



**UNIVERSITY OF NORTHERN
PHILIPPINES**
Heritage City of Vigan 2700
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PASUNDAN UNIVERSITY
Jl. Dr. Setiabudhi 193
Bandung, West Java
Indonesia



The 1st International Conference on Interdisciplinary Studies for Cultural Heritage

April 1, 2015

Letter of Acceptance & Invitation for Oral Presentation

Irma M. Nawangwulan
School of Management Studies, Universitas Pembangunan Jaya
Bintaro, Tangerang
Indonesia

Greetings from the Pasundan University and University of Northern Philippines.

We are very pleased to accept Irma M. Nawangwulan to attend **The 1st International Conference on Interdisciplinary Studies for Cultural Heritage (ISCH)** and present the paper entitled *Value Creation on CRM: Evidence of Employee Competence in Bird's Group Serviced Apartments in Indonesia*, on:

Day : Tuesday – Wednesday
Date : May 12th – 13th, 2015
Venue : The Auditorium of Mandala Saba R. Otto Iskandar Di Nata,
Campus of Pasundan University, Bandung, West Java, Indonesia

This invitation letter kindly refer to the name of co-author as follow:

1. Josephine P. Sawirin (Bird Group, Bandung);
2. Samuel PD Anantadjaya (School of Business Faculty of Business Administration & Humanities Swiss German University, BSD City, Tangerang),

To presenting a paper entitled *Value Creation on CRM: Evidence of Employee Competence in Bird's Group Serviced Apartments in Indonesia*.

Your kind attendance is much appreciated to strengthening our international conference quality improvement. For the details event, see rundown in detail at our website <http://isch.unpas.ac.id>. Thank you very much.

Sincerely,

Yuce Sariningsih
ISCH 2015 Conference Chair
Pasundan University, Indonesia