

Human Resources Behaviour Towards Marketing & Organization

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Abstract

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Abstrak

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I. Introduction

Human resources firm is a valuable asset that aids in the smooth operation of a business. Employees are the human resources with the most potential and impact in a company's operations (Nurismilida et al., 2018). A company's performance not only depends on the facilities, infrastructure, and equipment, however, it is also contingent on a company's ability to utilize its human resources by giving motivation to its employees.

People are the most valuable asset in a company, however, employees are often the most difficult resources for a company to handle due to many differences in each person (Osabiya & Joseph, 2015). Differences in employment, division of duties, positions, and status can lead to conflict in the workplace (Nurismilida et al., 2018). In addition, as a human beings, sometimes they use emotions in it which results in conflict between employees. These differences show that every individual has their own needs which are required to be met and managed to achieve organizational development and growth. It all depends on how the company can manage its employees, although a company may have a good manager, good vision, and mission. However, if a company ignores its employees, the company will be in turmoil (Osabiya & Joseph, 2015).

Satisfied employees produce satisfactory results and the other way around. It is important for the top management to satisfy their employees as satisfied employees will most likely work productively and reach the company's goals (Osabiya & Joseph, 2015). In another word, satisfied employees mean positive employee behavior which results in benefits the company. It is a challenge for a company to keep its employees motivated. Due to much competition, they required effective mix marketing in improving management performance.

Marketing is an important key management discipline that interprets customers' wants, desires, and needs based on the producers of services and goods. Therefore, a marketing strategy is needed in a company to give direction, strength, and interaction between the marketing mix (Bahador, 2019). In maintaining the marketing mix, it involves organizational behavior.

In this case, the top management plays an important role to select what's best for the company by communicating within a team. Surely this raises the question—Why can motivation affect the productivity of the marketing mix? How organizational behavior is the reason for the decrease or increase of marketing mix? As the paper unfolds, we will also explore the effect of human resources on marketing mix and organizational behavior, how they motivate their employees in a team, and most importantly how the organization deals with the conflicts and motivates their employees. This paper aims to see how and why the conflicts within employees and motivation are related and analyze their impacts on the organization and company.

I.1. Research model

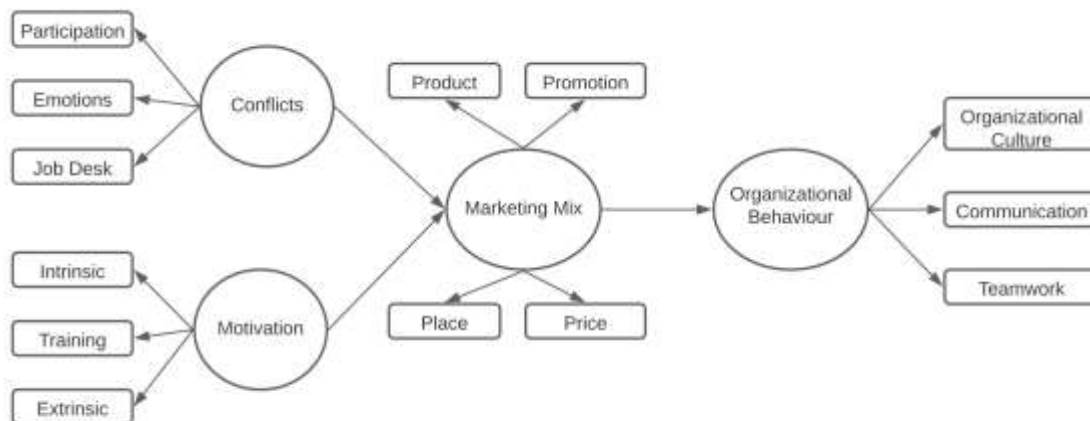


Figure 1: Research Model

As explained, this study attempts to determine the roles of both conflict and motivation influencing the marketing mix of the organization, this would, later on, affect the organizational performance and behavior. In this paper, conflict focuses on the participation between employees within the organization over different job descriptions along with their individual emotions. Motivation would cover the intrinsic and extrinsic perspective, as Intrinsic motivators as achievements and Extrinsic such as pay, promotion, feedback, and working conditions.

The variable marketing mix relies on both conflict and motivation,

I.2. Research Problems

Enthusiasm is the effect of an individual who is trained and always motivated. Afterwards, employee will tend to be more organized in the workplace, as a result of being disciplined, employee marketing increases (produce, price, etc.) after good marketing, we can see if he is good in an organization (organizational behavior) from he is good in the organization the effect is to teamwork, communication, the organizational culture he creates good cooperation. This case is related to the Pertamina cooperation This company ensures that all employees can get to and from the office without having to take public transportation by providing shuttle buses in certain areas. But if the employee's house is not reached by the shuttle bus, then they have to work from home. So that employees don't have to leave the office during breaks, Pertamina provides lunch boxes. In addition, those who need mental health consultation can contact the hotline with a psychologist provided by the company. Employees can also take part in webinars on stress management and online sports sessions. To increase body immunity, Pertamina provides a package containing multivitamins. Pertamina is very concerned about the physical and spiritual condition of its employees. So employees do not have to worry about physical and spiritual health and can motivate them to work harder so that the services provided by Pertamina will increase over time. (PERTAMINA, 2012)

In that case, the main issues to be explored are (1)What causes motivation to influence organizational behavior? (2) what causes conflict between employees, themselves, their jobs? (3) what caused the motivation to solve the problem in the conflict? (4) What good organizational behavior can prove that work management has been carried out properly?

Hence the research question is as follows.

- A. What causes motivation to influence organizational behavior?
- B. What causes conflict between employees, themselves, their jobs?
- C. What caused the motivation to solve the problem in the conflict?
- D. What good organizational behavior can prove that work management has been carried out properly?

II. Theoretical Background

II.1. Conflicts Within Employee

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II.2. Motivation in the Workplace

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II.3. Marketing Mix

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II.4. Organizational Behaviour

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III. Analysis

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IV. Conclusion

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ABSTRACT

In the eyes of an everyday person, a small business may seem as a person's way of earning money and making a living or just as one's way of displaying their passion. But in reality, Small Businesses are much more than that. The rise of small businesses started to take off after the industrial revolution in the 19th century. After machines were built to increase efficiency and decrease human labor, most successful business took the opportunity of applying these new found technology it gave the opportunity for other players to start businesses of their own in the same field but smaller. This progressed throughout the history of the world and it brings us to today, where small businesses have been stitched to the fabric of society, and with the rise of institutions such as social, economy and politics. Small Businesses have mixed themselves into those institutions, becoming a working part in keeping this world going. In this paper, we will explore what small businesses are, what types are there, what defines one, what are the advantages and challenges when running one, and what do they contribute to the world.

I. Introduction

Business, it has become a pillar in the structure of society, mostly associated with the economic parts of society. It has become one of the things that keeps the balance of life or scales of life stable. It has been the principle of economics since the foundation of society itself. Businesses have evolved from trading to the various forms it is today, from Sole Proprietorships to Corporations. (QS Study) One of the many forms being Small Businesses, which may sound insignificant but is actually much more powerful than most people would think. In this paper, we will be going through the definitions of Small Businesses, its various concepts, and the factors and aspects of it.

II.1. Understanding of small business, self-employment, entrepreneurship, and startup

The concepts of these four ideas are often thought for one another. However they are very much different with important distinctions. These are the main differences between the four

concepts. A Small Business is a small group with few people involved with or without the intention to get bigger, the amount of people involved in this concept of business are typically small. The definition of “small” varies in different countries but the general perception sees a small business having less than or exactly 1500 people, and the ones involved in the business may be categorized as an entrepreneur attempting to reflect or express their passion or interest through their business. The people working in the enterprise are typically people that are close with the owner of the business such as families, friends or close relatives.(iEduNote, 2017).

A Startup is a brand new group with the goal of getting bigger at a rapid pace. One of the things that makes a Startup unique is that a Startup focuses on issues and problems that are present in the world but doesn't have a solution to. Their most prominent characteristic is innovation, in order to achieve their goal, they must have the ability or capability to solve the issue or problem they aimed to solve. Age isn't necessarily a factor when it comes to classifying a Startup, most people would think that when a business has just started, it is considered as a startup, but that is not the case, even when a business is 7 years old, it can still be considered as a startup. The biggest factors in categorizing a Startup are its Innovation as it has been mentioned earlier and also, risk because of the chances of a startup to succeed is very slim considering the fact that they are focusing on a problem that has no solution to, and finally growth, this is because of the amount of financial support this kind of business would require, since they are working in a field unknown to most of the people in the world, a lot of research and development will be required, and typically when startups are showing success and it seems promising in solving a problem, people would be more interested and eventually join in investing in the company. (Pereira, 2020)

Entrepreneurship is a bit hard to explain since it has collected so many different definitions throughout the years, one of the ways to explain it would be a new group or organization that creates a new playing field for businesses. Another general and maybe easier definition of Entrepreneurship would be that it is a way of people or “Entrepreneurs” to find profit. Entrepreneurs are known for being very creative to look for profit or building a business. You may think that this is similar to Startups, well, you're right. Startup companies can be considered as businesses started by entrepreneurs to look for an out of the box way to look for profit. However , not all entrepreneur based businesses are like startups. Entrepreneur based

businesses' most prominent characteristic is just like a startup's which is innovation, but they are not limited to solving a problem that has no solution. (Ferreira, 2020)

Self-employment can be identified as a person with the purpose of giving themselves a job, these are usually not related to businesses but more to like side jobs or a type of employment that only requires a single individual to run. Another easy way to understand is that an individual becomes a brand thus, in a way, that person is selling themselves by service. An example of a self employment job can be a real estate agent, construction contractors, actors, actresses and managers for any kind of field. (The Balance Small Businesses, 2020)

Small businesses usually consist of only the founder working on the line or maybe with a few other employees. Small businesses that put out products or services don't mainly focus on growth. Startups, however, do otherwise. Their main focus is on getting bigger and having a name for themselves, they also usually offer innovative products and services. Entrepreneurs have an advantage when they enter the business world because it is their job to analyze and study something before working in it or applying into it, they have the ability to lead a business of organization into a proper course by being able to adapt to whatever situation they are in and also to do a SWOT analysis on themselves, making it very easy for them to know everything there is to know about what they are getting into. Self Employers can be considered as entrepreneurs making their way into the business world, but they are usually people who have jobs that are considered individual, like for example; web designers, coders, or maybe even mechanics. They are client based, they look for customers or when they have a name for themselves, customers will look for them (Ingram, 2019)

II.2. Size Definition

The official definition for "Small Business" is different in each country and industry. The factors or indicators used to define a small business are annual sales or *turnover*, net profit or *balance sheets*, individually or all together. This is because these papers and documents are data that will explain in detail the company's activities and how they are doing as a business. Turnovers will indicate how much money a company makes and a balance sheet will show the financial states and activities of the company including income. Some examples of the definitions of a small business in some countries are as followed. In India, a small business has

an annual turnover no more than Rs 50 crore, to put it in an easier perspective, that is equivalent to 6,8 million US dollars. Speaking of the US, in America, a small business has an annual turnover less than \$7.5 million and has less than 500 employees, here we start to get a glimpse of the amount of people involved in a small business, however, this will vary in different countries as it will be portrayed in table 1. In the EU, a small business has a turnover less than €10 m. And in Australia, a small business has less than 200 employees. (Liberto, 2020)

Table 1. Size definition of Small Businesses by numbers of employees in different countries

Countries/size	Australia	US	Canada	EU
Small	<15	<250	1-99	<50
Medium	<200	<500	100-499	<250
Large	<500	<1000	>500	<1000
Enterprise	>500	>1000	N/A	>1000

Source: (Dilger, 2020)

II.3. Demographics

A small research conducted in America 4 years ago concluded that most business owners were over the age of 50. On a detailed scale, 51% are over 50 years old, 33% between 35 to 49 years of age, and 16% under 35 years old. This data shows that small businesses were more popular for “older people” or “boomers” with the majority being older than 50 years old, however, things have changed in recent years where the number of millennials owning a small

business have grown, especially with micro businesses. In terms of gender, 55% were owned by males, 36% by females, and 9% being shared ownership between men and women, in the recent survey of 2020, the number of male owners have grown to 73% but the percentage of women owners did not necessarily “shrank” due to the fact that the percentage of women owners are slowly rising each year but at a much slow pace compared to the men. As for race, 72% were white or Caucasian, 13.5% Latinos, 6.3% African American, 6.2% Asian, and 2% as other different races, remembering that this data was taken from the United States of America, it is understandable that the ethnicity of the owners are more diverse compared to other countries. And for their educational background, 39% had a bachelor’s degree or higher than that, 33% had some high educational background (college), and 28% had at least a high school diploma. From a more recent survey, the number of bachelor’s degree or higher owners have stayed the same at 39% and with high educational background (college) coming in second with 31% and finally high school diploma with 30%. This shows that even people with a level of knowledge of a high school diploma is more than capable of opening a business and keeping it running. (Guidant financial)

II.4. Franchise Business

In business, Franchising is a way people can gain financial benefits from larger corporations, they buy a part of the latter’s influence and growth for them to grow on their own and also spread to more places and access to more customers, this makes it easier for people to earn money since the only thing they have to do is follow the flow of the business that is already flowing, they don’t need to focus marketing because that part has already been done for them, this cuts the load of work for the owner to a much less weight. Aside from that, they can expect a huge burst of cash flow, this is because franchises usually follow trends which means that whatever is hot in the market, that is usually what the franchises are aiming for and that leads to huge payoffs. However, some franchisees have said that they feel a little bit restrained by the franchisers, they feel that they are restricted with their actions and aren’t independent anymore and due to the fact that franchises follow trends, they are less likely to survive on the long run. This is what Small Businesses strive in, they may not have a huge burst of money at first, but they are more suitable for longevity and the long run. (International Franchise Association.)

II.5. Retailers' Cooperative

This is a type of cooperation where the retailers use their power to get discounts from manufacturers and share marketing expenses. They are usually stores within communities so that it will be easier for them to do this cooperation and to have little to none competition.

III. Advantages.

Advantages of Small Business

Several types of advantages possessed by small businesses are as follows:

Ownership

In the ownership of a small business, the manager of the company will have dual functions and double as all managerial functions such as administration, finance and marketing. This is one of the advantages that only small businesses have which will minimize the costs that will be incurred for paying various tasks that are assigned to your employees. Because the type of small business does not require a variety of job functions that are too detailed and specific.

Employment

One of the other advantages possessed by small businesses is that they help in providing new jobs, new services, new goods, new resources and the latest innovations. Because small businesses are easier to build and manage, it is not uncommon for us to find more and more types of small businesses that have been on the rise lately. This of course will be very helpful, especially the government to provide many new jobs for workers who still do not get a good and suitable job land. And also small businesses are considered more creative and have a myriad of new, more innovative ideas.

Tax

Talking about the problem of establishing a business, of course, will not deviate far from the topic of tax discussion. Where an established business will pay a certain amount of tax and this will apply more lightly to small businesses. Because those who are charged to pay taxes are the (personal) owner, not the business he owns. (SE, 2018)

IV.1. Bankruptcy

While bankruptcy can occur to literally any business in the world, The risks that small businesses need to take can be immense. Small businesses usually go bankrupt because of the lack of financial backings that they have. Owners usually know how much funds are needed per day but they do not know how much revenue is being generated. This can be disastrous as these 2 things should not be this disjointed. Poorly planned / executed marketing campaigns can be a factor for a small business.

Small businesses are often more fragile because of the minimum backup that they have when things go south. Businesses that usually end up going bankrupt are those that keep the price of their service / product for too cheap for too long. This may cause the costs of revenue from new sales. Which could just lead small companies to close down. Bankruptcy is obviously are results of bad planning but also are results of failure in the business industry. It is a clear challenge for small businesses. Although it can be avoided if handled with proper management. (Parker, 2020)

In order to avoid bankruptcy, Small business owners must have commitment to their effort in that small business. Thinking a few steps ahead is also crucial so that the business can grow faster. Avoiding bankruptcy can also be possible as a small business from structural planning and well executed marketing action to gain interest from possible investors. Investors can surely help small businesses avoid bankruptcy. Investors may also help in giving small businesses a second chance. Earned Investors when a small business is in a dire condition can revive the small business and avoid it from bankruptcy.

To summarize , Small businesses need a more specific set of actions in the early stages to avoid bankruptcy . most of the things must be done right as a misstep can really change how the business goes. And further investment (both internal and external) can help or even save the small business from bankruptcy. (Walters, 2019)

IV.2. Social Responsibility

Social responsibilities are actions that are the responsibility of every business no matter how big / small they are . This is a must for small companies to compete against bigger businesses that have better bargaining power and exposure . Doing social responsibilities also includes functioning as a community that shows sympathy to the community and to the public. Of course doing all this necessary social work can be a problem for social businesses. Social resp onsibility can also create following challenges for small businesses :

- Different Attitude from employees as they care more about their personal belief.
 - Social Responsibility can lead to more scrutiny
 - Can also lead to lower product quality / productivity
 - Has a chance to fail in the long run
 - Press coverage may just be negative

From the list above it is pretty clear that social responsibilities can be challenge for small businesses.

(Cudmore, 2020)

There are 3 ways a Small business can benefit from social responsibilities :

1. Volunteerism

This is the first step which is to offer employees paid time to volunteer at local nonprofit organizations. This is important for employees as this shows that they are valued as well to show commitment to impact the community positively.

2. Community Engagement

The second step is that prioritizing community engagement. Developing partnerships with local communities is an important part of this step. Developing partnerships can help in building rapport with the public and also creates a bridge to the customers.

3. Reduce Negative Environmental Impact

Reducing negative not only helps the environment and as a business operating in a responsible manner, but it will also attract employees and customers that are attracted to the quality of the environment.

(McDonald, 2020)

IV.3. Job Quality

Job Quality:

It is important for an employee to have several superior job qualities while working. Here are 5 job qualities that today's employees must have:

Unique and original

1. Unique, unusual and what it is is one of the qualities that employees today must have. The reason is, people with such characters are always able to complete their work and deal with many characters.

2. Ready to face various work risks.

At work, an employee must be ready to face any conditions and risks in the office. That way, all office affairs can be ensured smoothly and run smoothly. But if the employee complains a lot and is not ready for his duties, he will only put a lot of work on hold.

3. Have special skills

Employees without skills will be of little use to the job. Having work skills is a positive thing. It would be even better if the employees in the office have special abilities that make them worthy of being hired. In addition, special skills can usually play a positive role in company performance. (Deil, 2014)

IV.4. Cyber Crime

In the business can be broken down into 4 main categories : loss

reputation , loss consumer confidence , assets , and difficulties . Loss Of reputation and consumer confidence can be impacted greatly after attack . This could halt the online operations and mean the business down for a period . During Cyber attack , a business may lose their refunds for that . Worst - case scenario , a business may actually lose their working pit and funds . In 2016, California handover \$ 255 million

reported the IC 3 . Certain Cyber Attacks Can vary on how long it takes to solve a problem .
Then types of attacks, viruses and malware issues .

Employees activities with the workspace can also render cyberattack . Employees use mobile network or remote access more easily for the job for cyber attack to prevent cyber attacks .

(Egeland,2019)

There are several means which this issues can affect, even destroy the organization and also its reputation. First, the information such as bank account or credit card. Second, its reputation info will be ruined. The damage to reputation such lost data might cause. A third party might suit against an organization as they have themselves incurred a loss. It also (the organization) be subject to significant penalties or legal action rise from the breaches to the privacy laws.
(Arnold, 2019)

V. Marketing

Small businesses have to be careful and economical. One of them is marketing. Like most small entrepreneurs, their marketing budget is limited. The most effective way to promote a small business is to create a program that combines sales activities with a marketing plan. Sales activity can not only save marketing costs, but also increase value through interactions with prospects and customers. These interactions will make your research invaluable.

Marketing is an activity to meet the various needs and satisfaction of consumers by doing a variety of ways, from making products, selling points, determining prices, and promoting products. Marketing is a combination of activities that are interconnected in an effort to know the needs of consumers. So, companies can develop prices, products, services, and promotions to meet needs and earn profits. With marketing, consumers can more easily fulfill their needs. If

marketing can run optimally, it can generate maximum profits for the company. There are several marketing concepts that we can learn, the concept of production is the process of converting raw materials into finished materials, marketing team of a company must do research to find out what products are in demand by the market. Second there is a product concept, this concept is something that is offered by the company to the public. Products itself can be divided into two categories, goods and services. Consumers like products that have high quality, therefore there must be continuous improvement in product quality. Third there is the concept of sales, all production and marketing activities will lead to product sales figures. One of the sales concepts is promotion, promotion can be done with attractive sales techniques such as giving bonuses to buyers with certain conditions so that people are indirectly interested in buying our products. Also, in marketing activities must apply the right strategy. Of course, marketing strategies may change from time to time according to conditions. There is transactional marketing that provides shopping coupons, discounts, promotions, and holds big events. There are also paid advertising strategies and social media advertising, an example of paid advertising is paying for advertising space provider platforms such as billboards and television or radio if social media advertising can be done by working with certain social media platforms or working with public figures who have followers who a lot on social media. Social media itself has many advantages such as unlimited reach, easy to do, more cost-effective and can reach different layers of consumers.

VI. Contribution to Economy

How a small business can contribute to the big system of the economy is by creating jobs and this is extremely important. Edmiston claimed that “perhaps the greatest generation of entrepreneurship and small business is the widely held belief that small businesses in the United States create most new jobs. The evidence suggests that small businesses indeed create a substantial majority of net new jobs in an average year.” Jobs are seen as essential in our life, from a job we can gain money and with that we can buy our daily essentials. Entrepreneurs with small businesses help greatly with that, by creating jobs that can be done by practically anyone who is in need of one. And by doing that they also decrease the unemployment rates globally.

An example can be seen in the situation we are in right now. COVID-19 has heavily affected the economic status of Indonesia, with no one going out to purchase products or services. It decreases the need for businesses and thus making people go unemployed. Small businesses helped fix this problem. Ever since the pandemic happened, a lot of small businesses started to open up, those businesses parked some economic interaction between the consumers and producers and also got some people to get jobs, thus bringing back the economic stability that was lost in the beginning of the pandemic

VII. Sources of funding

Funding is a way of obtaining funds as the main capital and additional funds for project work which are allocated for the running of the project. Businesses that are large and already have a name will get funds in the form of debt or equity. If it is through debt, it means that the company is the borrower of funds. Meanwhile, if the funding is in the form of equity, it means that the company receives investment from the owners by issuing shares. For start-up businesses such as startups and *UMKM* (Usaha Mikro, Kecil dan Menengah), they make funding from private investments. This funding comes from private funds. Funding can be from personal savings, or the sale of assets. There is also family or friend funding, usually this funding is done if the business is done with family or friends. It is also important to remember, although family or friends have to submit submissions, calculations and funding agreements must be done professionally so that in the future there will be no misunderstandings. Finally, there is funding in the form of *UMKM* (Usaha Mikro, Kecil dan Menengah) assistance, this funding is usually a government program that is channeled through banks or other financial institutions, or the private sector to help small businesses.

As a small business, we can also get capital from selling assets. If you own more than one asset, such as motorbikes, jewelry, property, etc. Try using it for commercial capital. Selling assets is actually the same as using savings to save money to run a business. You may not sell assets at will to raise capital. But calculate the pluses and minuses before selling an asset. Don't let this method cause you any discomfort. On the other hand, when the business starts to run

smoothly, this will automatically make it easier for you to return these assets. The next step that must be taken to obtain business capital is to find business partners. This method is effective for those with small capital. It's just that you feel that capital is not yet effective for running a business. Therefore, if you feel like this, you should find a suitable business partner. Having business partners will help you work more consistently with your business. Of course, having a business partner will increase business capital. Before choosing a partner, you must make sure that the vision and mission must be the same. That way, businesses that go together can run smoothly (Sirclo, 2020).

VIII. Business Networks and Advocacy Groups

Networked businesses are often to be open, and unlimited-random. These days networking is usually used in every job-seeker as a key for the plan job, in the hope that these personnel can be influential for their future life, To make job-seekers easier to find their new job instead of going to the destination that far-away. They (job-seekers) can find the new job from the website, online brochure, or even social media. (Ranjeet)

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Impacts of International Trade Barriers and Information Security on The Financial System

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ABSTRACT

Keywords:

I. INTRODUCTION

The global economy has never been more integrated. Countries are becoming more dependent upon one another to fulfill their economic needs, with each becoming more specialized in specific sectors. Even so, free trade between countries seldom exists. Countries continuously experience barriers when conducting transactions with one another, either intentionally or not. While often seen as the protection for the national interests, these barriers are the main factors of significant gaps between the development of one country with another.

The financial system is also heavily affected by these barriers. As one of the cores of a nation's economic engine, the financial system is crucial to ensure that the economy is healthy and developing. The financial system, in fact, could be used as an indicator for the nation's economy. A more profound and sophisticated financial system could be a sign of a more developed economy, while an underdeveloped financial system could be a sign of a poor economy. The variation in resources, knowledge, technologies, and skills are the differing factors that affect the financial services people enjoy. However, based on how people participate in it within every country, we could see the same direct and indirect financial system.

Governments and policymakers are developing their financial system based upon the best model available, which is the financial system of the more developed nations. However, because of the international barriers, especially economic, political, social, and technological barriers, financial systems across the world experience gaps, as one is more developed than the others. As a result, people in certain countries can enjoy better and more diverse financial services than the others.

Besides international trade barriers, the design and policies of a nation's financial system are also profoundly affected by information security, as cyber-attacks targeting financial services firms are on the rise. Around ninety-three percent of financial services firms experienced cyber-threats in 2014 (Financial Times, 2015). Among 758 financial services respondents to a 2015 PwC survey, the average number of information security incidents detected soared eight percent in 2014 to a record-breaking 4,978 per organization (Smith, 2015).

The financial information of people worldwide is undoubtedly precious. Hence, it is crucial to protect and ensure that the information is secured in terms of its availability, integrity, and confidentiality, which are the essential components of information security. Cyber-crimes have caused the global economy around \$3 trillion loss in 2019 and is predicted to rise to \$5 trillion in 2024 (Juniper, 2019). Thence, it is imperative for international stakeholders to collaborate and create a more secure financial system to prevent and reduce this number.

Nonetheless, international barriers make it difficult for countries to collaborate and build a safe, global financial system. The COVID-19 pandemic has also struck a significant blow on the world's economy, making the situation calls for a substantial change to empower the global economy, a direct, safe, and transparent financial system that could include people worldwide.

Fortunately, there is a shining light that illuminates the hopes for a future, all-inclusive, and direct financial system, which is the blockchain-based, decentralized financial system. It has the potential to reduce the gaps in financial systems across countries and provide more reliable security for its users. The world may very well be on the brink of a revolutionary financial breakthrough, with only a small number of people realizing it.

I.1 RESEARCH MODEL

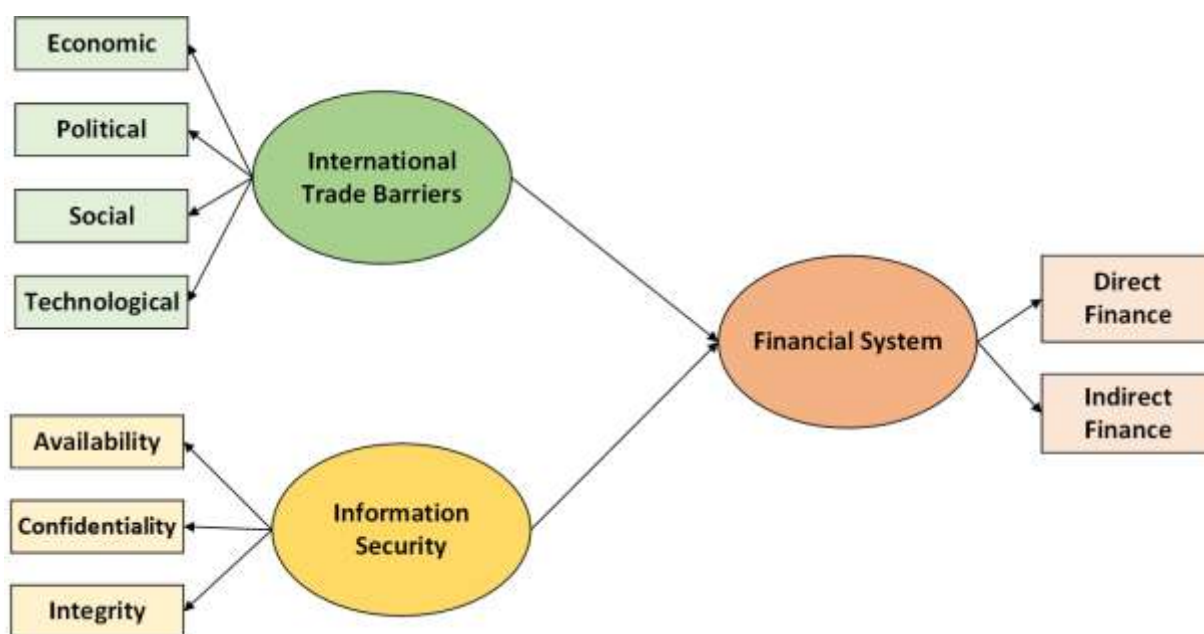


Figure 1: Paper Research Model

In this paper, we want to examine the impacts of international trade barriers and information security on the financial system. Therefore, we need to scrutinize the nature of international trade barriers, which are mainly comprised of economic, political, social, and technological barriers. Information security will also be examined through its essential components: availability, confidentiality, and integrity. We study the financial system by inspecting its two forms, direct and indirect finance. In the end, we will give our analysis about how the financial system will develop in the future concerning the international trade barriers and information security concerns.

I.2 RESEARCH PROBLEMS AND QUESTION

The main issues to be investigated are; (1) what are the international trade barriers? (2) what is information security, and (3) evaluating the financial system and analyzing the future direction.

Therefore, the probable research questions are as follows;

Question # 1: What are international trade barriers?

Question # 2: What is information security?

Question # 3: What is financial system and its relation to barriers and information security?

I.3 LIMITATIONS

In this study, the applicable limitations are as follows; (1) whenever the word *information* is mentioned, it is referring to information that is stored and found digitally, (2) the focus of international trade barriers are the ones that occur naturally, and (3) the data spans only during 2011 - 2021.

II. LITERATURE REVIEW

II.1 INTERNATIONAL TRADE BARRIERS

International trade is not a foreign term as countries are now more focused on trading goods and services with other countries. It encourages governments to be involved in the global economy and opens opportunities for foreign direct investments (Heakal, 2021).

However, international trades could be prevented by intentional or unintentional barriers. Barriers vary from economic, political, social, technological, etc. To further understand these barriers that exist during trade between countries, we should discuss them one by one.

II.1.1 ECONOMIC BARRIERS

II.1.2 POLITICAL BARRIERS

II.1.3 SOCIAL BARRIERS

II.1.4 TECHNOLOGICAL BARRIERS

Cambridge Dictionary (2021) defines technology as using scientific knowledge or processed to develop new machinery and equipment. On the other hand, KBBI (2021) defines technology as mediums to provide objects needed for the continuity and the convenience of human lives.

So, how does technology becomes a barrier in the international

II.2 INFORMATION SECURITY

II.2.1 AVAILABILITY

II.2.2 INTEGRITY

II.2.3 CONFIDENTIALITY

II.3 FINANCIAL SYSTEM

II.3.1 DIRECT FINANCE

II.3.2 INDIRECT FINANCE

III. CONCLUSION AND RECOMMENDATION

III.1 CONCLUSION

III.2 RECOMMENDATION

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The Role of Top Management in Driving Business Ethics and Social Responsibility

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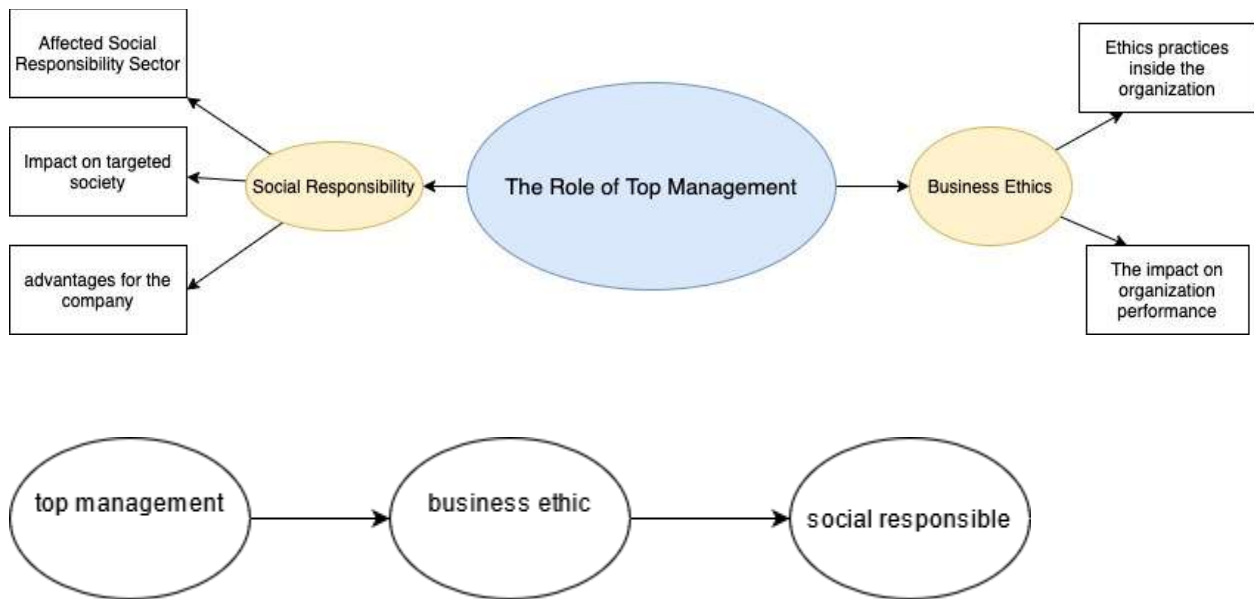
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I. Introduction

This paper will discuss how the top management consider and drive the organization in business ethics and social responsibility. The paper will explain how business ethics and social responsibility is practiced and its impact in the internal organization. How the top management sets the sector for its targeted social community, and the impact the organization brings to the community, as well as the advantages for the organization will be analyzed as well. We will discuss about business ethics and social responsibility as the pervious paper and adding new topic regarding the role of top management in setting, directing, and driving the aim for those two topics.

Business model in the following and the research model



Impact of Globalization To The Types Business Structure and Strategy

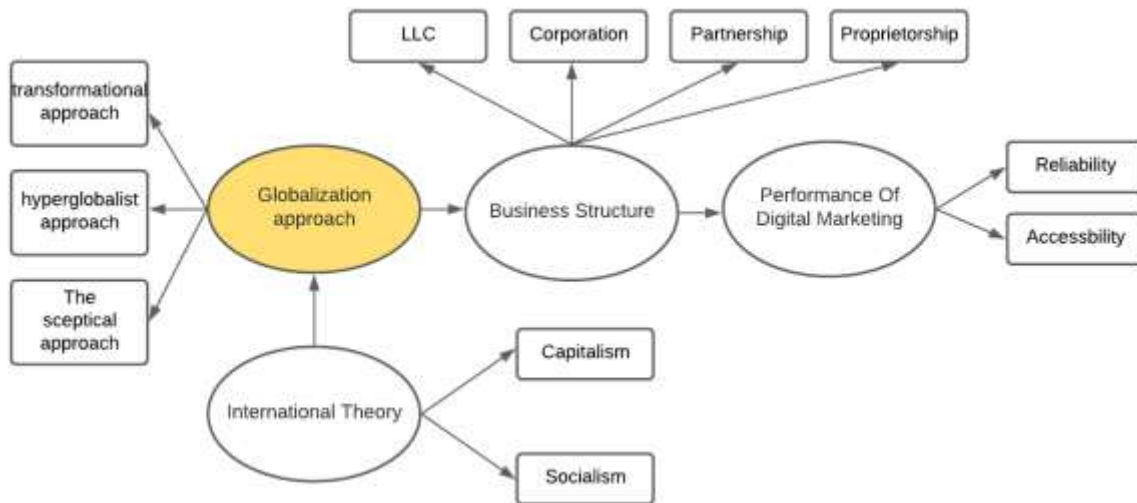


Table of Chart Effect of Globalization

II.3 The effect Globalization Towards Business Marketing

Effect of globalization can be either positive or negative. The positive from the globalization for the market itself are make Global production can be increased, Increase the prosperity of society in a country, expand the market for domestic products and be able to obtain more capital and better technology also provide additional funds for economic development.

On the Business Marketing itself, Since the 1980s, the world economy has headed towards globalization, with the formation of regional economies such as the European single market (ESM), The Nourth American Free Trade Agreement (NAFTA), The Asean Free Trade Agreement (AFTA)

Free trade will be resulting in tougher competition among several companies. Business environment companies are likely to increase market uncertainty, companies are also forced to find new ways in order to continue to survive or gain a competitive advantage. Good coordination in product development, distribution and value chain activities with business units are essential to achieving global economies of scale. In the midst of change The business climate is so fast that management needs a plan to anticipate these changes. Both long-term plans (strategic plans), plans in the long term medium term (tactical plan or short term plan (operational plan)The plan must be adapted immediately so that the company can survive in the middle changes in the business climate that are accelerating. So that the company is able to

stay adaptive to changes that arise, then the company must prepare itself for a variety of possibilities can occur. For that the company must have various data and information about everything in the corporate environment, with these data and information company management can create a variety of alternative strategic scenarios. Furthermore, with data processing that is supported by company information technology can create a competitive strategy, which in turn increases sales and above average returns

II.3.1 Definition of Digital Marketing

Digital marketing is the marketing of products and services carried out with digital media. The purpose of this marketing is to reach as many target customers as possible in an efficient, personal and relevant manner. Digital marketing combines techniques and knowledge in market psychology and technology (NiagaHoster, n.d.)

II.3.2 Digital Marketing and Internet Marketing

Internet marketing is a strategy to market products through the internet with the aim of promotion, branding, increasing sales, as well as influencing consumers to buy, be it goods or services. So, the marketing method focuses more on internet users by utilizing websites, Search Engine Optimization (SEO), Search Engine Marketing (SEM), mobile marketing, social media marketing, and many others. (Redcomm, n.d.)

II.3.2.1 Benefits Of Digital Marketing

- **Increase Sales**

Optimizing these two techniques can certainly increase sales. This is because customers can get information about products without being limited by distance and time. Old or new potential customers can find out the desired product without the hassle of visiting your offline store or waiting for your store to open. They only need to visit websites, social media accounts, and other places of sale for 24 hours. This makes purchasing more practical and quick

- **Easier in Establishing Relationships with Consumers**

Distance is the most annoying thing and can be a barrier to a business. But now it is no longer a problem because of digital media and the internet. Your business or brand will be easier to connect with consumers.

Ordering problems can be made via telephone, social media, e-commerce and online shop websites. Likewise with customer service problems for complaints that are not limited to time. It is important to establish good relationships with consumers so that they are satisfied with your business services. The faster you respond to customer needs, the happier they will be shopping at your online shop.

- **More Effective Marketing Costs**

For small-scale businesses, advertising on the internet or digital media will not cost you a lot. This is because creating a social media account does not cost you a penny. You only need to advertise on that account, then place the product being sold on one or more e-commerce sites.

Even if you create your own online shop website and advertise on Facebook ads, Google ads, or collaborate with influencers, the marketing costs are still cheaper than conventional marketing such as distributing flyers and placing advertisements in print media. In addition, doing online marketing has a more long lasting marketing period (Jurusan Ilmu Administrasi Bisnis FISIP UNPAR, 2012)

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