

# IICIES 2011 Programs

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IICIES - <iicies@sbm-itb.ac.id>

Tue, Jul 19, 2011 at 1:23 PM

To: athor.subroto@yahoo.com, nurul.latifah04@gmail.com, sjahrir@rad.net.id, mur\_ahhati@yahoo.com, sis.sassy@gmail.com, ameliapri@gmail.com, puspitarch@gmail.com, e\_santoso\_id@yahoo.com, bptama@hotmail.com, rahmilest@yahoo.com, rahmilestari@inovasi.lipi.go.id, lutfah.ariana@lipi.go.id, tpermadi@ciputra.ac.id, senayawati@yahoo.com, sayed.mahdi@yahoo.com, astri.ghina@sbm-itb.ac.id, je.sutanto@ciputra.ac.id, mghifary@gmail.com, soetam.rizky@machung.ac.id, dimas.danurwenda@gmail.com, dini.turipanam@sbm-itb.ac.id, ikejanitadewi@yahoo.com, merizahendri@yahoo.com, samuel.anantadjaya@sgu.ac.id, sonnyrustiadi@yahoo.com, abosaad733@gmail.com, nor aishah buang <chahbuang@yahoo.com>

Dear Authors,  
Please be informed The 3rd IICIES 2011 Programs,

Center for Innovation, Entrepreneurship, and Leadership (CIEL), School of Business and Management (SBM) ITB, will be presenting **The 3rd Indonesia International Conference on Innovation, Entrepreneurship, and Small Business (IICIES 2011)**.

This is an annual event organized by CIEL SBM-ITB. Theme for this year is: **“Creative and Cultural Entrepreneurship in the New Era”**.

There will be several programs, whereas:

## **SEMINAR SESSION**

### **- DAY 1, Tuesday, 26 July 2011: CREATIVE & CULTURAL ENTREPRENEURSHIP**

- Keynote speaker Gerald Lidstone (**Goldsmiths University of London, UK**)  
- Creative and Cultural Entrepreneurship
- Biranul Anas (**Fakultas Seni Rupa & Desain-ITB**) – Creative and Cultural Entrepreneurship Development
- Indra Utoyo (**PT. Telekomunikasi Indonesia**) – Digital Technology-Based Industry Development
- Putu Wijaya (**TEATER MANDIRI**) – Creative Exploration in Movie and Theater Industry

### **- DAY 2, Wednesday, 27 July 2011: CORPORATE ENTREPRENEURSHIP**

- M. Riza Pahlevi Tabrani (**Perusahaan Gas Negara**) – Community Development
- Gita Wirjawan (**Badan Koordinasi Penanaman Modal**) – Corporate

## Entrepreneurship in BUMN

- Mike Orgill (**Google Southeast Asia**) – Google’s Culture of Innovation

### **- DAY 3, Thursday, 28 July 2011: ENTREPRENEURSHIP EDUCATION & DEVELOPMENT**

- Bambang Rudito (**Sekolah Bisnis & Manajemen-ITB**) – Sustainability in Social Entrepreneurship
- Marcelino Pandin (**Indonesian Institute of Directors**) – Professional Development of SME’s Board of Directors
- Anies Baswedan (**Indonesia Mengajar**) – Entrepreneurial Education

### **WORKSHOP**

**Business Plan for Creative Industries** by Sian Prime (**Goldsmiths University of London, UK**): 26-27 July 2011

### **GALA DINNER**

Gala Dinner and MBA-CCE Launching (Hotel Preanger)  
26 July 2011, 18.00 – 21.30

### **PARALLEL SESSION**

26-28 July 2011, 13.00 – 17.00

### **MASTER AND DOCTORAL CONSORTIUM**

26 July 2011, 13.00 – 14.00

### **MENGEMBANG LAYAR**

July 26 – 28, 2011, 08.00 – 16.30

All programs (except Gala Dinner) will be held at Gedung Merdeka, Jalan Asia Afrika, Bandung-Indonesia

For further information and registration, please contact:

Isti Raafaldini - CIEL SBM ITB

Phone : [+62222531923](tel:+62222531923) Ext. 313

Mobile : [+6287822655255](tel:+6287822655255)

<http://ciel-sbm-itb.com/iicies2011>

We are looking forward to see you in the Conference. Thank you.

Best Regards,

IICIES Committee

## Parallel-Session Schedule

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IICIES - <iicies@sbm-itb.ac.id>  
To: samuel.anantadjaya@sgu.ac.id

Tue, Jul 19, 2011 at 1:05 PM

Dear Authors,

Here is your parallel-session schedule:

Day / Date : Wednesday, July 27, 2011  
Time : 13.00 – 14.30  
Session : 4  
Room : 2  
Venue : Gedung Merdeka

Jl. Asia Afrika Bandung

You will present you paper, title:

**RATIO ANALYSIS ON ENTREPRENEURIAL SERVICE QUALITY: A CASE STUDY IN A MOTORCYCLE DEALERSHIP IN EAST JAVA**

Please be informed that you have 20 minute presentation (including Q&A).

Thank you and see you in the Conference

Regards

IICIES Committee