of established leaders in the worldwide network of organizational innovation researchers along with many outstanding leaders from the region. We are particularly indebted to our VIPs and organisers of the conference. Please note the contribution of our sponsors as listed in the program, without whom we could not provide such a professional conference. We welcome our internationally reputable Keynote Presenters, and appreciate their dedication to the 2014 ICOI.

We are also fortunate to remind all delegates of our esteemed journal publication, The International Journal of Organizational Innovation (IJOI), under the editorship of Dr Frederick. L. Dembowski. This year, selected best paper nominations from the conference will be published in the journal. Furthermore, esteemed papers from the conference will have the opportunity to be published in leading special edition international journals. This year, we had 181 refereed paper applications, from 22 countries, with 147 acceptances. All papers went through a double-blind review process. We thank all applicants, and congratulations to all who had papers accepted for the conference proceedings. We thank our dedicated reviewers for their concerted scholarly efforts in reviewing the papers.

We do hope you have an enjoyable and enriching experience throughout the conference, and take advantage of the collaborative, friendly and community of advanced scholarship from our international conference. Last but certainly not least, I congratulate our Conference Chair, Professor and Mrs Charles and Vicky Shieh on their marriage earlier this year.

Kind Regards

Dr Alex Maritz

Vice President: The International Association of Organizational Innovation

Associate Professor of Entrepreneurship, Swinburne Business School,
Swinburne University of Technology, Australia)

Education Program Director: BioReactor, ARC Training Centre

amaritz@swin.edu.au

FOREWORD



Welcome to the 2014 ICOI the International Conference on Organizational Innovation. The aim of the 2014 ICOI Conference is to serve as a forum for scholars of the business, education and information disciplines.

This conference, being one of the largest academic meetings ever held in this city, will be a grand gala of growing trend of international meeting. We hope this conference will provide all the global family of industry and engineering professionals in the area of Industrial globalization and Technology Innovation with a meeting to share and exchange research interests and applications.

The 2014 ICOI Conference has been established on a global basis. We have received 181 submissions from Australia, India, Indonesia, Iran, Ireland, Malaysia, New Zealand, Pakistan, Philippines, South Africa, Taiwan and Thailand, and United States.

Each paper submission was peer-reviewed by at least two anonymous reviewers and a total of 147 papers are accepted for presentation in the conference. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of the 2014 ICOI Conference for their precious time and expertise.

We hope you enjoy this conference and this city. We are delighted to announced at the 2014 ICOI conference would be held.

Dr. Ridong Hu
Dean and Professor, College of Economics and Finance, Huaqiao
University, China
Address: 362021 Quanzhou City, Fujian Province, China, PRC
Email: j_rdhu@hqu.edu.cn

FOREWORD



Dr. Fernando Cardoso de Sousa holds a Ph.D. and is a professor in Organizational Behaviour; and director of the BsC. in Real Estate Mediation and the M.A. in Human Resource Management, at the INUAF, Loule, Portugal. Founder and director of the Marketing Research Office (GAIM) and the president of the Portuguese association of Management of Innovation and Creativity in Organisations (www.apgico.pt).

He is a speaker in universities and a Business consultant. He is the director of the Academic Cabinet of Research and Marketing (www.gaim.pt). As an author, he has published “A Criatividade como Disciplina Científica” (Creativity as a scientific subject) in Spain, and several articles about business creativity in the magazine of Asocrea, entitled “Creatividad y Sociedad” (Creativity and Society) Guest speaker in universities and companies in Portugal, Brazil, Spain, South Africa, UK and EUA. Author of books and articles on subjects like creativity, innovation, leadership, human resources, psychology and military sociology.

Dr. Fernando Cardoso de Sousa
Portuguese Creativity and innovation Association
Email: cardoso_sousa@hotmail.com

FOREWORD



It is my great pleasure to welcome you to 2014 ICOI, the International Conference on Organizational Innovation and to the beautiful city of life –Manila. Philippines.

. The conference will take place during Aug, 12 to 14; it has always attracted researchers, educators and practitioners of industrial engineering and related disciplines from all over the world.

Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest. The 2014 ICOI Conference has been established on a global basis. We have received 181 submissions, which are including Australia, China, Czech Republic, Israel, India, Malaysia, Pakistan, Philippines, Russia, Taiwan, Thailand, Turkey and USA. Each Submission was peer-reviewed by at least two anonymous reviewers and a total of 147 papers are accepted for presentation in the conference.

I wish to acknowledge the following individuals who have contributed a great deal to the 2014ICOI conference. Special thanks to the keynote Speakers -1. Dr. Sydney Engelberg, Hebrew University, Jerusalem. 2 Dr. Harold G. Kaufman, Polytechnic Institute of New York University, USA. 3 Dr. Sergey Ivanov, University of the District of Columbia, USA for their valuable time.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened. Please accept our best wishes for a wonderful and stimulating stay in Manila. Philippines.

2014 ICOI Conference Chair

Szu-Yuan Sun

Prof. Dr. Szu-Yuan Sun

Director of Library and Information Center

National Kaohsiung First University of Science & Technology, Taiwan,
ROC

FOREWORD



It is my great pleasure to welcome you all in the 2014 International Conference in Organizational Innovation in Philippines .

The Committee of ICOI-2014 has designed a program that I am sure you will find intellectually stimulating, and professionally rewarding.

The significant size of the presented papers of the conference reflects the fact that the organizational innovation issues still and remain important factors to maintain and sustain organizational competitive advantage. We are grateful for this opportunity to organize this conference that disseminating fresh ideas

related to this important issue.

I would like to deliver my sincere thanks the working team from De La Salle University Philippines for their enormous contribution towards the detailed arrangement of this conference.

I also want to thank the kind support of Sponsor Institutes: International Association of Organization (IAOI) USA, Universitas Airlangga Indonesia, De La Salle University Philippines, Chang Jung Christian University of Taiwan, and National Kaoshiung First University of Science and Technology Taiwan; and Co-Sponsor Institutes: Suan Sunandha Rajabhat University Thailand, Huaqian University China, Southeastern Louisiana University of USA, Nanjing Audit University China, Swinburne University of Technology of Australia, and, University Kebangsaan Malaysia. My sincere thanks also goes Dr. Chich-Jen Shieh for his continuous and great support for this conference.

On behalf of all my colleagues, I would like to offer my best wishes for a successful, stimulating and memorable conference.

Welcome to Manila Philippines !

Sincerely,

Sri Gunawan, DBA.

2014 ICOI Conference Co-Chair,

Head

Department of Management

Faculty of Economics and Business

Universitas Airlangga

Indonesia

FOREWORD



On behalf of the Organizational Committee, I welcome you to the 2014 ICOI- the International Conference on organizational Innovation in beautiful city, Manila. The conference will take place during Aug, 12 to 14; it has always attracted researchers, educators and practitioners of industrial engineering and related disciplines in the world. Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

The 2014 ICOI Conference has been established on a global basis. Exception Taiwan, we have received 181 submissions from 22 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 147 papers are accepted for presentation in the conference. Researchers of all five continents of the world, Asia, Europe, America, Australia and Taiwan attend the meeting. Accepted papers are scheduled for presentation in 38 parallel sessions. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of the 2014ICOI Conference for their precious time and expertise.

The welcoming dinner provides the opportunity to honor the best papers and to recognize the contributions of many of the people who made this meeting possible. A conference of this size requires the integrated effort of hundreds of volunteers. We would like to take this opportunity to specifically thank Dr. Shieh, Chich-Jen, Dr. Chou, Jyh-Rong, and Dr. Yeh, Shang-Pao who did an outstanding job in organizing these conferences.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, 2 keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened. Please accept our best wishes for a wonderful and stimulating stay in Manila, Philippines.

Prof. Jenn-Yang Lin
Department of Creative Product Design and Management
Far East University, Taiwan
2014 ICOI, Conference Chair

FOREWORD



About 6 years ago, when I first attended this former conference named as 2009 International Conference Industrial Globalization and Technology Innovation (2009 ICIGTI) in Xian City of China, I thought I was going to take on the world's broadest and toughest innovation challenges, and it turns out to be worthy of the reputation. From 2010, the conference renamed as the International Conference of Organizational Innovation (ICOI). The purpose of this change is to let conference topic pluralism and to strengthen the exchange of various countries scholar. As a result, in the following years, I never give up the chance to take part in this event, and every time I leave refreshed and inspired. Congratulations on organizing and facilitating such a cutting-edge event every year.

Today, thank all of the people who worked very hard to organize this conference. ICOI is truly provides an excellent summary of the state-of-the-art in modern technology and business management both in terms of the theoretical knowledge of the field and in its practical application to real-world projects.

This year we now have the opportunity to attend and meet again at the 2014 ICOI, Philippines, which will be held in Manila, Philippines on August 12- 14, 2014, hosted by De La Salle University in partnership with ICOI. It is a joint conference organized both by the International Association of Organizational Innovation (IAOI), USA, and the De La Salle University and will bring hundreds of scholars and experts from different countries to get together. This conference offers a great podium for business people, college faculty, graduate students, engineers and practitioners from a variety of background to present and discuss the latest research results, ideas, developments, and applications. This conference will be a key meeting place for all of those involved in the agenda. We look forward to welcoming you.

Dr. Chih Yuan Huang
Professor of Kao Yuan University, Taiwan
Email:t10067@cc.kyu.edu.tw

KEYNOTE SPEAKER



Dr. Sydney Engelberg grew up in South Africa and attended the University of the Witwatersrand (Wits), the Hebrew University in Jerusalem and SUNY/Buffalo.

He is currently on the faculty of the Schwarz Program in Non-profit Management and the Community Leadership and Management Program, both at the Hebrew University; Associate Professor at Gratz College, Philadelphia and the Lander Institute in Jerusalem.

He has been Master of a Residential University College in Sydney, Australia; Founding Director of the Program in Community Psychology at the University of New South Wales, Sydney, Australia; taught at Clarke University, USA and Derby University, England. Dr. Engelberg has his own consulting company and current and past clients include the World Bank, UNICEF, IBM, Microsoft, Intel and the Neumo-Ehrenberg Group of Companies, amongst others. Dr. Engelberg has published widely and run Marketing and Executive training workshops in Latin America, Europe, Great Britain, Australia, Israel, Canada and the USA.

KEYNOTE SPEAKER



Dr. Harold G. Kaufman is Professor of Management and Academic Director of the Organizational Behavior, Systems and Analytics graduate program in the Department of Technology Management and Innovation at the New York University Polytechnic School of Engineering. He established this graduate program as a unique and pioneering curriculum integrating the management of people, organizations, technology and analytics. He has kept the program, as well as the annual conferences he initiated in Human Capital

Innovation in Technology & Analytics, at the cutting edges of technology in HRIS, talent management, work engagement, human capital engineering and data analytics.

Dr. Kaufman specializes in the study of the utilization, obsolescence and career development of technical professionals. He has reported his research in numerous publications, including three books, the first one receiving recognition as advancing the state of knowledge in the field. Dr. Kaufman's research has been supported by grants from the National Science Foundation and other government agencies as well as from private foundations. He was elected Fellow of the Society of Industrial and Organizational Psychology as well as the American Psychological Association. Dr. Kaufman earned his PhD at New York University in Industrial Psychology. He also holds a Master of Industrial Engineering from New York University and a Bachelor of Mechanical Engineering from the Cooper Union.

Contact Information

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www.poly.edu/user/hkaufman

KEYNOTE SPEAKER



Dr. Sergey Ivanov is an Associate Professor of Management at the University of the District of Columbia, School of Business and Public Administration. His research and practice are in the area of designing high-performance organizations, including corporations, military, and government. He received his Ph.D. from The George Washington University's School of Business, working under the direction of Dr. Elliott Jaques on systemic theories in organization science. Dr. Ivanov's interests and works include research and papers in the fields of organizations and societies, *Why Organizations Fail*,

Accountabilities of Democracies, *Organizations for the Battlefield*, and *Organizational Assessment of the U.S. Department of the Army*.

Dr. Ivanov developed new systemic methodology to analyze large organizations rapidly, such as large multi-national corporations and departments of the U.S. federal government. This method enables analysis of work of classified organizations, without learning and revealing the proprietary work nature of these organizations, yet uncovering optimization opportunities. His recent assignments included the U.S. Army Headquarters/Pentagon, Deputy under Secretary of the Army for Business Transformation, and Army CIO/G-6 Business Transformation. In these roles, he advised Army Leadership on organizational design of the U.S. Army organizations. Professor Ivanov has taught management courses at the University of the District of Columbia, as well as at The George Washington University's School of Business for over ten years, and has collaborated with the most respected scholars and authors in the organization science field. Dr. Ivanov is actively engaged with the U.S. and International Standards Boards, and is a voting member of the ANSI/ISO 9000 Committee on Quality Management and Quality Assurance, and InterNational Committee for Information Technology Standards on Database.

Dr. Ivanov enjoys invitations to speak on the topics of management, organizations, and societal changes. He also serves on the Board of The Cambridge Institute for Applied Research. More information about Dr. Sergey Ivanov is available at www.SergeyIvanov.org, where he answers questions on the topics of leadership, society, organizations, and shares his ideas.

ACKNOWLEDAGES



The 2014 ICOI- International Conference on Organizational Innovation was held in De La Salle University, Manila, Philippines.

Manila is the economic and political heart of the Philippines, home to extensive commerce and some of the most historically and culturally significant landmarks in the country, as well as the seat of the executive and judicial branches of the government. Manila is listed as a global city, containing many scientific and educational institutions, numerous sport facilities, and other culturally and historically significant venues. 2014 ICOI brings together the best of this city at Manila to present and have academic discussion. The 2014ICOI conference papers were peer reviewed for technical and editorial content by a dedicated committee of referees. Nearly 147 papers were accepted for oral presentation at 2014 ICOI. These papers were presented in a single track of 30 sessions spanning two days, promoting extended interaction between the various Innovational disciplines. In addition to the contributed papers, 2 invited keynote address : 1. Dr. Sydney Engelberg, Hebrew University, Jerusalem. 2. Dr. Harold G. Kaufman, Polytechnic Institute of New York University, USA 3 Dr. Sergey Ivanov, University of the District of Columbia, USA were given. I also thank all authors and participants for their contributions.

The 2014 ICOI cannot be successful without the full support from many institutes. I would like to thank International Association of Organizational Innovation, Chang Jung Christian University, Department of International Business, Taiwan, De La Salle University, Manila, Philippines, Nanjing Audit University, China, Southeastern Louisiana University, USA, and Swinburne University of Technology, Au. The city of Manila, Philippines has grown to become the political, social and economic center of Indonesia and one of Southeast Asia , you can enjoy gourmet food and different cultures. Moreover , this is a city of order and efficiency. Finally I wish all of you to have a wonderful time in Manila, Philippines. Please let us know if there is anything we can do to make your stay more enjoyable.

Prof. Dr. Shieh, Chich-Jen (Charles)
2014 ICOI, Executive Director
Chang Jung Christian University , Taiwan
Email: Charles@iaoiusa.org

2014 ICOI ORGANIZATION LISTING

Honorable Chairs	
Dr. Fred Dembowski	President of International Association of Organizational Innovation , USA
Dr. Ma. Luisa C. Delayco	Dean of the Ramon V. del Rosario College of Business
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Dr. Indrianawati Usman	Vice Dean of Faculty of Financial and HRD, Airlangga University, Surabaya, Indonesia
Dr. Brian C. Gozun	Professor in the Ramon V. del Rosario College of Business at De La Salle University (DLSU) Manila, Philippines
Prof. Jenn-Yang Lin	Professor in Far East University, Taiwan, R.O.C
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T. Aria Auliandri	Department of Faculty of Economics and Business, Airlangga University, Surabaya, Indonesia
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Dr. Yu-Jia Hu	Department of Marketing and Distribution Management Fortune Institute of Technology, Taiwan

2014 The International Conference on Organizational Innovation Agenda

DATE : Aug, 12 2014, Tuesday

LOCATION : De La Salle University, Manila, Philippines

TIME	ACTIVITY	PLACE
08 : 30 – 09 : 00	REGISTRATION	
09 : 00 – 10 : 00	<p><u>Conference Host :</u> Ms. Honorata G. Dimapilis</p> <p><u>Conference Grand Opening Speech :</u> 1. Prof. Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA 2. Prof. Dr. Ma. Luisa C. Delayc, Dean of the Ramon V. del Rosario College of Business</p> <p><u>Honored VIP Speech :</u> 1. Prof. Dr. Muslich Anshori, Dean of Faculty of Economics and Business, Airlangga University. Indonesia 2. Dr. Sri Gunawan, Head of Department Management, Faculty of Economics and business, Airlangga university, Surabaya Indonesia. 3. Dr. Fernando Cardoso de Sousa, Director of Portuguese Creativity and innovation Association (Apgico). 4. Dr. Alex Maritz: Swinburne University of Technology, Australia 5. Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic 6. Mr. Velu Perumal, University Putra Malaysia, Malaysia 7. Dr. Szu-Yuan Sun, National Kaohsiung First University of Science, Taiwan, ROC 8. Dr. Chih Yuan Huang, Kao Yuan University, Taiwan, ROC</p>	Natividad Fajardo-Rosario Gonzales Auditorium
10 : 00 – 10 : 30	Tea Time and Academic Exchange	
10 : 30 – 11 : 00	Keynote Presentation (1) Speaker : Dr. Sydney Engelberg Topic: Decision-Making, Innovation and Organizational Change: A New Paradigm	Natividad Fajardo-Rosario Gonzales Auditorium
11 : 00 – 11 : 30	Keynote Presentation (2) Speaker : Dr. Harold G. Kaufman Topic: Innovations in Human Capital Management	
11 : 30 – 12 : 30	Keynote Presentation (3) Speaker : Dr. Sergey Ivanov Topic: Necessary Conditions for Innovation in Organizations and Societies	
12 : 30 – 13 : 30	Lunch	Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Yuchengco Seminar Room, Y507

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 1.1 13 : 30 14 : 50	Chair : Dr. Alex Maritz, Swinburne University of Technology, Australia	
	1. 14R-A58: Houseprices and bank lending in Indonesia	Rahmat Heru Setianto Indonesia
	2. 14R-A35: The Impact of Learning Culture and Commitment on the Corporate Performance	Andreas Budihardjo, Indonesia
	3. 14R-A81: Analysis and Forecasting of Bankruptcy Potential Using Multiple Discriminant Analysis and Double Moving Average on PT. Bakrie Telecom, Tbk Year 2013.	Norita Indonesia
	4. 14R-A87: The influence Analysis of CAR, OER and LDR to ROA using Panel Data Regression Model (Case Study on Commercial Banks listed on the Indonesia Stock Exchange Period 2008-2011)	Irni Yunita Indonesia
	5. 14R-122: Senior Entrepreneurship: Active Ageing and Extending Working Lives	Alex Maritz Australia
14 : 50 15 : 00	Tea Time	
Session 1.2 15 : 10 16 : 30	Chair : Dr. Tri Siwi Agustina, Airlangga University, Indonesia	
	1. 14R-A08: Students' Entrepreneurial Intention in Indonesia	Dyah Sawitri Indonesia
	2. 14R-A54: Innovative Female Entrepreneur: Intellectual Capital Based Family Business in the Digital Era Journal Human Resources	Mustika Amalia Wardaty, Indonesia
	3. 14R-A75: Assessing Entrepreneurial Attitude Among Undergraduates	Jenny Lukito Setiawan Indonesia
	4. 14R-132: Identifying Sustainable Manufacturing Strategy Infrastructural Decisions under Firm Size Influence Using a Hybrid Approach	Eppie Clark, Philippines
5. 14R-A71: An Overview of Innovative Behavior and Entrepreneurial Success of Chinese Women Traders in Surabaya	Tri Siwi Agustina, Indonesia	
18 : 00	Welcoming Dinner	
		Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Yuchengco Seminar Room, Y508

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 2.1 13 : 30 14 : 50	Chair : Dr. Tomáš Tichý, VŠB-TU Ostrava Czech Republic	
	1. 14R-A04: Application of Linear Programming in Products Combination Planning to Maximize Profit	Paskah Ika Nugroho Indonesia
	2. 14R-A11: SWOT Analysis and Ife Efe Matriks of the Small Loans in Bri Ciputat and Mandiri Sharia Bank Ciputat	Amalia, Indonesia
	3. 14R-A13: Analysis of Corporate Social Responsibility, Foreign Ownership and Stock Return	Mutamimah Indonesia
	4. 14R-A22: Analysis of Different Interests in Family Financial Planning in Greater Jakarta	Benedicta Evienia P Indonesia
	5. 14R-A80: Relationship between Macroeconomic Factors and Stock Price Position Oo Real Estate and Property Companies at IDX Period 2010 – 2013	Purwanto Indonesia
	6. 14R-098: Comparison of Market Risk Models With Respect to Suggested Changes of Basel Accord	Tomáš Tichý, Czech Republic
14 : 50 15 : 00	Tea Time	
Session 2.2 15 : 10 16 : 30	Chair : Dr. Fitri Ismiyanti , Airlangga University, Indonesia	
	1. 14R-A33: The Influence of Corporate Governance toward Financial Risk Disclosure	Luluk Muhimatul Ifada Indonesia
	2. 14R-A45: The Effect of Net Income and Cash Flow Total to the Company Value, in the Property and Real Estate Company Listed on the Indonesia Stock Exchange during the Period 2008-2011	Aneu Kuraesin RS Indonesia
	3. 14R-A49:Different Analysis of Mutual Fund Proportions In Bond Investments Before And After The Income Tax Rate Increase In Interest Bonds of Mutual Fund Investments In Mutual Funds Company Listed In The Otoritas Jasa Keuangan Period of 2009-2012	Okta Sindhu Hartadinata Indonesia
	4. 14R-A63: Capital Market Co-integration in Five ASEAN Countries Pre and Post of the Global Financial Crises	I Made Surya Negara Sudirman, Indonesia
	5.14R-A52: Political Risk Indicators and the Effect of Foreign Direct Investment in Indonesia	Fitri Ismiyanti Indonesia
18 : 00	Welcoming Dinner	
		Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Yuchengco Seminar Room, Y509

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 3.1 13 : 30 14 : 50	Chair : Dr. Fernando Cardoso de Sousa, The Portuguese Association for Creativity and Innovation, Portugal	
	1. 14R-A82: Application of Freedom of Contract Principle Agreement in Indonesia Business Environment	Aris Armuninggar Indonesia
	2. 14R-A73: An Analysis of the Efforts to Achieve Green Hotel Management Standard by Using the Analytical Hierarchy Process Methods at Majapahit Hotel Surabaya	Tuwanku Aria Auliandri Indonesia
	3. 14R-A85: Entrepreneurial Intention among Undergraduate Students: Theory of Planned Behavior Perspectives and the Role of Personality	Jovi Sulistiawan Indonesia
	4. 14R-A92: The Antecedence of Entrepreneurial Achievement	Intan Astriyana Febrica Indonesia
5. 14R-061: Using Creative Problem Solving (Cps) To Improve Efficiency in A Non-Profit Organization	Fernando Cardoso de Sousa, Portugal	
14 : 50 15 : 00	Tea Time	
Session 3.2 15 : 10 16 : 30	Chair : Dr. Dwi Ratmawati , Airlangga University, Indonesia	
	1. 14R-A01: Human Resources Management Strategy as an Effort to Improve Innovation in Organizations	Purnamie Titisari Indonesia
	2. 14R-A02: Independent People Empowerment National Program (Pnpm Mandiri) As A Model of Poverty Alleviation (A Study on Strategic Human Resource Empowerment)	Marno Nugroho, Indonesia
	3. 14R-A16: Dominant Factor Affecting Marketing Employee Discipline in Publishing Company	Astadi Pangarso, Indonesia
	4. 14R-126: On Fuzzy-ANP Approach in Developing Sustainable Manufacturing Strategy Structural Decisions under Firm Size Influence	Lanndon Ocampo Philippines
5. 14R-A19: The Role of Safety Knowledge and Safety Motivation as Intervening Variable on the Influence of Safety Climate to Safety Performance. Study on Operational Employees of Production Department in "PT Dok Shipyard" Surabaya	Dwi Ratmawati, Indonesia	
18 : 00	Welcoming Dinner	
		Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Yuchengco Seminar Room, Y408

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 4.1 13 : 30 14 : 50	Chair : Dr. Frederick Dembowski, President of International Association of Organizational Innovation, USA	
	1. 14R-A29: Quality Assurance Implementation in Higher Education to Strengthen the Innovation Strategy in Facing Globalization: A Case Study	Rorim Panday, Indonesia
	2. 14R-A30: Elderly Empowerment through local potential based Onislamic Boarding School (A Study at the AlMahalli Elderly Islamic Boarding School, Yogyakarta Indonesia)	Nurus Sa'adah Indonesia
	3. 14R-A91: The Study of Work Quality with Affirmative Policy, Organizational Culture, LMX and Diversity as Antecedent Variables	Amaliyah Indonesia
	4. 14R-A72: International, Industri Diversification and Value of the Manufacture Firm in Indonesian Stock Exchange	Windijarto Indonesia
	5. 14R-A77: Herding Behavior in Indonesia	Puput Tri Komalasari Indonesia
14 : 50 15 : 00	Tea Time	
Session 4.2 15 : 00 16 : 30	Chair : Dr. Frederick Dembowski, President of International Association of Organizational Innovation, USA	
	1. 14R-A46: Identified Income Smoothing Factors Drivers on Indonesian Manufactures Companies	Dista Amalia Arifah Indonesia
	2. 14R-A50: Women Spectator Consumption on Football Matches: Aremanita of Malang City	Radityo Handrito , Indonesia
	3. 14R-A56: Experimental Study: Analysis Relationships Retail Type, Brand Name and Product Quality with Gender and Product involvement as a moderator variable	Sri Hartini Indonesia
	4. 14R-A65: The Role of Individualism of Indonesian Consumers in Online Negative Word-Of-Mouth	Dien Mardhiyah Indonesia
	5. 14R-A42: The Effect of Customer Enduring Travel Involvement on Destination Brand Equity of KOTA BATU	Masmira Kurniawati Indonesia
18 : 00	Welcoming Dinner	Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Yuchengco Seminar Room, Y409

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 5.1 13 : 30 14 : 50	Chair : Dr. Sergey Ivanov, University of the District of Columbia, USA	
	1. 14R-048: Language Learning for Fun: Scaffolding Strategies for the Elder People	Kuei-Chiu Chang Taiwan
	2. 14R-A40: The Influence of Critical Success Factor of Quality Management to Total Quality Management Proliferation	Hesti Maheswari Indonesia
	3. 14R-A48: The Logistic System and Concept of Archipelago Logistics in Indonesia	Puspandam Katias, Indonesia
	4. 14R-A78: Efficiency Improvement in Drugs Inventory Management	Yetty Dwi Lestari Indonesia
	5. 14R-033: Associations: A Hidden Side of All Organizations	Sergey Ivanov, USA
14 : 50 15 : 00	Tea Time	
Session 5.2 15 : 10 16 : 30	Chair : Dr. Sony Kusumasondjaja , Airlangga University, Indonesia	
	1. 14R-A14: Why She Travels?	Theda Renanita Indonesia
	2. 14R-080: Determining the Factors that influence most the Filipino Purchasing Behavior towards High-end Electronic Products	Anthony Paul C. Villamor, Philippines
	3. 14R-A69: Kangean New Exclusively International Transit Airport with Mini Indonesian Concept as a Solution of Irregularity Indonesian Air Transport and Improve Hospitality and Tourism Management	Erisa Adestya Indonesia
	4. 14R-A70: Business Success in terms of the Spirit of Entrepreneurship and Creativity (Survey on the Craftsmen of Angklung Souvenir and Angklung in Saung Angklung Udjo Neighborhood Bandung West Java)	Raeni Dwi Santy Indonesia
	5. 14R-A74: Consumer Dissatisfaction, Altruism and Online Complaining Behavior in Twitter: The Roles of Severity and Service Types	Sony Kusumasondjaja, Indonesia
18 : 00	Welcoming Dinner	
		Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Br. Andrew Gonzales Building, A1403

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 6.1 13 : 30 14 : 50	Chair : Dr. Sydney Engelberg Hebrew University Jerusale, Israel	
	1. 14R-097: The Impact of Corporate Governance on Firm Performance on stock price Among Publicly Listed Companies in the Philippines 2009 to 2011	Habib Mohammadpoor, Iran
	2. 14R-A27: The Effects of Potential and Realized Absorptive Capacity on Suppliers' Performance: The Moderating Effect of Empowerment Climate	Badri Munir Sukoco Indonesia
	3. 14R-A60: The Influence of Foreign Institutional Ownership and Domestic Institutional Ownership to Stock Market Liquidity (Study in Manufacturing Industry Listed in Indonesia Stock Exchange)	Muhammad Madyan Indonesia
	4. 14R-A51: The Role of People's Business Credit in Improving Micro and Small Enterprises (MSEs) Performance in Makassar, Indonesia	Musran Munizu Indonesia
	5. 14R-A67: Historical Performance and characteristic of Mutual Fund	Wisudanto Indonesia
14 : 50 15 : 00	Tea Time	
Session 6.2 15 : 10 16 : 30	Chair : Dr. Indrianawati , Airlangga University, Indonesia	
	1. 14R-A17: Entrepreneurship Theory	Y. Lilik Rudianto Indonesia
	2. 14R-085: Descriptive Analysis of the Attitude, Behavior, and Satisfaction of the Professors of the Ust Faculty of Pharmacy towards Work	Carla Melissa A. Garcia, Philippines
	3. 14R-A18: Tranformational Leadership and Task Performance: The Mediating Role of Psychological Empowerment	Praptini Yulianti Indonesia
	4. 14R-A10: A Comparison Study on the Potential and Problems of Small and Large Scale Processed Coffee Businesses in Jember Regency	Isti Fadah Indonesia
	5. 14R-A84: Investigation of Factors that Affect Customers Do Not Re-Purchase the Original Product Component with Root Cause Analysis	Indrianawati Indonesia
18 : 00	Welcoming Dinner	
		Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Br. Andrew Gonzales Building, A703

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 7.1 13 : 30 14 : 50	Chair : Dr. Harold G. Kaufman, NYU Polytechnic School of Engineering, USA	
	1. 14R-101: Study on the Interdisciplinary Performance and Exhibition Design Incorporating Folk Imagery	Chung-Ting Hsu Taiwan
	2. 14R-092: Operational Factors Influencing the Elders' Use of Multi-media Kiosk Interfaces	Shen Yu-Che, Taiwan
	3. 14R-090: A Study of Customized Shoe Last Design for Patients with Diabetes,	Bo-Xin Huang, Taiwan
	4. 14R-094: Preferred bicycle type for young user's analysis by AHP	Bing-Hsuan Wu, Taiwan
	5. 14R-091: Customized Product Development Process - Design of Circumaural Headphones as an Example	Zi-Lin Zhan, Taiwan
14 : 50 15 : 00	Tea Time	
Session 7.2 15 : 10 16 : 30	Chair : Hermawanto , Airlangga University, Indonesia	
	1. 14R-046: Impact of Organized Retailing on Unorganized Small Traders in Salem District: An Empirical Study	C. Natarajan, India
	2. 14R-A21: Greening Management Practices, Process & Product as the Antecedents of Green Firm Performance Empirical Evidences from LSE (Large Scale Enterprises) in Indonesia	Hamonangan Siallagan, Indonesia
	3. 14R-A36: SWOT analysis on global competitiveness of Industrial Center of Chips in West Java Indonesia	Mutia Tri Satya, Indonesia
	4. 14R-A79: The Role of Competence and Supply Chain Integration in Operational Performance	Baling Kustriyono Indonesia
	5. 14R-A76: Managing the Innovative Organization: The strategy-Structure- System- Culture- Style Equifinality-Based Fit Configuration	Hermawanto Indonesia
18 : 00	Welcoming Dinner	Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Br. Andrew Gonzales Building. A1703

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 8.1 13 : 30 14 : 50	Chair : Dr. K.K. Rajendran, Bharathidasan University, South India	
	1.14R-A09: Marketing of Science: Exploration the Long Term Effect of Innovative Teaching Learning	Gancar C Premananto Indonesia
	2.14R-A26: Usage of It Services In Higher Education Management for Innovation Strategy: A Case Study	John Tampil Purba Indonesia
	3.14R-A64:Inter-generational Conflict within a Small Scale Rice Milling Family Firm (A Case Study)	Andiana Rosid Indonesia
	4. 14R-A88: Effect of Promotion Mix to Purchasing Decisions (A Case Study in consumer Agung Samudra Abadi)	J.E.Sutanto Indonesia
	5.14R-081: Interpersonal Orientation and Stress Management of Higher Secondary Students	K.K. Rajendran, South India
14 : 50 15 : 00	Tea Time	
Session 8.2 15 : 10 16 : 30	Chair : Dr. Masmira Kurniawati, Airlangga University, Indonesia	
	1. 14R-052: Communication as Mechanism against Crisis: A Semiotic Approach on What Managers - Should Learn From Habermas Theory of Communicative Action	Marvin S. Daguplo Philippines
	2. 14R-083: Job Satisfaction and Life Satisfaction among B.T. Assistant Teachers	K.K. Rajendran, South India
	3.14R-A62: The Analysis of Reward, Human Resources Quality, Working Environment, Commitment, and Employees' Performance of the Technical Services Unit (TSU) of Methal, Food – Beverage & Packaging Industries in East Java Province	Prijati Indonesia
	4. 14R-A93: Effect of Brand Image, Quality Service and Customer Satisfaction to Customer Loyalty PC Master (Case Study of Computer Distributors of Brand Dell In Surabaya)	J.E Sutanto Indonesia
	5. 14R-A89: The Management of Non Government Organization Program for Poor Children with Special Needs. Case Study of Peduli Kasih Anak Berkebutuhan Khusus in Surabaya	Hadiati, Indonesia
18 : 00	Welcoming Dinner	
		Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Rosario Jose Science Lecture Room, J504

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 9.1 13 : 30 14 : 50	Chair : Dr. Raymund Habaradas, De La Salle University, Philippines	
	1. 14R-A25: Management Career, Organizational Commitment and Turnover Intention	Nuri Herachwati, Indonesia
	2. 14R-A23: Ownership Concentration, Firm Characteristics and Dividend Policy of Family Controlled Firms in Indonesia	I Made Sudana Indonesia
	3. 14R-A37: Applying Analytic Hierarchy Process to Categorise Supply Risks in the Palm Oil Chain	Siti Fatimah Indonesia
	4. 14R-A47: Are there enough Controls on SMEs to support Good Corporate Governance?	Yuniarti Hidayah Suyoso Putra Indonesia
	5. 14R-127: Deal Sites and its Role on Small and Medium Enterprises (SMEs) Sales Turnover	Emilina R. Sarreal, Philippines
14 : 50 15 : 00	Tea Time	
Session 9.2 15 : 10 16 : 30	Chair : Dr. Brian Gozun, De La Salle University, Philippines	
	1. 14R-065: Innovative Aspects of Tourism Sector Modernization of the Crimea as a Tool for Integration of the Economy of the Peninsula in the Economic Space of Russia in the Context of Historical Specificity of Sectorial Development of the Region	Ekaterina V. Andreeva, Russia
	2. 14R-124: The Three Factors of Creativity Management: Visual, Number and Word Creativity	Junius W. Yu, Philippines
	3. 14R-A53: The Importance of Organizational Culture on Intellectual Capital	Dian Indiyati Indonesia
	4. 14R-A57: Innovative Control Systems, Top Management Team Heterogeneity and Performance of University	Sondang Mariani Rajagukguk Indonesia
	5. 14R-A68: The Influence Marketing Innovation and Organizational Innovation, to Strategic Innovation, Diffusion Innovation and Market Differentiation, to Market Outstanding Performance, and Organizational Sustainability: A Resource-Based View Perspective of Indonesian Banking Industry	Maria Mia Kristanti Indonesia
18 : 00	Welcoming Dinner	
		Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Faculty Center Conference Room AB4

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 10.1 13 : 30 14 : 50	Chair : Dr. Aida L. Velasco, De La Salle University, Philippines	
	1. 14R-130: The Passport: Is It Subject To Confiscation?	Antonio A. Ligon, Philippines
	2. 14R-A32: World Trade Organization (WTO) and Economic Growth. The Impact of Joining WTO on Indonesia's Economy. An Econometric Modeling Approach	Wilson ajagukguk Indonesia
	3. 14R-A39: The Balance Social Enterprise Spectrum on Csr Agenda in Supporting Arts	Daryanto Hesti Wibowo Indonesia
	4. 14R-A59: The Effect of Determination of Government Regulation Number 46 of 2013 on Individual Tax Compliance Rate Resident Taxpayer	Lina Said Indonesia
	5. 14R-A61: Readiness of Indonesian SMEs in Facing AEC	Roos K. Andadari Indonesia
	6. 14R-131: Innovation in Filipino Firms	Aida L. Velasco Philippines
14 : 50 15 : 00	Tea Time	
Session 10.2 15 : 10 16 : 30	Chair : Dr. Divina Edralin, De La Salle University, Philippines	
	1. 14R-A15: The Antecedent of Trust in Relationship Marketing in Non Profit Organizations	Tanti Handriana Indonesia
	2. 14R-A43: How Knowledge Management is applied in Planning Board of Public Services in Central – East Java And West Nusa Tenggara Provinces – Indonesia	I Made Sutarna Indonesia
	3. 14R-A31: The Impact of Performance of Human Resources and Information Technology in Company Retail with Information Technology as a Moderating Variable: Swalayan Surya	Indro Kirono, Indonesia
	4. 14R-A44: Application of Colloquium Exploratory-based Learning Method in Introduction to Business Course in Department of Management, Faculty of Economics and Business, Universitas Airlangga, Indonesia	Febriana Wurjaningrum Indonesia
	5. 14R-125: Innovation Management through an Entrepreneurial Lens: The Case of Two Filipina Pioneering Entrepreneurs from Naga City	Divina Edralin, Philippines
18 : 00	Welcoming Dinner	
		Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 13 2014, Wednesday

LOCATION : Yuchengco Seminar Room, Y507

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 1.3 09 : 00 10 : 20	Chair : Dr. Alex Maritz, Swinburne University of Technology, Australia	
	1. 14R-107: The Effects of Social Support and Organizational Support on The Relationships between Emotional Labor And Job Performance	Chuan-Ya Huang Taiwan
	2. 14R-109: The Effects of Public Worker's Job Satisfaction, Perceived Pension Fairness, And Work Motivation on Job Performance	Yen-Chia Chen Taiwan
	3. 14R-114: A Exploratory Study on Creativity And Management of Social Entrepreneurs In Taiwan- An Example Of El Patio Del Cielo And Town Way	Luke H. C. Hsiao, Taiwan
	4. 14R-115: A Study on Stakeholders' Knowledge Of Policy Announcement And Identification to Twelve-Year Compulsory Education Program -Examples of Junior High Schools In Kaohsiung City	Luke H. C. Hsiao, Taiwan
10 : 20 10 : 30	Tea Time	
Session 1.4 10 : 30 12 : 00	Chair : Dr. Hong-Cheng Liu, I-Shou University, Taiwan, ROC	
	1. 14R-075: Student' Reactions on the Use of Basic Chinese Mandarin as an Instructional Material for Foreign Language	Ecalnir, Rosa Adelaida Chan, , Philippines
	2. 14R-086: Personality factors of the successful innovative activity	Sergey Yagolkovskiy Russia
	3. 14R-121: Innovative Instruments of University Competitiveness Increasing: Strategy of Intelligent – Marketing	Denis Ushakov, Thailand
	4. 14R-129: Technology Innovation and Entrepreneurship in Australia: A Systematic Literature Review and Conceptual Framework	George Shafik Australia
	5. 14R-116: Critical Success Factors In Public Sectors Practicing Knowledge Outsourcing	Hong-Cheng Liu, Taiwan
	Return	

DATE : Aug, 13 2014, Wednesday

LOCATION : Yuchengco Seminar Room, Y508

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 2.3 09 : 00 10 : 20	Chair : Dr. Ying-Jye Lee, Kaohsiung University of Applied Sciences, Taiwan	
	1. 14R-077: An Extension-Based Innovative Design of Labor-Saving Mop	C.T. Wu, Taiwan
	2. 14R-088: An Evaluation Model for Product Aesthetic Measures Constructed by Aesthetic Principles of Balance	Chi-Hung Lo, Taiwan
	3. 14R-089: A Pilot Study of Design Strategies and Trends of Assistive Devices for the Elderly	Yi-Chu Shih Taiwan
	4. 14R-111: A Study Affective Factor Selection using CA & PA for Kansei Engineering	Wang, Tsun-Hsing Taiwan
	5. 14R-096: Exploring Evaluation Factors of Cultural and Creative Products – Take Anping Sword Lion in Taiwan as an example	Ying-Jye Lee, Taiwan
10 : 20 10 : 30	Tea Time	
Session 2.4 10 : 30 12 : 00	Chair : Dr. Shang-Pao Yeh, I-Shou University, Taiwan, ROC	
	1. 14R-043: An Empirical Study of The Relationships between Attribution of Success and Failure in Teaching, and Teaching Self-Efficacy of Physical Education Teachers at Junior High Schools	Chiou-Chi Hsiau, Taiwan
	2. 14R-049: Recreation Motivation and Experience of 2013 Taiwan Balloon Festival	Shang-Chang Ting, Taiwan
	3. 14R-063: Analyzing the Importance of Emotional Intelligence in Workplace Performance	Abdul Samad Pakistan
	4. 14R-106: Testing measurement invariance across gender for the section of tangibles of SERVQUAL Scale for Taiwan Retail Chain Stores Business	Yu-Jia Hu Taiwan
	5. 14R-117: Foundations of Aesthetics and Character Education in Early Childhood Education	Mei-Ju Chou Taiwan
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DATE : Aug, 13 2014, Wednesday

LOCATION : Yuchengco Seminar Room, Y509

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 3.3 09 : 00 10 : 20	Chair : Dr. Chou, Jyh-Rong , I-Shou University, Taiwan, ROC	
	1. 14R-035: A Study on the Application of Concurrent Design Strategy on Hair drye	Wei-Chun Chen, Taiwan
	2. 14R-036: Concurrent Design Strategy in Modeling and Structure of Surveillance Cameras Research	Zhi-Wei Liao, Taiwan
	3. 14R-037: Concurrent Design Strategy in Video Event Data Recorder	Wei-Jhin Jhao, Taiwan
	4. 14R-038: Studying the Effects of the Airflow Induced by Office Ceiling Fans on the Ventilation of a Human Body	Hsin-Hung Lin, Taiwan
	5. 14R-095: A Su-Field Enhanced Concept Mapping Diagram for Generating New Product Ideas	Chou, Jyh-Rong, Taiwan
10 : 20 10 : 30	Tea Time	
Session 3.4 10 : 30 12 : 00	Chair : Dr. Shu-Hen, Chiang , Chung-Yuan Christian University, Taiwan, ROC	
	1. 14R-073: Attributes of Employees of Generation X and Y in IT Industries in Karnataka-India	ShammyShiri, India
	2. 14R-100: A Study on the Continuous Intention of Group Buying through Facebook Communities	Chia-Pin Lee, Taiwan
	3. 14R-118: Facilitating Design-led Innovations in SMEs	Kim C. K. Lee Taiwan
	4. 14R-119: Exploring the Competitive Strategies of Tourism and Leisure Industry in Taiwan	Hsiang-Ting Su Taiwan
	5. 14R-041: The Sources of Inflation in Rural China	Shu-hen, Chiang, Taiwan
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DATE : Aug, 13 2014, Wednesday

LOCATION : Yuchengco Seminar Room, Y408

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 4.3 09 : 00 10 : 20	Chair : Prof. Jenn-Yang Lin, Nan Hua University, Taiwan, ROC	
	1. 14R-060: The Line Brand: A Case Study Combining Social Cognitive Theory , and Social Media Brand Word of Mouth	Szu-Yuan Sun, Taiwan
	2. 14R-072: Effect of Knowledge Management Practices on Organizational Performance: A Case of Corporate Sector Islamabad, Pakistan.	Muhammad Arif Pakistan.
	3. 14R-070: Safety Learning System to Cram School	Shu-Rung Lin, Taiwan
	4. 14R-120: Commercialisation of University Technology Research.	Benjamin Hempel Australia
10 : 20 10 : 30	Tea Time	
Session 4.4 10 : 30 12 : 00	Chair : Dr. I-Ying Chang, Chung Hua University, Taiwan, ROC	
	1. 14R-034: Innovative Productions of Computer Base Television	Sedat Cereci , Turkey
	2. 14R-067: Antecedents of Job Satisfaction – Pakistan Perspective	Jamshid Khattak, Pakistan
	3. 14R-071: Management System for the Implementation of Dynamic Spectrum Access for Wireless Networks in Pakistan	Zulqarnain Zahid Pakistan,
	4. 14R-112: A Proposal of Research - The Influence of Pingxi Sky Lantern Festival on Local Marketing	I-Ying Chang, Taiwan
16 : 30	Return	

DATE : Aug, 13 2014, Wednesday

LOCATION : Yuchengco Seminar Room, Y409

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
	Chair: Dr. Chih Yuan Huang, Kao Yuan University, Taiwan, ROC	
Session 5.3 09 : 00 10 : 20	1. 14R-076: Using DEA Model to Analysis the Operational Efficiency of Medical Centers in Taiwan	Ching-Kuo Wei Taiwan
	2. 14R-102: Development of a Kinesthetic Learning System for Schoolchildren's Baseball Learning	Sheng-Wen Hsieh Taiwan
	3. 14R-108: The effects of Leisure Attitude on the Relationships between Job Stress and Job Performance	Hao-Ren Yang Taiwan
	4. 14R-123: Acceptability and Capability of the Energy Consumption Monitoring System: Basis for Efficient Saving Scheme	Richard M. Pabelona, Bacolod City
	5. 14R-079: Supplementing Government Strategies toward Low Total Fertility Rate in Taiwan	Chih Yuan Huang Taiwan
10 : 20 10 : 30	Tea Time	
	Chair: Dr. Wan-Yu Chang, Taiwan Shoufu University, Taiwan, ROC	
Session 5.4 10 : 30 12 : 00	1. 14R-020: The Direct and Indirect Effects of Customer Focus on Performance in Public Firms	Zulnaidi Yaacob, Malaysia
	2. 14R-103: Successful Teams are built to Last: An Insight to Team Leadership	Shamaila A. Chaudhry USA
	3. 14R-105: Inspecting the Dilemma over Taiwan Cinemas from the Aspect of Filmmaking - the examples of Cape No.7 and Seediq Bale	Ying-Jye Lee, Taiwan
	4. 14R-110: The Research on the Development Strategies and Economic Benefits of Operating the Kaohsiung Exhibition Center	Wan-Yu Chang, Taiwan
16 : 30	Return	

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14R-085:Descriptive Analysis of the Attitude, Behavior, and Satisfaction of the Professors of the Ust Faculty of Pharmacy towards Work-----	2
14R-106:Testing measurement invariance across gender for the section of tangibles of SERVQUAL Scale for Taiwan retail chain stores business-----	3
14R-126:On Fuzzy-ANP Approach in Developing Sustainable Manufacturing Strategy Structural Decisions under Firm Size Influence-----	4
14R-127: Deal Sites and its Role on Small and Medium Enterprises (SMEs) Sales Turnover-----	5
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Determining the Factors that influence most the Filipino Purchasing Behavior towards High-end Electronic Products

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Abstract

In today's innovations, high-end products are so distinctive to all with new transformation of the technologies that became a new brand of high quality. Marketers must be persuasive and analytical on how they can turn the consumer wants into needs. High-end electronic products are difficult to sell because it involves high risk in the consumer decision making. The study aims to discover which the factors of Acceptance Factors, Behavioral Control and Appraisal Factor have the greatest effect to consumer purchasing behavior towards high-end electronic products, as well as finding how those factors motivate the consumer to purchase the product.

The result from 295 Filipino consumer respondents who already purchased high-end electronic products revealed that the emotion and desire of the consumers as the primary components of Appraisal factors influence most the goal of the consumer that results to an actual purchase. The Behavioral control consists of Subjective Norms and Attitudinal Norms also propose positive consideration that also affects consumer purchasing behavior. Among all of the determinants Acceptance Factors showed least contribution in consumer purchasing behavior towards high-end electronic products. The paper suggests that marketers must focus on how they can enhance the emotion that the consumer feels towards high-end electronic products because it is the most influential components among Acceptance Factor and Behavioral control.

Descriptive Analysis of the Attitude, Behavior, and Satisfaction of the Professors of the Ust Faculty of Pharmacy towards Work

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Abstract

This study aimed to gain knowledge on the satisfaction, attitude, and behavior of the teachers of the UST Faculty of Pharmacy towards work. This study found the answers to their queries on how the teachers were dealing with their work as professionals in the academe, the advantages and disadvantages of teaching, the challenges that they encounter, the benefits that they receive and their satisfaction ratings on certain aspects of teaching. The researchers gathered different scholarly articles and journals to collect pieces of information summarize it and somehow compare it with the data that the researchers collected firsthand through interviews with the professors. The researchers, as stated on the latter statement, conducted interviews on a random population of professors of the UST Faculty of Pharmacy, which consequently makes the study primarily descriptive analysis. The results were documented, summarized, and analyzed.

Keywords: descriptive analysis, professors, UST Faculty of Pharmacy, interview, random population, satisfaction, attitude and behavior

Testing measurement invariance across gender for the section of tangibles of SERVQUAL Scale for Taiwan retail chain stores business

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Abstract

Although the SERVQUAL Scale has been recognized an effective instrument for measuring service quality, measurement invariance issue in SERVQUAL has received very few considerations in current marketing research. Literature also indicated there is the significant relationship between gender issue and SERVQUAL Scale. The purpose of this quantitative study was to examine the measurement invariance for the part of Tangibles in SERVQUAL Scale for retail chain stores business in Taiwan. The population in this research was selected as customers from four retail chain stores in Taiwan, resulting in 200 individual surveys for analysis. The results indicated the Taiwan version of Tangible 5-item scale only achieved partial measurement invariance. The property of structural covariances and measurement residuals across the gender were not equivalent, while the property of factor loading across the gender was equivalent in this scale. Finally, this research generated the recommendations for retail chain stores business in Taiwan and suggested future scholar studies.

Key Words: measurement invariance, service quality, SERVQUAL, tangibles, retail chain stores, Taiwan

On Fuzzy-ANP Approach in Developing Sustainable Manufacturing Strategy Structural Decisions under Firm Size Influence

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Abstract

This work explores the use of fuzzy analytic network process (FUZANP) in determining the content of manufacturing strategy structural decisions that integrate sustainability and manufacturing strategy considering firm size as a relevant component. Fuzzy set theory elucidates judgment through linguistic variables while analytic network process (ANP) handles the complexity of the decision-making brought about by subjectivity and dependence relationships among components in the decision problem. A group of experts in manufacturing was asked to elicit judgment in paired comparisons as prescribed in the methodology of the ANP. The content of the sustainable manufacturing strategy is reported in this work. Results show that structural decisions that support sustainability require manufacturing that promotes high degree of automation and flexibility in its processes and directs more attention toward suppliers and upward supply chain.

Keywords:

Fuzzy set theory, analytic network process, manufacturing strategy, sustainability

Deal Sites and its Role on Small and Medium Enterprises (SMEs) Sales Turnover

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Abstract

Social commerce is a trend that allows businesses to incorporate the value of community to their activities. A type of social commerce that is gaining attention are deal sites, also called group buying sites, allow users to get deals packaged conveniently in one daily e-mail, eliminating the need for searching the web for coupons. With the fast growing market on social commerce, e-loyalty becomes crucial to social businesses gaining positive word of mouth promotions, repeat purchase, and willingness to pay more – resulting to a higher sales turnover. The regression results show that each of the variable under the 8 Cs have a positive effect on SMEs sales turnover when engaging in deal sites. However, from all the 8 Cs, only character and care can independently exert significant influence on sales turnover. This implies that when customers feel like the deal site is taking care of them and when the deal site is appealing and enjoyable to use, from the point of view of the customer, sales turnover increases. In addition, word of mouth behavior and willingness of customers to pay more were the top contributors to sales turnover, in relation to the 8 Cs.

A Comparison Study on The Potential and Problems of Small And Large Scale Processed Coffee Businesses in Jember Regency

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Abstract

This Research Aims To Know And Identify The Potential Map Of The Small And Large Scale Processed Coffee Businesses In Jember Regency. Moreover, The Research Aims To Know And Analyze The Fundamental Problems Faced By The Processed Coffee Business In Jember Regency. Finally, It Aims To Know The Underlying Reason And Possible Alternative Solution. The Research Uses A Comparative Descriptive Analysis. Information Is Collected Through In-Depth Interview From Key Informants. The Potential Of Community-Based Coffee In Jember Regency Is Very Ideal Because Of Its Topography, Soil And Weather Are Suitable For Coffee Cultivation. This Has Been Proven Since The Dutch East Indies Colonialization. The Best Coffee Producer In Jember Regency Is Produced In Sidomulyo Village. The Large Scale Processed Coffee Is Managed By Ptpn Xii. The Main Problems Faced By The Processed Coffee Business In Sidomulyo Are The Low Quality Of Human Resources, The Limited Funds For The Community-Based Coffee Operations, And The Limited Coffee Processing Machinery. Meanwhile, The Problem Faced By The Ptpn Xii Large Scale Processed Coffee Business Is Its Upstream Industry Of Ground Coffee Powder. This Is Due To The Limited Marketing In Self-Owned Outlets Such As The Gunitir Café And The Café In Gajah Mada Street.

Keywords:

Potential, Problem, Processed Coffee Business, Large Scale, Small Scale

Ownership Concentration, Firm Characteristics and Dividend Policy of Family Controlled Firms in Indonesia

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Abstract

This Research Aims To Examine The Influence Of Ownership Concentration And Firm Characteristics On Dividend Policy At Indonesia Family Controlled Firms. The Number Of Firms Used As Samples Were 42 Public Family Firms During Period 2009 – 2011. Independent Variables Are Ownership Concentration And Firm Characteristics: (Firm Size, Profitability, Financial Risk, Business Risk, Growth Opportunity), And Dependent Variable Is Dividend Payout Ratio. The Analysis Model Used In This Study Is Multiple Regression Analysis. The Results Of The Analysis Concluded That, The Ownership Concentration, And Firm Size Has A Significant Positive Effect On Dividend Payout Ratio, But Profitability And Financial Risk Have Not Significant Positive Effect On Dividend Payout Ratio, While Business Risk And Growth Opportunity Have Not Significant Negative Effect On Dividend Payout Ratio.

Keywords:

Family Controlled Firms, Ownership Concentration, Firm Characteristics, Dividend Policy.

Applying Analytic Hierarchy Process to Categorise Supply Risks in the Palm Oil Chain

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Abstract

Purpose-This paper is proposed to identify what category of risks involve and select the highest element of supply risks in the palm oil chain.

Design/methodology/approach-A case study is chosen to present clear picture about the risks involve in the palm oil company. Analytic hierarchy process (AHP) is applied to determine the rank of risks in this industry based on several criterias, such as, profit, payload, and partnership.

Findings-It can be seen that the relationship between the company and cooperatives have big impact on the palm oil chain. This means that the reliability chain exists in the palm oil chain. Long term relationship with cooperatives around the firm is crucial for their operation. However, other risks can not be avoided because they still have impact on the palm oil company, such as, outbund logistics.

Practical Implication-This research can be applied by academicians as well as professionals who wish to acknowledge the type of risks in the palm oil chain.

Originality/value-This research identifies that supply risks in the Palm Oil Chain has been little attracted. A case study in this research has limitation so that future research should apply other research methodology with large respondents.

Keywords :

Risks, Supply Chain Management, AHP, Palm Oil

Are there enough Controls on SMEs to support Good Corporate Governance?

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Abstract

Objective - This study aims to investigate to what extent the problems arise in applications of internal control conducted in SMEs which affect the implementation of good corporate governance.

Method - The study was conducted using a descriptive qualitative method to describe the application of internal control applied by SMEs. All SMEs research material is located in Malang Region, East Java and meets the specified criteria. All companies hold a license in the form of CV, firm, PT and Sole Proprietorship. Mapping of internal control activities is obtained through direct observation, interviews and examination of business documentation owned by SMEs. Data, then, is analyzed based on the COSO framework. Focused assessments are in five major basic control activities on SMEs consisting of understanding SMEs business environment which include control environment, controls on cash revenue and disbursement, controls on account receivable, controls on inventory, and controls on fixed Assets. The study was conducted in 3 months from December 2013 to February 2014.

Results - Research findings indicate the application of internal control on observed SMEs is yet effective in term of control environment, controls on cash revenue and disbursement, controls on account receivable, controls on inventory, and controls on fixed Assets which need further improvement to support the good corporate governance.

Keywords:

SME, internal control, good corporate governance

The Line Brand: A Case Study Combining Social Cognitive Theory , And Social Media Brand Word Of Mouth

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Abstract

The growing importance of social media in customers' lives has increasing influence on communication habits. This study takes the social media brand LINE as an example and made the following key findings. (1) LINE's brand personality positively influences WOM behavior through the mediating effects of brand preference and attitudinal brand loyalty. (2) Customer satisfaction is enhanced through an integrated service experience.(3) Customers' satisfaction with and trust in the LINE brand do not promote their intention for positive WOM communication; customers are more willing to spread positive WOM when their satisfaction or trust is converted into commitment to the social medium. (4)Customers will increase trust by the positive WOM of LINE. (5) Customers' interdependent self-construal motivated them to participate in positive WOM behavior via the social cognitive variables of self-efficacy and social outcome expectations. The implications to both theory and practice are discussed.

Keywords:

WOM, social media, LINE, Social Cognitive Theory, brand, service experiment equity

Effect of Knowledge Management Practices on Organizational Performance: A Case of Corporate Sector Islamabad, Pakistan.

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Abstract

This research indicated resulting value of leadership and leading habits to deal with modern issues of the internal and external environment. Leadership attributes has positive mind-set of importance towards dealing with knowledge methods in the company. Knowledge methods show significant stage of mediation with culture. The study researches that how the knowledge can be shared within and outside the firm throughout the progression of culture in organization, and; the effects of leadership and knowledge management practices in casing new domes for the organizational performance and to what extent culture effects on knowledge management practices in organization. It examine technology effects the knowledge management practices in driving organizations and the competency development play role in executing knowledge management practices.

Key words:

Knowledge Management, KM Practices, Performance

Usage of It Services in Higher Education Management for Innovation Strategy: A Case Study

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Abstract

The presents of Information and Communication Technology (ICT) contributes the changing work environments in the operation activities of the most organizations in the global era. The innovations of information technology become imperative in giving impact towards the operations of organizations, educations, companies, service industries, and governments as public services has already been in the main pillar level. In giving services to their customers, clients and citizens, most of them shall supported by the Information Technology. The main things the success story in implementing IT services in an organization in the running of organization shall conduct innovation strategies. This paper will presented how the IT services used by the university management in managing the activities of the institutions. The Services perform by the users inside the institutions is very urgently required due to achieve their targets as planned. The better IT services they give the better performances they get, for that ones shall do innovations. This paper use the case study in University XYZ in Jakarta Indonesia which implementing IT in serving the university's activities. The method of this research using survey by distributing questionnaires to the respondents. The questionnaires construct by adopting and modify the ServQual. The data collected from 227 respondents, then analyzed by using statistical analysis. From the findings only the tangibles dimension achieve the level the better than expected value of the respondents. On the other hand there are still lower from the expected value of the respondents. The are innovation strategies shall conduct by the management as recommended in the discussion.

Keywords:

T services, higher education, management, innovation strategy

Inter-generational Conflict Within a Small Scale Rice Milling Family Firm (A Case Study)

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Abstract

As part of succession processes, transition period is considered as the most critical and challenging moment in the development of family enterprises. Prior to transition, particularly in the case of small first generation family firm, the firm was usually managed by a single person i.e. founding entrepreneur. However during the transition period two different generations are working together and are involved in determining the future of the business. It is not uncommon that the involvement of two generations will create conflict, given that the two have different perspectives in running business. This paper tried to explore the causes and consequences of generational conflict that happens within small scale rice milling family firm during transition period of succession process. In doing so, we use strategic entrepreneurship concept as an entry point. The result indicates that conflict does happen. Factors contribute to this conflict are “founder’s legacy centrality” on one side and readiness of successor on the other. This paper ends up with recommendations to reduce such conflict.

Effect of Promotion Mix to Purchasing Decisions (A Case Study in consumer Agung Samudra Abadi)

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Abstract

The purpose of this research is to analyze the influence of promotion mix, which consists of advertising, personal selling, and direct marketing to purchasing decisions in Agung Samudra Abadi. The population used in this research is all 53 customers of Agung Samudra Abadi. The sampling technique used is saturated sampling. The independent variables used in the research are Advertising (X1), Personal Selling (X2), and Direct Marketing (X3), while the dependent variable is Purchasing Decisions (Y). Result indicates that there is a significant partial and simultaneous influence from Advertising, Personal Selling, and Direct Marketing to Purchasing Decisions. The coefficient of determination is 69.70% and the remaining 30.30% is influenced by other variables not discussed in this study.

Keywords

Advertising, Personal Selling, Direct Marketing, Purchasing Decisions

The Management of Non Government Organization Program for Poor Children with Special Needs. Case Study of Peduli Kasih Anak Berkebutuhan Khusus in Surabaya

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Abstract

Social organization which gives services to the poor children with special need, should have creativity, regarding the complexity of poor children with special need. Dynamic of the man, money, material management through the integration of health, education, and financial management was exposed as a best practice at the grass root level. In this case, the role of the community is very important for children with special needs make it more acceptable and be equal. In Indonesia, is still less particular attention to children with special needs, especially from the poor family. Growth rate of child with special needs is increasingly rising. An increasing number of children with special needs is not balance by an increase in the existing facilities of the government. So the role of the public society is also needed here. Motivation and support are needed for parents who have children with special needs. Social organization should take over the role of motivation to parents who have children with special needs can do it properly. In other words, children with special needs should be accepted and be equal in their environment. In this case, the role of management should be applied to innovate to face the problems that arise in the world of children with special needs.

Key Words

children with special need, creativity, social organization, best practices, operational and financial management

Effect of Brand Image, Quality Service and Customer Satisfaction to Customer Loyalty PC Master (Case Study of Computer Distributors of Brand Dell In Surabaya)

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Abstract

The purpose of the study to determine whether there are significant quality of service brand image and customer satisfaction, and simultaneously and partially on consumer loyalty Dell computer brand in Surabaya. The method used in this study is a quantitative method with the sampling technique used was purposive sampling. The data analysis technique used is multiple linear regression. Research results achieved are partially or simultaneously that the brand image of the variable quality of service and customer satisfaction to customer loyalty effect significant PC Master in Surabaya. While the value of the coefficient of determination (R^2) is 99.2% and the remaining 8% are influenced by other variables not included in this study.

Keywords

brand image, service quality, customer satisfaction, customer loyalty

Women Spectator Consumption on Football Matches: Aremanita of Malang City

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Abstract

Undeniable, football is sport associated to men. Its product categories, from matches to merchandise, have masculine values. For over decade, in Indonesia, football matches are well known as less secure sport event rather than another ones. Recently there are phenomena of women involvement on football, mostly as spectator. That's raised number of questions. To understand those phenomena, a phenomenological research approach has conducted on women spectator of Arema Cronus (Indonesian Super League Club participant). The research indicated that women spectator consumption of football matches is motivated by social interaction factor and entertainment factor. They believe that security issue has change to be better in recent years. In future, result of this research is proposed to test in quantitative research to generalize fit model and enrich theoretical background of women consumption in sport product.

Keywords:

Football matches, women spectator, motives, phenomenology.

Experimental Study: Analysis Relationships Retail Type, Brand Name and Product Quality with Gender and Product involvement as a moderator variable

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Abstract

This study aims to explanation the interaction extrinsic product attributes that include brand name (the use of the name by using the foreign language support and name by using the name of local) and the type of retail (special retail by selling specific goods and department store by selling a variety of goods) with quality Perception and attitude on the product.

In this study used the variables of gender and product involvement as a moderator variable, this study is a hypothetical experimental research study. To explain the relationship between variables by using a field experimental approach. Participants used is students at FEB Airlangga University.

We used Manova to analyze the data. The results showed that the brand name has a significant influence on the perception and attitude and quality products. The use of foreign names has a greater impact than the use of the domestic name influence on quality perceptions and attitudes on the product itself. Type of store has a significant influence on the perception and attitude of quality products. Specialty store had a greater influence than the department stores influence on the perception of quality. Effect of brand name on the product quality and the attitude of the product there is no difference in the groups of men and women, so gender does not moderate the relationship the brand name of the product quality and the attitude of the product. Effect of brand name on the product quality and attitude different in groups ofman and women, with other meanings of gender moderate the relationship the brand name of the product quality and the attitude of the product. In the high involvement consumer products over high value for quality products and have more positive attitudes than those in the low involvement product.

Keywords:

brand name, type of retail, quality product, attitude, gender, product involvement

The Role of Individualism of Indonesian Consumers in Online Negative Word-Of-Mouth

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Abstract

This study aimed to investigate individualism role in the relationship between customer dissatisfaction and online negative word-of-mouth on Indonesian consumers. It was considering the impact of negative word-of-mouth that was very detrimental to the company and the growth of the internet usage in Indonesia that was quite high in recent years. The survey was conducted on 157 randomly selected customers that have unpleasant experience associated with the use of medical services and ever share the experience with others through online media. The results show that Indonesian consumers are consumers who have a high individualism and the individualism moderate the relationship between dissatisfaction and online negative word-of-mouth.

Keywords:

Dissatisfaction, Online negative word-of-mouth, Individualism

Consumer Dissatisfaction, Altruism and Online Complaining Behavior in Twitter: The Roles of Severity and Service Types

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Abstract

The Emergence of Twitter as the new interpersonal communication tools has now been utilized by consumers to express their emotions when they experience service failures. Some consumers post their complaint in Twitter by telling their unhappy stories and mentioning the Twitter official account of the firm providing the services in their post, while some others create the Twitter post without mentioning the firm. The purpose of this research is to investigate how dissatisfaction and altruism affect the way consumers respond to service failures by posting updates in Twitter; based on severity level and product types. An experiment design was conducted involving 240 student participants from three major universities in Indonesia who are active in Twitter. Data was analyzed using ANOVA and t-test, while the model was tested by Structural Equation Modeling. Results confirm that dissatisfaction and altruism affect positively to complaint behavior; both voice and eWOM responses. It is also found that there is significant difference on consumer responses to service failures between high and moderate severity. However, there is no significance difference on consumer responses between failures in basic services and in customer services. Research limitations and implications are also discussed.

Keywords:

dissatisfaction, altruism, complaining behavior, severity, social media

Investigation of Factors that Affect Customers Do Not Re-Purchase the Original Product Component with Root Cause Analysis

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Abstract

This research was conducted to customer at PT. Kobexindo Tractors Tbk Surabaya which has an unit of Doosan excavators but do not make a purchase spare part of Doosan but uses another. Therefore, Doosan spare part must analyze the factors that affect the Doosan excavator customers do not buy Doosan excavator parts in PT. Kobexindo Tractors Tbk Surabaya branch. Based on the results of research, there are four (4) factors that affect customer PT. Kobexindo Tractors Tbk Surabaya do not buy Doosan excavator spare parts. These factors are quality, price, availability, and service. For these factors, there are two factors that most affect customers do not buy part of Doosan excavators, the service factor and availability factor.

After knowing the factors as the main reason of customers do not buy Doosan parts, it is necessary to do root cause analysis (RCA) to explore the root cause of these factors to create the proposed program that should be implemented in order to increase sales of Doosan excavator spare part in PT. Kobexindo Tractors Tbk Surabaya branch. Root Cause Analysis is done by developing techniques Rev 5 diagram. From the results of root cause analysis (RCA) for the availability factor, part of Doosan recommended program to providing business consultant for every customer served directly in the field to escort needs and the availability of parts in the unit Doosan excavator. Part of Doosan is recommended to improve service factors by make "Mobile Store Program" to use a mobile operational, to accelerate the delivery part. And evaluate the business processes of a business process is expected to find a fast, safe and profitable company and customers.

The results of the identification of existing programs at Doosan spare parts are as follows. PT. Kobexindo Tractors Tbk can remove programs Consultancy Spare parts and Joy Full Program Meeting Program. These programs are not effective and less desirable by customers so it is better not continue anymore. While other programs such as Campaign Programs Spare parts, Spare parts Credit Program, and Blanket Order Program is a program that is interesting and could be continued, but need to be reviewed for these programs in order to become effective implementation.

Keywords:

Purchasing behavior, availability, services, root cause analysis.

The Sources of Inflation in Rural China

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Abstract

Over the past few years, rural inflation in China has been the subject of controversy on the grounds that an acceleration in price level continues to deteriorate the standard of rural living. The policy goal of “returning to the countryside” from an inflationary perspective becomes an unsettled question. The purpose of this paper is to explore into the sources of rural inflation from national and structural (sectoral and regional aspects) elements associated with localized pricing power. The estimation results for the period 2001-2013 show that localized pricing power as a main reason for rural inflation is noteworthy. We believe that the improvement in the degree of competition and information transparency can eliminate localized pricing power and eventually resolve high inflation troubles in rural China.

Keywords:

Inflation Shift-share analysis Pricing Power Rural China

World Trade Organization (WTO) and Economic Growth. The Impact of Joining WTO on Indonesia's Economy. An Econometric Modeling Approach

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Abstract

On January 1st, 1995, Indonesia joined the World Trade Organization (WTO). It was believed that WTO membership will foster the country's economic growth. A country's wealth will grow if the country opens its gate to and involve in international trade. Indonesia's future wealth growth will happen if Indonesia joins WTO. International trade is inevitable. Many Indonesia's labor work abroad, Indonesia's products must be sold abroad and many Indonesia's need must be produced abroad. This paper analyzes the impact of Indonesia's participation in WTO. Variables analyzed are macroaggregate variables, i.e. the consumption, investment, export, import and gross domestic product (GDP) for the period of 1980-2010. The United States' economy was used as the proxy of world economy. Model analyzed is a new flexible Keynesian approach model. The consumption, investment, export and import increased when Indonesia participated in WTO.

The Balance Social Enterprise Spectrum on Csr Agenda In Supporting Arts

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Abstract

The objective of this study is to propose a concept of CSR implementation in supporting arts from the perspective of the arts organization. In the new Indonesian Corporate Law, 2007, it is a mandatory (not voluntarily) for a company to implement CSR agenda as part of its business activity. Additionally, the Indonesian government set the year 2009 as creative industry year to show its commitment to develop creative industry in the country since arts can contribute to economic development. The rising momentum of CSR and creative industry in Indonesia should lead to cooperation between business and arts organization. Yet further research need to be taken to find out the expectations from the arts organization. This study is based on the interview with key arts organization in Indonesia and Focus Group Discussion on Arts delivered by Koalisi Seni in 2012. The Balance Social Enterprise Spectrum by Dees (1998) will be used to analyze and generate a framework for the cooperation between the two kinds of organization within CSR and creative industry context. A transformation to social enterprise is essential in order to foster sustainable local development, help create local wealth and jobs, and fight social exclusion (OECD,2009).

Keywords:

CSR, arts organization and social enterprise

Political Risk Indicators And The Effect Of Foreign Direct Investment In Indonesia

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Abstract

This research analyzes the effect of political risk and foreign direct investment (FDI) inflows in Indonesia. This research also identifies indicators that matter most on political risk and the effect of political risk on FDI. Overall, 12 different indicators for political risk are employed in the empirical analysis. This research gathering data from giving questioner to investor tant invest in capital market, in Indonesian Stock Exchange. Factor analysis uses to compose composite value of political risk. This research argues that political risk negatively affect FDI, and government stability, level of corruption, and law and order are major indicators for political risk in Indonesia. This research will help government as regulator to conduct policy that more concern on reduction of political risk. This research found that politicalriskno effect onforeign direct investmentinIndonesia.However,othervariablessuch asinflation, trade, andfound toaffect thegrowthof foreign direct investment. The indicators of political risk that have the biggest impact on composite value of political risk is in the fifthcomponentthatcanbe usedtoreflect thescoresofpolitical riskfactors.

Keywords:

political risk, foreign direct investment, Indonesia Stock Exchange

The Effect of Determination of Government Regulation Number 46 of 2013 on Individual Tax Compliance Rate Resident Taxpayer

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Abstract

Government has set the Government Regulation (PP) No. 46 Of 2013 about 1% final taxation for Resident Individual Taxpayer and weight gain turn over Rp 4.8 billion a year. This Regulation aims to simplify the calculation and payment of taxes by the Taxpayer (WP). The WP can calculate the tax of 1% of turnover per month and shall be final, and then WP can directly pay via Automatic Teller Machine (ATM) some banks that have been designated to receive tax payments. With the ease of calculating and paying the tax, WP is expected to be more adherent to their obligations. According Gunadi (2005:3), the tax administration should be able to increase the tax payer compliance. Compliance is very important in the system of taxation applicable in Indonesia, namely the Self Assessment System, which requires the active participation of the community in the fulfillment of tax obligations.

Keywords:

Compliance, Taxpayer

Readiness of Indonesian SMEs in Facing AEC

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Abstract

Trade liberalization is expected to benefit participating countries to improve the welfare of their people. The implementation of trade liberalization in Indonesia started in 1967, but the application of a pro-market policy is gradually being carried out. Trade liberalization at the regional level was adopted with the implementation of AFTA (ASEAN Free Trade Area) in 2002 and then expanded with ACFTA (ASEAN China Free Trade Area) in 2010. More sophisticated trade liberalization will be faced by Indonesian businesspeople with an agreement on the implementation of AEC (ASEAN Economic Community) in 2015. Although AEC brings opportunities for domestic firms, it also brings threats. However, not many firms (SMEs) have knowledge about this plan or the opportunities and threats associated with it. This paper aims to explore the knowledge and readiness of SMEs about the implementation of AEC. This paper intends to answer the following questions: (1) Are Indonesian SMEs aware and ready to benefit from the implementation of AEC? (2) How can Indonesian SMEs' competitiveness be improved?

Keywords:

Trade liberalization, AEC, SME, awareness, readiness

Capital Market Co-integration in Five ASEAN Countries Pre and Post of the Global Financial Crises

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Abstract

This paper aims to expand our understanding associated with capital markets cointegration at the five ASEAN member countries in the period before and after the global financial crisis. The global financial crisis that occurred at the beginning of the year 2007-2009 has resulted in increased investment risk across all investment instruments that exist throughout the capital markets around the world. The increased risk occurred as a result of the interdependence of the international economic activity and the increasing integration of the capital markets throughout the world. To minimize the risk of investment, investors diversify their portfolios in a variety of capital markets in various countries. The global financial crisis is centered in America and Europe, potentially encouraging capital outflows from countries that are in America and Europe to the capital markets in the ASEAN member countries that have resilience in facing the global financial crisis. The capital flows potential towards the capital markets in the ASEAN member countries can encourage the changes of market integration in a long-term and the changes of market integration in a short term among the capital markets in those countries. By using the Johansen's cointegration test and Granger's Causality test, the results of study showed that there was a market integration either in a long term or in a short term in the period prior and post global financial crisis. The short-term cointegration which tested with Granger Causality tests indicated different causality directions among few countries in the periods before and after the global financial crisis.

Keywords :

Stock Market Co-integration, The Global Financial Crisis, ASEAN

Relationship between Macroeconomic Factors and Stock Price Position Oo Real Estate and Property Companies at IDX Period 2010 – 2013

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Abstract

This research essentially aims to examine separate factors affecting stock price. Researcher encouraged assessing those separate factors relating to the investment decision by investors and find out whether macroeconomic factors including: interest rate, inflation rate, exchange rate and GDP growth rate have positive influence on stock price and how significant the influence is. The researcher put more focus on real estate and property companies which are listed in Indonesia Stock Exchange for the period 2010 - 2013 with consideration the stock price of real estate and property companies listed in IDX is the most volatile stock during those year and its market capitalization was the largest during 2012. This study found that all interest rate, inflation rate, exchange rate and GDP growth rate as a composite variable have significant influence towards stock price. As the result of partial test revealed that interest rate, inflation rate and exchange rate have significance towards stock price while GDP growth rate is found to be insignificant.

Keywords:

Stock price, interest rate, inflation rate, exchange rate, GDP growth rate

Safety Learning System to Cram School

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Abstract

This study aims to develop safety learning system, and let the system become intelligent. We adopt the swarm intelligence and active Ultra-High Frequency RFID for safety learning system, and develop friendly human-computer-interface software for users use the personal digital assistants, personal computers or notebooks. We program the system and software with Extensible Markup Language (XML) and C sharp language. If the users begin to search, the kernel safety learning system automatically communicates with other RFID readers by agents, and the agents can search the closer camera for users. This study's result will be implemented to the cram school, and it would be helpful for the paterfamilias to hold all situations about their children at the cram school.

Keywords: Swarm Intelligence; Ultra-High Frequency RFID; Human-Computer-Interface;
Cram School

Development of a Kinesthetic Learning System for Schoolchildren's Baseball Learning

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Abstract

This research aimed to explore the influence on the learning motivation and the performance of athletic skills made by students in the conventionally instructive mode by introducing the computer-aided design instruction strategies of the Kinect baseball learning system. Research results indicated: (1) after the Kinect baseball learning system was introduced into instruction, it positively affected the learning motivation of students; (2) after the Kinect baseball learning system was introduced into instruction, it positively affected the performance of athletic skills of students.

Keywords: Kinect, Game-based learning, Competence motivation theory

Commercialisation of University Technology Research

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Abstract

The purpose of this research is to identify and explore best practice for successful university research commercialisation. To combine these into a conceptual framework that supports this in the field of Biomedical Engineering in Australia. Following the post – positivism paradigm a deductive, exploratory study of existing literature for obstacles and best practice of research commercialisation is done. Supporting literature such as the European Innovation Scoreboard and case studies support translating these obstacles and best practises from different industries and countries to the specific needs of Biomedical Engineering research in Australia. Sources are critically reviewed and combined to create a conceptual framework that supports successful university research commercialisation. This study is focussed on the Australian university based Biomedical Engineering research field, thereby results will not be directly transferable to other fields and/or countries. The featured framework is of solely theoretical nature and not validated in the practical realm of implementing it. This is a task for further research in this topic. The framework – once successfully implemented - will support a higher success rate of university research commercialisation, thereby increasing the return on investment of public spending. This will on one hand, increase the attractiveness to investment for funding providers and private businesses, and on the other hand, make new technologies available for the Australian economy. This will increase the innovation capabilities of Australia and thereby stimulate economic growth directly and indirectly.

Keywords: Innovation, Innovation Management, Commercialisation, University Research, Australia, Biomedical Engineering, BME.

An Empirical Study of The Relationships between Attribution of Success and Failure in Teaching, and Teaching Self-Efficacy of Physical Education Teachers at Junior High Schools

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Abstract

The purposes of this study were to investigate the status quo, differences, and relationships between attribution of success and failure in teaching, and teaching self-efficacy of physical education teachers at junior high schools. To serve the abovementioned purposes, this study compiled and produced the Questionnaire of the Relationships between Attribution of Success and Failure in Teaching, and Teaching Self-Efficacy of Physical Education Teachers at Junior High Schools. The questionnaire survey was implemented with stratified random sampling among all junior high schools nationwide. 571 physical education teachers in active service were drawn. The data extracted from the questionnaire were processed and analyzed with frequency distribution, mean calculation, standard deviation, MANOVA, product-moment correlation, and canonical correlation analysis. The important conclusions derived included; First, the majority of the physical education teachers at junior high schools believed that the commitment to teaching was the key element to the success of teaching and that luck was the least important factor. In addition, most of the physical education teachers at junior high schools were highly aware of teaching self-efficacy. Secondly, the attributions of success and failure in teaching showed no influence from teacher characteristics and teaching environment, while teaching self-efficacy of physical education teachers at junior high schools slightly varied with teacher characteristics and teaching environment. Thirdly, the internal factors of attributions of success and failure in teaching of physical education teachers at junior high schools were comparatively more related to teaching self-efficacy, and had the highest influences.

Keywords:

Physical education teachers at junior high schools, attribution of success and failure in teaching, teaching self-efficacy

Student' Reactions on the Use of Basic Chinese Mandarin As an Instructional Material for Foreign Language 1

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Abstract

Today's Higher Education Institutions undertake rapid transformation. People must adapt to evolving claims to be "on the trend" and survive from daily struggles. The 21st century Filipinos compel themselves to go with the flow and to keep at par with countries. Hence, all institutions aim higher academic echelon including studies on diversity leading students becoming more globally competitive individuals.

This paper "Basic Chinese Mandarin, Instructional Material for Foreign Language 1: An Assessment" find answers to the following objectives: to describe the profile of the Foreign Language students with respect to their: age, gender, and course; to determine the performance of the respondents in FL 1 based on the grade earned after the semester has ended; and to assess to what extent do the respondents accept the Basic Chinese Mandarin as an instructional material for Foreign Language 1 based on the following aspects: interest while receiving the instruction; behavior during the instruction, and performance after the instruction.

This investigation described the status of the extent of acceptability of the module among its users; hence, the researchers used the descriptive evaluative method or descriptive design. The 40 BS Tourism students of Lyceum of the Philippines University Batangas who have already taken Foreign Language 1 were the respondents taken on purposive random sampling.

The researchers constructed a three-part self-prepared, structured questionnaire. With the permission of the College Dean, researchers personally performed the process. To analyze the data gathered, Percentage determined the profile of the respondents, Weighted Mean established the extent of acceptability of the Module.

Majority of the respondents are 19 years old, female. Thus, regardless of age and gender, the module can be learned, accepted for beginning instructional material catering to any non-native Chinese speakers. The respondents received high grades in FL 1 denoting high level of understanding. Contents are appropriately organized helping them gain learning. Full extent of reactions in terms of interest while receiving the instruction and moderate extent in terms of behavior during instruction.

The college may continuously prescribed the module and use videos to supplement the activities. A continuation to module 1 be prepared and another research may be conducted to evaluate the content of the module as a basis for publication printing.

Interpersonal Orientation and Stress Management of Higher Secondary Students

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Abstract

Interpersonal orientation can be understood as the expression of orientation by the degree to which one wants and includes others and is friendly and personal with others. It also includes the desire for such behaviour from others by an individual to the extent one wants others to include him to join then, influence and lead him and express friendly and affectionate feelings towards him. It is on the part of an adolescent to develop good interpersonal orientation and also to have a good management of his own self to be very successful.

The lack of good relationships or breaking of existing relationships causes stress in adolescents. If stress is faced through appropriate strategies, the adolescents will grow in healthy interpersonal relationships that will enable them to contribute to the family, the society, the country and the world at large. There arises a need to study the interpersonal orientation and stress management of higher secondary students. Bearing this in mind, the investigator makes an attempt to study the relationship between interpersonal orientation and stress management of higher secondary students.

The main objective of this study is to find out the relationship between interpersonal orientation and stress management of higher secondary students. Interpersonal Orientation Scale designed by F.T.Watler and Stress Management Scale developed and validated by the investigator are used to collect relevant data. The sample consists of 320 students of whom 160 are boys and 160 are girls. The data are analyzed by 't' test and Karl Pearson's product moment correlation test. The results indicate that there is no significant relationship between interpersonal orientation and stress management of higher secondary students.

Personality factors of the successful innovative activity

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Abstract

Present study focuses on personality factors which determine to a considerable degree the effectiveness of the subject's innovative activity. The main goal was an evaluation of correlations among personal innovativeness, parameters of individual creativity, average intelligence, and propensity for the novelty experiencing. I also analyzed how participants used others' ideas in their creative activity. The study consisted of 2 series. Obtained data showed that there are no significant relations between the most important personality factors of innovation: innovativeness and creativity. This finding contradicts the notion that creativity and personal innovativeness closely related to each other. But it looks as a partial support for the statement that creativity is the first step in future innovations. I did not find significant correlation between innovativeness and average intelligence, too. On the contrary, correlation between personal innovativeness and propensity for the novelty experiencing was significantly positive ($r_s = .4, p < 0.05$). This finding confirms my prediction that sensational sphere and motivation to experience new emotions are closely related to the personal innovativeness. Results of the study can be applied to enhancing the individual creativity and innovativeness, as well as to various procedures and stages of the innovation management.

Foundations of Aesthetics and Character Education in Early Childhood Education

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Abstract

Early childhood education creates encouraging impact on the children's whole child development and character development. The benefits of character education within early childhood education are irrefutable and undisputable. The critical evaluation on character development in childhood education is interrelated to the curriculum activities of aesthetics. Propositions development and literature review are particularized with the following perspectives, including children's creative thinking and learning motivation. Creative thinking and learning motivation are other indispensable competencies in early childhood education. Evidence and findings are demonstrated by supporting positive impacts of childhood education. The need of aesthetics and character education within early childhood period is well documented by providing peer review views with argumentative discussions.

Keywords: early childhood education, aesthetics, creative thinking, character education, learning motivation

Elderly empowerment through local potentialbased Onislamic Boarding School (A Studyatthe AlMahalli ElderlyIslamic Boarding School, Yogyakarta Indonesia)

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Abstract

Life expectancy age of people in the world is getting longer up so the number of elderly is more than the growth of birthrate. Therefore, many countries including Indonesia began focusing attention to the lives of the elderly. A variety of programs to improve the well-being of the elderly has been pursued by the government, but the problems around elderly are still various, so many parties need to help the government to develop variety innovative efforts to improve the well-being of the elderly. For this reason, this study was conducted to make the elderly empowerment model through Al MahalliIslamic Boarding School with local potential utilization of human resources as well as its natural resources. Throughqualitativemethods, data collectioninvolvedmanagers, officials, andthe elderlyaround theIslamic Boarding Schooltoexplorethe problemsandneeds ofthe elderlythenbe used as materialtomakea localpotential based empowermentmodel. Research results formulatea modelthat is focused ontwothings: thenaturalpotential andhuman resourcepotentialthat beginswithlook, think, act, monitoringand evaluationsteps resultingin physical and spiritualwell-being ofthe elderly.

Keywords:

elderly empowerment, local potential, natural resources potential, human resourcepotential

Senior Entrepreneurship: Active Ageing and Extending Working Lives

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Abstract

The population and labour force in Australia are ageing, and this paper explores the role of senior entrepreneurship in active ageing. Senior entrepreneurship is the process whereby people aged 50+ participate in business start-ups. The phenomenon is explored from two prominent arguments: (1) as populations age, the number of older business founders will increase, and (2) on the promotion of entrepreneurship in older age segments as a prospective policy option. We adapt an institutional framework and development of a senior entrepreneurship ecosystem to guide the study, with particular emphasis on entrepreneurial attitudes, activity and aspirations. We highlight unique Australian entrepreneurship activity and prevalence rates, scope of senior entrepreneurship, entrepreneurial activity and age, barriers and advantages to senior entrepreneurship, motivation, skills and opportunities for entrepreneurs and finally policy implications and recommendations to enhance active ageing, extending working lives and senior entrepreneurship.

Keywords:

Senior entrepreneurship; start-ups.

Students' Entrepreneurial Intention in Indonesia

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Abstract:

The purpose of this research is to analyse the effect of entrepreneurial knowledge on entrepreneurial intention of students. The number of respondents was 345 students. Structural Equation Model (SEM) was used to analyse the data. The results demonstrate that entrepreneurial knowledge influenced the students' individual attitudes, social norms and self-efficacy. Social norms had no effect on individual attitudes and behaviour affected individual entrepreneurial intentions. Social norms did not affect the entrepreneurial intention. Self-efficacy affected entrepreneurial intention. The limitations of the study were that the research objects were only the students of economic faculties, concentrating on management and accounting. The results did not discuss their curricula and models of entrepreneurship education. The implications of the research results can be used for college consideration in developing entrepreneurship curriculum of each subject as needed and be able to influence the attitudes of students after graduating from their higher education to determine entrepreneurial career.

Keywords :

entrepreneurial knowledge, students, individual attitudes, social norms, self-efficacy.

Entrepreneurship Theory

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Abstract

The objective of this paper is to assess the basis of the entrepreneurial theories. It discusses the process of entrepreneurship, and models of entrepreneurship are also assessed. These are the simple Hollenbeck–Whitener model, Sanberg’s model, and the preliminary VCP model. Additionally, it explores the abilities, skills, aptitudes, and entrepreneurial competencies from a process perspective. The process of entrepreneurship can be illustrated as being central to the duties performed to maintain the progress of the economic sector. This process is supported by people who search for new and more efficient ways to achieve their business objectives. There is a belief concerning the creation of entrepreneurship that is focused on the inherent, personal characteristics of the entrepreneur. That it is not a new thing for entrepreneurs to display several universal characteristic and knowledge related to their community, and this makes them different from others. New venture performance (NVP) is a function of the characteristics of the entrepreneur (E), the structure of the industry in which the venture competes (IS), and its business strategy (S).

Keywords:

Process of entrepreneurship, entrepreneurial traits, new venture performance (NVP), value creation performance (VCP).

Innovative Female Entrepreneur: Intellectual Capital Based Family Business in the Digital Era Journal Human Resources

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Abstract

This research entitled as Innovative Female Entrepreneur: Intellectual Capital Based Business in the Digital Era. The objectives of this research, the first is to observe the style of leadership Septi Peni Wulandani (SPW) in leading the family business. The second is to figure out the process of developing the family business of SPW. The third is understand the problems that faced by SPW in developing her family business 'Jarimatika'. This research was qualitative research with biography. It uses some data collection methods those are observation, interview and documentation. The resource person is SPW. The validity data was checked by credibility and transferability or confidence test. The Analyze methods are triangulation and members check through reduction method, data display method, and drawing conclusion method.

In this research found that SPW has an ability to lead and to develop its business. She thought that every people can be a leader. The leadership is accustomed by surroundings to create behavior. She has the characteristic of the mother and the iron maiden, such behavior has the principles of entrepreneurship, hard work, diligent, honest, unyielding and including situational. She had success in developing business that uses various efforts that the most dominant is a good marketing using the information technology media. She focuses on business education services with intellectual capital to create some study methods. She has experiencing barriers, the most severe encountered is a double burden. She is a person to whom she had proved that woman can have good contribution in family business.

Keywords:

Female leadership, Business development, Family business

Business Success in terms of the Spirit of Entrepreneurship and Creativity (Survey On The Craftsmen of Angklung Souvenir and Angklung in Saung Angklung Udjo Neighborhood Bandung West Java)

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Abstract

Bandung micro enterprise industry had a decline, in terms of its business units, employment, assets, and turnover. This is due to the industrial development of micro enterprises in Bandung city has a problem that must be dealt by the parties involved. This was experienced by SMEs, especially in the souvenir trade of Angklung souvenir at Saung Angklung Udjo Bandung. These problems include the development of sales which is acquired each year has decreased.

The purpose of this study was to determine how the Spirit of Entrepreneurship of the Angklung Craftsmen at Saung Angklung Udjo in Bandung. To know how is the Creativity of The Angklung craftsmen at Saung Angklung Udjo in Bandung. To know how is the Business Success of the Angklung craftsmen at Saung Angklung Udjo in Bandung. To know how is the business success of the Angklung craftsmen at Saung Angklung Udjo which is seen from the Spirit of Entrepreneurship and Creativity.

The method used is descriptive and verification methods. This study took a sample of 44 people from a population of 88 people. A questionnaire was used as the primary data collection, data analysis using multiple correlation with SPSS 13.

F test results expressed the spirit of entrepreneurship which consist of (Confidence, Initiate, Achievement Motive, the spirit of Leadership and Dare to Take Risks), and Creativity consists of (Curiosity, Optimistic, Flexible, Finding Solutions Of Problems, Original and Imaginative) simultaneously have positive and significant impact of 95% on the performance of the businesses of Angklung Souvenirs craftsmen in the Saung Angklung Udjo neighborhood Bandung. T test results with 95% confidence level can be inferred that the spirit of entrepreneurship has a significant impact on the business success of the Angklung Souvenirs craftsmen in the Saung Angklung Udjo neighborhood Bandung. Positive direction shows that the spirit of entrepreneurship and creativity makes higher business success.

KEYWORDS:

Spirit of Entrepreneurship, Creativity, Business Success

An Overview of Innovative Behavior and Entrepreneurial Success of Chinese Women Traders in Surabaya

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Abstract

Trading is often regarded promises to bring wealth. Trading is a way for someone to achieve success and prosperity of life, it becomes the trigger for a lot of people to try their luck at the world of commerce. One of the things that led to the success of an entrepreneur or a traders is innovative behavior. Today, trading is not only monopolized by men, women have also jumped into this world. ITC Mega Grosir Surabaya come out as the place for various ethnic background of women traders, one of them is pretty much the Chinese Ethnic.

This study is to determine the effect of innovative behavior to their success as a Chinese-women traders in ITC Mega Grosir Surabaya. In this study, independent variables which is innovative behavior consist of opportunity exploration, generativity, formative investigation, championing, and application with a single dependent variable is an entrepreneurial success of Chinese women-traders. This study samples are 167 Chinese-women traders. Based on the results of the path analysis, it is concluded that the innovative behavior has a positive and significant influence on the entrepreneurial success of Chinese women-traders.

Keywords :

The Innovative Behavior, Entrepreneurial success of Chinese women-traders

Assessing Entrepreneurial Attitude Among Undergraduates

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Abstract

Entrepreneurial attitude is believed as an important predictor of entrepreneurial intention. The aims of this study were to assess entrepreneurial attitude orientation among students; to investigate differences of entrepreneurial attitude among those from different gender, working status and organizational experience. The study was conducted among 342 semester 6 students in a university in an urban area in Indonesia. The students had completed 5 series of entrepreneurship courses and at the time of the study was taking the sixth entrepreneurship course. The gender ratio of respondents were 49.4% males and 50.6% females. The scale used in this study was a modification of Entrepreneurial Attitude Orientation developed by Robinson et al. (1991). Results showed that entrepreneurial attitude orientation among students was high. All dimension of entrepreneurial attitude was high, except business self-esteem was categorized as moderate. No differences found in respondents with different gender. Generally those who had part-time work showed significantly higher entrepreneurial attitude than those who did not work. Those with organizational experience had also significantly higher entrepreneurial attitude in general, compared to those with no organizational experience. Detailed findings related to each dimension of entrepreneurial attitude and discussion of findings will be explored further in this paper.

Keywords:

Entrepreneurial Attitude Orientation, Entrepreneurship Education, Gender, Working Status, Organizational Experience, Students

Entrepreneurial Intention among Undergraduate Students: Theory of Planned Behavior Perspectives and the Role of Personality

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Abstract

The purpose of this study was to investigate the entrepreneurial intention among undergraduate students based on theory of planned behavior. The other purpose was to investigate whether personality has moderation effect on the relationship between theory of planned behavior and entrepreneurial intention. The author used hierarchical regression with a 100 sample from Airlangga University to test the hypotheses. The results showed that attitude and perceived behavioral support have positive significant effect on entrepreneurial intention while the subjective norm has no effect on entrepreneurial intention. Contrary to expectations, the relationship between openness to new experience was not moderated by openness to new experience as a dimension of personality.

Keywords :

theory of planned behavior, attitude, subjective norms, perceived behavioral support, entrepreneurial intention, openness to new experience.

The Antecedence of Entrepreneurial Achievement

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Abstract

Someone's accomplishment is determined by his ability and by the strength of his strive to achieve success, strive to get success is determined by the individual's personality in facing the situation around him.

This research was aimed to know (1) individual characteristic that consists of ability, locus of control & learning goal orientation had significant effect to self efficacy, (2) self efficacy had significant effect to achievement motivation, (3) achievement motivation had significant effect to entrepreneurship achievement, (4) ability had significant effect to entrepreneurship achievement.

The subject of this research included students Airlangga University. Sampling technique used was Census technique. Students participated as research sample had been getting entrepreneur grand. Statistical method used was linear regression analysis technique, supported by SPSS 10.00 program.

Result of this research revealed that individual variabel characteristic that significantly effect self efficacy and entrepreneurship achievement was ability, while learning goal orientation and locus of control had no significant effect to self efficacy. Self efficacy also have significant effect to achievement motivation & achievement motivation have significant effect to entrepreneurship achievement.

Key Words:

Ability, Learning Goal Orientation, Self Efficacy, Locus of Control, Achievement Motivation, Entrepreneurship Achievement.

Comparison of Market Risk Models With Respect To Suggested Changes of Basel Accord

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Abstract

The market risk capital charge of financial institutions is mostly calculated by internal models based on integrated Value at Risk (VaR) approach since introduction of the Amendment to Basel Accord in 1996. The internal models should fulfil several quantitative and qualitative criteria. Besides others, it is a so called backtesting procedure, which was one of the main reasons while alternative approach to market risk estimation -- conditional Value at Risk or Expected Shortfall (ES) – were not applicable for the purpose of capital charge calculation. However, it is supposed that this approach will be incorporated into Basel III. In this paper we provide an extensive simulation study using various sets of market data to show potential impact of ES on capital requirements.

Application of Linear Programming in Products Combination Planning to Maximize Profit

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Abstract

This aim of this research is to plan products combination in UD Sumber Rejeki using linear programming to maximize total operating profit. UD Sumber Rejeki produces two speaker boxes which are speaker box rangka and speaker box ring. Speaker box rangka has six types i.e. Karaoke, Big Sound, Grandmaster, Cannon Pro 12, Cannon CX 10, and Cannon CX 6. Speaker box ring has three types i.e. Cannon Ring, Cannon VCD 10, and Cannon VCD 12. Linear programming using Excel is applied. This research found that Karaoke, Big Sound, and Cannon CX 10 shouldn't be produced anymore given the fact that profit can't be maximized. Sales volume of Grandmaster should be increased in order to maximize profit. Total maximum profit was Rp 513897202.00.

Keywords:

Products Combination, Linear Programming

SWOT Analysis and IFE Efe Matriks of The Small Loans in Bri Ciputat And Mandiri Sharia Bank Ciputat

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Abstract

On the fourth position as KUR distributor and BRI as non sharia bank and BSM as sharia bank, In developing economies Unit Micro, Small and Medium Enterprises (MSMEs), the government launched a program of the People's Business Credit/Kredit Usaha Rakyat (KUR). In practice, KUR conducted by the executing bank appointed by the government. Indonesian People's Bank (BRI) and Mandiri Sharia Bank (BSM) are two banks mandated by the government to participate in the distribution of small loans. BRI as a non sharia bank/conventional bank, and BSM as Sharia Bank have become main attraction to be investigated further concerning the small loans distribution by the two banks. This research will be discussed in more detail in the BRI and BSM implementation KUR program. Also, it will be compared to the implementation of KUR from BRI Branch Office (KC) Ciputat and BSM Branch officeCiputat.

The result, in terms of enforcement of regulations both BRO KC and BSM KC Ciputat implementing regulations KUR well. The different characteristics of customers of the two bank only in the income customers. Income of customers BRI KCP Ciputat who made over Rp 2 million the rate of 93,3%, while customers BSM KC Ciputat entirely income above Rp 2 million. At BRI KC Ciputat transaction costs of KUR about 7,6% of the limit KUR funds, while the cost of the BSM KC Ciputat approximately 13,67% of the limit KUR funds. Calculation results of IFE matrix and EFE matrix show that both BRI and BSM have already owned a good strategy in anticipating the existing external and internal threats.

Keywords:

KUR, MSMEs, KUR Recipient Characteristics, IFE Matriks, EFE Matriks

Analysis Of Corporate Social Responsibility, Foreign Ownership and Stock Return

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Abstract

This study aims to analysis the Corporate Social Responsibility in the go public mining companies in the Indonesian Stock Exchange by testing the influence of leverage, profitability, and the board of independent commissioner to Corporate Social Responsibility (CSR) which is moderated by the foreign ownership structure; and examine the influence of CSR to return. The population in this study were the go public mining companies in the Indonesian Stock Exchange during the period of 2008-2012 by the number of 28 companies. The sampling technic used was purposive sampling by the following criteria: a). The go public mining companies in the Indonesian Stock Exchange and had complete financial reports in the period of 2008 to 2012. b). The mining companies which incorporate CSR reporting in the annual report. Through these criteria, it is obtained 12 mining companies for the period of 2008-2012, so that it is obtained 60 observations. The type of data used is secondary data obtained from the company's annual report. The technique of analysis uses Moderated Regression Analysis (MRA). After successfully completing the classical assumptions involving heteroscedasticity, multicollinearity and autocorrelation test, the regression results indicate that a). Mining companies had implemented CSR well by values above 60, and had 3% increase from year to year, b). Leverage and profitability had significant negative influence on Corporate Social Responsibility. It means that CSR was treated as an expense and not as investment for sustainability, c). Independent board had a significant positive influence on Corporate Social Responsibility. d). Foreign ownership strengthens the influence of leverage on Corporate Social Responsibility; it supports the theory of agency and legitimacy f). Meanwhile, foreign ownership weakens the influence of the proportion of independent board to Corporate Social Responsibility, g). Foreign ownership was not able to either strengthen or weaken the influence of profitability on Corporate Social Responsibility, h). Corporate Social Responsibility had a positive influence on returns. It means that Investors had very interested to companies that implementing CSR as a form of corporate social responsibility towards society and environment.

Keywords:

Corporate Social Responsibility, Foreign Ownership, Profitability, Leverage, and Board of Independent Commissioner.

Analysis of Different Interests in Family Financial Planning in Greater Jakarta

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Abstract

This study was conducted to analyze the difference of interest in the making of family financial planning regarding the family characteristics. Family characteristic' aspects studied were mother's educational background and number of children in the family. The research divided educational background category into two (2) groups: mothers with educational background up to Senior High School level (SMU) and mother with higher one. The research also divided the number of children category into two (2) groups: families that have two (2) children and families that have more than 2 (two) children. Interest in family financial planning is measured by distributing the questionnaire that contains list of questions to capture four aspect: 1) interest in financial planning, (2) willingness to dedicate time to implement financial planning, 3) awareness of the its benefits, and 4) the feel of disappointment when do not conduct the financial planning. Elements of family financial planning measured are consists of a family budget, net worth statements, life insurance, investment strategy, and retirement income. The test results through the analysis of two independent samples t test showed that there was no different interest in family financial planning between respondents with educational background up to High School level (SMU) and the ones with higher educational background. The results of this study also showed that there are different interest in family financial planning between families that have two (2) children and families that have more than 2 (two) children regarding awareness of the benefits of family financial planning and disappointment of not conduct family financial planning.

The Influence of Corporate Governance toward Financial Risk Disclosure

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Abstract

This study aims to know and analyze whether the board of commissioners, the number of meeting by commissioners, the composition of the independent commissioners and Audit committees, the number of Audit committee meetings and institutional ownership have a positive influence on the level of financial risks disclosure or not. In this study, the financial risk disclosures is Measured by a Wallace index. Population used is banking companies listed in the Indonesian Stock Exchange from 2009 to 2011. The sample selection uses purposive sampling method. It is obtained 72 data met the criteria. Then, the Data Analysis Technique uses multiple linear regression. The result of the study shows the board of commissioners, the number of meeting by commissioners, the composition of the independent commissioners and Audit committees, the number of Audit committee meetings and institutional ownership have a positive influence on the level of financial risks disclosure. Meanwhile, the board size has no significant influence on the financial risk disclosure. Therefore, Simultaneously, the board size, the number of board meetings, the proportion of independent Commissioners, the proportion of the independent audit committee members, the number of audit committee meetings, and institutional ownership have a significant influence on the financial risk disclosure.

Keywords:

the board of commissioners, the number of meeting by commissioners, the composition of the independent commissioners and Audit committees, the number of Audit committee meetings and institutional ownership and financial risks disclosure.

The Effect of Net Income And Cash Flow Total to The Company Value, in The Property and Real Estate Company Listed on The Indonesia Stock Exchange During The Period 2008-2011

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Abstract

Company value or the market value is of the degree to which a company by the public. Value is measured by the value stock price. The higher the company value stock price will rise. This study aimed to determine the effect of net income and total cash flow to enterprise value in Property and Real Estate companies listed on the Stock Exchange during the period 2008-2011.

The population in this study is Property and Real Estate companies listed on the Stock Exchange. Sampling methods were conducted with a purposive sampling method is based on certain criteria in order to obtain 25 companies. Data research using secondary data and the data obtained from the report publication used in this, namely t-test and F-test.

Data analysis was carried out every year. The results of hypothesis testing showed that in 2008 the partial net income has no effect on company value, while in 2009, 2010, and 2011 net income partially significant effect on company value. The results of hypothesis testing showed that in 2008 the partial total cash flow significantly affect the value of the company, while in 2009, 2010, and 2011 partial total cash flow does not affect the value of the company. And simultaneously test results show that during the period 2008-2011 net income and total cash flows significantly affect company value.

Keywords:

Net Income, Total Cash Flow, Firm Value

Identified Income Smoothing Factors Drivers on Indonesian Manufactures Companies

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Abstract

This study aims to analyze whether Profitability, Financial Risk, Company's Value, Managerial and Public Ownership Structure; and the company size influence the practices of Income Smoothing or not. In this study, income smoothing is measured by Eckel index which is different from previous studies. The population of the study is companies listed on the Indonesian Stock Exchange from 2007 to 2011. The sample selection uses purposive sampling method. There are 285 data meet the criteria and free from outlier data. Moreover, data analysis technique uses multiple linear regression. The finding of the study shows that partially profitability, managerial ownership structure and company size significantly influence the income smoothing. Meanwhile, financial risk, the company's value and ownership structure of public have no significant influence toward income smoothing. Simultaneously, profitability, financial risk, the company's value, managerial and public ownership structure; and the company size have a significant influence on income smoothing.

Keywords:

Income Smoothing, Profitability, Financial Risk, Managerial Ownership Structure, Public Ownership Structure.

Different Analysis Of Mutual Fund Proportions In Bond Investments Before And After The Income Tax Rate Increase In Interest Bonds Of Mutual Fund Investments In Mutual Funds Company Listed In The Otoritas Jasa Keuangan Period Of 2009-2012

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Abstract

The objectives of this research was to examine differences in the proportion of the bond mutual fund before and after the increase in the interest income tax rate of bond mutual funds which have invested in the mutual fund companies that registered at Otoritas Jasa Keuangan in 2009-2012. This research used secondary data like the proportion of bond mutual funds before the increase in the interest income tax rate of bond mutual funds (2009 and 2010) and the proportion of bond mutual funds after the increase in the interest income tax rate of bond mutual funds (2011 and 2012), which can get from Otoritas Jasa Keuangan. To analyze data, this research used independent simple t test using SPSS software tools version 20.

The result from this research indicated that there is no difference in the proportion of the portfolio of bonds mutual fund before and after the change in income tax rate of bond mutual funds. The results found that this happens because the investment scheme are in the stage of growth and the imposition of income tax rate is still 5% below the normal rate on bond interest income tax at 15% so there is no significant difference occurred.

KEYWORDS:

differences test, increase in Income Tax Rate, Bond Mutual Funds

Houseprices and bank lending in Indonesia

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Abstract

This paper studies relationship between residential property prices and bank lending in Indonesia over the period 2002Q1 – 2013Q4. We applies Johansen-Juselius cointegration test procedure and VAR modeling to evaluate the long run relationship and dynamic interaction between house prices, bank credits, real output and interest rate. Apart from the aggregate house prices index, the analysis also covers sub-indices, namely, small, medium and large house price index. We find that there are exists unidirectional causality running from bank lending to property prices, and that the causality runs interactively through the error correction term from bank lending, GDP and interest rate to house prices. Our findings have important policy implications.

Keywords:

House prices, Bank lending, Cointegration

**The Influence of Foreign Institutional Ownership and Domestic
Institutional Ownership to Stock Market Liquidity
(Study in Manufacturing Industry Listed in Indonesia Stock Exchange)**

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Abstract

This research was conducted to determine the influence of structure ownership, foreign institutional ownership, and domestic institutional ownership, from stock market liquidity control variable in this research are return volatility, and size measure by market capitalization. This research utilizes a quantitative approach applying statistical tools in the form of multiple linear regressions. This study also employs secondary data from manufacture firms which fulfills the requirement and listing in Indonesia Stock Exchange from 2009-2010.

The result of this study concludes that foreign institutional ownership has a significant negative impact on stock market liquidity which is measured by depth and also has a significant positive influence on market liquidity which is measured by relative spread. The second result of this study is that domestic institutional ownership has a significant negative influence on stock market liquidity measured by depth but domestic institutional ownership measured by relative spread that hasn't held significant influence on stock market liquidity. The control variable has varied influence on stock market liquidity.

Keywords:

foreign institutional ownership, domestic institutional ownership, return volatility, size, market capitalization, stock market liquidity, depth, relative spread.

International, Industri Diversification and Value of the Manufacture Firm In Indonesian Stock Exchange

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Abstract

This study examines the relationship between firm value and both internasional and industrial diversification involvements for a sample of 49 manufacture listed firms in Indonesian Stock Exchange over 2010-2012. This study uses multiple regression method, Tobin's Q ratio to measure firm value and dummy variabel to measure diversification. The result of this study showses that industial diversification has no significant effect on firm's value, international diversificaton has a negatif effect to firm value, and industrial and international diversification has a negatif effect to firm value.

Keywords:

Industri diversification, International diversification, Firm value

Herding Behavior in Indonesia

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Abstract

From 1990 up to 2013, Indonesian capital market experiences a significant growth as indicated by the increasing number of issuers by 327 %. Indonesian Stock Exchange (IDX) is categorized as emerging market that is characterized by high fluctuations in the market price as a result of the low of quality of information. Herding behavior is more prevalent in emerging markets than developed markets. Komalasari (2013) was found that there is no herding behavior in the Indonesian capital market in 2008. This research try to improve the research design of Puput (2013) by examine the effect of market condition on herding behavior. The purpose of this study is to investigate herding behavior in every sector of the industry is based on the classification of JASICA (Jakarta Industrial Classification) from 2006 up to 2013. Generally, this study found herding behavior in Indonesian stock exchange. In particular, herding behavior is found in 4 of 9 sectors in IDX, namely the Chemical Industry, Consumer Good Industry, Transportation and Infrastructure Industry, and FinanceIndustry. The study also found that when the market is bullish and the stock volatility increases, the likelihood of herding behavior also increased. Herding behavior occur consistently when market stress was present Finance Industry.

Keywords:

Herding Behavior, Market condition, market stress, market volatility

Analysis and Forecasting of Bankruptcy Potential Using Multiple Discriminant Analysis and Double Moving Average on PT. Bakrie Telecom, Tbk Year 2013.

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Abstract

Due to increasingly tougher business competition, many corporates improve their business more intensively. The improvements include improvement of product quality, service quality for their performance improvement. Future corporates should really be able to compete both in regional and global markets. Corporates that unable to compete and maintain its performance will be eliminated from the industrial environment and will ultimately go bankrupt. Altman's Z-Score is a statistical model that uses the multiple discriminant analysis (MDA) technique to forecast the potential of bankruptcy. Forecasting of bankruptcy potential can be done using a moving average with averaging of 3-year, 4-year or 5 years, depending on the period under study. The purpose of this study was to determine how the bankruptcy potential of PT. Bakrie Telecom, Tbk as one of the telecom operators in the period 2005-2012 using multiple discriminant analysis. This study also aims to forecast the bankruptcy potential of the corporate for the year 2013 using double moving average with averaging of 3-year and 4-year.

The results showed that during the period 2005-2012 PT. Bakrie Telecom, Tbk is in the zone of collapse because the Z'' -Score obtained was < 1.10 ; except in 2006 and 2008, the corporate is in the gray zone because of Z'' -Score obtained was in the range of 1.10 to 2.60. Further forecastings of Z'' -Score for the year 2013 using double moving average with 3-years averaging is equal to (5.71) and with 4-year averaging is equal to (4.56). The level of forecasting error (mean absolute percentage error) with a 3-year averaging is 1.00% and for the 4-year averaging is 4.43%. Thus to forecast bankruptcy in 2013 double moving average with 3-year averaging was selected because the error rate is smaller than the 4-year averaging. The accuracy of bankruptcy forecasting of PT. Bakrie Telecom, Tbk using double moving average averaging 3-year 2010-2012 was averaged at 51.10%; while the accuracy of bankruptcy forecasting for the year 2012 was averaged at 78.11%.

To avoid bankruptcy, corporate should be more intensively and earnestly carry out products and services improvement in order to improve their financial performance amid increasingly fierce competition between telecom operators in order to preserve the interests of all stakeholders.

Keywords :

Altman's Z-Score, double moving average, bankruptcy.

The influence Analysis of CAR, OER and LDR to ROA using Panel Data Regression Model (Case Study On Commercial Banks listed on the Indonesia Stock Exchange Period 2008-2011)

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Abstract

This study aimed to examine the effect of the Capital Adequacy Ratio (CAR), Ratio of Operating Expenses to Operating Revenue (OER), and the Loan to Deposit Ratio (LDR) on Return On Asstes (ROA). The sample of this study is a commercial bank listed on the Indonesia Stock Exchange LQ45 during the period 2008-2011 were taken by purposive sampling. The analytical method used in this research is panel data regression analysis using a fixed effect model.

Based on the results of research, resulted in the regression equation

$$\mathbf{ROA_{it} = 5.825046_{it} + 0.039518 \mathbf{CAR}_{it} - 0.047869 \mathbf{OER}_{it} - 0,001099 \mathbf{LDR}_{it} + \mu_{it}.}$$

Regression model adjusted R2 value of 0.7649. This suggests that the major effect of variable CAR, ROA and LDR on ROA at 76.49% of the value seen Rsquare. While the rest of 23,51% is influenced by other variables. From the test results showed that the ratio of the partial hypothesis for OER is affectly significant on ROA, while CAR and LDR has no partial effect on ROA. From the results of simultaneous hypothesis testing showed the CAR, ROA and LDR are affectly significant on ROA.

Keywords :

CAR, OER, LDR, ROA, Panel Data Regression, Fixed Effect.

Communication as Mechanism against Crisis: A Semiotic Approach on What Managers should learn from Habermas Theory of Communicative Action

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Abstract

An organization is a conglomeration of individual cultural practices and not just a system of human beings acting and interacting with each other (Dy, 1997). This communion can either result to thought conflict or agreement. Presently, conflict is more observed within the organization. In response, this critical action research aimed to situate Habermas' communicative action among leaders' role in unifying organizations. Semiotic analysis found that Habermas emphasized dialogue and open communication as unifying agents for interpersonal relationship and solidarity within the organization. He clarified that leaders should consider the organization as an integral part of family relationship where every member is heard equally. Moreover, empowerment and encouragement among members of the organization were emphasized as contributory factors to strengthen the organization. Lastly, competent leaders systematically and orderly organized and deliberate things along with the other members in the organization. Hence, leaders' self-reflection and effective communication provides a better way of social and organizational formation and transformation. Leaders, therefore, must equip themselves with the necessary skills and techniques on communicative administration for the good of the organization. There is a must to change the view of society born from labor into a society which grows from interaction of people living and dreaming together.

Keywords:

Sociology, communication, organization, management, critical analysis

Analyzing the Importance of Emotional Intelligence in Workplace Performance

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Abstract

The research analyzes and examines the Importance of Emotional Intelligence in Workplace Performance by employing the framework and methodology of Daniel Goleman to investigate and evaluate interventions and Individual EI competencies of Self-Awareness, Self-Management, Relationship Management and Social Awareness in workplace contributing to optimal performance in workplace environment. The sample size consists of 155 professionals employed in five reputed Private Sector organizations of Pakistan .The study also suggests recommendations of best suited training programs originating from the respondents survey.

Keywords:

Emotional Intelligence, Workplace Performance, Self-Awareness, Self-Management, Relationship Management, Social Awareness

Antecedents of Job Satisfaction - Pakistani Perspective

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Abstract

The purpose of this paper is to determine the level of job satisfaction among the sub-contractual (third party) employees. What is their job satisfaction with respect to job security, work autonomy and compensation? Sub Contractual are a sort of employees who work for the parent company but are not directly the employees of the parent company. So generally these employees are not really satisfied with their jobs. The sample size for the research study was 75 employees. The dependent variable is Job Satisfaction while independent variables are Job Security, Work Autonomy and Compensation. And it's evident from the findings that all the independent variables have a strong impact on the dependent variable.

Key Words: Job Satisfaction, Sub- Contractual, Job Security, Work Autonomy, Compensation.

Transformational Leadership and Task Performance: The Mediating Role of Psychological Empowerment

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Abstract

The success of an enterprise can be seen through the high level of employee performance. Transformational leadership has been argued to be particularly effective in engendering employee performance. Addressing this issue, we propose that employee psychological empowerment mediating the relationship of transformational leadership with employee performance. More specifically, the inspiring and motivating nature of transformational leadership should be more effective in engendering employee performance when employee feel more able to proactively influence their work role and having the ability to perform the job well. Results provide support for psychological empowerment a partially mediated relationship transformational leadership and task performance.

The Role of Safety Knowledge and Safety Motivation as Intervening Variable on The Influence of Safety Climate to Safety Performance. Study on Operational Employees of Production Department in “PT Dok Shipyard” Surabaya

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Abstract

Safety climate is not only usefull for working environment but also more important to employees' safety behavior. Moreover, safety knowledge and motivation also have a role to eliminate the amount of accidents which happen in the workplace. The study aims to analyze and to prove that safety climate has direct and indirect influence to safety performance through safety knowledge and safety motivation. Data are collected by using questionnaires of 71 operation employees of production department. The respondents are permanent employees who work for minimum of 1 year in “PT. Dok shipyard Surabaya”. Data are analyzed using path analysis with SPSS version 15 program. The result of the study indicates that safety knowledge and safety motivation have significant role as intervening variables on the influence of safety climate to safety performance.

Keywords:

safety climate, safety performance, safety knowledge dan safety motivation

Management Career, Organizational Commitment And Turnover Intention

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Abstract

This research is directed to provide information and positive input for the organization in general to be able to pay more attention to career development programs as an instrument to enhance career satisfaction and organizational commitment of employees and also to lower the level of turnover intention. From the results of this research, companies are expected to be capable in performing proper career development planning as to facilitate understanding by all parties involved regarding proper actions to be implemented towards the career development program. Moreover, the results are also expected to become a form of input for employees in controlling their personal career, as a form of responsibility and awareness of their roles within the organization. Partial Least Square (PLS) has been used in hypothesis testing in this research alongside variables such as Performance Goal Orientation, Learning Goal Orientation, Organizational Support for Career Development, Developmental Feedback, Career satisfaction, Career commitment, Organizational Commitment, And turnover Intention.

Keywords:

Performance Goal Orientation, Learning Goal Orientation, Organizational Support for Career Development , Developmental Feedback, Career satisfaction, Career commitment, Organizational Commitment , Turnover *Intention*.

The Influence of Critical Success Factor of Quality Management to Total Quality Management Proliferation

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Abstract

Total quality management is defined as a combination of all functions of the company into a holistic philosophy that is built on the concept of quality, teamwork, productivity, and customer satisfaction. Proliferation is the growth phase of quality management in a company to measure its development by maintaining quality management, quality control, and tailored to the customer's wishes.

The purpose of this study was to determine how the proliferation of total quality management (TQM) in the company, to know how to influence critical success factors of quality management to proliferation total quality management TQM in the company, and to analyze strategic planning in quality control and quality improvement continue.

This study tested for their suitability otherwise well after the application Lisrel 8.7, indicating that the critical success factors of crisis management qualities (leadership and quality policy, quality department, training, product design, supplier quality management, process management, data quality and reporting, and employee relations) effect the proliferation of total quality management (concept of quality, productivity, customer satisfaction, and team work). All hypothesis are proven. They have positive effect to proliferation TQM. Strategic planning to continues improvement are operation process with modern technology, the Government increasing industry investment, developing industry to make product with international quality and increasing export.

Keyword : critical success factors of management quality, Proliferation TQM, Strategic planning, Continue improvement.

The Logistic System and Concept of Archipelago Logistics in Indonesia

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Abstract

The purpose of this study is to analyze concept of archipelago logistic, the second is to analyze and describe the logistics system of Indonesia toward supply chain competitiveness. An analysis of existing articles appearing in the leading logistics and supply chain journals, combined with literature were used to develop a comprehensive framework for establishing a proposition. that the right concept of archipelago logistics is a critical and vital in determining the logistics system of Indonesia, the right regulation will impacted on the logistics capability. Major contribution in this paper is that the archipelago logistics can be foundation of a logistics system of Indonesia and directly influenced through logistics capability dan logistics collaboration will support the supply chain competitiveness. Several limitations in this research are: 1) This analysis didn't regard the aspect of company scale. 2) This analysis didn't perform initial identification toward key commodities in Indonesia. 3). The analysis is only preliminary study from single perspective, whereas ideally the evaluation and field research shall be conducted by all relevant parties to be engaged in such country or the entire region in order to achieve fairer result.

Keywords:

Collaboration, Information Sharing, Capability, Flexibility and Competitiveness.

Efficiency Improvement in Drugs Inventory Management

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Abstract

Maintenance and control inventory is a common problem faced by organizations in various economic sectors. Likewise, pharmacy business that is growing with the increasing number of new pharmacies, which adds to intense competition, so management must work hard to survive and win the competition. Therefore, the pharmacy must improve their service quality at a cost that is relatively affordable. The strategy that can be used to achieve this through medical supplies management.

Medical supplies management that had been done by pharmacies K 68 as the object only by the availability of drugs, regardless of the different demand patterns for each type of drug. In this study, which analyzed drugs are drugs that definitely sold in one week and tends to a constant. Hence EOQ method is used to determine the number of requests that are economical and compare the cost of inventory produced by the methods used by the company.

Based on the research results, the investment value and the profit margin of drugs, obtained 11 types of drugs categorized in group A, 20 varieties of drugs categorized in group B, and 24 types of drugs categorized in group C. The inventory costs efficiency obtained by applying the applicable amount economically quite large amount of Rp 7,266,211, - which is the difference between the inventory cost with the currently methods used by company amounted to Rp 9,145,783, - is Rp 1,879,572, -

Keywords:

supplies, medicine, pharmacy, EOQ method

Language Learning for Fun: Scaffolding Strategies for the Elder People

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Abstract

This study aimed to investigate senior university teachers' use of scaffolding strategies for enhancing elder people's cognitive engagement and their second language learning. The main focuses of the study included: 1. the types of scaffolding strategies used by Senior University teachers to enhance older people's cognitive engagement; 2. the processes of using these scaffolding strategies. From the literature review, the major findings of this study are as the following: 1. The elder people's cognitive engagement is classified into three categories: attention, memory, and critical thinking; 2. The elder people's teachers' scaffolding strategies in different ways could help older people to achieve different categories of cognitive engagement; 3. Senior University teachers' perceptions of Zone of Proximal Development (ZPD) and scaffolding strategies are important for their appropriate role in assisting and cooperating with the elder people's second language learning.

Keywords:

scaffolding strategies, older people, cognitive engagement, second language learning

Job Satisfaction and Life Satisfaction among B.T. Assistant Teachers

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Abstract

The role of teachers in influencing the future of our advancing national development is becoming increasingly important. On the one hand, effective teaching requires a feeling of satisfaction. On the other hand, the feeling of dissatisfaction affects the efficiency, thinking, emotional reactions, in fact the totality of one's behaviour. So the investigator as an educational psychologist plunges himself in to this area of present investigation to study the relationship between job satisfaction and life satisfaction of B.T. Assistant teachers.

The main objective of this study is to find out the relationship between job satisfaction and life satisfaction among B.T. assistant teachers. Job Satisfaction Scale developed and standardized by Naseema and Life Satisfaction Scale constructed by Promila Singh are used to collect the relevant data. The sample consists of 300 teachers of whom 146 are men and 154 are women. The data are analysed by 't' test, Chi² test and Karl Pearson's product moment correlation. The results indicate that there is significant relationship between job satisfaction and life satisfaction among B.T. Assistant teachers.

Job satisfaction of teachers is so important in that its absence often leads to lethargy and reduced commitment. Life satisfaction of teachers is still more in that its absence leads to dissatisfaction in life. A feeling of dissatisfaction breeds a hoard of negative feelings leading to a fragmented personality. Development of a country requires an integrated personality of teachers. Under such circumstances, the present study has contributed in its own measures to the knowledge of satisfaction emanating from the job as well as the life of B.T. Assistant teachers.

Quality Assurance Implementation In Higher Education To Strengthen The Innovation Strategy In Facing Globalization: A Case Study

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Abstract

Innovation not only in terms of how to produce, but it covers varieties of things to make changes and differences of goods and services, those can be ideas, processes, managements, outputs, outcomes, rules, etc. So, the resulting goods and services are in the different looks and can be improve and increase the competitiveness as well as the competitive advantage. The universities in Indonesia which willing to the higher recognition shall do continuous innovation, by conducting all 11 standard of educations such as: the content of education, teaching learning process, assessment, management, faculty and staff, facilities and infrastructure, competency of graduates, financing, research, service to the community and partnership. Internal Quality Evaluation (EMI) is one of the innovation instruments for quality measurement and also as a quality assurance tools. By using EMI, university can identify the competitiveness and competitive advantages in achieving continuous improvement gradually through process of implementation the innovative strategy. The case studies of XYZ university, using the Focus Group discussion (FGD), resulting the quality of university, then it can be made the innovation strategy to strengthen the competitiveness and competitive advantage. The findings of this study indicate the implementation EMI of university found there are some shortcomings: process standard, facilities and infrastructure standard, assessment standard, research standard, community service standard and partnership standard. Results of EMI found 11 innovation strategies to recommend to the university in the coming year in order to strengthen competitiveness to the higher accreditation level and the competitive advantages in facing the globalization.

Keywords:

innovation strategy, competitive advantage, quality assurance, continuous improvement, competitiveness

Application of Colloquium Exploratory-based Learning Method in Introduction to Business Course in Department of Management, Faculty of Economics and Business, Universitas Airlangga, Indonesia

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Abstract

Some problems were encountered in the implementation of teaching-learning process, yet Exploratory-based Learning method had given the students a set of educational situations in the form of involvement and brought the students for a real experience in a natural atmosphere that allowed them for doing some explorations and investigations in order to solve the business problems. The colloquium method is an independent of learning method that empowers the students as the teaching and learning resources that need to be managed, processed and developed so that students play the active roles as the subjects in the learning process and not as the objects which only accept the materials provided by the lecturers. Instead, the lecturers should act as the facilitators in the teaching and learning process that can help smoothing the process.

The result of applying this method was the students enthusiastic in exploring the tasks given each meeting. Some students expressed the opinion that the students felt really understand the topics or the materials provided not only through reading books and materials descriptions from the lecturers, but also added the insight of all the things in the real experiences provided from the business through direct interviews or browsing by internet. In addition, the students also learned to work together with their friends in a group, to prepare the materials presented, to be dare to do a presentation and to improve their ability to communicate in the class discussions. This soft skill is certainly very necessary for them to form their soul of independent, creative and innovative, so that it will make easier for them to become young entrepreneurs and future generations of this nation. Moreover, through the exploration tasks undertaken by the students, made them to be able to find some real situations which were not found in the theories or concepts in the books. This became an interesting discussion about the reasons why there was inequality between real business situation and theories or conceptual matters.

Keywords:

entrepreneurial spirit, colloquium method, exploratory-based learning, exploration tasks, teaching and learning process

Human Resources Management Strategy As An Effort To Improve Innovation in Organizations

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Abstract

Innovation activity in organization needs human resources (HR) that are competent and has high capability. HR as the driving force of innovation needs to be managed within the organization to address the developments and changes in organizations. The global human resource management is the utilization of human resources globally to achieve the organizational objectives regardless of geographic boundaries. People involved in the global human resource management evolve and work through an integrated system of global human resource management. This is done in order to face the challenges of the current organizations, such as global competition, organizational design, and communication technologies. Therefore, organizational fostering is required as one of the strategy to increase innovation within the organization. Strategies to boost innovation in the organization can be carried out, which include sensitizing the organization, determining the strength of organizational culture, strengthening the organizational culture, creating organizational innovation and form a framework that is able to increase the sensitivity of the organization.

Keywords:

human resources management, organizational culture, innovation, organization

Independent People Empowerment National Program (Pnpm Mandiri) As A Model Of Poverty Alleviation (A Study On Strategic Human Resource Empowerment)

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Abstract

This research is aimed to analyze the influence of strategic people empowerment, Information Technology and the implementation of Good Governance as additional values in promoting work effectiveness of Independent Urban People Empowerment National Program (PNPM Mandiri) in Demak Regency on poverty alleviation. In the implementation, PNPM Mandiri must face a number of problems from internal factors and external factors. In order to solve the problems, good governance and sufficient technology support are required.

The population in this research is all urban PNPM Mandiri in Demak Regency. Random sampling is used to take samples in order to give the same chance to each PNPM Mandiri in the population to be in the research. Multiple Linear Regression is used to analyze the hypothesis of influence among the variables.

Based on the result thorough analyzing the hypothesis, it shows that economic work, social capital, and entrepreneurship variables significantly influence on independent developed wealthy society by 5%. It indicates more synergical state among the subsequent and existing programs of PNPM Mandiri in Demak Regency. More organized, representative and accountable organizational capacity empowerment Program in economy, social, and living environment has been successfully developed in the program.

Keywords

economic work, social capital, entrepreneurship, and independent developed wealthy society

Marketing of Science: Exploration The Long Term Effect of Innovative Teaching Learning

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Abstract:

Science is also a type of product that should be created, communicated and delivered to student as customer. It reported from previous journal the effectiveness of innovative teaching learning to get more attention and increase performance of student. But there still enigma about the long term effect of it. This qualitative research tried to explore the affect of innovative teaching learning as a way to marketing science. The results shows that it has effect for alumni, they memorized it as a positive memory in their study. The alumni will remember the course and the lecturer, that it will be important to create long term relationship.

Dominant Factor Affecting Marketing Employee Discipline In Publishing Company

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Abstract

This research aims to determine what factors most affect marketing employees discipline at PT. Bhuana Ilmu Populer, Jakarta (BIP), Indonesia. The method used in this research is the factor analysis. Data collecting in this study conducted by distributing questionnaires to marketing employees BIP. The number of respondents who were taken in this research were 70 respondents using saturated sample technique. The variable that influence marketing employees discipline of BIP is the purpose and abilities; role model leadership; remuneration; fairness; punishment; assertiveness and human relations. After processing the data then formed two factors. The amount of variance values generated in the process of factor analysis can be used to determine the factors that most influence the discipline of working at BIP. Percentage of variance values for employee ability factor is 54.065 % and the relationship between employees is 26.052 %. Based on the resulting variance, then the employee ability is the factors that most influence the discipline of PT. Bhuana Ilmu Populer, Jakarta.

Keywords:

Work; Discipline; Employee; Ability

The Impact of Performance of Human Resources And Information Technology in Company Retail with Information Technology as A Moderating Variable: Swalayan Surya

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Abstract

Performance of human resources and information technology is critical for retail firm to compete with retailers that appear. The excellent performance of human resources will have an impact on improving the performance of the firm. Plus information technology help the operating process will make the firm have the higher performance. This research was conducted at Surya Swalayan. This research aims to determine the effect of human resources performance and information technology to firm performance with technology information as moderate variable. The approach in this research is a quantitative approach. The samples used in this research were 64 respondents, uses cluster sampling. As dependent variable is firm performance, the independent variable is human resources performance and information technology, the moderate variable is information technology, with analysis uses the Partial Least Square (PLS). From the Partial Least Square (PLS), the analysis result can be seen that human resources performance and information technology are positive effect significant to the firm performance, while human resources performance variable moderated by information technology is negative effect significant to the performance of retail firm.

Keywords:

Human Resources Performance, Information Technology, Performance of Retail Firm, Partial Least Square (PLS)

The Analysis of Reward, Human Resources Quality, Working Environment, Commitment, and Employees' Performance of the Technical Services Unit (TSU) of Methal, Food – Beverage & Packaging Industries in East Java Province

Prijati

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Abstract

The existence of human resources is very important, because human resources are an actor to motivate and support investment and to drive facilities and infrastructures of production. Qualified human resources in the organization are an aspect to determine the organization effectiveness. Its implication, organization needs to recruit and select employees effectively in order to get employee as required. Organizations are also make efforts to maintain qualified human resources, so the business operation will be running well. The result of this research is that reward influences human resources quality significantly, reward influences commitment significantly, reward influences working environment significantly, human resources quality influences commitment significantly, working environment influences commitment significantly, human resources quality influences performance significantly, working environment influences performance significantly, commitment influences performance significantly, and reward influences performance significantly.

Keywords :

reward, human resources quality, work environment, commitment, and performance.

Using DEA Model to Analysis the Operational Efficiency of Medical Centers in Taiwan

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Abstract

This paper discusses the operational efficiency of Taiwan's medical centers from 2005 to 2009. By using the data envelopment analysis (DEA) model, it was found that about 43.9% hospitals have a relatively efficient performance, 57.1% hospitals have good technical efficiency, 43.9% hospitals have good scale efficiency, and only one hospital has decreasing returns to scale. Among 9 hospitals with efficient performance, a private hospital in northern Taiwan is the benchmark. In the multi-year time series analysis, all short, medium and long-term analysis results suggest that most of medical centers are progressive in technical changes and productivity index growth, indicating the ever improving production technology of medical centers.

Key Words:

Data Envelopment Analysis, Operational Efficiency, Medical Center

Exploring Evaluation Factors of Cultural and Creative Products – Take Anping Sword Lion in Taiwan as an example

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Abstract

Sword Lion presents a special belief symbol in Anping, Taiwan, re-shows the historical humanistic appearance and folk belief at the time, and is the cultural asset with art value. The multi-culture in Anping nourishes the cultural and creative industry, which also opens more development possibilities for the integration of multi-culture and industries. The main objective of this study is to classify cultural and creative products in Anping and explore the relative evaluation factors. In order to achieve the research objective, this study used in-depth interview and KJ Method for classifying cultural and creative products into old-fashion, local commemoration, and design creativity. Furthermore, this study invited six experts to explore appropriate evaluation factors in various Sword Lion cultural and creative products using Focus Group method. Old-Fashioned products contain the evaluation factors of culture, collection, decoration, and applicability; Local Commemorated products include the evaluation factors of culture, story, interest, and aesthetics; and, Design Creative products cover the evaluation factor of culture, uniqueness, communication, and novelty. It is expected that the exploring model in this study could be applied to the research on cultural and creative products in other places in Taiwan as well as be the important reference.

Keywords: Sword Lion, Anping, cultural and creative product, evaluation factor, KJ, Focus Group

Inspecting the Dilemma over Taiwan Cinemas from the Aspect of Filmmaking - the examples of *Cape No. 7* and *Seediq Bale*

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Abstract

Film industry presents the characteristics of high value added and industrial extension. With the intervention of governmental departments or the fund investment of private enterprises, Taiwan cinemas have appeared growing yield on filmmaking, emergence in international film festivals, profits in box office, and promotion of techniques. The persistence and dream of a director and the challenge to take a group of movie workers climbing up mountains and diving into seas are the persistence of film creation. Meanwhile, a mature and professional filmmaking team is necessary for the mutually interchangeable system between a film and the market. Two works, *Cape No. 7* and *Seediq Bale*, made by The ARS Film Production, which was established by the director Te-Sheng Wei in 2008, are investigated in this study. With literature data analyses, it tends to understand how a work is planned and executed in the production, distribution, and exhibition processes, from the aspects of the core, producers and directors. The dilemma and challenge of domestic film industry are examined in the discussion, expecting to provide future film producers, from the aspects of producers, with feasible directions and suggestion.

Key words: Taiwan cinema, filmmaking, *Cape No. 7*, *Seediq Bale*

Greening Management Practices, Process & Product as the Antecedents of Green Firm Performance Empirical Evidences from LSE (Large Scale Enterprises) in Indonesia

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Abstract

This present research is conducted to find out the effect of green management practices, green process and product capability in achieving green firm performance. The consequences of organizational innovation are strongly postulated in triggering the high green firm performance, green management practices, green process innovation capability and green innovation product capability. These three consequences are also prerequisite to effect green firm performance. Current study proposed eight hypotheses. The study present evidences from a survey 300 respondents from marketing and manufacturing managers in Indonesia through electronic mail with non-purposive sampling. Using Statistical Equation Modeling with AMOS 21 Statistical Software to analyze data, and statistical output demonstrated that all proposed 8 hypotheses were supported. This empirical research also highlighted that GMP, green process and product innovation capability show positive significant impact in achieving green firm performance. Furthermore, green process innovation is strongly supported by green management practices.

Keywords:

Green Management Practices, Green Process, Green Product, Green Firm Performance.

SWOT analysis on global competitiveness of Industrial Center of Chips in West Java Indonesia

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Abstract

Wave development and dominance of the service sector in urban development indicates the dominance of SMEs are large enough to provide contribution in the development of various cities. SMEs will be able to stand firmly if there is sufficient support both from the environment and government. The goal of this activity include: Identify economic activities and linkages with industries supporting, Identify the conditions of efforts in each type of business in the Village Setiamanah Cimahi. Factor is the strength development of SMEs in the region of the ease Cimahi adalah City of raw materials, access to labor and market potential. Swot that a weakness in general is legal support, packaging, Prospects and international marketing efforts, and industry standards compliance and standards compliance of food products and beverages. While factors into development opportunities is local government support, economic growth rate of regional and national, regional and national per capita income and the factors that threaten the development is the lack of institutional support in the expansion of business services marketing, product design development, preparation of business plan development, and inflation.

Keywords:

SMEs, SWOT

Application of Freedom of Contract Principle Agreement in Indonesia Business Environment

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Abstract

In the more modern era , the business became the main activity of the human factor. Almost all of the time spent on the business of modern humans . Increasingly, the variety of all sorts of business activities undertaken . Understandably , the business , then there is little the actors a lot of benefit and well-being in life . However , not vice versa in few of them suffering losses in running the business .

Many of the disputes that arise as a result of business. The dispute either directly or indirectly would disrupt the business activities of the perpetrators. Most disputes surfacing background is abuse of trust or broken promise. This is reasonable, because almost all businesses are making the trust as a god. Yet without them knowing , that there will be no single tool that is capable of measuring the depth of the human heart. So in conclusion , no trust in the business world. When a company is going through a legal dispute, it will be a lot of that had to be sacrificed, including the company's good name.

However, the real dispute in the business domains can dimimalisir or even abolished. The only tool that can be used by business people to avoid occurrence of the dispute is an agreement or contract. In fact, some people say that the contract was actually the most powerful risk management for business people. The parties to make an agreement to have the freedom to put whatever is deemed necessary and is able to be a means of securing him. Freedom possessed by the parties in making the agreement based on the principle of a legal agreement in which freedom of contract (freedom of contract principle) .

Keywords:

Business agreement, the principle of freedom of contract

A Study on the Application of Concurrent Design Strategy on Hair Dryer

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Abstract

The main function is to accelerate the hair dryer to dry the hair or change hair style , hair dryer since the invention of the twentieth century , the basic function has not even changed, mostly the shape change is the hairdryer and safety facilities . A hair dryer to add a new definition of hair care, styling , facing the current highly competitive consumer market , in order to increase the competitiveness of consumer products , research and design of new products need to pay attention to the appearance of the product development and modeling and functional, and set by the government based on product design specifications, improve safety and identification products.

Build products based on the results of a systematic analysis of the Objectives Tree Method , while the production of various components of The Morphological Chart Method , and then use the Finite Structure Method (FSM) product portfolio limit structure modeling method development , and PUGH method to objectively evaluate the design case . Finally ,use of computer-aided design development and of the concept were to construct a complete product appearance , planning, and color schemes. In the study , which can effectively reduce production costs and schedule of products, while improving product quality. Streamline the design process , through an objective standard steps to create the perfect product design process.

Keywords:

Concurrent design strategy; Hair dryer; Morphological chart method; Finite Structure Method; Pugh method

Concurrent Design Strategy in Modeling and Structure of Surveillance Cameras Research

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Abstract

The social traffic accidents case is frequent in recent year, but ordinary road cameras are passive. It only can backtrack on-site, and there are problems about the position of the lens and focusing. If we get a suitable surveillance camera we can efficient control traffic and reduce traffic accidents.

In this article, the product's market position is made by the image scale method. Besides, we use the Morphological Analysis and FSM to assemble, deploy, and design the main parts specifically, and then, producing ideal design solution by objective filtration. Through the Objective trees, we can acquire the design rules and weight. By introducing the design rules and weight into the Pugh method, we can get the solution having high assembling efficiency and fewer steps.

Keyword :

Morphological chart method, FSM, Objective tree, Image scale method, Pugh method, camera

Concurrent Design Strategy in Video Event Data Recorder

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Abstract

Video event data recorder videos as more video sharing or car accident reports and is familiar with the public. Many driving people to buy video event data recorder while preservation of their rights away in a car accident. So have a video event data recorder for drivers who have become a necessary product. In view of the market now has the appearance of video event data recorder cold black box images. In this study, improvement of existing products, and integration of its various advantages, in order to the innovative video event data recorder design. Therefore, this study will develop a set of suitable video event data recorder concurrent design processes. First, the product images analysis and market research, using these methods to find the problem and design innovation at existing products. Based on the results, a decision tree to establish goals. Using morphological analysis development the idea of shape, and ideas are selected for assessment by Pugh method of concept selection. The use of computer-aided design concept presented specific model conceived, and then select the color scheme decision color. Through the study of the design process model can effectively improve product design quality, shorten design time, reduce development costs, but also the overall development of the flow out of the box, and the establishment of video event data recorder design standards.

Keywords:

Concurrent design strategy; Video event data recorder; Morphological analysis; Pugh method

Studying the Effects of the Airflow Induced by Office Ceiling Fans on the Ventilation of a Human Body

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Abstract

The air flow of a ceiling fan inside a room is investigated by Computational Fluid Dynamics (CFD) simulation in this study. A thermal mannequin sitting in front of a computer desk was built in the interior model, and there is a ceiling fan above the thermal mannequin. The parameters of a ceiling fan are: rotation speed, diameter, blade count, horizontal inclination angle, vertical inclination angle, camber angle, stagger angle, flow angle at inlet, flow angle at outlet, incidence angle, glide angle, etc. A comprehensive CFD simulation was conducted on these parameters. By studying a ceiling fan installed in a space, the goal is to strengthen the effect of convective heat transfer and to enhance the cooling of a body. Through the understanding of the velocity and temperature distributions of a ceiling fan model, varying conditions are estimated and among them, the airflow velocity on the rotation plane of blades is an important index. The prediction of this rotational speed is achieved by simulation, and is used for the assessment of thermal comfort characteristics. Based on the results found, the circulation of air is assisted by the ceiling fan rotation and thermal comfort characteristics are prominently enhanced, while the comfort level is simultaneously kept to a reasonable extent. Cooling by ceiling fans allows a higher outside ambient temperature or a higher heat load in the room, and it improves the degree of thermal comfort in the room and the energy efficiency. This study proves that, a ceiling fan can supply a better environment with thermal comfort and enhance the effect of energy conservation.

Keywords:

Air distribution, CFD simulation, ceiling fan, interior temperature

An Extension-Based Innovative Design of Labor-Saving Mop

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Abstract:

Conceptual Design, including divergent thinking and creative design, is a complex process. The process of conceptual design leads to optimal plans satisfying the required functions, technical and economical index. This research tries to make use of extensibility of matter-element to transfer the descriptions of design problems and solutions into creative fields. By possessing a symbolic system and transformation rules, the Su-Field analysis model can assist designers to diagnose and solve most design problems. Its content, characters, path and method are discussed in detail, and applied on the process of product design. In addition, the SCAMPER method is applied to assist extending-tree method and the optimal appraisal method, two of extension methods. The advantage to combine construction of symbolic system in Su-Field model and the transformation and extension of matter-elements are also assessed by preceding an innovative design case, labor-saving mop. The case study successfully demonstrates that the proposed design process is feasible and efficient.

An Evaluation Model for Product Aesthetic Measures Constructed by Aesthetic Principles of Balance

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Abstract

Nowadays most designers develop new products by virtue of self-accumulation of aesthetic perception and experiences. When the information that designers can master is limited, it is difficult to make sure that the products being designed and developed could satisfy the consumer-oriented market demands. Consequently, this deficiency could possibly cause unnecessary risks to the management of any company. Therefore a model for assessing aesthetic measures of product styling has been proposed in this study. Among the principles of aesthetic patterns, the principle of balance has been selected to objectively deduce the aesthetics equations of rational aesthetic measures on styling and has been introduced into a real case study for further analysis. The purpose of this study is to provide an objective way of evaluation with the construction of equations for aesthetic measures by the rational principle of balance among aesthetic measures of styling. This approach assists designers in finding factors which really affect the aesthetic perception of styling.

Keywords:

Principles of aesthetics; aesthetics of balance; rational aesthetic measures of styling;

Cognitive psychology

A Pilot Study of Design Strategies and Trends of Assistive Devices for the Elderly

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Abstract

With the advances in the medical technology over time, the average life of human beings has been extended at the same time, but the global society has also confronted with the trend of aging society. The elderly are encountering the problem of failing to act or live on their own due to the increased age and their mind and body gradually age. With assistive devices, the elderly can effectively improve their ability of acting on their own, and their life quality can be enhanced. The development of assistive devices for the elderly has already become one of trends of future product developments. In this study, it is expected to understand the technique and effects of conceptual design and the connection between applications of various types of assistive devices. Aiming at household assistive devices, action assistive devices, information and telecommunication, and medical assistive devices, the analysis by the method of multidimensional scaling has been applied to investigate the effect of each item on the classification of assistive device types. The figure of technique, effect, and perception has been constructed, and the fishbone diagram of assistive devices for the elderly can be drawn to conclude design strategies and trends of future assistive devices for the elderly. And the research results can serve as a reference for designers when conducting the development of assistive devices for the elderly.

Keywords:

Assistive devices for the elderly, multidimensional scaling, fishbone diagram

A Study of Customized Shoe Last Design for Patients With Diabetes

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Abstract

The technique of reverse scanning and automatic measurements and analyses have been utilized in this study to compare the outside dimensional data of shoe lasts of a diabetic foot with that of an average person. With a systematic method, the target of shoe last customization can be achieved. In this study, firstly the slicing algorithm has been utilized to develop system program, which aims at biomechanics of patients' diabetic foot. Characteristic girths of shoe lasts and individual foot shapes have been calculated. Then artificial neural self-organizing map (SOM) network has been utilized to classify a large amount of shoe lasts by itself and reach the purpose of reducing the range. Patients' foot shapes can be further entered to find out the information of suitable shoe lasts, and finally the most suitable shoe last can be determined. Through the classification of the characteristic girths of shoe lasts and image data in this study, actual practices of customized shoe-manufacturing can be achieved. The shoes required by mild-case patients with diabetes can be accurately and rapidly manufactured to achieve the purpose of reducing production costs and customization.

Keywords:

Reverse engineering, diabetic foot, shoe last design, slicing algorithm, Self-organizing map

Customized Product Development process-Design of Circumaural Headphones as an Example

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Abstract

With the rapid development of technologies, rapid circulation of network information, and the rise of the awareness of individual difference, the method of product selling and consumption selection of customers possess a huge change. The existence of internet causes frequent exchanges of intelligence and evaluations between consumers and virtual malls even make consumers be easier to compare prices offered by different shops. The internet has also provided a favorable platform for customization, and consumers no longer require buying things through dealers but can directly conduct transaction with the manufacturing sources. With the rapid transformation of consumption mechanism, designers have to face the topics of carrying out product development process in a more efficient way.

The approach of modular design has been utilized in this study disassemble existing circumaural headphones. Via design structure matrix (DSM), products can be transformed into components and form new clusters. Various types of styles of different circumaural headphones on the market have been disassembled by the modularization of styling, and then the styling of modules being disassembled have been further investigated.

A circumaural headphone is divided into a left ear pad, a right ear pad, and the headband in this study, and various styles of modules have been collected to serve as the classification basis for follow-up process of customization. The results can assist consumers in following their preference for styling to select the products during the stage of product customization, and then the modularization approach can be utilized to accelerate the production.

Keywords:

Product modularization, design structure matrix, customized design

Operational Factors Influencing the Elders' Use of Multi-media

Kiosk Interfaces

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Abstract

As time goes by, the bond of consumers' life and the internet becomes tighter than ever. With the ongoing competition between companies, the scope of services expands from virtual stores to digital services. The interactive kiosks inside the convenience stores represent the digital services of this category; however, researches regarding the service interface for elderly users are scarce. The main goal of this research is to understand the influencing factors on interactive kiosks toward elderly users and to analyze and investigate on current systems, using focus group interviewing methods (aged 60 to 70), and to find out the variables affecting elderly users. This research focuses on currently dominating systems on the market, ibon and famiport, and draws six conclusions as follow: (1) sorting button information: pictures and icons present more clearly than detailed information. Overdosing the user with too much information would cause confusion among users due to the disorganized interactive screen. (2) Sharp color distinction between button color and background color. The buttons are more clearly identifiable or presented by separate icons than a chart format. (3) Utilizing Arabic numbers rather than arithmetic operating icons (Plus and minus) for better ticket issuing demonstration. (4) Visualized seat selection interface is more desirable than chart format counterpart. (5) Showing one frame in each operating sequence is more user-friendly than integrating full sequence of operation in one frame. (6) Presenting the time indicators of morning, afternoon and evening is more preferable than number indicators. Six variables are induced including button representation (2D or 3D), integration of interfaces (multiples operation in one frame or one operation in one frame), information representation (items containing detail information or not), number input methods used when booking tickets (number input or plus-minus input), seat registration representation (chart or visualized form), time representation (number or words). Future studies will be based on six mentioned variables and further explore this subject in the mixed model. The result can be used as a foundation in the interactive kiosk interface design.

Keywords: Elderly users, Interactive kiosk, Utility assessment, Focus group interviewing

Preferred bicycle type for young user's analysis by AHP

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Abstract

Bicycle is popular in Taiwan, and become a new trend among Taiwanese. Bicycle was used for mobile in the past. Depend on Taiwan government's support and the trend of the times, bicycle become a very popular exercise in recently year. The number of bike rider increase year by year in Taiwan.

Young group people, especially the fresh graduated, they care exercise and have brand consciousness and high consuming ability. They will be a group of great potentialities of brand loyalty, so it is worth to cultivate by bicycle industry. This study is focused on the young group whose age between 20 to 30 year, and riding bike for exercise and often do it. The purpose of this study is to understand the preference and requirement about bicycle type of the young group people. After well define the target group, we discuss and interview with some young expert who riding bike for many years and get the requirement item of bike type research to create questionnaire. The questionnaires are issued of 30 questionnaires and be responded by bike users who accord with this research target, 30 valid samples.

The questionnaire survey result is analyzed by AHP analysis. According to analysis of results, we get the weight of requirements of bike users. The analysis of results shows that: The mountain bicycle type is the most preferred type, and the carbon material is the best choice. The flat handle bar is the best choice about the posture of riding bike. The most preferred choice of braking system is mechanism disc brake system, and the highest weight falls on the at the suspension fork in the item of road feedback.

Results of the study can help bicycle industry to explore the young market and to develop their brand loyalty. It also can offer young people a purchase reference for the first buying and to reduce mistake.

Keywords : Young Group 、 Bicycle 、 User Behavior 、 Analytic Hierarchy Process

A Su-Field Enhanced Concept Mappingdiagram for Generating New Product Ideas

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Abstract

Idea generation is a vital preliminary stage in new product design and development, whose principal aim is to generate novel productideasfor further refinement and embodiment. It is considered a goal-directed problem-solving process that relies heavily on human experience, creative thinking, and related knowledge. Based on the integrated application of TRIZ Su-field analysis and concept mapping techniques,this paperpresents an idea generation approach for generating new product ideas. This approach can be used as a pictorial tool to develop creative thinking,clarify and articulate the knowledge needed to solve problems, as well as generate novel product ideas.

Keywords: TRIZ,Su-field analysis,Concept mapping,Idea generation

Study on the Interdisciplinary Performance and Exhibition Design Incorporating Folk Imagery

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Abstract

The cultural and creative industries are a form of non-traditional manufacturing industry that has drawn considerable attentions from the government, the public, and the academia. They require direct experience and close connection to the culture and everyday life of the people. While they share the common purpose with tourism of attracting visitors and boosting local economy, they differ remarkably in aspects of contents and expressions. This paper proposes the concept of “Musicgraphic images” as a form of interdisciplinary performance, and discusses its three stages: 1. collection and selection of subjects and themes; 2. content output; 3. performance and integration of related industries. “Musicgraphic images” is a new concept of interdisciplinary performance. The form blends music, dance, and computer animation, and its themes arise from folk tales and folk festivities. The purpose of this new concept is to highlight local culture, inspire a sense of shared recognition and pride in local culture, and boost local cultural tourism and the development of cultural and creative industries.

“Musicgraphic images featuring *Xuan Tian Shang Di* (Supreme Emperor of the Dark Heavens)” is the second work of the “Musicgraphic images” series, which takes its theme from the ancient zodiac stories and the folk tale of “The Supreme Emperor of the Dark Heavens Fights the Turtle and Snake Monsters.” The work incorporates the images of the ancestors crossing the Taiwan Strait and overcoming hardship, their paths righteous even in dark times, always seeking light. The performance consists of orchestra, chorus, folk dance, and computer animation, making local culture familiar to the audience. Its imagery design is characteristic of the Taoist idea of “*wu wei* (doing nothing, or, natural action),” seeking to boost industries related to folk culture.

Keywords: digital art; interdisciplinary performance; musicgraphic images; humanistic spirit; legend of Xuan Tian Shang Di; cultural and creative industries; computer animation

A Study Affective Factor Selection using CA & PA for Kansei Engineering

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Abstract

In recent years, the study affective factor selection (AFs) for Kansei engineering(KE) has been an important issue in the industrial design field. consumers' affective responses (CARs) are usually presented in the form of a choice of adjectives. Based on theKEconcept, this study conducted Factor Analysis (FA), Clustering Analysis (CA) and Procrustes Analysis (PA) to select the CARs from mobile phones product's shape. First,in the initial stage of the study, 60samples of mobile phones were collected from the fashion market place. Twenty-twopairsof adjectives describing the mobile phones were used for a Semantic Differential(SD) experiment. K-means was implementedto find the clustering segmentations of the CARs according to the factor loading from FA,and to obtain representative pairsof adjectiveswithinthe clustering segmentations. In the meanwhile, PA was also used to decide adjective priorities according to the sorting rule. Finally, these two methods wereanalyzed and compared.

Keywords: Kansei engineering, Clustering analysis, Procrustes analysis, Affective factor.

Facilitating Design-led Innovations in SMEs

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Abstract

Since there are huge numbers of SMEs in most countries, industrial designers are more likely to work for them. However, design-led innovations are seldom happen here since they require persuasive design strategies, which is usually not available in SMEs. Consequently, SME designers largely work under very tight limits of time and cost with barely fast intuitions. Therefore, their designs are prone to suffer from iterated changes, which drag these designers into a vicious cycle that make them even busier, less productive, and lower self-esteem.

In helping SME industrial designers to jump out of this vicious cycle, this research is to provide them with a structured, easy-to-access model based on literature research; so that they can apply it for design strategy formulation and enhance value of their designs. Thus they can contribute more, better esteemed, and even make design-led innovations realized in their companies.

The model developed in this paper is named as SSFD Model, which will go through an initial verification by two SME designers. Then it will be posted on the author's social group of SME designers on the Facebook platform and open for everyone to adopt, in order to further verify its usability through substantial professional practice.

Keywords: design-led innovation, SME industrial designers, design strategy formulation, SSFD Model.

Innovative Aspects of Tourism Sector Modernization of the Crimea as a Tool for Integration of the Economy of the Peninsula in the Economic Space of Russia in the Context of Historical Specificity of Sectorial Development of the Region

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Abstract

After the reunification of the Crimea with Russia an acute problem of integration of the economy of the peninsula in All-Russian economic space arose. The Crimean economy in the last 20 years “preferred” a spontaneous restructuring or a “market experiment”. In those years there was a strong development of the market, mostly of a shady cluster. It is necessary to understand objectively the nature of the processes taking place in the economy of the peninsula for the real evaluation of the economic situation in the Crimea, determination of innovative approaches of the tourism sector development. The real nature of modern economic processes in the Crimea was not and is not associated mainly with tourism and recreational resources of the peninsula. In the Soviet time the Crimea was the major military and naval base, ensuring the dominance of the USSR in the Black Sea region and having the area of influence in the Mediterranean and the Middle East. Improving of tourism efficiency requires new approaches to the organization of the tourist complex and revision of the key principles of work in this direction.

Keywords:

Crimea, economic space, integration, innovative approaches, tourism, tourist complex, shady cluster, modernization, competitive situation

The Three Factors of Creativity Management: Visual, Number and Word Creativity

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Abstract

The study focuses on the three factors of Creativity Management namely visual, number and word creativity. First, the article examines the concept of creativity from a historical, psychological and development stage until it is differentiated from innovation. Secondly, the article correlates the evolution of creativity in conjunction with management. Lastly, the research study would now focus on the need of students relative to creativity and management by identifying the relative factors in conjunction with business application. Using hypothesis testing in order to ascertain which factors are significant, the result would help identify student creative strengths and weaknesses. Finally, the article would present theoretical framework that would help students spark their creativity, nurture that idea and harness it to fruition.

Keywords:

Creativity, management, innovation, education

Innovation Management through an Entrepreneurial Lens: The Case of Two Filipina Pioneering Entrepreneurs from Naga City

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Abstract

In this study, we investigated the case of two pioneering Filipina entrepreneurs from Naga City who managed to survive the initial risks associated with start-ups to become one of the market leaders in their respective industries. Naga City is one of the least developed areas in the Philippines but rich in human and natural resources. Given this background, our study examined the innovation management practices of two women entrepreneurs engaged in the trading and food business in the city. Our study determined and compared the degree by which these entrepreneurs implement practices along the seven innovation management areas. The framework posited by Adams, Bessant, and Phelps (2006) on measure of innovation management was used. Their model consists of seven categories, namely: inputs, knowledge management, strategy, organization and culture, portfolio management, project management and commercialization. Innovation as an output and as a process is the result of novel combinations created by the entrepreneur (Schumpeter, 1934). Based on the content analysis of the interview data, our results revealed that the two Filipina entrepreneurs rated high on the following innovation management measures: innovation strategy, organization and culture. Innovation strategy is manifested in their vision, commitment to innovation and leadership while their efforts to motivate their people, propensity to take risks and efforts to make the organization an attractive place to work on points to the value they put on the measure "organization and culture." We proposed that successful entrepreneurs like these Filipinas, should have succession plans to ensure the continuity of their innovative management practices.

Keywords:

Innovation management, innovation, entrepreneurship, Filipina entrepreneurs

Innovative Instruments of University Competitiveness Increasing: Strategy of Intelligent – Marketing

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Abstract

Progress of higher education is a central condition for sustainable development of Thailand and Thai society. Efficient, modern and competitive (in the regional and global scales) university education - is a prerequisite not only for formation Thai creative class of highly skilled specialists, but also for ensuring a prestige of Thai education, transformation of Thai universities in modern analytical and counseling centers, which relate needs of labor markets, prospects of science and technologies development as well as advanced technologies of students training and education.

Intelligent - marketing is a modern concept, implying usage of technologies for active branding, development of entrepreneurship and international scientific, educational and professional relationships in the University. An urgency of problems of university management modernization identified a relevance of this study.

Paper describes structure and mechanisms for implementation of Intelligent - marketing concept in the modern university, ways of marketing using for increasing a higher education competitiveness; analyzes organizational and personnel modernizations in a typical university associated with Intelligent – marketing implementation.

Keywords: high education, University, educational services globalization, Intelligent-marketing

Technology Innovation and Entrepreneurship in Australia: A Systematic Literature Review and Conceptual Framework

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Abstract

The purpose of this study is to deliver a systematic review of the current literature in the area of technology innovation and entrepreneurship in Australia. The outcome is to develop a Commercialisation of Technology Innovation (CTI) conceptual framework.

Propositions were established, addressing the aim through the use of discussions and narratives. The output of these discussions formed recommendations for the next stage of research. The literature reviewed acknowledged a known economic decline in Australian industries for the past twenty plus years. This restricted capability to undertake innovation through leveraging technology leaves Australian businesses defenseless when competing with imported goods and services. Even for those Australian firms that are able to achieve growth are not able to sustain it due to an inability to fully commercializing the opportunity at a global level. It is suggested that Australian firms competitive advantage is significantly reduced because of the barriers to entry are set too high to secure in a global market. Technology is an enabler of innovation and forms a key driver in industry allowing for commercialization in a competitive global market. The implications of this research is identifying key differences in Technology Innovation and Entrepreneurship in Australia that reduces a firm's competitiveness in a global market. Linking internal to external innovation enables a business, institution or government the capability to value innovation in financial terms. Barriers to entry operate in two directions, restricting new competitors entering a new market. The same barriers also restrict entrants disrupting an industry. The role government, institutions and industry play in dealing with such barriers is critical especially when considering a global market. The CTI conceptual framework and the propositions is the new body of information based on what is currently known.

Innovative Control Systems, Top Management Team Heterogeneity and Performance of University

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Abstract

Management Control in nonprofit organizations, and specifically higher education or more specifically university, is the central focus of the research. The education sector provides many challenges for academics; one of these is related to issues of control in university. Various aspects of the formal management accounting and control systems (MACS) are a part of the formal and informal control of university.

This study will study the management accounting and control systems used by Top Management Team (TMT) in university (i.e. chief executive of university, faculties, or the primary strategic operating divisions of the university), in relation with TMT heterogeneity and its effect on the functioning of horizontal control that expected will improve the performance of university.

The Influence Marketing Innovation and Organizational Innovation, to Strategic Innovation, Diffusion Innovation and Market Differentiation, to Market Outstanding Performance, and Organizational Sustainability: A Resource-Based View Perspective of Indonesian Banking Industry

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Abstract

Organizational innovations are marketing innovation essential for firms' long-term competitiveness. In spite of this, there is less research on marketing innovations than on organizational innovations. The purpose of this research is to contribute to our understanding of how marketing innovations could shape organizational innovations, which can lead to the organization sustainability. The journey started by exploring the strategic innovation, the creation of diffusion innovation, and marketing differences through a literature-review-based article and an empirical study on the organizational innovation. The study continued with an empirical study elaborating upon the role of the marketing outstanding performance in sustaining the organizational innovations. In each empirical study, data were collected through questionnaire and interviews, supplemented by primary and secondary data. The three concepts of marketing, organizational and strategic of innovations were found to be three intertwined concepts, rather than three separate and sequential ones. One reason was that marketing innovations were constantly re-invented through the processes of creation, diffusion, and sustainability. In this context, the concept 'Sustainability' refers to an improvement trajectory, rather than to a particular organizational innovation. The improvement trajectory is path-dependent and directs the creation, diffusion and sustainability of organizational innovations to and within a firm. The results of this research is a conceptual model that integrates the three concepts marketing, organizational and strategic of innovations in a market outstanding performance, and organizational sustainability circling around a firm-specific improvement trajectory. Each concept is affected by three sets of influencing factors: the external context and interpersonal diffusion channels, the firmspecific internal context, and the characteristics of the innovation itself. To find out how the characteristics of marketing and organizational innovations affect the applicability of the organizational sustainability, the conceptual model was tested on a different organizational innovation banks, identified in an empirical study conducted at 10 most sustainable banks in Indonesia, known for its focus on continuous innovation. The test showed that the conceptual model was valid and was useful in identifying all of marketing, organizational, and strategic innovation to reach out the organizational sustainability.

Keywords:

Marketing Innovation, Organizational Innovation, Strategic Innovation, Diffusion Innovation, Market Differentiation, Market Outstanding Performance, Organizational Sustainability.

Innovative Productions of Computer Base Television

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Abstract

In this study, production facilities of television are searched and innovative fantastic productions of television are emphasized to take people to fantasy words to make people happy. Modern age presented its own instruments and set a technological world for people. Digital technology had a sovereignty on people and people formed their lives due to digital technology in modern age. Computer became a main component of modern life and many productions are begun to prepare on computer base. Television is the most attractive media of 21. century and assembling is the base of television productions. Television constitutes enormous fantasy worlds and takes the spectator to its fantastic world by its artificial attractions. Spectators are affected by attractions of images which are revealed by technichs of assembling in a film or a in television production. Contemporary computer technichs present television producers and to directors many facilities to assemble different images by the help of attactive technichs of computer. Computer technology adoptes many attractive artifices and help television productions by revealing colorful attractions for television spectators and computer technology provides television for innovative productions.

Key Words:

Technology, computer, television, assembling, fantasy.

Management System for the Implementation of Dynamic Spectrum Access for Wireless Networks in Pakistan

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Abstract

Spectrum is a limited natural resource and is getting overloaded due to growing demand of wireless communication applications. The limited available spectrum and the inefficiency in the spectrum usage necessitate a new communication paradigm to exploit the existing spectrum more optimally, referred as Dynamic Spectrum Access (DSA) which allows adaptive allocation of spectrum to various users in a multiuser environment. A comprehensive management system is required to manage and govern DSA for wireless networks in Pakistan. This proposed management system consist methods to detect the unused or underused spectrums, Rules for the allocation of frequency channels and a comprehensive billing mechanism. This management system provides an alternate to release of new spectrum.

Keywords

Dynamic spectrum access, spectrum sharing, spectrum management, dynamic spectrum allocation, technology management.

Attributes of Employees of Generation X and Y in IT Industries in Karnataka-India

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Abstract:

Labor markets have changed dramatically during the last few decades. Employees' sense of loyalty can no longer be taken for granted, since the future workforce has different views on work than previous generations had. Administrating multigenerational workforces is an art in itself. Young workers want to make a quick impact, the middle generation needs to believe in the mission, and older employees don't like ambivalence. This paper focuses on analyzing the attributes, differences and similarities that exist among the generation X and Y. The researcher adopted an exploratory research design with a total of four hundred respondents from various IT industries in Karnataka (India). The result of the study indicates that generation X marks the level of job satisfaction have difficulty in learning new technology and are result oriented were as generation Y are more ambitious, demand a lot of autonomy and are process oriented. Both generations X and Y felt 'pay' as a barrier to their working; believe in team work and self-reliant attitude.

Key words:

Generation X and Y, attributes

A Study on the Continuous Intention of Group Buying through Facebook Communities

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Abstract

Virtual communities let people to transmitting information faster and faster. Virtual communities are including Facebook, Twitter, MySpace, etc. Until year 2013, there are 979 million Facebook users, it's more than other virtual communities. Thus, this study focuses on the group buying activities of Facebook communities. This study aims to explore the external and internal motives of virtual communities and attempts to determine the intention that will influence by customer satisfaction. This study investigated users of Facebook who have joined group buying through communities. In the result, the hypotheses are completely supported. Customer satisfaction and external and internal motives influence users' intention to continue using Facebook communities for group buying.

Keywords: virtual community, self-efficacy, continuance intention

How Knowledge Management is applied in Planning Board of Public Services in Central – East Java and West Nusa Tenggara Provinces – Indonesia

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Abstract

Relatively little study has been performed on knowledge management process in the public sector, and even less in the developing countries such as in Indonesia. This research is to explore how Knowledge management is applied in regional planning board in three provinces in Indonesia. It is qualitative research with grounded theory approach to answer the research question of what and how the process of knowledge creation, knowledge storage, knowledge sharing and lastly on knowledge utilization.

There were six research partners were interviewed in-depth and recorded for about 35-45 minutes each, they were from three deferent levels of top and middle manager and lastly were employee. The reason for selecting three different levels, that the top managers who supposed responsible for developing policy on Knowledge Management and the middle manager is responsible for making the KM process is work and their staff who is supposed utilize them as beneficiaries.

The findings shown that, there was no formal policy yet on how to apply Knowledge management, however although there was no formal policy on KM, but the four components of KM process are exist and works mostly informally, although not optimal. This findings support the recent opinion that KM is socially constructed model, therefore in any organization as long there is human being the process of KM is exist. The final result of this research is buildthe construct of propositions which is recommended to be continued with quantitative research.

As knowledge based organization, the regional planning board aware that the KM is essential to improve their competencies on innovation and creativity for increasing their productivity. Therefore, researcher recommended to improve the KM application through strengthening their existing informal process with formal policy supports on KM and commitment from top leaders to apply accordingly.

Keywords:

Public sector, Knowledge Management, Grounded theory, informal process

The Importance of Organizational Culture on Intellectual Capital

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Abstract

The tight competition of college management, has tend to private college (called PTS) have an advantage, oneway is bythe presence of highintellectual capital, whichcandeliver value added for customers. The most influencing factor to improve of intellectual capital is establishes the powerful organizational culture to the institution.

The study intends to review and analyze an organizational culture and intellectual capital, as well as the influence toward intellectual capital of private college in Kopertis Area IV.

A method used in research is explanatory survey, causal relationship and verificative. The population is private college in Kopertis Area IV, and sample used is probability sampling, the size measured by using of analysis power test, total 157 PTS.Data collection arranged by observation technique, interview and questionnaire with the tested validity and reliability. A verificative analysis method used is Structural Equation Model (SEM)-LISREL 8.3 in second order approach.

By the result, it is concluded that organizational culture have an importance role to increase to intellectual capital, because organizational culture had significant influence to the intellectual capital on the PTS Kopertis IV.

Keywords:

Organizational Culture, Intellectual Capital

Associations: A Hidden Side of All Organizations

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Abstract.

In this paper, I discuss a hidden and largely unknown organizational structure present within all organizations. Nowadays, it is an assumed fact that most organizations are hierarchical, such as corporations, government organizations, military, universities, and other types. They are hierarchical in terms that there are managers managing their subordinates. Conducting organizational studies in large corporations, United States federal government, military, and other institutions, I discovered that all organizations, fundamentally, are not strictly hierarchical. Jaques (1976, 1996, 2002) discussed *associations* as one of the fundamental types of all organizations. In his *general theory of managerial hierarchy*, Jaques explained that associations formed hierarchical organizations. He then proceeded to describe the structures of these hierarchical organizations as strict hierarchies. Applying Jaques' methods in my organizational studies, I found associations within the hierarchical structures that Jaques thought could only reside outside the hierarchical system. Thus, in this paper, I modify the general theory of managerial hierarchy, and reevaluate the general structure of all organizations, unmasking *special associations* as they are within all organizational structures.

Keywords:

Associations, Bureaucracy, Managerial Organization, Managerial Hierarchy, *Feararchy*, Elliott Jaques, W. Edwards Deming, Innovation, Organizational Conditions for Innovation

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Impact of Organized Retailing on Unorganized Small Traders in Salem District: An Empirical Study

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Abstract

The emergence of new trends in retailing is a significant event in Indian marketing scenario. The presence of the organized retail outlets would affect the business performance of the smaller traders. The entry of corporate houses into retail business affected greatly the small traders, those who are trading a particular type of goods, like, groceries or vegetables or stationary. Their businesses started declining. They start facing threat of losing the customers. Many shops closed after failing to tolerate the competition. There are a few classes of shops those items are not sold in malls or super bazaars are still surviving. Only finger counting few small traders those are able to tolerate pressure of competition also surviving but hardly. The individual small retailers are still trying hardly to survive, by giving home service, offering discounts, showing offers, etc. In this context, the researcher has made an attempt to find out the impact of organized retailing on small traders in Salem district. This study is confined to five major retail segments namely, food and grocery, fashion and accessories, footwear, pharmaceuticals and electronics. By using non-probability sampling, 150 respondents i.e. 30 small traders from above mentioned each retail category was taken, with the criterion that these outlets must be operating within a five kilometre radius of select corporate retail outlets. As an essential part of the study, the primary data were collected from 150 small traders with the help of interview schedule. The findings of the study revealed that majority small traders are dissatisfied with their present business due to stiff competition from the organized retailing. Based on the results of the surveys, the study has made a number of specific policy recommendations for effective functioning of the organized retail outlets and for strengthening the competitive response of the small traders. If this study provokes the people concerned to take some positive measures in order to improve it, the researcher will feel amply rewarded.

Keywords:

Corporate retailing, organized retailing, modern retail outlets, Indian retail industry, etc.

Using Creative Problem Solving (Cps) To Improve Efficiency in A Non-Profit Organization

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Abstract

The purpose of this article is to report the intervention made to improve the internal efficiency of a non-profit organization, using Creative Problem Solving (CPS) method. The intervention was structured in three stages (pre-consult, intervention and follow-up), with a team designated by management, in order to bring leadership cohesion to both departments of the organization and also between the board and executive management. The results, expressed in the tasks performed and in the interviews to team members, allowed us to conclude on the effectiveness of the CPS method to improve organizational innovation and change, by driving more and more teams in the organization to adopt it, and by establishing a stronger relationship between departments, as well as between the board and executive management. These results highlight possible solutions to improve the management, and to develop organizational innovation in non-profit organizations.

Keywords:

“creative problem solving”, “team facilitation”, “organizational innovation”, “management in non-profit organizations”

Successful Teams are Built to Last: An Insight to Team Leadership

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Abstract

The purpose of this article is to examine the underpinning of literature based on team leadership. There are several ways to get the work done in a team, but the effectiveness of the performance lies on the shoulders of a leader. Team members having specific roles and responsibilities in an organization need to integrate their actions for collective success. Leaders who choose the right players, delegate well, getting the team members excited and appreciated will surely be successful and lasting. Team leaders have the ability to instill belief and dedication to the organization. The article explores the theoretical background of team leadership and answers some basic questions regarding team leadership, such as, what is the key to effective team leadership, how about the constraints, demands and choices associated with team leadership.

The Antecedent of Trust In Relationship Marketing in Non Profit Organizations

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Abstract

This study aims to investigate the antecedent of trust in relationship marketing in non profit organization. Relationship marketing is a concept that is rooted in social exchange theory. It is attracting, maintaining and enhancing customer relationship. In relationship marketing concept, trust variable is a key success factor. Trust is a willingness to rely on an exchange partner in whom one has confidence. The topic of trust is generating increased interest in organizational studies both in profit organization and non profit organization.

This riset uses a survey method and the research samples are individual donors of philanthropy organizations. The number of respondents are 507. Multiple linear regression is selected as the technique of analysis. This research examines three hypotheses where two of them are supported. They are (1) the impact of shared values on trust; (2) the impact of communication on relationship commitment. Meanwhile, the unsupported hypothesis is the impact of relationship marketing investment on trust.

The contribution of this study is mainly in broadening the application of relationship marketing concept. In specific, the concept is not only suitable for profit organizations as commonly thought, but also for non profit organizations. In this broadening conception, the key role of trust in relationship marketing in non profit organization.

Keywords:

relationship marketing, shared values, communication, relationship marketing investment, trust.

Managing the Innovative Organization: The Strategy-Structure-System-Culture-Style Equifinality-Based Fit Configuration

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Abstract

There is really no alternative to considering dynamic sustainability or innovation-based sustainability if an organization wishes to survive in locally storming or turbulent environment. Ultimately, even in the most isolated of market niches, customer requirements evolve and, as result, operational capabilities also need to evolve. So, in addition to exploiting existing barriers to entry and imitation, operations can raise their game through innovation and change in order to achieve sustainability. Therefore, there will exist innovative organizations that need to be well managed.

This article tries to describe how to manage the organizations that operate in locally storming or turbulent environment using the conceptual approach. In managing the innovative organization, the needed configuration is the equifinality-based fit configuration among strategy, structure, system, culture, and style.

Propositions for innovative organization are proposed as (1) Configuration of prospector strategy, divisional structure, people-driven system of information, creativity culture, and conceptual leadership style contributes to high organization performance, (2) Configuration of analyzer strategy with innovation, matrix structure, relationship-driven system of information, quality culture, analytical leadership contributes to high organization performance.

Keywords:

Strategy, structure, system, culture, leadership, configuration, organizational performance.

The Study of Work Quality with Affirmative Policy, Organizational Culture, LMX and Diversity as Antecedent Variables

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Abstract

Leadership has a central role and function in addressing sensitive issues in the enterprise. One of the sensitive issues in a company is related to the diversity or diversity of employees is discrimination by one side against the other party. Discrimination against employees is an act discriminating individual (employee) based on the characteristics of the local population, nationally and globally which includes various forms of diversity of gender, ethnicity, and region of origin. Discrimination and diversity policies practices have an impact on the need to be fulfilled.

Implementation of an affirmative action policy in the scope of the company to accelerate the emerging perception of diversity by the employees themselves. This has an impact on the quality of employment. Employees who feel slighted or feel a deficiency value added in him will feel inferior or subordinate. This will certainly lead to the achievement of the quality of work may not be optimal.

This research was conducted in PT. Pelabuhan Indonesia III (PELINDO III) Surabaya, East Java. This study is mainly to investigate the discrimination against employees and the implementation of affirmative action policy in the context of their relationship with leadership, corporate culture, and employee quality.

Keywords:

Organizational Culture, Leader Member Exchange, Diversity, Affirmative Policy, Work Quality.

The Effects of Potential and Realized Absorptive Capacity on Suppliers' Performance: The Moderating Effect of Empowerment Climate

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Abstract

In the context of buyer-supplier relationship, few studies have discussed about how suppliers absorb new knowledge. This study proposes that internal aspects (entrepreneurial orientation) and external aspects (market orientation) both contribute to the capacity of suppliers to acquire and assimilate (potential absorptive capacity), as well as to transform and exploit knowledge (realized absorptive capacity). Further, this study argues that empowerment climate will moderate the positive effects of absorptive capacity on suppliers' performance. Based on survey among first-tier suppliers of the largest automotive producers in Indonesia, the results of this study reveal that the effect of market orientation on realized absorptive capacity is mediated by potential absorptive capacity. The effects of entrepreneurial orientation on both of these two capacities are positive and significant. Further results indicate that the positive effect of potential absorptive capacity on performance is mediated by realized absorptive capacity. Interestingly, the moderating effect of empowerment climate opposes the proposed hypotheses. Managerial and academic implications are further presented.

Keywords:

absorptive capacity, empowerment climate, buyer-supplier relationship, and performance.

The Impact of Learning Culture and Commitment on the Corporate Performance

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Abstract

The fierce competition in business requires every company be professionally managed to achieve high performance. There are several variables which might affect the corporate performance; however, affective commitment and learning culture are assumed to have a significant influence on the corporate performance. This study attempts to find out the relationships between affective commitment, learning culture and corporate performance. This study is also aimed at finding out the contribution of affective commitment and organizational learning culture towards the corporate performance. The result shows that the organizational learning culture and affective commitment are positively correlated with corporate performance. Both learning culture and commitment, in particular the learning culture, support the achievement of organizational effectiveness. In fact, learning culture contributes around thirty four percent towards the corporate performance. This study also suggests that employees should be more empowered and encouraged to share knowledge to result in high corporate performance.

Keywords:

affective commitment, learning culture, empowerment, corporate performance

The Role of People's Business Credit in Improving Micro and Small Enterprises (MSEs) Performance in Makassar, Indonesia

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Abstract

The purpose of this paper is to describe the business performance of micro and small enterprises (MSEs) after receiving funding assistance through People's Business Credit Programs. To know the difference of business performance of micro and small enterprises before and after getting funding assistance through People's Business Credit Program. Purposive sampling method is used in the survey. There are 128 respondents which involved in the study. The data is analyzed by both Descriptive Statistics and Sign Test Analysis, Thus, data processing is performed by IBM SPSS 21 for Windows. The results show that overall indicators of the business performance of MSEs has increased after getting capital assistance from People's Business Credit Program Business performance of MSEs before and after getting loan assistance are significantly different. Capital aid in terms of aspects of the program as well as the business aspect have been effective.

Keywords:

capital assistance, People's Business Credit Programs, business performance, micro and small enterprises (MSEs)

Historical Performance and characteristic of Mutual Fund

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Abstract

This research examines recent past performance and fund characteristics that affect to performance of Equity mutual fund measured by Jensen Alpha. The characteristics examined include Fund Size, Fund Age, Net Asset Value, and Fund Growth. This research used 33 mutual funds equity as a sample during 2010-2013. The hypotheses were tested using panel data regression with Fixed Effect Model. Different with Belgacem and Hellara (2011), The Results indicated past performance, Fund Size has negative effect to equity fund performance and Fund Growth have positive effect to equity fund performance. The findings also find same thing show that Fund Age have positive effect to equity fund performance. However, Net Asset Value was found have no significant influence to equity fund performance. In term of that, Net Asset Value is not a good predictor of future performance. Fund managers should understand the characteristics that will affect fund performance and develop strategies on how to increase their funds' performance.

Keywords:

equity fund, past performance, performance, fund characteristic

The Role of Competence and Supply Chain Integration in Operational Performance

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Abstract

In order to improve performance at the operational level, firms are developing explicit linkage with suppliers and with customers. The impact of the linkages with suppliers and customers has improved performance.

This paper is the proposal concept which aims to evaluate the effect of competence and logistics integration towards operational performance. This conceptual framework is to describe, explain and predict the advantages of a firm's linkages with entities in its supply chain on its internal operations. The proposed framework can be used to justify decisions to develop, strengthen, and protect relationship with suppliers.

The framework can also be used to evaluate practices implemented to link a firm to its suppliers and customers and to provide a decision roadmap for firms to better understand how to maximize operational performance benefits from these supply chain linkages. This study is surveying the logistics activities integration in the ports which are located in Surabaya and Semarang, Indonesia.

Keywords:

Supply chain management, operational performance, Logistics integration

The effects of social support and organizational support on the relationships between emotional labor and job performance

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Abstract

In the past, most research focused on exploring a corporation's organization and management, but few on the employees. Therefore, it attempts to study whether employees' emotional labor would improve the job performance when the company attaches great importance to the employees' emotional labor. Moreover, the front-line service personnel in Taiwan are selected as the objects to find out the crucial reason and outcome of emotional labor issue of front-line service personnel in Taiwan. Nowadays, business owners emphasize on the supremacy of the customers and simultaneously recognize that employees are a major property of the company; hence, the company begins to concern about the employees' emotion and release. The purpose of this study is trying to investigate the correlation between emotional labor of front-line service personnel and their job performance. The quantitative research is used and employees of service industries are selected as the objects in the study. Snowball sampling is applied to collecting the data by questionnaires, and 406 usable data are collected. SPSS statistical software is used for analyzing the empirical results.

The expected results contain that (1) service personnel's emotional labor has a significant impact on job performance, (2) different levels of social support would affect the relationship between emotional labor and job performance, and (3) different levels of organizational support will affect the relationship between emotional labor and job performance.

Keywords: social support, organizational support, emotional labor, job performance

The Effects of Public Worker's Job Satisfaction, Perceived Pension Fairness, and Work Motivation on Job Performance

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Abstract

The aim of this research is to explore the relationship between job satisfaction, perceived pension fairness, work motivation, and job performance on public workers. This research target would be the public workers in government departments. 550 questionnaires were distributed from 15 September 2013 to 30 October 2013, and only 521 (94.7%) feedbacks were received; 49 of them were invalid samples and 472 were the valid samples of the research.

The result of this research shows that job satisfaction would mostly affect job performance. On the other side, work motivation can be classified into two categories, including public service motivation and extrinsically oriented motivation. Public service motivation does not improve any job performance, but extrinsically oriented motivation does. Perceived pension fairness appears the least effect on job performance, and perceived pension fairness and work motivation do not have significant moderating effects on job satisfaction and job performance.

Keywords : Job Satisfaction 、 Perceived Pension Fairness 、 Work Motivation 、 Job Performance

A Exploratory Study On Creativity and Management of Social Entrepreneurs in Taiwan- An Example of El Patio Del Cielo and Town Way

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Abstract

Aiming at succor-type social enterprises, this study aims to discuss the effects of current policies and regulations on the success of social entrepreneurship. Social enterprises, slightly different from commercial enterprises, are basically established based on the social purpose of “reducing or releasing certain social problems or market failure”. In this case, this study aims to discuss the entrepreneurship process of domestic social enterprises in order to understand the generation and practice of creativity for social entrepreneurship. With qualitative research, a single case, El Patio Del Cielo and Town Way, is studied with in-depth interview and literature analysis, and the entrepreneur Pei-chun He is the research subject. Four research conclusions are summarized as below. 1. The generation of creativity for social entrepreneurship is generally related to Social Needs and Personal Experience, and actively learning new knowledge could make up personal knowledge shortage. 2. A social entrepreneur should present certain determination and willpower as well as family consensus and support to practice the creativity. 3. Seem-effective Media strategy could accelerate Developing Promising Ideas into Attractive Opportunities and promote the entrepreneur’s Social Impact Theory to induce more opportunities to achieve Social Impact. 4. The practice of Social Enterprise creativity could achieve Social Impact. Aiming at the above conclusions, suggestions are also proposed for social enterprises and successive researchers.

Key words:

Social Enterprise, Social Enterprise Entrepreneur, creativity

A study on stakeholders' Knowledge of Policy Announcement and Identification to Twelve-Year Compulsory Education Program -Examples of Junior High Schools in Kaohsiung City

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Abstract

Twelve-Year Compulsory Education Program is currently in the beginning stage. This study aims to discuss the relations between stakeholders' knowledge of Policy Announcement and Identification to Twelve-Year Compulsory Education Program. With questionnaire survey, the students, parents, teachers and other staff of four junior high schools in Kaohsiung City are sampled for the research. Total 790 copies of questionnaires are distributed, and 678 valid copies, after deducting 112 invalid and incompleted copies, are retrieved. The scale of Stakeholders' Knowledge of Policy Announcement and Identification to Twelve-Year Compulsory Education Program in Kaohsiung City is applied as the research instrument; and, reliability test, Factor Analysis, Descriptive Statistics, Correlation Analysis, Hierarchical Regression, and Pearson Product-Moment are utilized for the analyses. The research results display that stakeholders with distinct status and type of schools present significant differences on Knowledge of Policy Announcement to Twelve-Year Compulsory Education Program and Knowledge of Policy Announcement and Identification to Twelve-Year Compulsory Education Program reveal remarkable effects. According to the research results, the following suggestions are proposed for education authorities. 1. Policy Announcement of Twelve-Year Compulsory Education Program should be continuously reinforced, especially the brochures distributed through schools. 2. The information of examination-free entrance competition should be provided for stakeholders' reference and application after the confirmation. 3. The distribution to corresponding schools should be rational so as to reduce the impact on metropolitan large-scale schools. 4. Policy-making should remain coherency, not being frequently changed.

Key words: Twelve-Year Compulsory Education Program, stakeholder, Knowledge of Policy Announcement 、 Identification

Critical Success Factors in Public Sectors Practicing Knowledge Outsourcing

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Abstract

In the 21st century, the broad utilization of computer technology has both competition type and organization type face changes. Information-oriented organizations are gradually led the management by experts, i.e. knowledge orientation. In face of such a knowledge revolution, the government has formulated policies towards knowledge management for the strategic planning. Regarding to the research and development, planning, negotiation, and promotion of various institutions in Executive Yuan led by the Research, Development and Evaluation Commission, various administrative authorities, based on the development of knowledge innovation, storage, and expansion, have formulated outsourcing research points or remarks, aiming at the research plans, after knowledge management becoming the key in Change Management, in order to regulate entrust procedure, control operation, and subsidies providing standards. Knowledge Outsourcing has been generally utilized by the government for the input of knowledge. The supervisors and the employees in the public sectors of Taipei City Government are taken as the research participants in this study. Total 270 copies of questionnaires are distributed, and 146 valid copies are retrieved, with the retrieval rate 54%. Among the evaluation indicators of Key Success Factor in Knowledge Outsourcing of public sectors, the hierarchical weights are sequenced as 1.Incentive Issue, 2.Oversight and Accountability, 3.Prevention and Management, 4.Contract, 5.Quality and Professionalism, 6.Supervision of Democratic Body and Works, 7.Constructive Communication, 8.Information Issue, 9.Rule by Law, and 10.Public-Private Interaction.

Key words: Public Sectors, Knowledge Outsourcing, Key Success Factor

Recreation Motivation and Experience of 2013 Taiwan Balloon Festival

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Abstract

The purpose of this study is to explore the motivation and satisfaction of participants of the Taiwan Balloon Festival in Kaohsiung Chengcing Lake. Descriptive statistical analysis, ANOVA analysis, and Pearson correlation analysis were applied after valid questionnaires had been collected among three hundred and fifty questionnaires distributed. The research results are as follows: Firstly, the differences in the background variables of the participants' gender, age, education level, occupation, and monthly income showed partially significant differences in the dimensions of the participants' motivation and leisure satisfaction. Secondly, participants accompanying with children attending the festival showed stronger motivation, higher satisfaction and continued in participation longer than the participants without accompanying children. Thirdly, the higher motivations the participants had the stronger satisfaction they owned. This is especially manifested in the significant correlation between leisure motivation and satisfaction. Fourthly, the most popular leisure activities of Taiwan balloon festival include taking photos from air while flying with balloons, taking photos with colorful balloons, themed balloon exhibition, and wishing to have marriage ceremony in balloon situation.

Key Words:

Leisure Motivation, Recreation Experience, Satisfaction, Balloon Festival

The effects of Leisure Attitude on the Relationships Between Job Stress and Job Performance

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Abstract

Nowadays, enterprises try to create their own advantages and competitiveness to request the employees' high efficiency and high performance on the work that virtually creates a lot of job stress on the employees. Therefore, an enterprise attaches great importance to job stress, e.g. enterprises setting up in-house counseling and leisure venues, conducting incentive tours, and allowing the employees to have more time participating in leisure activities to reduce stress and enhance work performance. However, too many leisure activities will cause an employee's lower job performance. A majority of past studies investigated about the performance of the overall corporate performance, but the study on individual employees was rare. Therefore, this study suggests to link with job stress and job performance of employees through the influence of leisure behaviors and attitudes to learn whether the employees working under the stress of high tolerance will have good sound leisure participation and thus reduce the psychological level of stress influence to enhance the work performance. A quantitative research is used and permanent employees of companies are regarded as the target in this study. Snowball sampling questionnaire is applied to collecting the data, and 326 valid questionnaires are collected. Finally, SPSS statistical software is used for analyzing the empirical results.

The research results expect to show (1) the significance difference in the level of employee's job stress on work performance and (2) different job stress and work performance for employee's leisure behavior.

Keywords: Job stress, Leisure Attitude, Job Performance

The Research on the Development Strategies and Economic Benefits of Operating the Kaohsiung Exhibition Center

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Abstract

In the 21st century, the tourism industry is regarded as the most promising industries with the greatest potential. The tourism industry has not only created a lot of job opportunities but also made significant foreign exchange earnings (McCabe, 2008). The industry of MICE, i.e., meetings, incentives, conferences, and exhibitions, is famous for its three major benefits, namely, great employment opportunities, great industrial output values, and great industrial association; the three best values, namely, high value added, high development potential, and high innovative effectiveness; and the three key advantages, namely, better relative manpower advantages, better technological advantages, and better geographic advantages. According to Global Association of the Exhibition Industry (2012), every dollar spent on MICE can induce an about 8 to 10 dollars of peripheral economic effect. Presently, the MICE industry is growing steadily at a rate of 20-30%, making domestic and international experts believe that the MICE industry will play a key role in market economy in the future (Chou & Wu, 2005b).

The main objective of the study is to explore the development strategies as well as the benefits of the new exhibition center, Kaohsiung Exhibition Center (KEC), Taiwan. The investigators also conducted a literature review on the development of convention and exhibition industries worldwide, including Kaohsiung City, and their competition conditions. The information collected from the literature was used to plan for the Delphi's questionnaire survey. Therefore, this study has not come out with any analysis results or significant findings are available at the present stage. Once the collected data are analyzed, the investigators would draw helpful suggestions for the development of the convention and exhibition industry of Kaohsiung City.

Keywords: Conventions and exhibitions, Kaohsiung Exhibition Center (KEC), Qualitative research

A Proposal of Research ---- The Influence of Pingxi Sky Lantern Festival on Local Marketing

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Abstract

This study is going to use Pingxi Lantern Festival as a case study and conduct research on the influence of special festivals on local marketing. This study will conduct questionnaire analysis on a sample basis and use the on-site visitor of 2015 Pingxi Sky Lantern Festival as the research object. The questionnaire is designed primarily based on three parts: 1) the opinion towards the influence of Pingxi Sky Lantern Festival on local marketing; 2) level of acceptance of the impact of Pingxi Sky Lantern Festival on surrounding environments; 3) the activities and marketing strategies of Pingxi Sky Lantern Festival. This study will conduct questionnaire analysis by using Spreadsheets software (SPSS).

Keyword: marketing, Pingxi Sky Lantern Festival, festival event, local marketing.

Exploring the Competitive Strategies of Tourism and Leisure Industry in Taiwan

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Abstract

This study mainly explores the competitive strategies of tourism and leisure industry in Taiwan. The tourism industry is the importance of non-smokestack industry in the world of countries, and technology industry co-star of the 21st century is regarded as the industry has obvious benefits in the creation of employment opportunities and earning foreign exchange function. In recent years, the cause of the mechanical amusement increasingly short product life cycles, with updated facilities have invested considerable amounts; in addition to, the substitution of types and the increasing number of tourists is relatively selective increases, so tourist amusement enterprise, management and development of the industry is facing tremendous pressure impact and marketing management. This study applies SWOT analysis and Porter's five forces analysis to explore the industrial structure of Taiwan's tourism industry to better understand the competitive advantages of tourism industry and recreation management and development strategies in the future.

Keywords: competitive strategies, leisure industry, tourism industry, SWOT, Porter's five forces

Why She Travels?

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Abstract

Nowadays many people enjoy travelling, especially women. There are various reasons why they choose to travel. This research aimed to explore the reasons behind travelling. The participants of this study reached a total of 53 women. They had to answer an open-ended question of why they chose to travel. The answers were then coded. The result showed that women enjoy travelling to find refreshing time, getting new experiences, to have quality time with close people, spend vacation time, and to get entertainment. These results can be use to further develop tourist bussiness.

Keywords

study, travel, tourist, women

The Effect of Customer Enduring Travel Involvement on Destination Brand Equity of KOTA BATU

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Abstract

Tourism in East Java, especially Kota Batu, has a great potential. Nevertheless, competition in the tourism industry are so high that forcing a destination to manage its brand equity properly in order to survive. The customer-based brand equity in this study is comprised of destination brand awareness, destination brand image, destination brand quality, and destination brand value. This study attempts to show the impact of destination brand awareness, brand image destination, and destination brand quality on destination brand value. In addition, Ferns & Walls (2011) posits that customer enduring travel involvement directly effects the destination brand equity. Questionnaire were used to gather data from 100 domestic tourist who have been to Kota Batu. Specifically, this study tries to explain the effect of customer enduring travel involvement on destination brand awareness, brand image destination, and the destination brand quality as well as the effect of destination brand awareness, destination brand image, and destination brand quality on destination brand value.

Keywords:

customer-based brand equity, destination brand value, customer enduring involvement

Kangean New Exclusively International Transit Airport with Mini Indonesian Concept as a Solution of Irregularity Indonesian Air Transport and Improve Hospitality and Tourism Management

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Abstract

Caused length of international distance and some economic and business reasons, airlines sometimes requires the passengers to stop at a particular airport in the center of the route. However, Indonesia as the largest archipelagic country in the world with cross position located between two continents and two oceans, has not been able to become one of the major International Transit Airport destination country. That main motivating factors that brought about the problems are the bad maintenance of Indonesian's airport, uncomfortable airport waiting room, noisiness and irregularity. The solutions will be discussed in this paper is the construction of a new exclusively international transit airport located in an slightly populated island (Kangean Island) with the recognition of concept called "mini-Indonesia". Mini Indonesia is a concept based on the greatest concern of Indonesian's commodities tourism: the beauty of nature, artwork, the harmony between unique and original of Indonesian culture. The concept of mini Indonesia consist of build hotels up have the form like Indonesian tradisional houses around the airport, cultural event, Indonesian food with the concept "Lesehan" and "Gerobak", small gallery with miniature 34 Indonesian provinces tourism destinations. In this research paper, writers, try to describe aims of construction of the airport in that strategic island and possibility of the construction nowadays, where the purpose of this paper is to improve amenity and the hospitality management as well as increase the potential of tourism and introduction of Indonesia.

Keywords:

International Transit Airport, Kangean Island, Mini Indonesian Concept

An Analysis of the Efforts to Achieve Green Hotel Management Standard by Using the Analytical Hierarchy Process Methods at Majapahit Hotel Surabaya

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Abstract

The hospitality industry is among the biggest energy users, mainly because a hotel requires the availability of a large amount of energy in carrying out its operational activities. The need for such a large amount of energy is used to operate the facility system of the hotel, i.e. air conditioning system, lighting, elevators, etc. The main purpose of this research is to analyze the priority of activities at the Majapahit Hotel Surabaya as an effort to achieve the Green Hotel Management standard.

The method used in this research is qualitative method with a descriptive case study. The types of data that will be used are primary and secondary data. The Analytical Hierarchy Process method is complemented with Expert Choice 11 in order to obtain the weigh values of each criterion and also to determine the priority of efforts to achieve green hotel predicate in reference to the GHA Indicators including; energy conservation, minimum energy performance, commissioning and re-commissioning, lighting, operational and maintenance, renewable energy source and the building envelope. Academic and managerial implications will be explained further in the final part of this research.

Keywords

Hotel, electricity efficiency, Green Hotel Management, Analytical Hierarchy Process

Supplementing Government Strategies toward Low Total Fertility Rate in Taiwan

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Abstract

In 1984 the total fertility rate (TFR) in Taiwan first time lower than the suggested replacement level. Since then the TFR maintain low level as 1.75% for more than one decade. However, it has founded that the TFR declined gradually again in 1998, and even lower than 1.3% in 2003. It has continually decreased to one of the co-called lowest-low fertility areas around the world by Kohler, Billari and Ortega [1], and the result of the low TFR in turn caused the problem of rapid population aging. Taiwan government thus has proposed several actions against the low TFR. Some policies can facilitate worker mobility, such as easier and earlier vesting of pensions and provision of better labor market information and relocation assistance (cf., Scandinavian active labor market policies). However, side effect can occur with an older work force, that there may generate greater upward pressure on wages in order to attract workers to growing firms, industries, or areas.

In this article, main influencing factors related to TFR in Taiwan are discussed. Several feasible strategies recommended for Taiwan government to lower TFR are presented.

Keyword:

Total fertility rate, replacement level, influencing factor

Acceptability and Capability of the Energy Consumption Monitoring System: Basis for Efficient Saving Scheme

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Abstract

This systems project involves the development of an energy consumption monitoring system which is comprised of two modules using an Arduino microcontroller. The main module uses a current transformer while the sub module uses a current sensor to accurately read the overall energy consumption of household and individual appliances respectively. For the main module, an internet connection is needed to transmit data to the EMONCMS website. Meanwhile, the sub-module transfers its data to the main module via Radio Frequency. All data collected are viewable online in any internet connected device. Energy consumption of a household can easily be monitored through user friendly graphs, thus, become a basis for an efficient energy saving scheme. The results of the study show that the device has reached a level of acceptability which makes it a significant addition to households and possess the capability to perform its intended task.

The Passport: Is It Subject To Confiscation?

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Abstract

This paper tackles the issue on whether there is a legal basis in confiscating a Passport which is a property of the State that issued the same. The paper also discusses the Operations Order No. SBM -2014-002 issued by the Philippine Commission of Immigration & Deportation last 14 January 2014

¹*The author is professor Commercial Law Department and Graduate School of Business , De La Salle University. He is a practicing lawyer and managing partner of Ligon Solis Mejia Florendo & Cruz Law Firm. He Finished Public Sector Negotiation program in JFK School of Government in 2002. He served as Provincial Board Member of Bulacan from 2001 to 2004 and the IBP National office as Executive Director in 1990. Part of the Discussion on the Passport Issue was presented before the Bureau of Customs on 4 September 2013.*

Innovation in Filipino Firms

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Abstract

This paper discusses the way Filipino firms use innovation in the development and growth of businesses. Filipino firms adapt innovation by bring products and processes from other countries and adapt these to local conditions. Filipino firms focused on the low-income groups that do not have access to acquire these products from large multinational firms. As these firms gain a solid share of the market and sustained profitability, they begin to engage in formal research and development processes making them gain better share of the market, achieve growth, and expand operations to other countries. Three firms are presented in this paper on three innovation strategies namely: a) innovation to technology adaptation to fit home demand; innovation on new markets using old factors of production; and open innovation or integration of existing technology of other firms in product development. The paper proposes an innovation model for small and medium firms called adapt-innovate-transfer-grow (AITG) model.

Key words:

Innovation dynamics, open innovation, AITG Model

Identifying Sustainable Manufacturing Strategy Infrastructural Decisions under Firm Size Influence Using a Hybrid Approach

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Abstract

This work highlights a hybrid approach in identifying the content of manufacturing strategy infrastructural decisions that attempt to integrate sustainability and traditional manufacturing strategy with firm size as a relevant component in decision-making. Linguistic variables with corresponding triangular fuzzy number (TFNs) are used to express judgment in pairwise comparisons provided in the methodology of the analytic network process (ANP). Aggregation of multiple expert judgments is performed by introducing a normal probability distribution of each paired comparison. Selected experts in manufacturing strategy and sustainability were asked to perform judgment in paired comparisons. Using the proposed approach, the contents of the sustainable manufacturing infrastructural decisions are presented in this paper. The main contribution of this work is the hybrid approach that holistically captures uncertainty of individual decision-maker and of group decision-making.

Keywords:

Manufacturing strategy, sustainability, probability, analytic network process, fuzzy set theory

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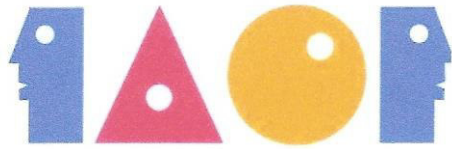
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