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Badri Munir Sukoco

Universitas Airlangga - Indonesia

Has participated as

Presenter of Call for Paper

in

**2016 International Conference
in Organizational Innovation**

July 26 - 28

Beijing, China



Dr. Frederick L. Dembowski

Dr. Frederick L. Dembowski

ICOI 2016 Honorable Chair

International Association of Organizational Innovation - (IAOI)
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IOI Beijing 2016

2016 International Conference
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Nanjing Audit University,
Nanjing, China

Conference Date

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Location

Hall of Meeting Center , Beijing, China



IOI Beijing
2016

2016 International Conference
of Organizational Innovation

**PROCEEDINGS OF
2016 ICOI THE INTERNATIONAL CONFERENCE ON
ORGANIZATIONAL INNOVATION**

July, 26 – 28, 2016

Editor

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WELCOMETO THE INTERNATIONAL CONFERENCE ON ORGANIZATIONAL INNOVATION, BEIJING, CHINA



On behalf of the International Association of Organizational Innovation, I welcome you to the 2016 The International Conference on Organizational Innovation. This conference is the largest ever!

It is an honor and a pleasure for me to be in this great city of Beijing and to interact with all of you distinguished scholars and business men & women at this conference! I look forward to exploring the city and the country of China.

The International Association of Organizational Innovation has had a great year! The main activities of the Association are hosting this conference and publishing *the International Journal of Organizational Innovation*. As a presenter at this Conference, you are automatically included as a member of the Association.

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 (You will receive a 33% discount if you submit the paper you present at this conference - see the details in your Conference Materials). Another professional opportunity available to you is to serve as an Assistant Editor for the journal and review paper submissions to the journal. Send an email to me if you are interested in serving as an Assistant Editor of IJOI.

I would like to thank all of the people who worked very hard to organize this conference. I know the effort that they had to use in getting this conference together. I especially thank the Administrators, Faculty and Staff of the College of Economics and Management at the Beijing University of Chemical Technology for hosting this conference. I would also like to thank my colleague and former student, Dr. Chieh-Jen Shieh for his hard work organizing this conference.

I look forward to meeting you all and working with you over the next few days.

For those of you who have published in the Journal or serve as an Assistant Editor, please come up and introduce yourself to me.

Please take the opportunity to explore this exciting city and country. Enjoy the conference!

Dr. Frederick Dembowski,

President, The International Association of Organizational Innovation
Editor, The International Journal of Organizational Innovation
Hibernia National Bank Endowed Professor, Southeastern Louisiana University
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DATE : July, 26 2016, Tuesday

LOCATION :

Room G , Beijing China

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	2.16R-024: Leading Sectors in the Economy of District/City as Center of Economic Growth in West Java Province Dealing in ASEAN Economic Community (AEC)	Eeng Ahman, Indonesia
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Do Identification and Knowledge Sharing Lead to Loyalty Among Lomo'S Community Member? A Comparison Study of Taiwan and Philippines

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Jessamyn Dy
National Cheng Kung University

Wann-Yih Wu
Nan Hua University

Abstract

With the burgeoning movement supporting customer empowerment and creativity in today's marketing arena, brand communities are just one of the consumer collectives that were developed in response to this call. This study examines whether members' identification toward the community might lead to loyalty toward the brand. This study empirically tests whether knowledge sharing among members, either co-production or co-consumption, might have similar effects. Further, this study examines whether cross-cultural differences might moderate these effects on members' loyalty toward the brand. Through a survey among 200 Lomography community members from Taiwan and Philippines, three major findings are obtained. First, it is revealed that a strong social identification encourages members to share their knowledge among members and also on brand loyalty. Second, knowledge sharing has positive influence on members' loyalty toward Lomo. Finally, the positive influences of identification on knowledge sharing and brand loyalty is strengthened among Lomo's members in Philippines compares to Taiwan. Managerial and academic implications are further discussed in this study.

Keywords: social identity, knowledge sharing, cross-cultural differences, brand loyalty, and brand community.