

## Parallel Sessions: Day One - Monday 10<sup>th</sup> December

### Parallel Session 1 - 13:50-14:50

| Time        | Session A – Room MZ01<br>presented via video conference   | Session B – Room MZ02<br>presented via video conference  | Session C –Room 103  | Session D- Room 104   |
|-------------|---|--|--|---|
|             | Session Chair: <b>Yulianto Suharto</b>  | Session Chair: <b>Isti Raafdini Mirzanti</b>   | Session Chair: <b>Achmad Ghazali</b>   | Session Chair: <b>Ongku Hasibuan</b>  |
| 13:50-14.00 | <i>Preparation</i>  | <i>Preparation</i>   | <i>Preparation</i>   | <i>Preparation</i>  |
| 14.00-14.10 | 58.Sustainability of contract farming model of tomato plantation for structured market in Bandung: case study tomato plantation in Bandung West Java Indonesia - <b>Nur Budi Mulyono, Yuanita Handayati &amp; Liane Okdinawati-</b> | 17.Relationship Between The Quality Of Service And Customer Satisfaction At Several Pharmacies In Bandung, Indonesia - <b>Dewi Fitriani, I Ketut Adnyana &amp; Yulianto Suharto-</b> | 19.Presenting the Working Woman as Entrepreneur and Leader - <b>Sally Riad &amp; Elizabeth Parra-</b>  | 20.Agile Learning And Development In Accelerators: A Mixed Methods Investigation - <b>Geoff Harrison, Jim Sheffield &amp; Geoff Plimmer-</b>  |
| 14.10-14.20 | 28.Technological adoption and implementation: Case study of the IT readiness in SME cluster in Indonesia - <b>Wawan Dhewanto, Sri Herliana, Prameswara Anggahegari &amp; Ian Williamson-</b>  | 14.Business Transformation Strategy in An ICT Company in Managing Digital Disruption Through Management of Technology Innovation - <b>Jevry Rosmana &amp; Yulianto Suharto-</b>      | 33.Indonesian Entrepreneurial Leadership: A Case Study in Digital Start-up - <b>Achmad Ghazali, Emilia Fitriana Dewi, Mila Jamila &amp; Danny Muhammad Athory Ramadlany-</b>                                   | 48.Barriers to Innovation in New Zealand - <b>Adam Swanson &amp; Mohammad Saud Khan-</b>  |
| 14.20-14.30 | 35.Investigating the influence of network effects on the mechanism of disruptive innovation - <b>Eko Agus Prasetyo &amp; Andre Lorentz-</b>   | 42.Analysis Marketing Strategy of Small, Medium Enterprise to Enter the International Market - <b>Farhana Desfila &amp; Evy Rachmawati Chaldun-</b>                                  | 10.New Venture Ideas as Antecedents of the Venture Creation Process - <b>Dominik Mann-</b>   | 26.Value co-creation as a strategy in eradication of illegal gold mining: A conceptual framework - <b>Ongku Hasibuan, Jann Hidajat Tjakratamadja &amp; Yos Sunitiyoso-</b>          |
| 14.30-14.40 | 43.Measuring Digital Innovativeness, Digital Attitude and Digital Efficacy of Start Ups as the Key Determinants of Start-Ups' Digital Capabilities - <b>Reza Ashari Nasution, Elis Qodariah &amp; Devi Arnita-</b>                  | 3. Analyzing the Effect of Website Environment Elements toward Customers' Willingness to Buy on E-commerce Website - <b>Nabila Aulia &amp; Yulianto Suharto</b>                      | 11.Reveal Compassionate Leader for Millennials (A Case Study on Millennial in Digital Tel-co) - <b>Gandung Pratidhina &amp; Richard Alberto-</b>   | 45.Development of Simulation-Based Learning on Lean Production Systems Course in Undergraduate Engineering Management Study Program - <b>Niko Simamora &amp; Devis Simanjuntak-</b> |
| 14.40-14.50 | 32.Innovation Measurement Metrics for Business Growth - <b>Sapto Benarimo &amp; Yulianto Suharto-</b>   | /  | 57.Thousand Awesome Horses versus a Unicorn" – Alternative Ways of Assessing the Impact of Entrepreneurship Programmes - <b>Stephen Cummings, Ruth Fischer, Leon Gurevitch, Jesse Pirini &amp; Ben Walker-</b> | 56.Entrepreneur and Robotics-- Lessons and Experiences - <b>Steven Saunders-</b> <i>note: we are unsure this paper will be presented</i>  |
| 14:50       | <b>Session END</b>  |  |  |   |

## Parallel Sessions: Day One - Monday 10<sup>th</sup> December

### Parallel Session 2 – 16:15-17:05

| Time        | Session A – Room MZ01  | Session B – Room MZ02   | Session C –Room 103   | Session D- Room 104   |
|-------------|--|---|---|---|
|             | Session Chair: Manahan Siallagan   | Session Chair: Akbar Adhiutama  | Session Chair: Subiakto Sukarno   | Session Chair: Dina Dellyana  |
| 16:15-16:25 | <i>Preparation</i>   | <i>Preparation</i>  | <i>Preparation</i>  | <i>Preparation</i>  |
| 16:25-16:35 | 13. Climate Change Prevention Education for Indonesia Business School Students using Case-based Teaching and Simulation - <b>Utomo Sarjono Putro, Lidia Mayangsari, Ilham Nurdayat &amp; Narendra Muhammad</b> - | 5. Preliminary Study: Exploring University Strategic Resources of Entrepreneurial University, A Case Study of IT - <b>Akbar Adhiutama-</b>                            | 39. The Influence of Founder's Financial Literacy to Enterprises Performance - <b>Subiakto Sukarno &amp; Randy-</b>                         | 58. University Based Incubation Model for Digital and non-Digital Start Up - <b>Dina Dellyana-</b>  |
| 16:35-16:45 | 37. Dynamics Balanced Scorecard Development for Academic Performance Measurement - <b>Lidia Mayangsari, Manahan Siallagan &amp; Utomo Sarjono Putro</b> -  | 51. How Leader Implements: Corporate Vision, Mission, and Program into Behavior Practice (A Case Study Delivering Best Customer Experience) - <b>Richard Alberto-</b> | 40. Why do people become a victim of financial fraud? - <b>Subiakto Sukarno &amp; Wredha Genta-</b>   | 29. Team Diversity in Creative Industries - <b>Andika Pratama, Dini Hajjarahmah, Mila Jamilah Badriyah &amp; Salfitrie Roos Maryunani-</b>  |
| 16:45-16:55 | 22. Unfolding the Role of Marketplace Resources in Forming Entrepreneurial Narratives - <b>Jamal Abarashi &amp; Shelagh Ferguson</b> -   | 53. Proposed Marketing Communication Strategy For Fashion Start-Up Company (Case Study: Collar Pollar) - <b>Yunita Uli-</b>   | 59. The Explanation of Necessity and Opportunity Based Entrepreneurship using Time Perspectives Approach - <b>Isti Raafaldini Mirzanti-</b> | 48. Women entrepreneurs' behaviour toward micro-finance Aids In Indonesia Case study: Government's Melati Micro Finance - <b>Melia Famiola, Yulianto Suharto, Amilia Wulansari &amp; Isnaini Ruhul Ummiroh-</b> |
| 16:55-17:05 | 36. Piety Hype: Youth, Muslim Middle Class and the Resurgence of the Islamic Economy in Indonesia - <b>Eva Nisa-</b>   | 23. Technological innovations in the transport sector: New Zealand focus review - <b>Imran Muhammad-</b>  | 60. Start-up Valuation, a comparison study, using Berkus and Risk Factor Summation Methods - <b>Isti Raafaldini Mirzanti-</b>               | 50. The Model of Brand Communication in Indonesian Social Enterprises - <b>Melia Famiola, Diza Rahman Sulistian, Yulianto Suharto &amp; Amilia Wulansari-</b>   |
| 17:05       | <b>Session END</b>   |   |   |   |

## Parallel Sessions: Day One – Tuesday 11<sup>th</sup> December

### Parallel Session 3 – 14:00-14:50

| Time        | Session A – Room MZ01   | Session B – Room MZ02  |
|-------------|---|--|
|             | Session Chair: <b>Yulianto Suharto</b>  | Session Chair: <b>Restu Mahesa</b>   |
| 14:00-14:10 | <i>Preparation</i>  | <i>Preparation</i>   |
| 14:10-14:20 | 21. English Village Concepts: English Second Language for Indonesian Student as Non-Native Speaker - <b>Arsyandi Mulia-</b> | 24. The implementation of quality management system in small-medium enterprises - <b>Nidya Astrini, Sik Sumaedi, Tri Rakhmawati, Sih Damayanti, I Gede Mahatma Yuda Bakti, Muh. Azwar Massijaya and Medi Yarmen-</b>   |
| 14:20-14:30 | 25. Student Entrepreneurship in Aceh; Constraints and Success Factors - <b>Jullimursyida Ganto &amp; Nauval Bachri-</b>     | 27. Critical success factors of ISO 9001:2015 implementation in SMEs using Analytic Hierarchy Process (Case study: A drop-off laundry service in Indonesia) - <b>I Gede Mahatma Yuda Bakti, Sik Sumaedi, Tri Rakhmawati, Nidya Astrini, Sih Damayanti, Muh. Azwar Massijaya &amp; Medi Yarmen-</b> |
| 14:30-14:40 | 54. Social Entrepreneurship Platform of Smart Village in Bandung, West Java - <b>Arsyandi Aulia, Yulianto Suharto-</b>      | 34. Human resource practices in Indonesian SMEs: Fulfilling the requirement of quality management system standard - <b>I Gede Mahatma Yuda Bakti, Sik Sumaedi, Tri Rakhmawati, Nidya Astrini, Sih Damayanti, Muh. Azwar Massijaya &amp; Medi Yarmen-</b>   |
| 14:40-14:50 | /   | 12. Finding New Constructs of Platform Ecosystems for Smart Cities: Methodology of Case Study in Indonesia - <b>Restu Mahesa, Gatot Yudoko &amp; Yudo Anggoro-</b>   |
| 14:50       | <b>Session END</b>  |  |