Joint Conference
Sungkyunkwan University
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Universitas Indonesia

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The 8th International Conference on Business and Management Research

PROCEEDINGS

"Trade, Business and Investment in the Global Economic Recovery"



7th – 8th November 2013
Sungkyunkwan University, Seoul, South Korea

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FACULTY OF ECONOMICS & BUSINESS , UNIVERSITAS INDONESIA

Proceedings

8th International Conference on Business and Management (ICBMR)

Trade, Business and Investment in Global Economic Recovery

Joint Conference Sungkyunkwan University and Universitas Indonesia

Supported by ABEST 21

7 – 8th November 2013

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Dear colleagues,

I am pleased to welcome you to **The 8th International Conference on Business and Management Research (ICBMR)** by Management Research Center (MRC). For eight years this Conference has been held consistently and become one of the leading academic international conferences.

The first ICBMR was held in August 2007 in Bali, while the second ICBMR was held in August 2008 in Jakarta. To establish a platform for international collaboration for research, MRC actively look for potential partners in conducting the annual conference. The 3rd ICBMR was held in Bali together with The 14th Euro-Asia Conference, and in 2009, MRC hosted the joint conference with the University of Adelaide. Since 2010, the event was also supported by ABEST 21. The 6th ICBMR was conducted in collaboration with Ateneo de Manila University, Philippines in Manila. In the future, MRC is maintaining its effort to look for international partnership opportunity in organizing the conference. The 7th ICBMR was conducted in collaboration with University of Economics-Ho Chi Minh City (UEH).

We hope that the publication of this proceeding will be able to serve as a media for the latest researchers and new ideas; this thought is aligned with Universitas Indonesia's vision to become Research Oriented University.

Finally, on behalf of all my colleagues from Universitas Indonesia and Sungkyunkwan University, and all the members of Organizing Committee ICBMR 2013, we wish you not only an enriching conference but also a pleasant stay in Seoul, South Korea.

Regards,

Rofikoh Rokhim, Ph.D.
Head of Organizing Committee ICBMR 2013

CONFERENCE AGENDAS

The 8th International Conference on Business and Management Research (ICBMR)
Seoul, November 7-8th, 2013

Thursday, November 07, 2013

11:00 am - 11:05 am	Opening Ceremonies **MC: Hongjoo Jung, SKKU**			
11:05 am - 11:10 am	Opening Declaration **UI Host**			
11:10 am - 11:15 am	Greeting **SKKU President**			
11:15 am - 11:20 am	Greeting **Ambassador of Indonesia in South Korea**			
11:20 am - 11:40 am	**Keynote Speech 1: Secretary of Labor Department**, South Korea			
11:40 am - 12:00 pm	**Keynote Speech 2: Sylvia Tiwon**, South East Asian Studies, UC Berkeley			
12:00 pm - 1:00 pm	Lunch Break			
1:00 pm - 2:20 pm	**Stephanie Octavia and Lita Nattaya** (The influence of Economic Sharia to the Global Economy)	**Triza Mudita and Tengku Ezni Balqiah** (The Effect of Country Image on Perception of Product Image: Study of South Korea's)	**Sung-Min Ryu** (Distribution Channel of Korea : Today and Future?)	**Young-Han Kim** (The Future of Korea-Indonesia Economic Cooperation: Bilateral Investment Cooperation & Investment Risk)
3:00 pm - 4:20 pm	Concurrent Session 1			
4:40 pm - 6:00 pm	Concurrent Session 2			

Friday, November 08, 2013

9:00 am - 10:20 am	Concurrent Session 3
10:40 am - 12:00 pm	Concurrent Session 4
12:00 pm - 1:00 pm	Lunch and Award Ceremony
1:15 pm - 1:25 pm	Get on a Bus
2:30 pm - 3:30 pm	Company Visit 1 **(Samsung Electronics)**
4:30 pm - 6:00 pm	Company Visit 2 **(Agricultural Cooperative Headquarter & Museum)**
6:30 pm - 7:30 pm	Individual City Tour & Dinner
8:00 pm - 9:30 pm	**Nanta Show**

MARKET ORIENTATION AND PRODUCT INNOVATION AND THE EFFECT ON COMPETITIVE ADVANTAGE (SURVEY ON ANGKLUNG CRAFTSMEN IN PADASUKA BANDUNG)

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ABSTRACT

Market orientation is something that is important for the company in line with the increasing of global competition and the changes in customer requirements where companies realize that they must always be near to their market. The progress of the craftsmen entirely depends on the ability of the craftsmen to create and foster the competitiveness that can adjust to the changes that occur. In addition to market orientation, product innovation can also be used as a strategy to achieve competitive advantage.

The purpose of this study is to determine the market orientation; product innovation; Competitive advantage in SMEs Angklung Craftsmen in Padasuka Bandung; how great the influence of market orientation and product innovation for competitive advantage both simultaneously and partially on SMEs Angklung Craftsmen in Padasuka Bandung.

The method used in this research is descriptive method of verification. The unit of analysis of this study is all bamboo angklung craftsmen makers who exist in the area of Padasuka Bandung in 2013 amounted to 35 people in the making of bamboo angklung craftsmen in Padasuka Bandung region. The analysis is used to prove the hypothesis in this study is structural equation modeling (SEM)-based component or variance which is known as Partial Least Square (PLS).

The conclusion of this research is market orientation and product innovation altogether affects significantly either partially as well as simultaneously to competitive advantage in SMEs Sentra bamboo angklung craftsmen makers in Padasuka Bandung.

Keywords: Market Orientation, Product Innovation and Competitive Advantage

MARKETING ENVIRONMENT AND SOURCE OF COMPETITIVE ADVANTAGE IN TERMS OF FORMULATING MARKETING STRATEGY AND ITS INFLUENCE ON POSITIONAL ADVANTAGE, IMAGE AND MARKETING PERFORMANCE (SURVEY ON UNIVERSITIES IN BANDUNG, WEST JAVA)

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ABSTRACT

This article discusses about the Marketing Environment, Source of Competitive Advantages, Marketing Strategies, Positional Advantage, Imageand Marketing Performance by means a survey of 4 government universities and 7 private universities,with 11 leaders and 220 students using disproportionate random sampling method including an application of descriptive analysis for qualitative variables and verificative analysis to examine the hypothesis through a structural equation model (SEM) using LISREL software.

The results of research have revealed that Marketing Environment encompassing macro environment: demographical, economic, technologies, political, cultural, and micro environment: suppliers, distributor, customers' markets, competitors, customers as well as Source of Competitive Advantage encompassing Superior Resource, Superior Skill and Superior Control affect on Marketing Strategies whose the most significant impact is contributed by Macro Marketing Environment.

Marketing Environment, Source of Competitive Advantage and Marketing Strategy consist of services marketing strategy and marketing mix strategy affecting on Positional Advantage, Image and Marketing Performance whose the most prominent influence is contributed by the Source of Competitive Advantage.

Positional Advantage includes superiors customers' values: competent lecturers, excellent program studies, access to information technologies, guarantee of successful graduation, educational facilities, competent administrative staffers, college relatively-low tuition fees covering cost values, payment flexibility, cost transparency, scholarships, cost reasonableness, payment effectiveness, and Image cover recognition, reputation, affinity, brand loyalty, that have influence on Marketing Performance i.e. number of new students, graduates' academic quality and graduates' absorption at job market with Positional Advantage represent the greatest influence.

Major finding that emerges from the research outcomes is that all Sources of Competitive Advantage constitute the most dominant factors influencing Marketing Strategies, Positional Advantage, Image and Marketing Performance of universities in Bandung, West Java.

Keywords: Marketing Environment, Sources of Competitive Advantage, Marketing Strategy, Positional Advantage, Image and Marketing Performance

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