

IICIES2017

**GENERAL PROGRAM
AND
PRESENTATION SCHEDULE
IICIES 9TH**

**BANDUNG, 6-7 SEPTEMBER 2017
SHERATON HOTEL AND TOWERS
BANDUNG, INDONESIA**

IICIES

The 9th Indonesia International Conference
on Innovation, Entrepreneurship
and Small Business

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PROGRAMME
IICIES 2017
Day I

Date	Time	Agenda	
Wednesday, September 6, 2017	08.00-09.00	Registration	
	09.00-09.35	Opening Speeches & Opening Ceremony	Conference Chair (5')
			Dean of SBM ITB (10')
			Rector of ITB (10')
			Opening Ceremony (5')
	09.35-09.55	Coffee Break 20'	
	09.55-12.00	Panel Session	Prof. Ian Williamson (15')
			Ridwan Kamil (15')
			Dr. Jony Oktavian Haryanto (15')
			Stephen Shaul (15')
Discussion (30')			
Moderator: Wawan Dhewanto, PhD			
12.00-13.00	Lunch		
13.00-14.40	Parallel Session	Parallel Session (4 Rooms)	
14.40-15.00		Coffee Break	
15.00-16.40		Parallel Session (4 Rooms)	

Day 2

Date	Time	Agenda		
Thursday, 7 September 2017	08.00-09.00	Registration		
	09.00-10.40	Panel Session	Prof. Michael Hitchcock (15')	
			Dr. Leo Aldianto (15')	
			Isti Dhaniswari (15')	
			Nikhil Kapur (15')	
			Discussion (30')	
			Moderator: TBD	
			Memento giving and photo session (10')	
	10.40-11.00	Coffee Break		
	11.00-12.25	Parallel Session	Parallel Session (4 Rooms)	
12.25-13.25	Lunch			
13.25-15.25	Parallel Session & GREE Ventures Workshop	Parallel Session (3 Rooms) & GREE Ventures Workshop - Samir Chaibi (1 Room)		
15.25-15.55	Coffee Break			
15.55-17.25	Parallel Session	Parallel Session (4 Rooms)		
17.25-19.00	Break			
19.00-21.00	Gala Dinner			

Parallel Session 1 -Day 1- September, 6 2017

Magnolia 1	Magnolia 2	Magnolia 3	Amaryllis
Entrepreneurial Marketing	Creativity Innovation	Entrepreneurship	Small Business Development
Bayuningrat Hardjakaprabon, MBA	Sonny Rustiadi, Ph.D	Prof. Ian Williamson	Dr. Dina Dellyana/ Wawan Dhewanto, Ph.D
Preparation			
7. Proposed Marketing Strategy for Muslim Fashion E-Commerce Company- Lidya & Satya Aditya Wibowo	2. Improving Rate of Penetration (ROP) in Drilling Operation Through Lean Sigma Methodology (Study Case: TS* Field in PT. BAE*) - Renhat Pandapotan Sinaga and Gatot Yudoko	53. Business Mentoring and Community Space Based Platform As a Media of Business Skills Education - Abraham Risyad Al Faruqi, Jordan Brahmansyah, Reza Amin Sini, Muhammad Reza Qorib and Galuh Estya Adisaputra	5. Business Strategy for Improving Business Performance of Dy's Kebab Food Truck - Dio Andrian
9. Marketing Strategy for Dianov Home & Living in the New Wave Marketing Era - Dian Ria Noveti	8. Proposed Performance Improvement by Using Six Sigma Method at Line Indonesia Business Development Division - Sulistia Fitriaty	3. The Effect Of Entrepreneurial Orientation On Marketing Performance Through Sustainable Competitive Advantage As Mediation Variable (A case study of The Entrepreneurs Of Knitting Industrial District Of Binong Jati-Bandung) - Dini Lisnawati	20. Expected Performance of Local Small Business around Multinational Mining Company in Papua - Virgilius Robert H. Rumapea
13. The Effect of Social Media Viral Marketing on Purchase Intention towards Snack Food Product in SMEs Bandung - Isnah Karimah & Rendra Cheruddin	100. Revisiting Integrated Mobile Advertising Model in Indonesia: A Replication Study - Adhi Setyo Santoso, Liza Agustina Maureen Nelloh and Naufal Pradipta-	10. Analysis of the Quality Management System Standard Implementation at Family Business - Dea D.D Siagian & Togar Mangihut Simatupang	46. Model of Value Proposition: Customer Interview and Development Process for Startup Business - Qorri Aina & Wardah Naili Ulfah
14. The Effect of Social Media Viral Marketing on Purchase Intention towards Snack Food Product in SMEs Bandung - Risky Danie Fahrullah & Ira Fachira	70. Rainfall Analysis by MindDecider Application to Decide Aggregate Scheduling of Supaku Company in Anticipating Weather Change - Nisa Nurjanah and Desy Anisya Farmaciawaty-	11. Mapping Organisational Culture in Indonesia Fashion E-Commerce : The Case Of Millennial in Muslim Fashion E-Commerce - Gebby Oktapuri	48. Intensive Strategy of Increasing Visitor Traffic For Growing The Business of Koenyah Food Court - Amila Khairina & Isti Raafaldini Mirzanti
17. Dynamics and Challenges of Design-Build Firm to Increase Brand Awareness - Yanuar Pratama Firdaus	22. Implications Of 3-R (Reduce, Reuse, Recycle) in Economic, Social, and Psychological Motive on Recycling Community Behavior (Study on 4 District in Tanjungpinang, Kepulauan Riau Province, Indonesia) - Ganda Anugrah	18. Network-Based Business Model Innovation in Culinary Industry in Indonesia: Case Study of Kem Chicks, Juragan Kuliner, and Pesona - Eunike Marsino & Dina Dellyana	24. Entrepreneurial Intention Antecedents: Theory of Planned Behavior and Personality Characteristics - Winarto, Maludin Panjaitan, Kristanty Nadapdap, Maludin Panjaitan
30. Measuring the Effect of Website Quality Toward Consumer Decision Journey - Fanniyatul Hayah Suwita	31. From Intrapreneurship Concept to Innovation Programs: A Case Study of Kampung Wisata Sablon at Bandung City, West Java - Indonesia - Riyadi Fernanda & Ratna Nugroho	105. The Influence of Brand Equity Towards Purchasing Decision of Imported Shoes - Jhanghiz Syahrivar & Andy Muhammad Ichlas-	50. New Product Development as The Way of Continuous Improvement at Lawra Hijab Start-up Company - Sudrajati Ratnaningtyas, Acip Sutardi, Nur Lawiyah and Cep Bubun Burhanudin-
Announcement			
Coffee Break			

Parallel Session 2 -Day 1- September, 6 2017

Magnolia 1	Magnolia 2	Magnolia 3	Amarylis
Entrepreneurial Marketing	Entrepreneurship	Management of Technology	Entrepreneurial Financing
Sonny Rustiadi, Ph.D	Prof. Ian Williamson	Yulianto Suharto, Ph.D	Arief W. Kautsar, MBA

Preparation

32.Maximizing Kribo Revenue Through Integrative Marketing Strategy - Gretna Teja Kusuma Putra	111. Commercialization Model of Academic Based Researches: Preliminary Works in ITB - Sonny Rustiadi, Dina Dellyana, Nazmi Fathnur Ahmad-	1.Subsurface Well Down Cycle Time Reduction Using Information Technology- Enabled Lean Sigma Approach: A Case Study in an Oil and Gas Company - Slyvian Cahyadi & Gatot Yudoko	12.Financial Literacy and Retirement Planning Among Women In Productive Age In Jakarta - Stacia Andani & Subiakto Sukarno
33.Promotion Strategy for RedWhite Star PT. Primajasa Perdanaraya Utama - Hibiya Azzahra Karbala & Dona Saphiranti	27.The Impact of Servicescape and Image Perception of Customers on Behavioral Intentions: A Study of Café Industry in Kota Bandung - Karina Yusanta Ayu	6.Collaboration Among Capacity Building and Implementation of Information Technology to Develop Entrepreneurship of Rural Community in Karanggeneng Hamlet - Destri Karlina, Hasbiyansyah - and Ratna Fitriana Dewi	25.Financial Literacy and Retirement Planning Among Women In Productive Age In Jakarta - Irfan Hasandi & Arson Aliludin
38.Maximizing The Utilizations of Integrated Marketing Communication to Improve Product Selling Based on Buyers' Perspectives - Nirmala Suryani	102.The Relationship between Hotel Rating and Customer Outcomes and Its Implication towards Revisit Intention - Suresh Kumar&Miftah Zikri-	64. Developing Innovation Strategy Through Creative Imitation: Case Study of Indonesian Water Technology Industry - Nur Laili-	89. Cost Analysis of Slurry Injection Project for Hydrocarbon Impacted Soil of Production Sharing Contract in Central Sumatra Area - Antonius Padua Angger Radite and Achmad Herlanto Anggono-
39.Analysis Of Utaut 2 To Understand User Behavior of Gampil (Gadget Mobile Application for License) Application to Micro, Small and Medium Enterprises (MSME) Groups in Gedebage District as Support Bandung Smart City - Linda Riyanti&Eka Yuliana	99. Stakeholder Perspectives: Why the implementation of street vendor's relocation program is not effective in Indonesia? A Case of Bandung - Anggraeni Permatasari and Bambang Rudito-	74. Reasons Employees Loyal To Start up Technology Companies, Study Case: Start up Technology Companies at Bandung Area - Muhammad Reisa Achda-	29.Extended Model of Basket Currency in Indonesia - Camelia Magdalena & Ahmad Danu Prasetyo
43.Farmers' Competencies in Fulfilling Structured Market Requirements - Yuanita Handayati	44.Negotiation Motive Dynamics: An Experiment on Entrepreneurship Education - Lydia Mayangsari & Shimaditya Nuraeni	42.A New Framework for Value Chain Thinking - Togar Mangihut Simatupang, Rizky Ginardi and Yuanita Handayati	40.Innovation in Managing Currency Risk in Indonesian Textile Industry (Case Study of PT. Panasia Indo Resources Tbk.) - Dicky Hardiyanto Sinata & Taufik Faturrohman
60.Marketing Strategy to Create Brand Awareness of Customers as New Brand Name in Fashion Industry of Indonesia: Case Study ARTE - Alfiani Sartika-	45.The Drivers and Barriers of Ecopreneurship in Waste Management Implementation in A School Context at Bandung city, Indonesia - Fuadi Hilman & Ratna Lubis Nugroho	84. Communication Climate in Educational Institution - Dany Muhammad Athory Ramdlany, Dematria Pringgabayu, Adita Pritasari and Rudy Bekt-	52. Calibration of Investment Valuation Models - Kukuh Rahmanto and Martin P.H. Panggabean-

Announcement

Parallel Session 1 -Day 2- September, 7 2017

Magnolia 1	Magnolia 2	Magnolia 3	Amarylis
Entrepreneurial Marketing	Entrepreneurship	Creativity of Innovation	Entrepreneurship
Yulianto Suharto, Ph.D	Prof. Ian Williamson	Sonny Rustiadi, Ph.D	Dr. Isti Raafldini Mirzanti

Preparation

51. Customer Satisfaction Analysis on Fashion Product Attributes: Case on An3lau Start-up Company - Sudrajati Ratnaningtyas, Acip Sutardi, Nur Lawiyah and Cep Bubun Burhanudi	101. The Influence of Entrepreneurship Education To Entrepreneurs' Perceived Risk And it's Impact on Entrepreneurial Intention - Ihsan Hadiansah and Geng Xiaotao	92. Acceptance of My Indihome mobile application among users of Indihome service from Telkom Indonesia - Ajay Chauhan & Ghea Amelia	75. Informal export model in leather craft SME cluster - Wawan Dhewanto, Sri Herliana, Donald Crestofel Lantu and Nur Lawiyah
59. Innovating the Micro Lender Credit Screening Using Survival Analysis (Case Study of BMT Mitra Sadaya) - Desie Mulianingtias and Martin P.H. Panggabean	54. Aggregate Operations Plan for Production Efficiency: Case Research Tacit Ceramic Studio - Happy Aviani & Yuliani Dwi Lestari	104. A Case Study: Bioeconomic Analysis for Resources Management of Nemurus Catfish (Hemibagrus nemurus), Marble goby (Oxyeleotris marmorata) and Pangasius Catfish (Pangasius djambal) in Cirata Reservoir, Indonesia - Karina Yulian and Devi N. Choesin	16. Prospective Customer Decision Factors in Buying a New Healthy Product (Study Case: Mushroom Oat Cookies)- Mentari Nur Utari & Santi Novani
62. Investigating the Elements of Korean Pop Culture in Culinary Business Branding (Case Study: Mujigae Restaurant, Bandung) - Soraya Rizka Keumala and Nurul Fauzia Muslimah	55. Discovering & Evaluating Startup Opportunities by Leveraging The Business Model Archetype and The Startup Opportunity Scorecard (Case Study: Buy For Others) - Ridho Qurbany	88. Optimization for Facilities and Services Operation in Kost-an Dwi - Astarie Ayu Kusumadewi and Aldo Fantinus Wiyana	34. Systematic Literature Review on Entrepreneurial Activity: Measurement Methods - Fairuuz Xaviera
63. Instagram Use by Martabak Business: A Content Analysis - Aninditya Hasna Kurniati	56. Proposed Corporate Performance Management System Using Integrated Performance Management System (IPMS) Framework at PT XYZ - Nanda Theresia and Muhammad Tresnadi Hikmat	90. Business Strategy Formulation for CHOCOLANA Cocoa Drink - Imanda Dea Sabiella	23. Identification External Factors of Business Failure in Citeureup Tofu Industry at Cimahi (Case Study of Tofu Business at Kampung Sukaresmi) - Aditya Wisnu Hidayat
67. The Effect of Social Media Viral Marketing on Purchase Intention at Snack Food Product SMEs in Bandung - Isnah Karimah and Rendra Chaerudin	57. Decision Support System: Entrepreneurship Intention and Risk Profile Identification - Gerzon Maulany, Irine Herdjiono and Benediktus Elnat Aldi	91. The Influence of Celebrity Endorsement in Instagram Towards Customer Behaviour and Purchase Intention in Healthy Food Diet Business - Rendika Nugraha and Kunthi Kusumawardani	Entrepreneurship Education - Hendra Manurung

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Lunch

Parallel Session 2 -Day 2- September, 7 2017

Magnolia 1	Magnolia 2	Magnolia 3	Amarylis
Entrepreneurship	Entrepreneurial Marketing	Entrepreneurial Financing	GREE Workshop
Prof. Ian Williamson	Dr. Isti Raafldini Mirzanti	Sonny Rustiadi, PhD	Dr. Dina Dellyana

Preparation

66.Developing Collaboration Strategy on Sales Growth Case Study: Startup SMEs in Bandung - Fikry Aulia Hertikawan and Rendra Chaerudin-	73. Customer's Interpretation Towards Ethical Advertisement Principle on Selling Perfume - Yealinzka Tinnovia Kurrota Aini and Bambang Rudito -	78.Analysis of Foreign Exchange Rate of JBIC Loans in Japanese Yen JBIC (JPY) for Hedging Decision: Case Study of PT Perusahaan Gas Negara (Persero), Tbk - Dania Khairanisa and Achmad Herlanto Anggono -	
68. Play for Free or Pay to Win? An Exploratory Study Purchasing Behavior of Indonesian Online Gamers - Bayuningrat Hardjakaprabon & Muhammad Azizi Nun	86. Marketing Strategy for Education Technology Startup: Case Study in IDEEDU Indonesia - Ade Suyitno-	80. Extension of Optimal Basket Currency Model - Mandra Lazuardi Kitri, Ahmad Danu Prasetyo and Camelia Magdalena-	
69. Micro Business Performance: Market Orientation and Entrepreneur Orientation As Determinant Factor - Alpinaliah Rachmijati and Wawan Dhewanto-	28.CSR Expense Disclosure and Corporate Financial Performance in Indonesian Mining Industry - Shiddiq Badruddin & Anggoro Budi Nugroho	85.Investment Analysis of Alpha Field Development Project under Production Sharing Contract - Agung Wiyono and Achmad Anggono-	
95.How Attitudinal and Behavioural Loyalty Is Formed? A Case of Garuda Indonesia's Customer Satisfaction - Kunthi Afrilinda Kusumawardani, Elsy Veronica and Suresh Kumar-	103. Marketing Strategy to Maintain High Occupancy Rate at Awani Studento - Dina Dellyana& Martono-	94. Lending-Based Crowdfunding Business Model - Rendra Chaerudin, Sri Hartati and Acip Sutardi-	
37.Influence of The Critical Success Factors of Female Entrepreneur's Towards Business Performance in Indonesia's SME Footwear Industry - Aurelia Jessie Melody, Evy Rachmawati Chaldun	72. Business Strategy for Kids Edu Tourism Provider Performance Development (Study Case:SuperKids Eduventure) - Sarah Ismullah and Dwi Larso-	98. Investment Analysis of Revitalization Waterflood Project in Zulu Area - Romalex Desam and Achmad Herlanto Anggono-	
65.The Impact of Gerakan Nasional 1000 Startup Digital on Entrepreneurial Intention: Preliminary Study - I Putu Ariyasa and Ratna L. Nugroho-	58. Strategic Management through Creativity, Innovation and Knowledge Based Economy to Enhance Culinary Subsector of Creative Industry in Indonesia - Sikander Yakoob Khan-	47. National Culture and National Innovative Capacity: An Exploratory Study - Sofik Handoyo-	
109. Waste Rock Supply Management in Underground Mining Operation PT Freeport Indonesia - Andri Abdullah and Akbar Adhiutama	41.Decision Analysis on Development Contract Strategy for Environmental Facility Operations - Yadi Sumaryadi and Santi Novani-	Investment Risk on Mining Business in Indonesia; Freeport Investment in the Underground Mines inGrasberg - Aleksander Purba and Subiakto Soekarno	

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Coffee Break

Parallel Session 3 -Day 2- September, 7 2017

Magnolia 1	Magnolia 2	Magnolia 3	Amarylis
Leadership	Leadership	Creativity and Innovation	Creativity and Innovation
Prof. Ian Williamson	Melia Famiola, Ph.D	Arief W. Kautsar, MBA	Prof. Michael Hitchcock
Preparation			
19. Investigating Influence of Attitudes on Supervisors' Tendency to Inflate Rating of Their Subordinates' Performance (Case of PT PINDAD (Persero)) - Parceka Wijaksana and Dedy Sushandoyo-	76. Case Studies on the PhD Engineering Programs within the Faculties in Bandung Institute of Technology (ITB) on Their Roles to Advances the Research - Sudarso Kaderi Wiryono, Yunieta Anny Nainggolan, Sita Deliyana Firmialy and Prameshwara Anggahegari	112. Evaluation on Saving Plan Program Implementation at Geo-Engineering Division in Agency Theory and Behavioral Economics Perspective (Case Study: PT Freeport Indonesia) - Harvy Gautama & Subiakto Soekarno	97. Business Strategy Formulation for Digital Product Development Company (Case XYZ Company) - Kartika Firdausi and Dona Saphiranti-
36. Proposed HR System of Mata Ilmu Private Course to Increase Part-Time Teacher Engagement - Vicky Oktrya and Dedy Sushandoyo-	77. Measuring PhDs faculty Research Efficiency within the environment of Faculties of Social, Arts, and Humanities in Bandung Institute of Technology (ITB) - Sudarso Kaderi Wiryono, Sita Deliyana Firmialy and Prameshwara Anggahegari	Improvement Supply Process to Increase Service Level (Study Case In Supply Chain Division PT Freeport Indonesia) - Suharto S.Sitorus & Gatot Yudoko -	15. Indonesia Energy Mix Modeling Using System Dynamics - Kartono Sani, Manahan Siallagan, Utomo S. Putro, Kuntoro Mangkusubroto
61. Increasing Human Resource Competence in Efforts to Increase Productivity (Case Study At PT NY) - Dina Mariana-	49. Start-up Employee Placement's System Using Myers Briggs Type Indicator (MBTI) and Analytic Hierarchy Process (AHP) - Asep Ridwan Lubis	Balanced Scorecard Performance Measurement System Resin Bolt Ground Support in Underground Mine PT. Freeport Indonesia - Muhammad Arief-	Implementing SAK ETAP at Batik Komar - A Case Study - Sylviana Maya Damayanti, Isrochmani and Wirna-
71. Who Will Lead Startups? A Study of Startup Leaders' Profile in Indonesia - Bayuningrat Hardjakaprabon and Nazmi Fathnur Ahmad-	83. Behaviour Analysis of Small Teams of Indonesian under a Leadership of Foreign Leaders Multiple Case Studies: Short –Term Awards Team, Australia Awards Indonesia and Tulodo Team - Nurul Suada-	108. Cross Cultural Communication: Factors in Promoting Propensity to Share for Japanese MNC's in Indonesia (case study in Japanese Multinational Companies) - Anaconda Bangkara-	79. Workforce Performance Improvement in CS Division PT XYZ - Sumarniwan Biringkanae and Gatot Yudoko-
	96. Fresh Water for Malingping: A Participatory Action Research-based Community Development Program to Overcome Problem of Access to Fresh Water in an Indonesian Village - Aria Bayu Pangestu, Anggara Wisesa and Nur Arief Rahmatsyah Putranto-	35. Proposed New Product Development Plan Based on Design for Environment (Case Study: Magna Padma) - Puthya Nur Sabrina and Dwi Larso-	93. The Optimization of Sambalado Express Operation using Material Requirements Planning Technology - Fransiskus Xaverius Christian and Aldo Fantinus Wiyana

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