

THE PROCEEDINGS OF ISCRBM 2017

INTERNATIONAL SEMINAR OF CONTEMPORARY RESEARCH
IN BUSINESS AND MANAGEMENT

JULY 18th- 19th 2017, MM FEB UNAIR SURABAYA



MMT-ITS



MM FEB UNAIR



MM FBE UBAYA



STIE PERBANAS



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FOREWORD



The International Seminar of Contemporary Research on Business and Management (ISCRBM) is an international seminar in the field of management and business, held in Surabaya, Indonesia, July 18-19, 2017. The conference encourages the interaction of research students, academics, researchers, and practitioners to reflect current issues, challenges and opportunities, and to share the latest innovative researches and best practices. In this seminar participants exchange ideas on future developments of management disciplines. It is also expected to strengthen networking, collaboration, and joint effort among the seminar participants.

This seminar is organized by Institut Teknologi Sepuluh Nopember, Universitas Airlangga, Universitas Surabaya, and STIE Perbanas Surabaya, and supported by Indonesian Association of Master Program (APMMI).

Surabaya, 18 July 2017

Chairman

R. V. Hari Ginardi

PREFACE OF MM UNIVERSITAS SURABAYA



Putu Anom Mahadwartha
Chair of Master of Management Program
Faculty of Business and Economics
Universitas Surabaya



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In order to understand what it means to be a postgraduate students especially Master of Management, they must develop both a foundation of academically qualified and practically qualified. Therefore, they should understand the key elements critical to achieving success. This proceeding will provide a framework for learning these necessary skills in a way that emphasizes the uniqueness of each master's students. Successful Master Alumnae will have strong relationships between his/her knowledge, wisdom, and integrity as business person.

This proceeding emphasizes the necessary skills in building and maintaining these relationships in order to make business decisions and a complete Master Alumnae with fully disclosure of Permenristekdikti no. 44, 2015. When we look at the dynamics business environment, it is easy to see why it can be challenging business problems ahead.

PREFACE OF MM UNIVERSITAS AIRLANGGA



Gancar C. Premananto
Head of Master of Management
Faculty of Economics and Business
Universitas Airlangga



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Dear Management and Business colleagues, Welcome to Surabaya...

Collaboration is something inevitable. As human we cannot stand alone in this life, including in business world. We have to minimize our weakness and amplify our strength by collaborating with the right partner.

Collaboration is not something new. It's old, but still challenging to do. We have to find the right partner that we can trust. But to find it, it needs good will from every party. We have to share knowledge and resources. But to do it, it needs deep understanding about the motives, cost and benefit behind it.

So collaboration is something fruitful. That why we make it as our seminar topic. We want to show you that we can make it happen. That with collaboration, we can find something special. So we, (MM FEB UNAIR, MMT ITS, MM UBAYA, MM STIE PERBANAS) trying to collaborate to give you opportunity to share something great about management and business.

So please enjoy Surabaya, enjoy the seminar, and let's create collaboration for better management and business.

PREFACE OF MMT INSTITUT TEKNOLOGI SEPULUH NOPEMBER



Mokh Suf
Head of
Management of Technology Departement
Institut Teknologi Sepuluh Nopember



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I am very happy to be involved in organizing this international seminar. The seminar has an excellent mission of facilitating students to fulfill the obligations of disseminating their papers internationally and providing opportunities to synergy for lecturers and practitioners. The seminar was initiated by MMT ITS Surabaya and supported by several managers of master management programs in Surabaya.

I hope this seminar can be held annually and can be participated by all students of master management program of Indonesia and abroad. Hopefully this seminar will give benefit to all parties, contribute to the development of Indonesia, and maintain the sustainability for the synergy parties.

PREFACE OF STIE PERBANAS SURABAYA



Tatik Suryani
Head of Master of Management
STIE Perbanas Surabaya

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Distinguished Guests, dear colleagues, friends, ladies and gentlemen

It is indeed a pleasure to welcome you the 1st International Seminar of Contemporary Research in Business and Management (ISCRBM 2017) will be held in Surabaya, Indonesia, on 18-19th July 2017. The 1st International Seminar of Contemporary Research in Business and Management (ISCRBM 2017) is organized by a committee from four leading Master of Management institution in Surabaya, which are: ITS Surabaya, Universitas Airlangga, Universitas Surabaya, and STIE Perbanas, and acknowledged by APMMI and ABEST21.

We are specially thank full to Dr. Fumio Itoh (President of Abest 21, Dr. Soekarwo (Governor of East Java), Dr (Hc) Chairul Tanjung (Chairman of CT Corp) and Harryadin Mahardika, PhD (Head of APMMI) as keynote speajers in this great Seminar.

I hope this seminar facilitating all participants to exchange ideas on future developments of management disciplines and to strengthen networking for generating fruit full benefits.

Finally, thank and high appreciation to all the committee for the great job in organizing this event. Enjoy this Seminar

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