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**INTERNATIONAL
CONFERENCE ON**
Entrepreneurship, Studies,
Business, Economy, and
Management Science

ESBEM 2018

Abstract Proceeding Book
of
International Conference on
Entrepreneurship Studies,
Business, Economy, and
Management Science
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July 2 - 3, 2018

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FOREWORD

Research Synergy Foundation is the 1st Indonesian social enterprise platform that focus on developing collaborative networks among both researchers, lecturers, scholars, and practitioners globally for the realization of an equal quality of knowledge acceleration between developed and developing countries. We focus on opening the gates of research collaboration between countries. We introduce and encourage scientific publications from developing countries. We create scientific forums in order to boost the creation and diffusion of new knowledge.

Known as a catalyst and media collaborator among researchers around the world is the achievement that we seek through this organization. By using the media of International Conference which reaches all researcher around the world we are committed to spread our vision to create opportunities for promotion, collaboration and diffusion of knowledge that is evenly distributed around the world.

Our Vision:

Our vision is to be world class organization that encourage acceleration quality of knowledge in developing country.

Our mission:

First, promoting scientific journals from developing countries as an equitable distribution tools of knowledge. Second, opens research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Third, create a global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation.

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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International Conference on Entrepreneurship Studies, Business, Economy, and Management Science (ESBEM) by Research Synergy Foundation and Scholarvein as official partner held on July 2 – 3, 2018 at Aqueen Hotel Paya Lebar, Singapore.

The aim of Conference is to provide an overview of the state-of-the-art, update information and emerging trends regarding Management and Social Science. ESBEM 2018 International Conference shows up as a cutting-edge Social Research platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Singapore and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Hendrati Dwi Mulyaningsih
Conference Chair of ESBEM 2018

CONFERENCE PROGRAM

Day 01- Monday | July 02, 2018
Venue: Room 1
Aqueen Hotel Paya Lebar, Singapore

09.00-09.30 **Welcome Reception and Registration**

09.30-09.40 **Opening Address**

Conference Coordinator: Mrs. Santi Rahmawatii – Research Synergy Foundation

09.40-10.00 **Group Photo Session, Morning Tea and Grand Networking**

Day 01

Room I

Monday, 02 July 2018

Session 1 (10.00 – 10.20)

Session Chair : Santi Rahmawati

Track Management Science

Paper ID	Author	Media	Paper Title
ESB18103	Piotr Zbigniew Maśloch	Oral Presentation	The Management of Dysfunctional States and Global Challenges of the 21 st Century (UE Security Problems)

Day 01

Room I

Monday, 02 July 2018

Session 2 (10.20 – 12.00)

Session Chair : Santi Rahmawati

Track Entrepreneurship

Paper ID	Author	Media	Paper Title
ESB18104	Chialee Yang	PosterPresentation	Use of Data mining Approach to Discover the Relationship between Gender Difference and Environment Hazards
ESB18105	Merlinawati Christiawan	Oral Presentation	Non-Formal Visual art and Design Course for Generation Z, The Consumer's Perspectives of Brand Image, Price, Trust, and Values to Purchase Intention
ESB18106	Leo Aldianto	Oral Presentation	City Branding vs. Cultural Branding: Towards a theoretical understanding of developing Bandung identity
ESB18107	Thanh Huynh	Oral Presentation	The Impact of Dynamic Capabilities on SME's Competitive Advantage and Performance: An Empirical Study from the Gender Perspective of Management Teams

Lunch Break 12.00-13.00**Closing Ceremony**

Day 02

Tuesday (July 03, 2018)
City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose

**Track: Management Science
Research**

The Management of Dysfunctional States and Global Challenges of the 21st Century (UE Security Problems)

Piotr Zbigniew Maśloch¹

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Abstract

Background - *The main problem of this paper is to show how dynamically the reality in Europe is changing and how new threats associated with economy, management and other processes. The globalization processes of the economies worldwide and the dynamic development of trade and international cooperation create new conditions and threats, under which countries and social-political-economic organizations (e.g. EU) must operate. An important element of the article is to show completely new threats resulting from the emergence of dysfunctional states in which there is no exist management process. Experience over the last years has shown, that even the strongest supporters of openness to other values and culture, which are new for Europe, have revised their views, surprised by the scale of illegal immigrations and others EU security aspects.*

Purpose - *The emergence of dysfunctional states and their impact on the security of democratic states (European Union).*

Design/Methodology/Approach - *The research based on statistical data and Frontex agency (UE border Agency).*

Findings - *Clarification of completely new threats emerging in the 21st century.*

Research Limitations - *Research provisional based on estimated data.*

Originality/Value - *A completely new problem, gaining momentum.*

Keywords: Management, Dysfunctional Countries, UE Security, Illegal Immigrations

Track: Entrepreneurship Research

Use of Data mining Approach to Discover the Relationship between Gender Difference and Environment Hazards

Chialee Yang¹

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Abstract

Background - Environmental hazards are ubiquitous and affect all aspects of life and all areas of life economic. Air pollution is the particularly most pressing environmental hazards in developing countries which facing difficult choices in balancing environmental protection with economic growth. Air pollution directly affects the health, social life, water, soil, and buildings. The increasingly heavy environmental load imposed by air pollution has led researchers and national policy makers to pay attention to the quality of the air and its social effects. From the aspect of gender, air pollution have stronger influences on the physical health of women than that of men. Besides, women are more aware of everyday hazards that often motivate social action because the significant differences exist in terms of knowledge, awareness, and attitudes towards air pollution than men. Despite close links between air pollution and gender, the potential association between air pollution and gender-related differences has not been explored yet. Some studies have integrated gender into environmental disaster research as a demographic variable but not as the basis for a set of social relations. Very few works have tried to integrate gender relations as a factor and engage women as equal partners in air quality policy. Gender is less evidently a part of current air quality policy in practical, although women have been identified as vulnerable yet crucial players in leading their neighborhoods towards a safer environment. The basic questions for researchers and policy makers include what are the differences in gender awareness of air pollutants, how to identify females' major concerns and needs regarding air pollutants, and how to bring gender-sensitive issues and the development of air quality policy instruments to the public's attention.

Purpose - Therefore, this research aims to develop al research agenda on gender and air quality awareness, attitudes, and policy preferences from the perspective of gender difference.

Design/Methodology/Approach - We analyze online research papers that have been published over the past 10 years and examine the

correlation between air pollution and gender differentiation systematically from formal researches by using big data analytics. The data mining, association rule mining (ARM), and Multiple Criteria Decision Making (MCDM) techniques will be used to produce a large number of papers in an effort to delineate the differences in awareness and attitudes between males and females.

Findings - *The results of this research project expects to explore that females' knowledge should be utilized and be counted as agents of air quality policy.*

Research Limitations - *Future research possibilities include offering policy makers fresh insights from which they can formulate policies that enhance gender involvement and which cater specifically to females' needs, many of which, historically, have been ignored in this context.*

Originality/Value - *The proposed data-driven approach which combine big data analysis and MCDM methods could lead researchers and public administrators to transfer gender into the development of air quality management strategies with lower cost by using big data.*

Keywords: Environment Hazards, Gender, Air Pollutants, Big Data Analysis, Text Mining

Non-Formal Visual art and Design Course for Generation Z, The Consumer's Perspectives of Brand Image, Price, Trust, and Values to Purchase Intention

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Abstract

Background - The purpose of the art education, in general, is valued in developing creativity, cultural awareness, improved academic performance, motor skills, confidence, visual learning, decision making, focus, collaboration, and accountability. There are several limitations that happen to the visual art education at schools. In the lesson plan, a teacher should assess the knowledge (cognitive assessment) and skills (practice, product, and portfolio Non-formal education in visual art and also design might be the answer to grow specific student's skills intensely, and support the education at school, and able to answer the learning method that gen Z needs in the 21st century. So, to build an education service business for visual art and design topics, some important variables need to be tested

Purpose - the purpose of this research is to open new opportunity and strategies for entrepreneurs in non-formal art/design education services to understand consumer's behavior in choosing art/design education services and to answer the needs of generation Z.

Design/Methodology/Approach - Data collection for quantitative data are obtained by distributing online and hardcopy questionnaires to people who live in Bandung targeted to students in the level of middle school, high school and universities (13 – 22 years old). The data processing is using SEM-PLS and had done through 3 (three) times running to get valid and variable results. Tools for the data analysis calculated by Slovin formula (1960).

Findings - The research shows that in terms of interest to try and join a non-formal course in visual art or design subject, the generation Z is best influenced by brand image as the main reasons they choose certain course institution than another. Brand association is highly affected by their personal experience in the learning process, which is gained by engaging programs, promotions, and advertisements that fit the generation Z's learning characteristics. The service's benefits to develop and learn skills, and create social connection also related to the customer's association with the brand. The customer also shows that

attitudes of the ads are impacting the brand association. Brand Personality is also an important aspect to determine customer's behavior in visual perception and feelings to the brand as a whole identity. that will be reshaped into graphic design works to the brand identity. The behavior towards price also makes sensitive result to the purchase intention. Both customers with a limited budget and high budget are willing to pay for the best service experience in learning visual art/design classes.

Research Limitations - *The sample narrowed only for school and University students in Bandung, with the market segmentation from middle-high class. Consumers that contributed for the questioner are from 13 - 22 years old, who are actively doing learning activities both Informal and non-formal education institution.*

Originality/Value - *Opportunities possible for future education service business of art and design in a non-formal institution in Indonesia is to be able to increase the quality of visual art and design education for Generation Z.*

Keywords: Education Service, Consumer's Perception, Purchase Intention

City Branding vs. Cultural Branding: Towards a Theoretical Understanding of Developing Bandung Identity

Leo Aldianto¹, Adi Asmariadi Budi², Grisna Anggadwita³, Santi Novani⁴, Christina Wirawan⁵

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Abstract

Background - City branding is not just an image of the city but also an identity which shows the origin and the character of the city. When branding is related to marketing and advertisement of the city, image/identity shows sovereignty and pride of the city. The transformation of Indonesian government mechanism from centralization to decentralization has brought new sight of government leadership and management. Regional government like city, district, or province has almost full authority on conducting their own government. Bandung city as one of cities in Indonesia has show its ability on conducting city branding. "Bandung Juara" as Bandung city branding could give positive impact on regional economic development through city advertisement.

Purpose - This study aims to identify the identity of Bandung through city branding compared with cultural branding.

Design/Methodology/Approach - This research uses descriptive analysis method by analyzing synthesis literature from some previous research and related information of Bandung city which collected and summarized to get conclusion about Bandung as branding city as opposed to culture branding

Findings - Bandung city as one of cities in Indonesia has show its ability on conducting city branding. "Bandung Juara" as Bandung city branding could give positive impact on regional economic development through city advertisement. In the other side, the cultural identity of Bandung city does not arise along with those city branding. The finding shows that creativity and modernity are very dominant on Bandung city branding strategy. It gives positive impact on economic development, but in the other side it conceals their origin culture. Sundanese culture as origin culture of Bandung city is not supported on city branding strategy. This problem could make Sundanese culture extinct because it

will be forgotten and replaced by modernity.

Research Limitations - *This study only views the history and the process of Bandung city branding and some cities in Indonesia associated with its cultural origin through literature review.*

Originality/Value - *In this paper, Bandung identity is shown through city branding compared with culture branding. This will help the government to better prepare and improve the city branding opportunities as a tourism destination, so as to increase local economic potential. This article offers synthesis literature on city branding taking into account their specifications. Understanding this research will help city governments to focus on choosing the right branding and then focus on choosing the right strategy.*

Keywords: Bandung Identity, City Branding, Cultural Branding, Image, Creativity

The Impact of Dynamic Capabilities on SME's Competitive Advantage and Performance: An Empirical Study from the Gender Perspective of Management Teams

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Abstract

Background - Dynamic capabilities defined as “the firm's ability to integrate, build, and reconfigure internal and external competences to address environmental change” (Teece et al. 1997, p. 516). increase performance by helping firms change operations more efficiently and effectively; through the creation of novel strategies, markets, skills, and organizational forms (Zahra et al. 2006, Teece 2007, Easterby-Smith et al. 2009, Wilhelm et al. 2015). As such, dynamic capabilities help to answer a fundamental question of how a firm can develop skills and competencies which create and sustain competitive advantage (Zahra et al. 2006, Franco et al. 2009, Mitchell and Skrzypacz 2015).

Purpose - While there is agreement that dynamic capabilities facilitate a firm's competitiveness; there remains a lack of clarity around the notion and complexity surrounding the way in which they evolve (Eriksson, 2014). This, in particular, has created difficulties in identifying valid measurement tools to appraise their creation and deployment leading to the extant literature to rely upon qualitative, often longitudinal, case studies to analyse the phenomena (Wang and Ahmed, 2007, Barreto, 2010, Eriksson, 2014). This research employs a quantitative research approach to explore the influences of dynamic capabilities had on the competitive advantage and performance of SMEs, and to examine how the gender structure of management teams plays its role within this model.

Design/Methodology/Approach - This study is distinct from previous research as it employs a quantitative method and constructs a new multidimensional dynamic capability measurement by aggregating definitions, analysis and suggestions from previous literature to establish and test hypotheses (Teece, 2014). To measure competitive advantage, the validated measurements from Pisano and Wheelwright (1995), Hill and Jones (2007) and Wu, Wang, Tseng, and Wu (2009) will be employed. Measurements conducted by Lumpkin and Dess (2001) will be adopted to measure the performance of a firm. These measurements

were validated by using the confirmatory factor analysis method before being utilized to examine a research framework. To test research hypotheses, this study uses structural equation modelling (SEM) and multi group structural model of two groups, management teams of majority male and teams of majority female or having a similar composition.

Findings - The results from structural model indicate that the dynamic capabilities of management teams have a significant positive impact on the competitive advantage, which in turn significantly positively influence the SME's performance. However, there is no significant impact of dynamic capabilities on the SME's performance were found. The results also show that, in SMEs led by management teams with majority male, dynamic capabilities have no significant influence on performance, but this relationship is significantly positive when firms were led by teams with majority female or having similar composition.

Research Limitations - A new measurement to measure dynamic capabilities was conducted, but to ensure its validity and reliability it was developed and tested following standard protocols (De Vellis, 2003).

Originality/Value - This study introduces a new validated measurement to examine dynamic capabilities, and empirically confirms the influence of dynamic capabilities had on a firm's competitive advantage. It clarifies how the gender composition of management teams influence the relationships among dynamic capabilities, competitive advantage and performance of SMEs.

Keywords: Dynamic Capabilities, Competitive Advantage, Performance, SME, Gender Management Team

FUTURE EVENTS

July 12 - 13, 2018

International Conference and Global Forum on Business, Management Studies, Economy and Social Science (BUMES)

<http://www.bumes.researchsynergy.org/>

July 19 - 20, 2018

International Conference on Interdisciplinary Research on Education, Economic Studies, Business and Social Science (RESBUS)

<http://www.resbus.researchsynergy.org/>

July 26 - 27, 2018

Global Conference on Sustainable Economy Development in Business, Management, Humanity and Social Science Perspective (CEBUMS)

<http://www.cebums.researchsynergy.org/>

August 2 – 3, 2018

International Conference on Science in Economy, management Social studies and Education (ICSMES)

<http://www.icsmes.researchsynergy.org/>

August 13 – 14, 2018

2nd Singapore International Conference on Management, Business, Economic, and Social Science (2nd SIMBES)

<http://www.simbes.researchsynergy.org/>

August 20 – 21, 2018

2nd Hong Kong International Conference on Business, Social Science and Management Studies for Sustainable Innovation (2nd HIBSSI)

<http://www.hibssi.researchsynergy.org/>

August 30 – 31, 2018

2nd Japan International Conference on Business, Management Studies and Social Science (2nd JIBUMS)

<http://www.jibums.researchsynergy.org/>

September 3 – 4, 2018

International Conference of Current Issues in Educations, Economics, Social Science and Humanities (ICIESH)

<http://www.cebums.researchsynergy.org/>

September 13 – 14, 2018

2nd Korea International Conference on Humanities, Social Science and Business Studies (KIBSS)

<http://www.kibss.researchsynergy.org/>

