Table of Contents

Section-1: Business Incubator & Small and Medium Enterprises

Using System Dynamics Approach to Understand Impacts of Cash and In-Kind Transfer Policies to Small and Medium Enterprises: A Lesson from Indonesia Athor Subroto; Department of Management, Faculty of Economics, University of Indonesia, Indonesia; Faculty of Political Science, University of Palermo, Italy	3
B-CAk: Financial Notebook for SMEs Nurul Latifah, Indah Ayu Nastiti; Economics and Business Faculty, Airlangga University (Unair), Surabaya, Indonesia	13
Factors Affecting the Students Business Plan and Implementation in the PPM Incubators Maria Nainggolan ¹ , Yanto Sidik Pratiknyo ² ; ^{1,2} PPM-Manajemen, Jakarta, Indonesia; ² Founding Member of International CEFE Association for Entrepreneurship, Frankfurt, Germany	21
Identifying Post-Industrial Creative Entrepreneurship Competencies Bandung, Indonesia Gallang Perdhana Dalimunthe, Adam Faritzal; Faculty of Business and Management (FBM), Widyatama University (UTama), Indonesia	27
A Study on Enterprise Risk Management (ERM) Factors of Malaysian Herbs Industry SMEs Noor Azman Ali, Fauziah Mahat; Faculty of Economics and Management, Universiti Putra Malaysia	39
Building My Enterprise Retno Savitri; INDIVIE, Bali, Indonesia	51
Business Incubator Investigated: Learning from UK Dina Dellyana ¹ , Sonny Rustiadi ^{1,2} , Dohar Bob M. Situmorang ¹ ; ¹ School of Business and Management, Bandung Institute of Technology, Indonesia; ² Institute for Creative & Cultural Entrepreneurship, Goldsmiths, University of London, UK	59
Section-2: Creative & Cultural Entrepreneurship	
Effect of Design or Style Trend Change to the Creative Industries Business Murharsito; Nahdlatul Ulama' Academy of Economy, Jepara, Indonesia	69
Hallyu (the Korean Wave), Repeating and Gaining Sissy; Institut Manajemen Telkom, Bandung, Indonesia	79
Valuable Craft: A Co-Creation as a Factor of Success in Zocha Vetiver Root Industry Dini Turipanam Alamanda ¹ , Abdullah Ramdani ² ; ¹ School of Business and Management (SBM), Bandung Institute of Technology (ITB), Indonesia; ² Garut University (UNIGA), Management Department, Indonesia	87
Tourism in Jakarta and the Effort to Develop Creative Industry in Setu Babakan Puspita Darmaningtyas ¹ , Alia Widyarini ¹ , Monike Kusna ¹ , Wiwik D. Pratiwi ² ; ¹ School of Architecture, Planning and Policy (SAPPK), Institute Technology Bandung (ITB), Indonesia; ² Lecturer of School of Architecture, Planning and Policy (SAPPK), Institute Technology Bandung (ITB), Indonesia	91

Betawi Traditional Dwelling as a Place for Tourism and Creative Industry Wiwik D. Pratiwi; School of Architecture, Planning and Policy Development, Bandung Institute of Technology (ITB), Indonesia	99
Dagadu's Innovation Process: A Phenomenology Research Wiwik Sri Suhartati ^{1,2} , Yanto Sidik Pratiknyo ^{1,3} ; ¹ PPM- Management, Jakarta Indonesia; ² Dagadu Djokja; ³ Founding Member of International CEFE Association for Entrepreneurship, Frankfurt, Germany	109
Developing a City through Creative Industries: An Approach to Urban Regeneration (Working Paper) Salfitrie R. Maryunani; School of Business and Management, Bandung Institute of Technology, Indonesia; Goldsmiths, University of London, UK	117
Section-3: Entrepreneurial Management & Corporate Culture	
The Impact of Ownership Structure and Agency Problem on Corporate Governance Mechanism in Indonesian Public Companies	125
Augustinus Setiawan ¹ , Sugiarto ² , Vidi Arini Yulimar ¹ ; ¹ STMIK Provisi, Information System Dept, Semarang, Indonesia; ² Multimedia Nusantara University, Management Dept, Tangerang, Indonesia	
Garbage in Products out: Service Science Using Co-opetition in Sukaregang Leather	135
Industry Anita Silvianita, Dini Turipanam Alamanda; School of Business and Management (SBM), Bandung Institute of Technology (ITB), Indonesia	
Knowledge-Based Performance Management System Design for the Faculty of Business and Management	141
Anton Mulyono Azis; School of Business and Management (SBM), Bandung Institute of Technology (ITB), Indonesia	
The Impact of Corporate Governance on Voluntary Disclosure Moderated by Company Size (An Empirical Study of Non-Financial Companies Listed on BEI Year 2009) Dian Indriana ¹ , Amerti Irvin Widowati ¹ , Vidi Arini Yulimar ² ; ¹ Semarang University, Accounting Dept., Semarang, Indonesia; ² STMIK Provisi, Information System Dept., Semarang, Indonesia	149
The Analysis of Implementation Good Corporate Governance on Small Business Entity: An Explorative Survey	155
Fazli Syam B. Z. ¹ , Akhmad Syakhroza ² ; ¹ PPIA, Faculty of Economics, University of Indonesia, Indonesia; ² Accounting Department, Faculty of Economics, University of Indonesia, Indonesia	
Patterns of Managerial Roles of Successful Small Scale Firm Owners in Bandung Widjajani ¹ , Gatot Yudoko ² ; ¹ Department of Industrial Engineering, Langlangbuana University, Bandung, Indonesia; ² School of Business and Management, Bandung Institute of Technology, Indonesia	173
Formulating Business Strategy: Integrating Balance Scorecard and Sun-Tzu Business Strategy into Quality Function Deployment Yadi Ernawadi, V. Santi Paramita: UNJANI, Indonesia	181

Section-4: Entrepreneurial Finance, Cooperative, & Microfinance

Strategic Management of Zakat Fund for Micro Entrepreneurs: (A Case Study of Zakat Organization in Bogor, Indonesia) Rahmat Pramulya ¹ , Asmawati ² ; ¹ Research and Community Service Institute (LPPM), Universitas Teuku Umar Meulaboh, Aceh, Indonesia; ² Universiti Kebangsaan Malaysia, Faculty of Islamic Studies, Bangi KL, Malaysia	195
Asymmetric Information on Non-bank Microfinance Institutions in Lending to Micro and Small Enterprises Tasya Aspiranti; Bandung Islamic University	205
Rate of Return Estimation of Start-Ups Company: An Arbitrage Pricing Theory (APT) Approach Sudarso Kaderi Wiryono, Oktofa Yudha Sudrajad, Barli Suryanta, Aulia Nurul Huda; School of Business and Management (SBM), Bandung Institute of Technology (ITB), Indonesia	213
Law and the Economy: Empirical Evidence on the Implication of Legal Framework in Capital Regulation and New Business Enterprises Establishment in Indonesia Anggoro Budi Nugroho; School of Business and Management (SBM), Bandung Institute of Technology (ITB)	219
Section-5: Entrepreneurial Marketing	
Bringing Innovations of Integrated Marketing Communications Mix to the Job Training I Esti Dwi Rinawiyanti; Department of Industrial Engineering, University of Surabaya	229
Entrepreneurial Marketing: Resource-Advantage (R-A) Theory, Perspective, and Practice in Small Firms Sandy Wahyudi; International Business Management, Ciputra University, Surabaya, Indonesia	235
Bandung Culinary: Analysis of Factors that Influence Consumer in Buying Tahu Jeletot Dini Turipanam Alamanda, Anita Silvianita, Farah Alfanur; School of Business and Management (SBM), Bandung Institute of Technology (ITB), Indonesia	247
Role of Creative Packaging and Programming of Tourism Products in Creating Tourism Competitiveness Ike Janita Dewi; Economics Faculty, Sanata Dharma University, Indonesia	251
International Marketing Program of Coffee by Farmers that Join Coffee Cooperative in Pangalengan Meriza Hendri; Business and Management Faculty, Widyatama University, Indonesia	261
Ratio Analysis on Entrepreneurial Service Quality: A Case Study in a Motorcycle Dealership in East Java Samuel P. D. Anantadjaya ¹ , Christopher Pratama ¹ , Irma M. Nawangwulan ² , Mentiana Sibarani ³ , Julians C. Riwoe ³ ; ¹ School of Accounting, Faculty of Business Administration & Humanities, Swiss German University, Tangerang Selatan, Indonesia; ² School of Business, Faculty of Economics, Universitas Pembangunan Jaya, Tangerang, Indonesia; ³ School of Business, Harapan Bangsa Business School, Bandung, Indonesia	271

Consumers Choice of Natural Medicines Compare with Chemical Medicines in Indonesia Ana Lenggana, Mustika Sufiati Purwanegara; School of Business and Management (SBM), Bandung Institute of Technology (ITB), Indonesia	283
Consumers Segmentation Based on Their Perceived Value toward Recycled Products Adinda Meutia Hapsari, Mustika Sufiati Purwanegara; School of Business and Management (SBM), Bandung Institute of Technology (ITB), Indonesia	289
Customer Satisfaction: Its Antecedents, Its Roles, and Its Consequences (A Literature-mapping Review of Empirical Findings) Mustika Sufiati Purwanegara, Iman Permana; School of Business and Management (SBM), Bandung Institute of Technology (ITB), Indonesia	297
Section-6: Entrepreneurial Mindset, Trait, & Leadership	
The Contribution of Entrepreneurial Initiatives during High Schools on Ability to Identify Business Opportunity among the Indonesian Graduates Nor Aishah Buang, Isteti Murni; Universiti Kebangsaan Malaysia	305
Antecedents and Consequences of Entrepreneurial Leadership in a Service Industry Setting (Case: Some Phone Provider in Indonesia) Willy Arafah; Economics Faculty, Management Department, Trisakti University, Jakarta	309
Transgenerational Entrepreneurial Attitudes in Bandung Family Business Astri Ghina; School of Business and Management, Bandung Institute of Technology, Indonesia	317
An Investigation on How Entrepreneurial Spirit in Developing Country Affects the E-Commerce Mindset Used for Entrepreneurship Retailing Project of Young Businessmen at Ciputra University Surabaya Natalia Christiani ¹ , Alfandi Nugroho Yahya ² ; ¹ Language and Culture Department, Ciputra University, Surabaya, Indonesia; ² Information and Multimedia Technology Department, Ciputra University, Surabaya, Indonesia	331
Section-7: Entrepreneurship Education	
Entrepreneurship Education: Influencing Students Intensions to Become Entrepreneurs Agustini Dyah Respati, Ambar Kusuma Astuti; Faculty of Business, Duta Wacana Christian University, Yogyakarta, Indonesia	339
Understanding Public Event as an Entrepreneurship Education: A Social Interaction Approach Airlangga Perwira Mulia; School of Business and Management, Bandung Institute of Technology, Indonesia	347
The Process of Entrepreneurship Learning on Innovative Venture Creation at Ciputra University, Surabaya David Sukardi Kodrat, Astrid Kusumowidagdo, Maria Christina; Entrepreneurship 4 Curriculum Team, Ciputra University, Surabaya, Indonesia	357
Young Entrepreneurs: Between Study and Money Erita Yuliasesti Diahsari; Ahmad Dahlan University, Yogyakarta, Indonesia	371

Identification of Academic Motivation Influences to the Student's Academic Achievement (Case Study: Undergraduate and Graduate Students of SBM-ITB) Ubaidillah Zuhdi, Nur Arief Rahmatsyah Putranto, Dhanan Sarwo Utomo; School of Business and Management (SBM), Bandung Institute of Technology (ITB), Indonesia	379
Product Costing in the Start-up Business: Reflection from Entrepreneurship Education Wirawan E. D. Radianto; IBM Department, Universitas Ciputra, Surabaya; Doctoral Program in Accounting, Universitas Airlangga, Surabaya	385
Research Papers in Indonesia International Conference on Innovation Entrepreneurship, and Small Business ICIES 1 and IICIES 2 Institut Teknologi Bandung, Jakarta, Indonesia Yanto Sidik Pratiknyo; PPM Manajemen, Jakarta, Indonesia; Founding Member of International CEFE Association for Entrepreneurship, Frankfurt, Germany	391
The Affect of Socio Cultural Factors in Starting a Business Yudith Dwi Anggraeni ¹ , Yanto Sidik Pratiknyo ^{1,2} ; ¹ PPM Manajemen, Jakarta, Indonesia; ² Founding Member of International CEFE Association for Entrepreneurship, Frankfurt, Germany	399
Using Web 2.0 Application to Remove Barrier to Start Business among Students as an Entrepreneurship Education Method in Higher Education Institutions (Case Study at Eclothing Bandung) Mery Citra Sondari ¹ , Freggy G. P. A.; ¹ Universitas Padjadjaran,Indonesia	405
PRO-3 Technopreneur Formula for Polytechnic Education Mohammad Nurdin; Manufacturing Management, Bandung Polytechnic of Manufacturing (POLMAN Bandung), Indonesia	411
Section-8: Intellectual Capital & Property Rights	
Commercial Value of Trademark at E-Commerce Business Model through Protection by Indonesian Regulation Edy Santoso; Collage of Law Government and International Studies, Universiti Utara Malaysia, Malaysia	419
Patent-based Comparative Advantage Analysis: A Study Case on Functional Food Rahmi Lestari Helmi; Center for Innovation, Indonesian Institute of Sciences (LIPI)	429
Implementation Policy of Intellectual Property Rights Protection Bases on Product Research and Development Institute Tommy Hendrix; Center for Innovation, Indonesian Institute of Science	439
Section-9: Intrapreneurship	
Faculty Search Committees in Managing Recruitment Process of Teaching Staffs Sayed Mahdi, Teuku Iskandar Ben Hasan; Faculty of Economics, Syiah Kuala University	447
Analysis of Corporate Entrepreneurship Practices in State Owned Companies (Case Study: Indonesian Telecommunication Industry and Electricity Industry) Sonny Rustiadi, Tita Januarita Subandhi, Arief Witjaksono Kautsar; Center for Innovation, Entrepreneurship, and Leadership (CIEL), School of Business and Management, Bandung Institute of Technology, Indonesia	455

The Effectiveness of Entrepreneurship Course on Entrepreneurship Index for Community College Students in Malaysia Nor Aishah Buang, Dibraezatul Eldiazessrah Awalludin; Faculty of Education, Universiti Kebangsaan Malaysia	465
Perspective of Academic Plan in Managing University Sayed Mahdi, Irham Fahmi, Said Muniruddin, Muhammad Basyir; Faculty of Economics, Syiah Kuala University, Banda Aceh, Indonesia	471
Corporate Entrepreneurship at Public Service Sector: Measurement and the Influence toward Government Performance (Case Study of BPPT at Bandung City and Regency) Astri Ghina ¹ , Danny Permana ² ; ¹ School of Business and Management, Bandung Institute of Technology, Indonesia; ² Padjadjaran University, Bandung, Indonesia	481
Section-10: NPD, Innovation, & Emerging Technology	
A Combination of Soft System Methodology and Drama Theory Approach in Waste Management (Case Study: Garut Leather Jacket Factory) Farah Alfanur, Qonita Hidayatullah, Dini Turipanam Alamanda; School of Business and Management (SBM), Bandung Institute of Technology (ITB), Indonesia	495
Influence Innovation by Used Statistical Process Control as Tools to Set Up a Cigarette Quality Standard (A Case Study at PT. Total Sembilan in Surabaya) J.E.Sutanto, Denny Bernardus; Faculty of Economic, Universitas Ciputra, Indonesia	499
Developing Technology on Jazz Improvisation Learner System in a Software with Artificial Neural Network Approach for Music Industry Muhammad Ghifary; Pixel People Project, Bandung, Indonesia	509
Evaluation of Emerging Logic Devices for Future Semiconductor Industry Yulianto Suharto; Engineering and Technology Management Department, Portland State University, Portland, OR, USA; School of Business and Management, Bandung Institute of Technology, Indonesia	515
Technology Development on 3-Dimensional L-System Fractal Generator in jBatik Software Dimas Yusuf Danurwenda; Pixel People Project, Bandung	525
The Effect of Packaging Design Attributes On Consumers Purchase Decision of SoyJoy Products (Creativity Most Important to Building Image Products) Herry Hudrasyah, Adiprimo Rizky; School of Business and Management, Bandung Institute of Technology, Indonesia	531
Johan Oscar Ong; Department of Industrial Engineering, Harapan Bangsa Institute of Technology (ITHB), Indonesia	543
New Product Development: Creating a Simple 3D Scanner Software for Scanning Balinese Statue Muhamad Lukman; Head of Design, Pixel People Project, Indonesia	549
Service Innovation: Key Factor to Face a Global Competition in Airline Industry Widjaja Hartono; International Business Management, Ciputra University, Surabaya	553
State of the Art and Future Perspectives of Design-driven Innovation Philips Kembaren, Togar M. Simatupang & Dwi Larso; School of Business and	561

Management, Bandung Institute of Technology, Indonesia	
Mapping the Organizational Innovation Research Methods in Asia Siska Noviaristanti; Telkom Management Institute, Bandung, Indonesia	571
The Exploration of Design Driven Innovation as a Dynamic Capability Philips Kembaren, Togar M. Simatupang & Dwi Larso; School of Business and Management, Bandung Institute of Technology, Indonesia	577
Section-11: Social Entrepreneurship & Community Development	
Effectiveness of Zakat Deduction Regulation in Indonesia (Implication to Social Entrepreneurship) Dodik Siswantoro, Ganda Anugrah; Department of Accounting, Faculty of Economics University of Indonesia	589
Attitude towards LAZ (Lembaga Amil Zakat/Institutions of Zakah Officials) in Indonesia Amalia E. Maulana ¹ , Lexi Z. Hikmah ² ; ¹ BINUS University, Indonesia; ² ETNOMARK Consulting, Indonesia	595
Strategic Evaluation of Local Government Tourism Program: Case Study of Sawahlunto City Robby Rosandi; Research and Development Department; Development Planning Agency (BAPPEDA) Sawahlunto-West Sumatra; Padang School of Economics and Commerce (STIE Perdagangan), Padang-West Sumatra	605
Managing Corporate Reputation, Stakeholder Relations, and Corporate Social Responsibility: A Southeast Asian Perspective Zulhamri Abdullah ¹ , Yuhanis Abdul Aziz ² ; ¹ Department of Communication, Faculty of Modern Languages & Communication, Universiti Putra Malaysia, UPM Serdang, Selangor, Malaysia; ² Department of Hospitality and Recreation, Faculty of Economics and Management, Universiti Putra Malaysia, UPM Serdang, Selangor, Malaysia	611
Microenterprises and Poverty Alleviation, an Islamic Perspective Nur Indah Riwajanti; Accounting Department, State Polytechnic Malang, Indonesia; Durham University, UK	625
Empowering People through Cultural Value Orientation as Sustainable Social Entrepreneurship Bambang Rudito; School of Business Management, Bandung Institute of Technology, Indonesia	639
Section-12: Technology Commercialization, Technology Development, & Technology Management	
Technological Forecasting: Application on Six Sigma Concepts Abdul Talib Bon, Looi Soon Kooi; Faculty of Technology Management, Business and Entrepreneurship, Universiti Tun Hussein Onn Malaysia, Batu Pahat, Johor, Malaysia	651
The Influence of Privacy and Security of Internet Technology on Quality Information Exchange between Businesses to Business (B2B) in Malaysian Industry Samsudin Wahab ¹ , Abdullah Yahia Moqbile Ahmad ² ; ¹ College of Business, Universiti Utara Malaysia; ² Faculty Office Management and Technology, MARA University of Technology	659

Implementing Orange HRM Human Resource Information System Titus Permadi Setiawan; International Business Management (IBM), Universitas Ciputra (UC) Surabaya, Indonesia	669
Workflow Technology as an E-Participation Tool to Support Policy Making Processes Trisnawati; Public Administration Department, Brawijaya University, Indonesia	675
Section-13: Women & Family Entrepreneurship	
The Internet and Women Economic Empowerment Anis Hamidati, Ezmieralda Melissa, and Muninggar Sri Saraswati; Department of Communication and Public Relations, Faculty of Business Administration and Humanities, Swiss German University, Indonesia	691
Relationship between Women Entrepreneurs' Transformational Leadership Style with Business Performance	707
Noor Azah binti Hashim, Norasmah Othman; Faculty of Education, Universiti Kebangsaan Malaysia, 43000 Bangi, Malaysia	
Grandpa as an Entrepreneur: Population Dynamics of Social and Business Entrepreneurship, an Exploratory Analysis Ronald C. Beckett, Howard Frederick; Centre for Entrepreneurship, Innovation and Community, Deakin University, Australia	717
Culture as a Barrier to Women's Entrepreneurship: Evidence from Rural Vietnam Cuc Thi Nguyen; School of Marketing and Management Deakin University, Australia	727
Section-14: Development Track	
Preliminary Study in Starting Property Business in Samarinda, East Kalimantan Andiko Prima; School of Business and Management (SBM), Bandung Institute of Technology (ITB), Indonesia	737
Financial Planning for Preparing Education Fund in Islamic School Jakarta Audria Adelia Prameswari; School of Business and Management (SBM), Bandung Institute of Technology (ITB), Indonesia	741
The Effect of Derivatives in Reducing Risk on Jet Fuel Price Movement: A Case Study of PT. Garuda Indonesia (Persero), Tbk. Livia Ardelia Gentha; School of Business and Management, Bandung Institute of Technology, Indonesia	747
The Influence of Internal and External Factors on Indonesian Banking Performance Pratiwi Sekarwangi, Subiakto Soekarno; School of Business and Management, Bandung Institute of Technology (ITB), Indonesia	755
Feasibility Analysis of Biogas Plant Construction in Pangalengan, West Java Sabrina Zulia Nuradzanni, Deddy Pri Koesrindartoto; School of Business and Management (SBM), Bandung Institute of Technology (ITB), Indonesia	761
Determination of Variables which Affect CAR in Bank CIMB Niaga Sarah Wibiandini: School of Business and Management (SBM). Bandung Institute of	767

Technology (ITB), Indonesia

Planning Education Fund for National Plus School with Anticipation towards Inflation Rate Tasya Nabila Djani; School of Business and Management (SBM), Bandung Institute of	773
Technology (ITB), Indonesia	
The Case Study of Anne Avantie in Building Its Customer Loyalty	779
Delya Ananda, Reza Ashari Nasution; School of Business and Management, Bandung	
Institute of Technology (ITB), Indonesia	
Analysis of Motivation and Preferences of Bandung Institute of Technology Students in	785
Choice Tourism Destination	
Nurrani Kusumawati, Mustika Purwanegara; School of Business and Management (SBM),	
Bandung Institute of Technology (ITB), Indonesia	