



International Conference of Organizational Innovation

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► Conference Date

Aug, 4-6 2015

► Location

Location, Royal Ambarrukmo Hotel. Address: Jl. Laksda Adisucipto 81,
Yogyakarta - 55281, Indonesia

PROCEEDINGS OF 2015 ICOI THE INTERNATIONAL CONFERENCE ON ORGANIZATIONAL INNOVATION

Aug., 4 – 6, 2015

Editor in Chief
Dr. Shieh, Chich-Jen
Department of International Business
Chang Jung Christian University, Taiwan, ROC

Editor
Dr. Chou, Jyh-Rong
Department of Creative Product Design, I-Shou University, Taiwan, ROC

Mr. T. Aria Auliandri
Department of Management, Faculty of Economics and Business,
Airlangga University, Surabaya, Indonesia

HOSTED & ORGANIZED

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**WELCOME TO THE 2015 INTERNATIONAL CONFERENCE
ON ORGANIZATIONAL INNOVATION (ICOI)
YOJAKARTA, INDONESIA**

SELAMAT DATANG!



On behalf of the International Association of Organizational Innovation, I welcome you to the 2015 The International Conference on Organizational Innovation. It is an honor and a pleasure for me to be in this great city of Yojakarta and to interact with all of you distinguished scholars, students and business men & women at this conference! I look forward to exploring the city and the country of Indonesia.

The International Association of Organizational Innovation (IAOI) has had a very successful year! The main activities of the Association are hosting this conference and publishing *The International Journal of Organizational Innovation*. IAOI is in our tenth year. This is our ninth Annual Conference and our Journal is now in its eighth 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. 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. The primary Sponsors of this conference are:

*International Association of Organizational Innovations, USA
Airlangga University, Surabaya, Faculty of Economics and Business, Indonesia
Huaqiao University, School of Economics and Finance, China
Chang Jung Christian University, Department of International Business, Taiwan*

This conference also has a number of Co-Sponsors, including:

I especially thank the Faculty and Staff at Airlangga University for hosting this conference, especially:

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Tunghai University, Department of Industrial Design, Taiwan ROC
Swinburne University of Technology, Centre for Transformative Innovation, Australia
Nanjing Audit University, School of Economics, China
De La Salle University, Ramon V. del Rosario College of Business, Manila, Philippines*

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 Airlangga 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. Terima Kasih and enjoy the conference!

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

FOREWORD



As the Honourable Chair of International Conference of Organization Innovation (ICOI) 2015, firstly I would like to congratulate the organizing committee from Department of Management, Faculty of Economics and Business, Universitas Airlangga for their enormous effort towards the detailed arrangement for hosting this annual conference.

The purpose of ICOI-2015 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.

Furthermore, I would like to express my gratitude to the authors who submitted their papers to the ICOI-2015 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-2015. I hope you will enjoy the conference and have a wonderful time during your stay in Jogjakarta Indonesia.

Regards,

Prof. Dr. Muslich Anshori
2015 ICOI Honourable Chair,
Dean
Faculty of Economics and Business
Universitas Airlangga
Indonesia

FOREWORD

Welcome to the 9th International Conference of Organizational Innovation (2015 ICOI, Jogjakarta, Indonesia)



On behalf of the Organizational Committee, Honourable Chairs, Conference Chairs, and Conference Co-Chairs, it is a great pleasure to welcome you to this 9th ICOI Annual Conference 2015 in Indonesia. Our previous 8 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, Airlangga University, Surabaya, Indonesia 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 extend a special word of appreciation to Dr Sri Gunawan and Mr T. Aria Auliandri for their efforts in hosting the 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 2015 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 202 refereed paper applications, with 142 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, please unwind, relax and take some time out during the networking functions organised by our hosts.

Kind Regards

Dr Alex Maritz

Vice President: The International Association of Organizational Innovation

Associate Professor of Entrepreneurship and Innovation, Swinburne Business School,
Swinburne University of Technology, Australia

Education Program Director: ARC Training Centre in Biodevices

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FOREWORD



Welcome to the 2015 ICOI the International Conference on Organizational Innovation. The aim of the 2015 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 2015 ICOI Conference has been established on a global basis. We have received 202 submissions from Australia, China, India, Indonesia, Ireland, Italy, Lithuania, Saudi Arabia, South Africa, Taiwan and Thailand, and United States

Each paper submission was peer-reviewed by at least two anonymous reviewers and a total of 142 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 2015 ICOI Conference for their precious time and expertise.

We hope you enjoy this conference and this city. We are delighted to announced at the 2015 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

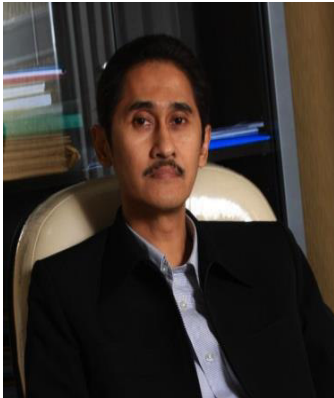


Dr. Fernando Cardoso de Sousa holds a Ph.D. and is a professor in Organizational Behaviour; and director of the BsC. in Real Estate Mediation and the M.A. in Human Resource Management, at the INUAF, Loule, Portugal. Founder and director of the Marketing Research Office (GAIM) and the president of the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

Dr. Fernando Cardoso de Sousa 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
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FOREWORD



It is my great pleasure to welcome you all in the 2015 International Conference in Organizational Innovation (ICOI) in Jogjakarta - Indonesia.

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. Although recent perspectives indicate that imitation beats innovation, but without creative thinking and newness, i.e., innovation, sustainable competitive advantage is only a dream. 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 to the working team from Department of Management, Faculty of Economics and Business, Universitas Airlangga 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, Chang Jung Christian University of Taiwan, National Kaoshiung First University of Science and Technology of Taiwan; and Co-Sponsor Institutes: De la Salle University of Manila Philippines, Suan Sunandha Rajabhat University of Bangkok Thailand, Huaqiao University of China, Southeastern Louisiana University of USA, Swinburne University of Technology of Australia, University Kebangsaan Malaysia, and Tunghai University of Taiwan.

My sincere thanks also goes to 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.

And may I say “*Selamat Datang*” – *Welcome to Jogjakarta!*

Sincerely,
Sri Gunawan, DBA
2015 ICOI Conference Chair,
Head
Department of Management
Faculty of Economics and Business
Universitas Airlangga

FOREWORD



On behalf of the Organizational Committee, I welcome you to the 2015 ICOI- the International Conference on organizational Innovation in beautiful city, Manila. The conference will take place during Aug, 4 to 6; 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 2015 ICOI Conference has been established on a global basis. Exception Taiwan, we have received 202 submissions from 12 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 142 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 30 parallel sessions. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of the 2015ICOI 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 Mr. T. Aria Auliandri 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, 3 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 Yogyakarta, Indonesia.

Prof. Jenn-Yang Lin
Department of Creative Product Design and Management
Far East University, Taiwan 2015 ICOI, Conference Chair

FOREWORD



About 7 years ago, when I first attended this former conference named as 2009 International Conference Industrial Globalization and Technology Innovation (2009 ICI GTI) 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 2015 ICOI, Indonesia, which will be held in Manila, Philippines on August 4- 6, 2015, hosted by University of Airlangga in partnership with ICOI. It is a joint conference organized both by the International Association of Organizational Innovation (IAOI), USA, and the University of Airlangga 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 ROC

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KEYNOTE SPEAKER



Graduated with honours in Nuclear Engineering at the University of Bologna and later specializing in Management at UCLA, Los Angeles and in Marketing at the University of Colorado, Boulder (Denver), USA. Dr. Cimatti holds a Ph.D. in “Mechanics of Materials and Technology Processes” from the Industrial Engineering Doctoral School of the University of Bologna.

Dr. Cimatti has been implementing postgraduate programs, mainly regarding industrial design and innovation technology in Argentina where she is actively involved at the University of Bologna campus in Buenos Aires. Barbara Cimatti organises technology transfers to Argentina and the Balkans as well as collaborating with Universities located in Japan, Taiwan and China realizing joint didactical programs.

Since 2003 she has been coordinator and projects manager at the Institute of Advanced Studies UNIBO, an international and interdisciplinary institution involved in National and European projects for diffusion of knowledge and research. From 2009 to 2013 she also coordinated the activities of the Laboratory for Research on the City of the University of Bologna.

Dr. Cimatti is the author of a number of scientific papers and a reviewer at several International Journals. She has been a visiting professor at: Chemnitz University of Technology-Germany; Yuan Ze University, Chang Hung University, National University of Arts, Ming Chi University and National Kaoshiung Normal University-Taiwan; Tongji University -China; Universiti Teknologi Malaysia - Kuala Lumpur; ITBA Instituto Tecnológico de Buenos Aires - Argentina.

She has managed applied joint research projects between the University of Bologna and significant Italian manufacturing enterprises.

She is a Member of the Scientific Committee of the “Global Conference of Sustainable Manufacturing” established in 2003. The Technische Universität in Berlin presents these conferences each year at a different venue.

An expert in the divulgation of technology, in particular Dr. Cimatti is focused on the interdisciplinary connection between hard sciences and humanities. She has given seminars at several Institutions including the Italian Institutes of Culture in Tokyo, Toronto, New York and Chicago. She is the curator of the book “I silenzi di Borges” (“The silence of Borges”), published next year by Edizioni Mimesis, Italy.

Barbara Cimatti’s activity of research includes: technology complexity of industrial products and processes, deepening the themes of technology innovation, technology transfer and indicators in industry. She is presently investigating the topic of the “Slow Factory”, an industrial approach in which craftsmanship is enhanced in particular with regards to technological and sociological aspects. Her research analyzes the cases of “Made in Italy” enterprises, including aspects connected to Innovation and Design.

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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.

Dr. Sydney Engelberg 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.

Dr. Sydney Engelberg 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.

Dr. Kaufman specializes 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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ACKNOWLEDAGES



The 2015 ICOI- International Conference of Organizational Innovation was held in Airlangga University, Yogyakarta, Indonesia. Yogyakarta is a city and the capital of Yogyakarta Special Region in Java, Indonesia. Because of its proximity to world famous Borobudur and Prambanan temples, also because having unique Javanese court Kraton culture of Kraton Yogyakarta. The city of Yogyakarta has become the second most important tourist destination in Indonesia after Bali. Most tourists come to Yogyakarta as an accommodation base on visiting Borobudur and Prambanan and also for its strong Javanese culture and tradition. 2015 ICOI brings together the best of this city at Yogyakarta to present and have academic discussion.

The 2015ICOI conference papers were peer reviewed for technical and editorial content by a dedicated committee of referees. Nearly 142 papers were accepted for oral presentation at 2015 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, 3 invited keynote address : 1 Dr. Barbara Cimatti, University of Bologna, Italy, 2 Dr. Sydney Engelberg, Hebrew University, Jerusalem, 3 Dr. Harold G. Kaufman, Polytechnic Institute of New York University, USA are given. I also thank all authors and participants for their contributions.

The city of Yogyakarta is the centre of Javanese culture, and it 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 Yogyakarta, Indonesia. Please let us know if there is anything we can do to make your stay more enjoyable.

Prof. Dr. Shieh, Chich-Jen (Charles)

2015 ICOI, Executive Director

International Association of Organizations Innovation, Taiwan

Email: Charles@iaoiusa.org

2015 ICOI ORGANIZATION LISTING

Honorable Chairs	
Dr. Fred Dembowski	President of International Association of Organizational Innovation , USA
Dr. Muslich Anshori	Dean of Faculty of Economics and Business, Airlangga University, Surabaya, Indonesia
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Prof. Jenn-Yang Lin	Professor in Far East University, Taiwan, R.O.C
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Dr. Harold G. Kaufman	Professor in department of Technology Management & Innovation at NYU Polytechnic School of Engineering, USA
Dr. Sydney Engelberg	Faculty of The Schwarz Program in Non-Profit Management and The Community Leadership and Management Program at The Hebrew University
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Dr. Giampaolo Campana	Professor in department of Industrial Engineering DIN - University of Bologna, Italy

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Dr. Sergey Ivanov	Association professor at University of the District of Columbia,USA
Conference Executive Director	
Dr. Shieh, Chich-Jen	Department of International Business, Chang Jung Christian University. Taiwan ROC
T. Aria Auliandri	T. Aria Auliandri, Department of Management, Faculty of Economics and Business, Airlangga University, Surabaya, Indonesia
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Prof. Harvey T. Ong	Decision Sciences and Innovation (DSI) Dept. Ramon V. del Rosario College of Business De La Salle University, Manila , Philippines
Dr. Li Bin	School of Economics and Management, Beijing University of Chemical Technology, China

Dr. Madeline Berma	Faculty of Economics and Business University Kebangsaan Malaysia, Malaysia
Dr. Prof. Datin. Shamshubaridah Ramlee	Chairperson of Economics and Business University Kebangsaan Malaysia, Malaysia
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Dr. Jui-Fang Chang	National Kaohsiung University of Applied Sciences, Taiwan
Dr. Yu-Jia Hu	Department of Marketing and Distribution Management Fortune Institute of Technology, Taiwan

2015 The International Conference on Organizational Innovation Agenda

DATE : Aug, 4 2015, Tuesday

LOCATION : Royal Ambarukmo Hotel, Yogyakarta, Indonesia

TIME	ACTIVITY	PLACE
08 : 30 – 09 : 00	REGISTRATION	
09 : 00 – 10 : 00	<u>Conference Host :</u> Prof. Dr. Muslich Anshori <u>Conference Grand Opening Speech :</u> 1. Prof. Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA 2. Prof. Dr. Muslich Anshori, Dean of Faculty of Economics and Business, Airlangga University. Indonesia <u>Honored VIP Speech :</u> 1. Dr. Lean Yu, Dean of College of Economics and Management, Beijing University of Chemical Technology, China 2. Dr. Fernando Cardoso de Sousa, Director of Portuguese Creativity and innovation Association (Apgico). 3. Dr. Alex Maritz: Swinburne University of Technology, Australia 4. Dr. Giampaolo Campana, Department of Industrial Engineering DIN - University of Bologna, Italy 5. Dr. Bal Kishan Dass, Department of Mathematics, University of Delhi, India 6. Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic 7. Ms. Darina Prokhorova, Actual Problems of Economics, National Academy of Management, Ukraine 8. Dr. Denis S. Ushakov, International College at Suan Sunandha Rajabhat University, Thailand 9. Dr. Chih Yuan Huang, Kao Yuan University, Taiwan, ROC	Keraton Ballroom, Royal Ambarrukmo Hotel
10 : 00 – 10 : 30	Tea Time and Academic Networking	
10 : 30 – 11 : 00	Keynote Presentation (1) Speaker : Dr. Barbara Cimatti Topic: The concept of slowness and its implications for industrial organizational patterns.	Keraton Ballroom, Royal Ambarrukmo Hotel
11 : 00 – 11 : 30	Keynote Presentation (2) Speaker : Dr. Sydney Engelberg Topic: Organizational Design: The Key to Overcoming Organizational Myths	
11 : 30 – 12 : 30	Keynote Presentation (3) Speaker : Dr. Harold G. Kaufman Topic: Organizational Diversity and Innovation	
12 : 30 – 13 : 30	Lunch	

DATE : Aug, 4 2015, Tuesday

LOCATION : Pamandengan-1

Royal Ambarukmo Hotel, Yogyakarta, Indonesia

Time	Topic of Seminar	Country/Region
Session 1.1 13 : 30 14 : 50	Chair : Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA	
	1. 15R-104: An AHP Based Method for Ultra Thin Powder Pressed Design	Chih-Huang Yen, Taiwan
	2. 15R-107: A Hybrid Kansei Engineering System Based on Multi-Objective Evolutionary Algorithm for Product form Design	Yong-feng Li, Taiwan
	3. 15R-170: Apply Cluster Analysis for Consumer's Affective Responses Toward Product Forms	Fang-Chen Hsu, Taiwan
	4. 15R-161: A Study of The Web Interface Design for The Elderly Person	Chen-Yin Liu, Taiwan
	5. 15R-200: Laying the Cornerstone of Design-Led Innovation in Sems: Groundwork that Underpinning Design Strategy Formulation.	Kim C.K. lee, Taiwan
14 : 50 15 : 00	Tea Time	
Session 1.2 15 : 10 16 : 30	Chair : Dr. Ahmad Rizki Sridadi, Universitas Airlangga, Indonesia	
	1. 15R-067: Four I's Transformational Leadership Style Of The First-Line Manager	Ida Bagus Gede Adi Permana, Indonesia
	2. 15R-057: How Unions Recruit and Retain their Members? (Case Study on Unions of Federasi Serikat Pekerja of Tekstil Sandang Kulit Serikat Pekerja Seluruh Indonesia in Surabaya)	Ahmad Rizki Sridadi, Indonesia
	3. 15R-060: The Role Of Perceived Organizational Support On The Relationship Between Leadership Behavior And Job Satisfaction In Higher Education	Arif Firmansyah, Indonesia
	4. 15R-095: The Young Eagle: Explore The Sky, Swallow The Horizon (A Case Study of Entrepreneur Students)	Pradita Nindya Aryandha, Indonesia
18 : 00	Welcoming Dinner	Pendopo, Royal Ambarukmo Hotel

DATE : Aug, 4, 2015, Tuesday

LOCATION : Pamandengan-2

Royal Ambarukmo Hotel, Yogyakarta, Indonesia

Time	Topic of Seminar	Country/Region
Session 2.1 13 : 30 14 : 50	Chair : Dr. Barbara Cimatti, University of Bologna, Italy	
	1. 15R-003: The Effect Of Conflict, Stress And Motivation On Performance And Its Impact On Productivity Of Employee In The Bureau Of Investment Services Batu City Government	Dyah Sawitri, Indonesia
	2. 15R-011: Revisiting the Miles and Snow Typology: Innovation for Adaptability and Growth	Yasmina Zubaedah, Indonesia
	3. 15R-056: Management Innovation and Innovation Management: A Review Towards Value Innovation and Performance Management	Wakhid Slamet Ciptono, Indonesia
	4. 15R-024: Effect of Knowledge Inertia and Environmental Perception on Entrepreneurial Behavior in the Development of Strategic Adaptability Behavior: Case of Indonesian National Gas Company	Anton Wachidin Widjaja, Indonesia
	5.15R-168: Modern Industrial Product Development and Organizational Impact	Barbara Cimatti, Italy
14 : 50 15 : 00	Tea Time	
Session 2.2 15 : 10 16 : 30	Chair : Dr. Dien Mardhiyah, Universitas Airlangga, Indonesia	
	1. 15R-078: Service Quality Improvement (Case Study In Small Business And Enterprise)	Yetty Dwi Lestari, Indonesia
	2. 15R-023: The Correlation between Perception of Information Technology, Ease of use, Risk and AIS Service Features towards Lecturer Re-interest in Using Academic Information System (A Study to UIN Syarif Hidayatullah Jakarta)	Amalia, Indonesia
	3. 15R-051: Development Of Measurement Model Of Tqm, Innovation Capability, And Mass Customization In Small & Medium Scale Of Garment Industry	Supriyadi, Indonesia
	4. 15R-089: Situational Factors Influencing Online Negative Word-Of Mouth	Dien Mardhiyah, Indonesia
	5. 15R-173: The Extent of Spreading the Culture of Strategic Planning at the Newly Established Universities in Saudi Arabia	Fahad Bin Moaqal Al-Ali Saudi Arabia
18 : 00	Welcoming Dinner	Pendopo Royal Ambarrukmo

DATE : Aug, 4, 2015, Tuesday

LOCATION : Pamandengan-3

Royal Ambarukmo Hotel, Yogyakarta, Indonesia

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. 15R-097: Never Stop, Giving a Life Light (Case Study of Female Leadership in Developing Family Business)	Meiga Rachmawati Putri, Indonesia
	2. 15R-090: To Shape The Green Entrepreneurial Behavior For University Students At Economy And Business Faculty-Lambung Mangkurat University	Hastin Umi Anisah, Indonesia
	3. 15R-093: The Influence Of Employee Engagement And Burnout On Performance (A Case Study In Bank Tabungan Negara-BTN Bank Yogyakarta)	Annisaa Lathiip, Indonesia
	4. 15R-094: Is Self Competence As Affective Commitment Predictor ?	Umi Anugerah Izzati, Indonesia
	5. 15R-125: Teaching Competency and Soft Skills of the Students of Elementary Teacher Education Institutions	K.K. Rajendran , India
14 : 50 15 : 00	Tea Time	
Session 3.2 15 : 10 16 : 30	Chair : Dr. Indrianawati Usman, Universitas Airlangga, Indonesia	
	1. 15R-059: The Benefits And Potential Disadvantages Of Groupware Networking. Case Study: Pt Hm Sampoerna Tbk. Indonesia	Nurullailly Kartika, Indonesia
	2. 15R-063: The Effects Of Reverse Logistic Capability Factors On Cost Savings	Febriana Wurjaningrum, Indonesia
	3. 15R-012: Creative Economy Development Based On Triple Helix In Indonesia	Rudy Badrudin, Indonesia
	4. 15R-079: Designing The Demand Process And Distribution Of Pharmaceutical Product Of Public Health Centers In Surabaya	Indrianawati Usman, Indonesia
	5. 15R-115: Establishing a Continuous Improvement System in Creative Industries	Jurate Cerneviciute, Lithuania
18 : 00	Welcoming Dinner	Pendopo Royal Ambarrukmo

DATE : Aug, 4, 2015, Tuesday

LOCATION : Pamandengan-4

Royal Ambarukmo Hotel, Yogyakarta, Indonesia

Time	Topic of Seminar	Country/Region
Session 4.1 13 : 30 14 : 50	Chair : Dr. Bal Kishan Dass, University of Delhi, India	
	1. 15R-034: The Relationship between Big Five Personality and Career Adaptability Among Fresh Graduate Students	Cholichul Hadi, Indonesia
	2. 15R-073: Safety Climate, Employee Safety Control And Satisfaction With The Company	Nuri Herachwati, Indonesia
	3. 15R-099: Strategy Increased Purchasing Power Village Community Based Entrepreneurship Featured Products	Yuyus Yudistria, Indonesia
	4. 15R-048: Dimensions of Religiosity As Determinants In Selecting Islamic Banking Products: Survey on Employees of PT. Telekomunikasi Indonesia	A. Mukti Soma, Indonesia
	5. 15R-126: Occupational Stress and Job Involvement among Teachers of Special Schools	K.K. Rajendran ,India
14 : 50 15 : 00	Tea Time	
Session 4.2 15 : 00 16 : 30	Chair : Dr. Badri Munir Sukoco, Universitas Airlangga, Indonesia	
	1. 15R-092: Contribution of SMEs and SME Business In Bandung, Sumedang, Cianjur, Garut And Economic Improvement In The Region In West Java	Wien Dyahrini, Indonesia
	2. 15R-069: The Competitiveness Of Small And Medium Agribusiness Firms In East Java Indonesia	Y. Lilik Rudianto, Indonesia
	3. 15R-047: The Role of the Quality Management System of Organizational Learning and Knowledge Management to Generate Organizational Performance	Koernia Purwihartuti, Indonesia
	4. 15R-080: The Antecedents of the “Bandwagon” Luxury Consumption Behaviour	Badri Munir Sukoco, Indonesia
	5.15R-112: Identity Teaching In Distance Education: Reflections Theoretical on Pedagogical Practice of Tutors Distance	Fernanda Cruvinel, Brasília
18 : 00	Welcoming Dinner	Pendopo Royal Ambarrukmo

DATE : Aug, 4, 2015, Tuesday

LOCATION : Pasewakan

Royal Ambarukmo Hotel, Yogyakarta, Indonesia

Time	Topic of Seminar	Country/Region
Session 5.1 13 : 30 14 : 50	Chair : Dr. Alex Maritz, Swinburne University of Technology, Australia	
	1. 15R-025: Intrinsic Motivation Preference on Volunteer In Indonesia International Work Camp	Ismi Darmastuti, Indonesia
	2. 15R-027: Forming Values Of Productive Behaviors	Fendy Suhariadi, Indonesia
	3. 15R-030: Emotional Intelligence And Its Influence On Employee Commitment At Departement Agriculture And Horticulture Of Lampung Province	Nova Mardiana, Indonesia
	4. 15R-033: The Role of Corporate Strategy, Learning Culture, and Human Capital in Facing the Global Competitive Environment	Andreas Budihardjo Surijah, Indonesia
	5. 15R-062: On Modernising Community Health Service: Getting Off The Hamster Wheel? A Case Study On The Introduction Of Community Health Service Management Information System	Dian Ekowati, Indonesia
14 : 50 15 : 00	Tea Time	
Session 5.2 15 : 10 16 : 30	Chair : Dr. Sony Kusumasondjaja, Universitas Airlangga, Indonesia	
	1. 15R-081: The Antecedent Of Relationship Commitment Donors To Nonprofit Organizations In B2C Relationship Context	Tanti Handriana, Indonesia
	2. 15R-085: The Effect of Homophily, Information Quality and Risk Propensity on Consumer Trust toward Online Reviews and Intention to Make Hotel Reservation	Sony Kusumasondjaja, Indonesia
	3. 15R-052: Trust In Brand And Brand Loyalty Of Amil Zakat Institutions In Indonesia	M. Budi Djatmiko, Indonesia
	4. 15R-032: The Effect of Product Innovation And Excellence Service Toward J.Co Donuts & Coffee's Consumer Satisfaction	Intan Permana, Indonesia
	5. 15R-120: Exploration on Advantages, Disadvantages and Improvement Directions of Hospital Efficiency	Ching-Kuo Wei, Taiwan
18 : 00	Welcoming Dinner	Pendopo Royal Ambarrukmo

DATE : Aug, 4, 2015, Tuesday

LOCATION : Srimanganti

Royal Ambarukmo Hotel, Yogyakarta, Indonesia

Time	Topic of Seminar	Country/Region
Session 6.1 13 : 30 14 : 50	Chair : Dr. Harold G. Kaufman, NYU Polytechnic School of Engineering, USA	
	1. 15R-006: Planning Matrix QFD Application in Traditional Market Evidence from Traditional Market in Bandung, Indonesia	Moh Farid Najib, Indonesia
	2. 15R-075: Competitiveness Performance of Stevedoring Companies Through Collaboration in Logistics Operations, Perspective of Port Operation Management at PT Pelindo 3 Indonesia	Puspandam Katias, Indonesia
	3. 15R-038: Population, Creative Economy And Economic Growth In Asia	Omas Bulan Samosir, Indonesia
	4. 15R-091: The Effect of Social Capital on Indonesian Economic Growth Period 1981-2011	Y. Sri Susilo, Indonesia
	5.15R-191: Coordination Demand Analysis of a Dual-Channel Supply Chain Retailer-led	Yi-Bin Li China
14 : 50 15 : 00	Tea Time	
Session 6.2 15 : 10 16 : 30	Chair : Dr. Masmira Kurniawati, Universitas Airlangga, Indonesia	
	1. 15R-019: Survey Analysis On Factors Affecting Corruption Of Local Authorities And Its Prevention In Central Java	Chrisna Suhendi, Indonesia
	2. 15R-071: The Relationship Between Price Strategy And Placebo Effect	Masmira Kurniawati, Indonesia
	3. 15R-037: The Influence Motivation And Organizational Commitment To Employee Performance And Job Satisfaction As An Intervening Variable (Study On Cv. Multi Global Agrindo)	Danas Avianto Nugroho, Indonesia
	4. 15R-022: Applied ICT Innovation Services Of Academic Information System: Strategy For Higher Education Management	John Tampil Purba, Indonesia
	5.15R-192: Measurement and Classification of Disruptive Innovation Aimed At Different Target Markets	Chun-Pei Lin China
18 : 00	Welcoming Dinner	Pendopo Royal Ambarrukmo

DATE : Aug, 4, 2015, Tuesday

LOCATION : Keraton-1

Royal Ambarukmo Hotel, Yogyakarta, Indonesia

Time	Topic of Seminar	Country/Region
Session 7.1 13 : 30 14 : 50	Chair : Dr. Sydney Engelberg Hebrew University Jerusale, Israel	
	1. 15R-066: Business Risk, Financial Risk And Firm Performance An Empirical Study Of Indonesian Manufacturing Sector Listed At Bursa Efek Indonesia	I Made Sudana, Indonesia
	2. 15R-039: Application Of Sales And Financial Information Systems The Company CV "XYZ" Based Smartphone	Zulhawati, Indonesia
	3. 15R-041: Measuring Students' Financial Literacy: Comparison between Gender and Concentration Courses	Fakhrurrozi, Indonesia
	4. 15R-053: Bank Health Rating Evaluation Based on Risk Profile, Earnings and Capital Approach: Conventional Banks in Indonesia.	Lis Sintha, Indonesia
	5. 15R-100: Accuracy of Unbiased Beta Optimum Stock Portfolio In Predicting the Expected Return	Ferikawita Magdalena Sembiring, Indonesia
14 : 50 15 : 00	Tea Time	
Session 7.2 15 : 10 16 : 30	Chair : Dr. Fitri Ismiyanti, Universitas Airlangga, Indonesia	
	1. 15R-029: An Analysis Of Telecommunication Vendor Company Bankruptcy Potency Based On The Problematic Financial Ratio With Altman, Springate And Zmijewski Methods	Norita, Indonesia
	2. 15R-064: Linear And Non Linear Relationship Between Degree Of Internationalization And Firm Performance	Fitri Ismiyanti, Indonesia
	3. 15R-017: The Effect Of Management System On Corporate Performance (A Study Of 179 Companies, Manufacturing Sector, Listed On The Jakarta Stock Exchange Year 1998 - 2000)	Asep Sudrajat, Indonesia
	4. 15R-196: Correlation Study on Organizational Learning, Management Innovation, and Technological Capability of SMEs	Zhen-Gang Zhang, China
18 : 00	Welcoming Dinner	Pendopo Royal Ambarrukmo

DATE : Aug, 4, 2015, Tuesday

LOCATION : Keraton-2

Royal Ambarukmo Hotel, Yogyakarta, Indonesia

Time	Topic of Seminar	Country/Region
Session 8.1 13 : 30 14 : 50	Chair : Dr. Tomáš Tichý, VŠB-TU Ostrava Czech Republic	
	1. 15R-010: Antecedents Of Future Market Anticipation: A Better Understanding From The Fashion Industry In Indonesia	Roos Kities Andadari, Indonesia
	2. 15R-021: Projection Of Indonesia's Economy Using Dynamic Modeling	Wilson Rajagukguk, Indonesia
	3. 15R-026: Cash Dividend Announcement Information Content And Effect Of Private Benefit Of Institutional Ownership Of Listed Companies In Indonesia Stock Exchange Period Of 2009-2013	Puji Isyanto, Indonesia
	4. 15R-055: Study of Creation and Development of Small and Medium Scale Enterprises Finance (Case Study of SMEs in District of East Ende, Regency of Ende)	LD Gadi Djou, Indonesia
	5. 15R-148: Efficiency Analysis of Banks at Selected Markets with Various Dea-Based approaches	Tomáš TICHÝ, Czech Republic.
14 : 50 15 : 00	Tea Time	
Session 8.2 15 : 10 16 : 30	Chair : Dr. Muhammad Madyan, Universitas Airlangga, Indonesia	
	1. 15R-084: The Relationship Between Earnings Quality, Informasion Asymmetry And Cost Of Capital: Test Using Path Analysis	Puput Tri Komalasari, Indonesia
	2. 15R-070: Corporate Governance, Ownership Structure, And Cash Holdings	Muhammad Madyan, Indonesia
	3. 15R-086: Dynamic interactions between housing and stock prices in Indonesia: an empirical analysis	Rahmat Heru Setianto, Indonesia
	4. 15R-202: Effect of the Neutral Style Women's clothing on Purchase Intention with the View of Personality Traits	Chia-Hsu Lin, Taiwan
18 : 00	Welcoming Dinner	Pendopo Royal Ambarrukmo

DATE : Aug, 4, 2015, Tuesday

LOCATION : Trajumas-1

Royal Ambarukmo Hotel, Yogyakarta, , Indonesia

Time	Topic of Seminar	Country/Region
Session 9.1 13 : 30 14 : 50	Chair : Dr. Giampaolo Campana, University of Bologna, Italy	
	1. 15R-040: Strategy To Create Purchase Intention By Product Quality And Country Of Origin	Deki Fermansyah, Indonesia
	2. 15R-044: Store Atmosfere In Restaurant And It's Impact On Revisit Intention	Hartelina, Indonesia
	3. 15R-049: Below The Line: Media Strategy in Improving Promotion of Independent Choir In Surabaya. Case Study: Concert of Coro Semplice Indonesia	Guguh Sujatmiko, Indonesia
	4. 15R-065: The Importance Of Comparing Cbbe In General And In Each Dimension: Understanding The Effects Of Innovation On Cbbe	Gancar C. Premananto, Indonesia
	5.15R-194: Does Supervisor-subordinate Guanxi Matter in Employee's Turnover Intention?	Tung-Ju Wu, China
14 : 50 15 : 00	Tea Time	
Session 9.2 15 : 10 16 : 30	Chair : Dr. Tri Siwi Agustina, Universitas Airlangga, Indonesia	
	1. 15R-068: The Effect Of Perceived Organizational Support On Work Attitude: The Role Of Career Commitment	Jovi Sulistiawan, Indonesia
	2. 15R-014: Company Strategy to Improve Work Productivity	Purnamie Titisari, Indonesia
	3. 15R-074: Job Stress And Task Performance: Moderating Organization Based Self Esteem (Obse)	Praptini Yulianti, Indonesia
	4. 15R-077: The Entrepreneurship Orientation, Business Networking Capability, Behavioural Commitment, And Performance Of Smes On The Centre Of Smes Carving Furniture In Sumenep Regency	Tri Siwi Agustina, Indonesia
	5. 15R-146: Public Distribution System in Mohali and Mansa Districts of Punjab	Gurdeep Kaur Ghumaan, India
18 : 00	Welcoming Dinner	Pendopo Royal Ambarukmo

DATE : Aug, 4, 2015, Tuesday

LOCATION : Trajumas-2

Royal Ambarukmo Hotel, Yogyakarta, Indonesia

Time	Topic of Seminar	Country/Region
Session 10.1 13 : 30 14 : 50	Chair : Dr. Denis S. Ushakov, Suan Sunandha Rajabhat University, Thailand	
	1. 15R-035: The Feasibility Of Implementing E-Commerce In Sudan	Hayder Alhadey Ahmad Mohammed, Indonesia
	2. 15R-043: Aggregate Efficiency Of Higher Education Management Under Coordination Of Private Universities Area Using Dea In Determining Strategic Innovation	Rorim Panday, Indonesia
	3. 15R-087: The Role of Power and Conflict Resolution in Small and Medium Enterprise Supply Chain Collaboration: The Mediating effect of Commitment to Collaborate	Amak Muhammad Yaqoub, Indonesia
	4. 15R-018: Organizational Strategy, Total Quality Management, and Organizational Performance in Four Ceramic Company	Indro Kirono, Indonesia
	5. 15R-172: E-Governance and Business Digitalization: Factors, Trends and Economical Effects	Denis S. Ushakov, Thailand
14 : 50 15 : 00	Tea Time	
Session 10.2 15 : 10 16 : 30	Chair : Dr. Windijarto, Universitas Airlangga, Indonesia	
	1. 15R-007: Improving Local Government Performance Through E-Governance With Human Resources Base Strategic (A Case Study In Local Governments In Demak)	Edy Suprianto, Indonesia
	2. 15R-076: The Quality Analysis Of Outpatient Department At Dr. Mohammad Soewandhie Public Hospital In Surabaya Using Servqual Method And Its Improvement Suggestions Using Fishbone Chart	Tuwanku Aria Auliandri, Indonesia
	3. 15R-083: Working Capital, Profitability, And Business Cycle Indonesian Manufacturing Companies	Windijarto, Indonesia
	4. 15R-058: Application Of Polite Business Environment Young Entrepreneur Of The Seller Clothes Imported Used In Royal Plaza Surabaya	Aris Armuninggar, Indonesia
18 : 00	Welcoming Dinner	Pendopo Royal Ambarrukmo

DATE : Aug, 5 2015, Wednesday

LOCATION : Pamandengan-1

Royal Ambarukmo Hotel, Yogyakarta, Indonesia

Time	Topic of Seminar	Country/Region
Session 1.3 09 : 00 10 : 20	Chair : Dr. Sung-Lin Hsueh, Tung Fang Design Institute, Taiwan ROC	
	1. 15R-152: Assessment of Optimal Design of Architecture Space by Fuzzy Model: Using Business Hotel as an Example	Ping-Sen Li Taiwan
	2. 15R-153: A Study Investigating the Effectiveness of Innovative Teaching of Painting Techniques Using Delphi Method: Taking the Painting of Roses for Example	Tian-Zhong He Taiwan
	3. 15R-154: Use of Fuzzy Delphi Method to Develop an Assessment Model for Music Expertise	Ching-Fen Lin
	4. 15R-155: An Analysis on Critical Factors Affecting Environmental Protection Education of Communities in Taiwan Using MCDM	Fu-Long Su Taiwan
	5. 15R-156: Study on Development Effectiveness of Wedding Dress Creative Industry by Sharing Economy and MCDM Model	Pou-Yun Hsiao Taiwan
	6.15R-157: Effectiveness evaluation Model of Wastes Development into Cultural Creative Products	Chih-Hua Kuo Taiwan
10 : 20 10 : 30	Tea Time	
Session 1.4 10 : 30 12 : 00	Chair : Dr. Chi-Hung Lo, Tunghai University, Taiwan ROC	
	1.15R-116: Power Displayed in Images	Chang, Tsong-Shyan Taiwan
	2.15R-117: An Example of Organizational Innovation: Implementation of Professional Qualifications for Interior Design in Taiwan	Chen, Yi-Tsung Taiwan
	3.15R-118: Study of Effects on Pond Culture in the Region Planned for Taoyuan Aerotropolis from Concept of "Environmental Perception"	Chen, Hin-Hsiang. Taiwan
	4. 15R-130: An Analysis on the Strategies of Developing Eco-Hospitals with Intelligent Green Buildings -Through Case Studies on Taiwan's Psychiatric Hospitals	Ko Yi-Ching Taiwan
	5. 15R-132: Taiwan's Urban and Rural Landscape Renovation and the Regeneration of Comprehensive Community Development Practice	Lee Pi-Feng Taiwan
	Return	Pendopo Royal Ambarrukmo

DATE : Aug, 5, 2015, Tuesday

LOCATION : Pamandengan-2

Royal Ambarukmo Hotel, Yogyakarta, Indonesia

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. 15R-108: A Study of the Application of Space Syntax Theory to the Planning of Travel Routes in Central District, Taichung City, Taiwan	Yao-Tsung Ko Taiwan
	2. 15R-109: An Evaluation Model for Product Aesthetic Measures Constructed by Aesthetic Principles of Minimalist	Ya-ChuanKo, Taiwan
	3. 15R-136: Strategies of the Taipei Fine Arts Museum in World Design Capital Taipei 2016	Wu, Shih-Chuan Taiwan
	4. 15R-138: Possible Study Topics for Children Spatial Education Gained from Community Observation- using observations whilst strolling within Wanfang community of Taipei Taiwan as an example	Yu, Tsung-Ling Taiwan
	5. 15R-151: Key Success Factors In the Curriculum Design of Higher Education in Taiwan	Jih-Lian Ha, Taiwan
10 : 20 10 : 30	Tea Time	
Session 2.4 10 : 30 12 : 00	Chair : Prof. Jenn-Yang Lin, Far East University, Taiwan, ROC	
	1.15R-105: A Study of Applying Concurrent Design Strategy in the Development of Home Pests Capturing Product	Jia Ying-Tu, Taiwan
	2.15R-106: Concurrent Design Strategy in the Development of Humorous Products	Kan Ming-Han, Taiwan
	3.15R-162: A Study of Tactile Sensations on the Cell Phone Panel for the Visually Impaired Persons	Yi-Hsien Lin, Taiwan
	4. 15R-175: Integration of Reverse Engineering and Rapid Forming Techniques into the Design of Bicycle Handlebars	Geng.You Liao, Taiwan
	5. 15R-176: Form and Structure Design for Indicator Light Based on Concurrent Strategy	Chih-Chien Kuo, Taiwan
	Return	

DATE : Aug, 5, 2015, Tuesday

LOCATION : Pamandengan- 3

Royal Ambarukmo Hotel, Yogyakarta, Indonesia

Time	Topic of Seminar	Country/Region
Session 3.3 09 : 00 10 : 20	Chair : Dr. Chou, Jyh-Rong , I-Shou University, Taiwan, ROC	
	1. 15R-100: The Outgrowth of Design: Toward Systematic Service Innovations to Increase Co-Creation of Value	Yen Hsu, Taiwan
	2. 15R-101: Design Team Management and Effectiveness: How to Move from Conflict to Cooperation	Yen Hsu, Taiwan
	3. 15R-114: A Study on the Standardized Design of Museum Exhibition Communication Styles – Using a Nature and Science Museum as an Example	Chung-Hung Lin Taiwan
	4. 15R-165: Kansei Clustering Using Fuzzy and Grey Relation Algorithms	Jyh-Rong Chou Taiwan
	5. 15R-171: Effects of Computer Monitor Viewing Angle on the Level of Shoulder and Neck Fatigues	Ping-Hong Kuo, Taiwan
10 : 20 10 : 30	Tea Time	
Session 3.4 10 : 30 12 : 00	Chair: Dr. Chih Yuan Huang, Kao Yuan University, Taiwan, ROC	
	1.15R-133: The Research of Consumer Affective Factor using Procreates Analysis	Tsung-Hsing Wang, Taiwan
	2. 15R-140: A Kansei Engineering Approach to Sports Shoes Form Design	Yu-En Yeh, Taiwan
	3. 15R-181: A Study on Innovative Design of Escape Rappelling Ladder	Chang-Tzuoh Wu, Taiwan
	4. 15R-144: Formulae Derived Using an Innovative Approach for Electromagnetic Force Referred to a Solenoid with a Plunger	ChihYuan Huang, Taiwan
	Return	

DATE : Aug, 5, 2015, Tuesday

LOCATION : Pamandengan- 4

Royal Ambarukmo Hotel, Yogyakarta, Indonesia

Time	Topic of Seminar	Country/Region
Session 4.3 09 : 00 10 : 20	Chair : Dr. Shieh, Chich-Jen, Chang Jung Christian University, Taiwan ROC	
	1. 15R-167: The Effects of Emotional Labor on Job Involvement: The Moderating Roles of Perceived Person-Environment Fits	Szu-Yuan Sun, Taiwan
	2. 15R-182: The Status of Entrepreneurship Education in Australian Higher Education Institutions	Muhammad Arif Pakistan.
	3. 15R-187: Cultural Influences on Services Cape Expectation	Shu-Rung Lin, Taiwan
	4. 15R-188: New Thoughts of CSR: Company's Public Welfare and Charity Stories Marketing How to Affect Purchase Intention	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	
	1.15R-158: A Study of Gesture-Based Control Technology in English Learning Environment	Min-Ping Wu Taiwan
	2.15R-183: The Effects of Exhibitors' Brand Equity on Visitors' Purchase Decision: Moderating Role of Competitive Intensity	Chun-Han Lee Taiwan
	3.15R-198: A Preliminary Study of Applying Space Syntax to Route Planning between Department Store Floors	Chia-Ling Chen, Taiwan
	4.15R-150: The Research Plan of Critical Success Factors appealing to Foreigners to Attend MICE Activities in Taiwan	I-Ying Chang, Taiwan
16 : 30	Return	

DATE : Aug, 5, 2015, Tuesday

LOCATION : Pasewakan

Royal Ambarukmo Hotel, Yogyakarta, Indonesia

Time	Topic of Seminar	Country/Region
Session 5.3 09 : 00 10 : 20	Chair: Dr. Jih-Lian Ha , Far East University , Taiwan ROC	
	1.15R-186: The Effect of Supervisor-Subordinate Guanxi Style on Power Based and Trust	Yu-Chieh Lin, Taiwan
	2.15R-180: Applying Action Research to Communicative Language Teaching in English Conversation Class	Wen- Wen Cheng Taiwan
	3.15R-190: The Plan of Critical Disaster Rescue Mission for Taiwan Military Forces	Chin-Feng Sun, Taiwan
	4.15R-178: The Establishment of Disaster Reduction and Response Performance Evaluation Model	Chih-Chien Kuo, Taiwan
10 : 20 10 : 30	Tea Time	
Session 5.4 10 : 30 12 : 00	Chair: Dr. Wan-Yu Chang, Taiwan Shoufu University, Taiwan, ROC	
	1.15R-142: Effects of On-Job Training on Job Performance of Employees in Catering Industry	Shu-Rung Lin, Taiwan
	2.15R-121: Exploring the Relationship Marketing Activities Affect the Result --A Case Study in Medical Tourism	Hung-Chih Lai, Taiwan
	3. 15R-185: Exploring the Relationship between Individual Entrepreneurial Orientation, Intentionality and Self-efficacy Within the Venture Creation Process	Ana Amirsardari, Australia
	4. 15R-135: Factors Influencing Consumer's Group Buying Motivation and Group Buying Intention Regarding Tourism Products	Wan-Yu Chang, Taiwan
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The Antecedent of Relationship Commitment Donors to Nonprofit Organizations in B2C Relationship Context

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Abstract

This study aims to investigate the antecedent of relationship commitment donors to nonprofit organizations. Relationship commitment variable is central to relationship marketing. Relationship commitment is an exchange partner believing that an ongoing relationship with another is so important as to warrant maximum efforts at maintaining it (Morgan and Hunt, 1994).

This research 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 six hypotheses where five of them are supported. They are (1) the impact of nonmaterial benefit on relationship commitment; (2) the impact of social proximity on relationship commitment; (3) the impact of shared values on relationship commitment; (4) the impact of relationship marketing investment on relationship commitment; and (5) the impact of trust on relationship commitment. Meanwhile, the not supported hypothesis is the impact of geographical proximity on relationship commitment.

The contribution of this study is mainly in broadening the application of relationship marketing concept in nonprofit organization in B2C relationship context. In this concept, the role of relationship commitment is dominant, because there is without a relationship commitment, the loyalty of the customers or donors will not be realized.

Keywords: Nonmaterial Benefit, Geographical Proximity, Social Proximity, Shared Values, Relationship Marketing Investment, Trust, Relationship Commitment, B2C.

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