

# BOOK OF ABSTRACTS

The 3<sup>rd</sup> Global Conference on Business,  
Management and Entrepreneurship  
(GCBME) 2018

// Creating Innovative and Sustainable  
Values-added Businesses  
in the Disruption Era

Universitas Pendidikan Indonesia  
Bandung, August 8, 2018



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## Preface



The 3<sup>rd</sup> UPI Global Conference on Business, Management and Entrepreneurship (UPI – GC-BME 2018 ) will be held by Business Management Education Study programs, Faculty Of Economics and Business Education, Universitas Pendidikan Indonesia), this 3<sup>rd</sup> conference is an inseparable part of developing a solid academic culture in which its sustainability need to be supported by all of us.

This conference provides opportunities for the delegates to exchange new ideas and implementation experiences, to establish business or research connections and to find Global Partners for future collaboration. The conference is expected to be held annually and this year we take the theme of: **"Creating Innovative and Sustainable Value-added Businesses in the Disruptive Era"**

GCBME 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.

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 233 participants either as the presenters or the participants. They come from other countries such as: Malaysia, Korea, Uganda 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 two publishers first CRC Press (Taylor & Francis Group) and second Atlantis Press (CPCI, google Scholar. All articles get a Digital Object Identifier (DOI).

There are 233 papers from various topics, including **Organizational Behavior, Leadership and Human Resources Management, IT, Innovation, Operations and Supply-Chain Management, Marketing Management, Financial Management and Accounting, Strategic Management, Entrepreneurship and Contemporary Issues and Green Business**. More than 233 papers are selected to go through a strict peer reviewed the process, and these papers will be published in two conference proceedings.

We would like to thank the organizing committee and the members of reviewers for their kind assistance in reviewing the papers. We would also extend our best gratitude for **Prof. Dr. DM Ali, MA, Professor Dr Ajay Cauhan, Assoc Prof Lai Chee Sern and Judi Ahmadi MSc** for their invaluable contribution and worthwhile ideas shared in the conference.

**Prof. Ratih Hurriyati, MP**  
Conference Chair

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**[KEYNOTE SPEAKER]**  
**Entrepreneurship Promotion in the Context of  
Sustainable Development Goals Achievement**

ABSTRACT



Prof. Dr. H. Mohammad Ali  
Universitas Pasutikan Indonesia

Sustainable Development Goals (SDGs) achievement is a Global Action Program (GAP) of UNESCO of which every member country should implement. There are seventeen goals every member country should achieve of which poverty eradication is the goal number one. The achievement of this particular goal is expected to give multiplier effects on the achievement of other goals. For this regard, entrepreneurship extensification is considered a reasonable effort in achieving this particular SDGs and

entrepreneurial firms are the essential mechanism by which millions of people enter the economic and social mainstream which may stimulate economic growth. Therefore, it is necessary to strengthen the condition for cultivating the quality of the entrepreneurial environment in order to promote a big number people to become new entrepreneurs.

*Keywords: Entrepreneurship Promotion; Poverty Eradication; Sustainable Development Goals.*

**[KEYNOTE SPEAKER]**  
**How IT Firms Survive in Desruptive Technology Era**

ABSTRACT



Ir. Jufi Achmad, M. M.  
CEO Dikorengga

Today's world is facing a disruption phenomenon, a situation where industrial world movement or work competition is no longer linear. The change is very fast, fundamentally by ruffling the old order patterns to create a new order. That is why, surviving in disruption era is not easy for a company, especially in the midst of increasing technological competition. Companies must implement disruptive concepts, in order to continue to lead. The key IT company can improve its performance in this Desruptive era is

through the uniqueness of human resources and management of innovation. HR is part of the strategic planning process and becomes part of the development of organizational policy, organizational expansion planning, organizational mergers and acquisitions processes. The ability of innovation is the company's ability to introduce new products to market or open new markets through a combination process and strategic orientation with innovative behavior and processes. Innovation ability becomes an important competitive weapon for small companies operating in dynamic environments. The uniqueness of resources provides a competitive advantage. All business owners and managers understand that a company needs a unique selling proposition. This strategy has been successfully applied to one of the IT companies in Indonesia. IT companies have been able to implement the concept of disruptive to print IT expertise in the field of IT who has become a leader in several large companies in Indonesia.

*Keywords: Digital technology industry; distinctive capabilities; innovation management; business performance.*

**[KEYNOTE SPEAKER]**  
**How IT Firms Survive in Desruptive Technology Era**

ABSTRACT



**Lai Chee Sern**

Universiti Tun Hussein Onn Malaysia  
Faculty of Technical and Vocational  
Education/ Center of Excellence  
for TVET

Climate change and environmental pollution have negatively affected the sustainable development of social, economy, and environment in every country around the world, especially the developing and underdeveloped ones. In order to diminish the impacts caused by environmental problems, many countries have started to shift the existing economy to a green economy model which requires green industries, creates green job, and demands green skills. In near future, it is expected that green skills will be imperatively needed by employers along with the conventional

hard and soft skills. Therefore, this papers puts the focus on the green skills needed by the various green industrial sectors. In specific, there are several common green skills that are critical for the various green industries, namely design skill, communication skill, waste management skill, energy skill, city planning skill, management skill, leadership skill, management skill, financial skill, and procurement skill. Therefore, Higher Learning Institutions should play a more significant role in producing graduates who are equipped with the green skills in order to cater for the needs of green industry. As a suggestion, the existing curricula have be revised and the green skills elements should be embedded in the curricula.

*Keywords: Green skill, green industry, green economy, sustainable development.*

**[KEYNOTE SPEAKER]**  
**Strategic Management and Entrepreneurship in the  
Disruption Era**

ABSTRACT



**Prof. Ajay Chauhan**  
President University

Human history has gone through various era of evolutions. The first era was social and political evolution, the second era was industrial, business and management evolution. The third was the era of information technology and globalization. What has started post 2010 is the era of disruption where the future can no longer be based on the conventional theories and historical precedence. The countries as well as business organizations are in the middle of a paradigm shift where the best prognosis failed. The best political analyzers could not predict Brexit or Trump's

victory. The best economists could not predict the economic crises of 2008-9. Haiti, Zimbabwe and Venezuela are on verge of bankruptcy. The best management experts, even in Harvard, could not predict the downfall of Kodak or Nokia. The conventional theories of strategy and entrepreneurship fall. It is worth analyzing how the business would shape up – who will succeed and who will fail. It is worth contemplating if the conventional theories like Porters generic business strategies need to be relooked and modified. Of main interest of analysis would be what the small entrepreneurs should do because big organization can wither the failure but entrepreneurs do not have financial muscle. This piece presents an analysis of strengths and skills required to survive the disruption era.

*Keywords: Disruption Era, Strategic Management, Entrepreneurship.*



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