

Proceedings of
**THE 2ND
INDONESIA
INTERNATIONAL
CONFERENCE ON
INNOVATION,
ENTREPRENEURSHIP, &
SMALL BUSINESS**

IICIES 2010

July 11-15, 2010
Serpong, Banten, Indonesia

**Developing Technopreneurship
and Entrepreneurial Small Businesses:
A Key to Sustainable Future**

Editors

Dohar Bob M. Situmorang, Dwi Larso

Associate Editors

Isti Raafaldini Mirzanti, Salfitrie R. Maryunani, Sonny Rustiadi, A. G. Eka Wenats,
Andreas Budihardjo, Achmad Setyo Hadi

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Proceedings of the Indonesia International Conference on Innovation, Entrepreneurship, and Small Business “Developing Technopreneurship and Entrepreneurial Small Businesses: A Key to Sustainable Future”

Oleh: Center for Innovation, Entrepreneurship, & Leadership, School of Business and Management ITB

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**The Indonesia International Conference on Innovation, Entrepreneurship, and
Small Business
Serpong, Banten, Indonesia
July 12-15, 2010**

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Preface

Dear IICIES 2010 Participants,

Welcome to the 2nd Annual Conference! Welcome to UMN! Welcome to Serpong, Indonesia!

The growth of small businesses through innovation and the growing number of entrepreneurs are critical in gaining prosperity of a society. Indonesia, with a very limited number of growing entrepreneurs and a very large number of not-growing small businesses, is in poor shape in shaping its prosperity. It must be stopped, it must be solved!

The 2nd Indonesia International Conference on Innovation, Entrepreneurship, and Small Business (IICIES 2010), initiated by the Center for Innovation, Entrepreneurship, and Leadership (CIEL), the School of Business and Management (SBM) at *Institut Teknologi Bandung* (ITB), is now collaboratively organized with *Universitas Multimedia Nusantara* (UMN). This event is intended to support the development of innovation, entrepreneurship, and small business for the better Indonesia. We challenge ourselves to learn, study, and create local knowledge with global mindset to provide some lights in the development of new entrepreneurs and small businesses. This Conference provides a venue for Indonesian scholars and a network with international experts to collaborate. Programs in the Conference include Sightseeings, Workshops, *Mengembang Layar* (a New Business Expo), Masters & Doctoral Consortium, Gala Dinner, Featured Speakers, and Parallel Sessions.

This 2nd IICIES has attracted more than 400 abstract submissions and about 130 reviewed and invited papers will be presented with the topics ranging from entrepreneurship theory to creativity and innovation, to entrepreneurship education, from social entrepreneurship to corporate entrepreneurship, from small business to family business, to growing business. Authors come from various institutions in Indonesia and from several other countries. At least 300 researchers and participants from many universities and several countries are attending to this Conference.

In this occasion, I am honored to thank all contributors to the Conference including all Authors and Reviewers, all Key Speakers and Program Facilitators, Participants and Prominent Guests, all Sponsors including Academic institutions, small-to-large Businesses, Governmental institutions, and Communities. I have been blessed to work with a dedicated Organizing Committee, combining UMN and CIEL staff members. Thank you. Thanks and appreciations are also due to Prof. Boediono, the Indonesian Vice President, Dr. Kuntoro Mangkusubroto, the Founder of ITB's SBM, Prof. Yohanes Surya, Rector of UMN, and Prof. Akhmaloka, Rector of ITB, for their full supports to this event.

Tiada gading yang tak retak (Nothing is absolutely perfect). We apologize for any inconveniences that may happen. I hope all of you will enjoy the Conference, look forward to hearing your sharing and seeing Indonesia in a better place: entrepreneurial and prosperous!

Dwi Larso, PhD

Conference Chair and Director of CIEL