The 2nd GLOBAL CONFERENCE ON BUSINESS, MANAGEMENT AND ENTREPRENEURSHIP
GC-BME 2017

"Increasing Management Relevance and Competitiveness"

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Co-hosted by

- Department of Management, Faculty of Economics & Business, Universitas Airlangga
- Business Management Education Program, Faculty of Business and Economics Education, Universitas Pendidikan Indonesia
Welcome Remarks

Welcome to the 2nd Global Conference on Business, Management, and Entrepreneurship (GC-BME) 2017, with the theme of "Increasing Management Relevance and Competitiveness". This GC-BME is an annual conference co-hosted by Department of Management, Faculty of Economics & Business, Universitas Airlangga and Business Management Education Program, Faculty of Business and Economics Education, Universitas Pendidikan Indonesia.

As a dean of Faculty of Economics and Business Universitas Airlangga, I would like to thank to committee from Universitas Airlangga and Universitas Pendidikan Indonesia who held this conference and all delegates who contribute to this conference. May our cooperation continue and GCBME will be held every year, in Surabaya, Bandung, or other cities in Indonesia or even abroad.

Hopefully, this conference provides a forum for leading scholars, academics, researchers, and practitioners to reflect current issue, challenges and opportunities, and share the latest innovative research and practice, especially in business, management, and entrepreneurship. We hope this conference will bring together participants to exchange ideas on future development on management, business, and entrepreneurship discipline, and strengthen networking, collaboration, and joint effort among participants. Moreover, GC-BME 2017 provides an opportunity for researchers to publish their papers on reputed proceedings indexed by Scopus and ISI Thompson.

The theme of this conference is "Increasing Management Relevance and Competitiveness", so in this conference we can explore various theories and methods related to business, management, and entrepreneurship. GC-BME 2017 covers up many major thematic groups. We can discuss about everything related to topics: organizational behavior, leadership and human resources management; innovation, operations and supply chain management; marketing; strategic management; entrepreneurship. Even green management and management and economics education. Thus, the result will be able to improve competitiveness and value in facing the global challenge in industrial environment.

We hope this conference will contribute to a meaningful paradigm shifts in business, management, and entrepreneurship research, in general, and the delegates’ career development, in particular. Finally, we would like to thank everybody who contributed in many ways to the success of the conference, especially to session chairs and the members on organizing committee.

We wish to see you on the next GC-BME.

Prof. Dr. Dian Agustia, SE., M.Si., Ak. CMA., CA
Dean,
Faculty of Economics & Business
Universitas Airlangga
First and foremost, let us praise all the worship and praise to Allah, the loving God and the most merciful. Because of His love and affection we can be together present in this conference.

As the Rector of Universitas Pendidikan Indonesia (Indonesia University of Education), I would like to welcome all of you, distinguished guests and speakers, honorable members and all participants to “The 2nd Global Conference Business, Management and Entrepreneurship 2017”.

University Pendidikan Indonesia (UPI) with its vision to be a leading and outstanding university is always committed to encourage all the members to create and develop academic activities, both individually and collaboratively, as one of the strategies to realize the vision as well as the mission of UPI through integrating knowledge and skill across various activities.

Continuing the 1st Global Conference-Business, Management and Entrepreneurship (GC-BME) conducted last year, initiated and hosted by Study Program of Business Management Education, Faculty of Economics and Business Education, UPI, with co-host Management Program, Faculty of Economics and Business, Universitas Airlangga (Airlangga University - UNAIR), this 2nd conference is an inseparable part of developing a solid academic culture in which its sustainability need to be supported by all of us.

In this occasion, I would like to commend and congratulate Universitas Airlangga (Airlangga University - UNAIR) for the cooperation with Universitas Pendidikan Indonesia (Indonesia University of Education) that has been established through this conference. I really hope we can continue and even extend this cooperation to other activities.

Finally, I would also like to extend gratitude to the speakers for contributing the great ideas; to the participants for attending the conference; and to the organizing and steering committee of “The 2nd Global Conference Business, Management and Entrepreneurship 2017”, especially to Management Program, Faculty of Economics and Business, Universitas Airlangga (Airlangga University - UNAIR), for the commitment and efforts to conducting this conference successfully.

To all participants, please enjoy all the activities and explore the city of Surabaya with all its hospitality. Hopefully the pithy and qualified ideas are born from this conference.

With warm regards,

Prof. Dr. Asep Kadarohman, M.Si.
Rector of Universitas Pendidikan Indonesia
FOREWORD

Dear distinguished guest, honorable members, speakers, and participants.

First of all, let me warmly welcome all of you. Who are gathered to participate in this memorable conference? I want to extend my whole hatred congratulations on hosting The 2nd UPI - Global Conference-Business, Management and Entrepreneurship (GC-BME). Joint conference with co-host study program of management, Faculty of Economic and Business, Universitas Airlangga (UNAIR).

I am very pleased the note that this in the second time that FPEB - UPI has hosted an academic conference with scholars from many different countries. To discuss increase management relevance and competitiveness through business, management and entrepreneurship studies. I would especially like to congratulate the scholars whose years of research will be presented here.

In this regards, I believe that these conferences offer a valuable chance to exchange knowledge, share information, and discuss feasible solutions for the issues. I truly hope that through these conference ideas and challenged, new ideas and alternative methods are explored, and fruitful efforts are made for brilliant achievement in all academic fields.

Once again, I am very pleased to hold this conference here at FPEB-UPI, and I want to thanks everyone who has contributed to make this event successful, especially to special thanks Prof. Dr. Ratih Hurriyatii, M.P. and Prof. Badri Munir Sukoco Ph.D., as a chair organizing committee. I wish all the best for the 2nd - Global Conference-Business, Management and Entrepreneurship (GC-BME).

Thank you.

With warm Regards

Prof. DR. Agus Rahayu, M.P.
Dean of Economic and Business Education Faculty
Universitas Pendidikan Indonesia
FOREWORD

International Conferences provide an excellent opportunity to bring together academics from different countries and backgrounds for the purpose of presenting their research results, critically discussing methodology and findings and improving the quality of research and the impact of the research on society and science. Furthermore, conferences enable the scientific community to create new networks, to foster relationships and extend their visibility.

The 2nd Global Conference on Business Management and Entrepreneurship (GCBME) 2017 is an annual conference co-hosted by Department of Management, Faculty of Economics & Business, Universitas Airlangga and Business Management Education Program, Faculty of Business and Economics Education, Universitas Pendidikan Indonesia. The theme of GCBME 2017 is increasing management relevance and competitiveness.

The theme inspired by the concern of Sumantra Ghoshal that bad management theories are destroying good management practices. Before that, the dichotomy between rigor and relevance is always becoming a hot topic in the management field. This conference aims to answer the following question: How might we accomplish a reconciliation of rigor (academic) and relevance (practitioner) standards to offer organizational competitiveness?

I expect this conference raises two important things in the discussion room and proceedings (based on Cortley and Gioia, 2011): First, theories used in this conference should be problem driven—that is addressing a problem of direct, indirect, or long-linked relevance to practice, rather than narrowly addressing the (theoretical) “problem.” Second, the fact that we are a profession (academia) studying another profession (management), therefore it needs balancing between theoretical contribution managerial implications. By doing that, I believe that our research and discussion in this conference could offer something useful for practitioners (thus increase its competitiveness) while at the same time contribute to the development of our management field.

I am looking forward to seeing you in GCBME in the near future.

With warmest regards,

Prof. Badri Munir Sukoco, PhD
GC-BME 2017 Conference Chair
Honorable Rector of Universitas Pendidikan Indonesia, Universitas Airlangga, Honorable Guests, participants, speakers, Ladies and Gentlemen.

As the Chairperson, on behalf UPI of the organizing committee of this conference, we are very delighted and honored to host this international conference. The committee has received a lot of supports and help from different parties to enable this conference to take place. First of all, I would like to express my sincere gratitude to Rector of UPI Prof. Dr. H. R. Asep Kadạchman, M.Si., Rector Of UNAIR Prof. Dr. Mohammad Nashi, SE., MT., Ak., CMA.

Vice-Rector for Research, Partnership and Business Affairs, Prof. Dr. H. Didi Sukyadi, MA. Dean of Economics and Business Education Faculty, Prof. Dr. H. Agus Rahayu M.P, Dean Faculty of Economics and Business, Universitas Airlangga, Prof Dr Dian Agustia, SE, M.Si, Ak. Director School of post graduate UPI Prof Yaya Sukjaya, M.Sc., Ph.D for the support they have given for this Joint Conference.

This is the Second Global Conference on Business, Management and Entrepreneur (GCBME). The conference is expected to be held biannually and this year we take the theme of: “Increasing Management Relevance and Competitiveness”

GC – BME ultimately aims to provide a medium forum for educators, researchers, scholars, managers, graduate students and business men from the diverse cultural backgrounds to present and discuss their researches, knowledge and innovation within the fields of business, management and entrepreneurship. This Conference also serves as an opportunity for the participants to exchange new ideas and experience, develop the scholarship and collaboration in research and promote the global partnership for future cooperation.

I wish to extend a warm welcome to all the participants coming from various countries. I appreciate the hard work of the committee members who enabled many participants to be interested in joining this conference. Based on the latest data, this conference will be attended by 204 participants either as the presenters or the participants. They come from other countries such as: Malaysia, Mexico, and Oman and also from different parts of Indonesia.

It is expected that the number of papers presented at this conference, after being edited based on the result of presentation and discussion will be proposed to be published in CRC Press (Taylor & Francis Group) and will be submitted for further indexing to SCOPUS, Thomson Reuters, and Google Scholar. All articles get a Digital Object Identifier (DOI).

We expect that through GCBME, participants will gain opportunities to share and enhance their knowledge and to expand their networking as well as inspiring and innovative ideas for the advancement of knowledge and social welfare.

I wish both the presenters and participants a very fruitful and productive meeting/session. I am also very thankful to the invited speakers from South Korea, and Indonesia. Kindly please accept my sincere gratitude and appreciation to all contributors of the 2nd-GCBME 2017. Last but not the least, I would like to thank all members of the Organizing Committee and all those who have contributed their untiring efforts in making this conference a success.

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1. INTRODUCTION

There are many research has discussed the impact of entrepreneurship education towards the implementation of entrepreneurship education. Some researchers have identified the relationship between entrepreneurship education and positive attitudes towards entrepreneurship. Entrepreneurship education is an important component in the development of human capital, particularly in the area of economic growth. Entrepreneurs play a crucial role in driving economic growth and creating new jobs. Entrepreneurship education can help students develop the necessary skills and knowledge to become successful entrepreneurs. The impact of entrepreneurship education on students' attitudes towards entrepreneurship has been a topic of interest for researchers. This study aims to investigate the relationship between entrepreneurship education and the development of entrepreneurial attitudes among students.

2. LITERATURE REVIEWS

2.1 Entrepreneurship Education

Entrepreneurship education is an important component in the development of human capital, particularly in the area of economic growth. Entrepreneurship education can help students develop the necessary skills and knowledge to become successful entrepreneurs. The impact of entrepreneurship education on students' attitudes towards entrepreneurship has been a topic of interest for researchers. This study aims to investigate the relationship between entrepreneurship education and the development of entrepreneurial attitudes among students.

2.2 Entrepreneurial Attitudes

Entrepreneurial attitudes can be measured through different scales and instruments. This study uses the Entrepreneurial Attitude Scale (EAS) developed by Baratta and colleagues (2007). The EAS consists of 21 items that assess students' attitudes towards entrepreneurship.

3. METHOD

A descriptive quantitative research design was employed in this study. Data were collected through a survey using the Entrepreneurial Attitude Scale. The sample consisted of 300 undergraduate students from a university in Indonesia.

The results of the study will be used as a basis to develop a new model in entrepreneurship education to enhance students' entrepreneurial attitudes.
Identification on Students’ Attitudes to Entrepreneurship

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ABSTRACT: Attitude toward entrepreneurship are related significantly in the positive way. Good attitude and behavior will lead young entrepreneur to achieve success. Through entrepreneurship education, students will learn entrepreneur skill, such as interpersonal, time management, leadership and how to start a new venture. This research aims to identify: the attitude of the entrepreneurship of students through very important scale. 200 students who have already attended the entrepreneurial subject have been selected as subjects of the research. This research found that making a good plan to start a new venture has the highest score, while being a flexible person is the lowest. The results of this research are used as the basis for the creation of entrepreneurial education materials to enhance students’ entrepreneurial attitude.

Keywords: Entrepreneur education, attitude, important scale, student

1. INTRODUCTION

There are many research has discussed the impact of entrepreneurship education towards attitude. They found that the correlation between them are positive significantly [1] [5].

Entrepreneurship education is an important key to support a good entrepreneur attitude [7]. It not only improves knowledge skill and information which needed to pursue an opportunity but also equip individual with analytical ability and knowledge of entrepreneurial process [9]. Therefore, researcher or educators should creative to develop a new model of entrepreneurship education. Entrepreneurship education can specifically broaden insight, creativity, confidence and work performance so that this drives someone to make a quick and right decision.

Result of needs analysis on 50 students by means of an open questionnaire shows that the students need information about things related to entrepreneurship and principles of doing business; therefore, they will be on the right track to become a successful entrepreneur [1]. We also exploit student entrepreneur attitudes by lectures interview. The results of this study will be used as a data source to develop a new model of entrepreneurship education to enhance students’ entrepreneurial attitude.

2. LITERATURE REVIEW

2.1. Entrepreneurship Education

Entrepreneurship education as one of the fields of science education economics, students can learn to face obstacles, able to take risks [1] in running entrepreneurship. The result of entrepreneurship education can create entrepreneur attitude of students so that they have interpersonal, creative and innovative skills, organizational skills, time management; As well as leadership development.

2.2. Entrepreneurial Attitude

Entrepreneurial attitude can be formed by entrepreneurship education for students. This is consistent with the results of Stamboulis and Barlas [10] research that there are significant differences for students before and after studying entrepreneurship education. Thus, the new model of entrepreneurship education must be developed in order to improve a better form for student’s attitude particularly as a young entrepreneur.

3. METHOD

A descriptive quantitative method was employed in this study. Data analysis conducted to identify students attitude towards entrepreneurship
based on instrument (result of lectures interview) and scale of interest students who want to be a successful entrepreneur. 200 students who have already attended the entrepreneurial subject have been selected as subjects of the study.

4. FINDINGS AND DISCUSSION

Result of validity test shows that there were only 10 questions out of 12 which was valid to use. They are: (1) building an example of trust; (2) making a right decision; (3) being a flexible person unless it deals with crucial matters; (4) controlling ego; (5) being persistent with work performance; Trust was built by own their process. Picture 1 showed the result of study based on scale of interest shows that out of 200 students, “building an example of trust” has scale of interest at following levels: “Very Important” with 134 students, “Important” with 64 students and “Not important” with 2 students. Building an example of trust is an (6) getting back on your feet immediately to existing obstacles; (7) making a good planning; (8) being able to happily accept critiques; (9) being smart in utilizing available resources; and (10) embedding yourself no fear in being a big dreamer.

4.1. Building an Example of Trust attitude, can promote students’ confidence. People will also have confidence in someone whom they can trust and want to cooperate with in the culture of integrity. This is supported and based on Kauffman Entrepreneurs [4] “To build trust, we recommend that entrepreneurs be educated or educate themselves about the process”.

4.2. Making an on-time decision

Result of study show that “making an on-time decision” has scale of interest at following level: very important with 118 students, “Important” with 80 students, and Not Important” with 2 students. Opportunity can be come twice. On business, if we make an on-time decision when doing the business, we will not let the opportunity before us just be gone.

4.3. Being a flexible person unless it deals with crucial matters

The highest score of this statement is very important with 107 students. A businessman has been demanded to be flexible when encountering a reality that goes beyond expectation. Flexibility for a quick change has been the advantage a small business has more than a big one. This is supported by a research of Hessel et.al. [7] suggesting flexibility is one of the characteristic of the true entrepreneurial.

4.4. Controlling ego

Attitude is mental or emotional readiness in a count of right actions upon something [9]. In addition, it is something we can learn and refer to how an individual reacts to a situation and decides on what is to search in life. One’s attitude may lead to maturity. Result of study based on scale of interest shows that out of 200 students, controlling ego has scale of interest at following levels: “Very Important” with 135 students, “Important” with 62...
students, “Not important” with 2 students, and “Very not important” with 1 student. This is supported by a research of M.J.J. Paje [6] suggesting that changes in personal attitudes to include their ability to control one’s own life.

4.5. Being Persistent with work performance

Result of study based on scale of interest shows that out of 200 students, “being persistent with work performance” has scale of interest at following levels: “Very Important” with 117 students and “Important” with 83 students. This is supported by an entrepreneur that being persistent make your employees take your steps. This will defeat competitors by encouraging them to work harder, especially when the product or service offered closely resembles with those of competitors.

4.6. Getting back on your feet immediately to existing obstacles

A business may suffer from obstacles, the high and low tide. Learn from the situation and make plan to move on because you cannot change the past. Result of study based on scale of interest shows that out of 200 students, “getting back on your feet immediately to existing obstacles” has scale of interest at following levels: “Very Important” with 135 students and “Important” with 65 students.

4.7. Making a good planning

It is a well-done planning is highly required to help you map the problems, that are likely to be encountered and set up right steps to handle them. Result of study based on scale of interest shows that out of 200 students, “making a good planning” has scale of interest at following levels: “Very Important” with 134 students, “Important” with 64 students and “Not important” with 2 students. This is supported by Zimmerer et.al. [10] suggesting that good planning should be made based on data that purposed improving business opportunity.

4.8. Being able to happily accept critique

An entrepreneur has to persistently convincing his employees that things will run well though they might be of different opinion with you, the boss. Giving your opinion or feedback to refer to the missions of the company should not be a matter. Result of study based on scale of interest shows that out of 200 students, “being able to happily accept critique” has scale of interest at following levels: “Very Important” with 76 students, “Important” with 122 students and “Not important” with 2 students. This is supported by a research of M.J.J. Paje [6] suggesting that changes in personal attitudes to include their ability to increase respect.
4.9. Being smart in utilizing available resources

Result of study based on scale of interest shows that out of 200 students, “being smart in utilizing available resources” has scale of interest at following levels: “Very Important” with 107 students, “Important” with 64 students and “Not important” with 2 students. Finding an appropriate business to implement is hard to think. Therefore, don’t hesitate to adapt any existing business models. Since using appropriate business application with our business style will be far easier than installing all stuff from the beginning. This method can save time and you don’t have to think about setting up your business concept from the scratch.

5. CONCLUSION

The order of interest in attitudes to entrepreneurship students are willing to have based on “Very Important” level, as placed from the highest to the lowest, is as follows: (1) making a good planning, (2) getting back on your feet immediately to existing obstacles, (3) controlling ego, (4) building an example of trust, (5) making a right decision, (6) being persistent with work performance, (7) being smart in utilizing available resources, (8) quickly moving out of comfort zone to pursue something important, (9) being able to happily accept critiques, (10) being a flexible person unless it deals with crucial matt.

6. REFERENCES


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