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on Business and Management 2015

WCBM 2015

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Program Book with Abstracts

“The Great-Copernican Change in Management Study:
The Age of Humanism, Humanistic Business Administration”



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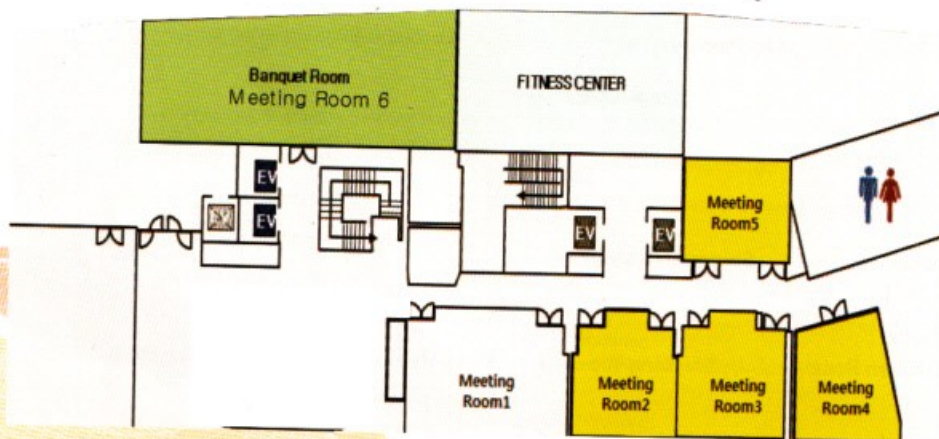
Courtyard by Marriott Seoul Times Square

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Floor Map



General Program Schedule

Monday, June 29th at Courtyard by Marriott Seoul Times Square

		Optional Tour
1:00 PM – 6:00:PM	4 th Fl. Lobby	Registration
6:00 PM – 8:00 PM	Urban BBQ (15th Fl.)	Welcoming Reception (Courtesy of P&GBA and KNTC)

Tuesday, June 30th at Courtyard by Marriott Seoul Times Square

8:00 AM – 6:00 PM	4 th Fl. Lobby	Registration
10:00 AM – 10:30 AM	Room #6	Plenary Session (Introduction & Greeting)
10:30 AM – 10:45 AM	4 th Fl. Lobby	Coffee Break (Courtesy of P&GBA)
10:45 AM – 12:15 AM	Room #1	IT Management / Service Science and Others
	Room #2	Marketing and Consumer Behaviors
	Room #3	Management and Decision Science
12:15 PM – 1:30 PM	Momo Café	Lunch (Courtesy of P&GBA and Seoul City)
1:30 PM – 3:00 PM	Room #1	Operation Management and Research
	Room #2	Strategic and Change Management
	Room #3	Tourism and Hospitality Management
3:00 PM – 3:15 PM	4 th Fl. Lobby	Coffee Break (Courtesy of P&GBA)
3:15 PM – 4:45 PM	Room #1	Economics / Management and Decision Science
	Room #2	Finance
	Room #3	Open Lecture
5:00 PM-		Dinner on your own & Optional Tour



General Program Schedule

Wednesday, July 1st at Courtyard by Marriott Seoul Times Square

8:00 AM – 6:00 PM	4 th Fl. Lobby	Registration
9:00 AM – 10:30 AM	Room #2	Accounting
	Room #3	Finance
	Room #4	Finance/ Health Care Management
	Room #6	Junior Academic Competition
	4 th Lobby	Poster Session
10:30 AM – 10:45 AM	4 th Fl. Lobby	Coffee Break (Courtesy of P&GBA)
10:45 AM – 12:15 PM	Room #2	Finance
	Room #3	Marketing and Consumer Behaviors
	Room #4	Finance / Operation Management and Research
	Room #6	Junior Academic Competition
	4 th Fl. Lobby	Poster Session
12:15 PM – 1:30 PM	Momo Café	Lunch (Courtesy of P&GBA and Kyung Hee University)
1:30 PM – 3:00 PM	Room #2	Open Lecture
	Room #3	Economics / Marketing and Consumer Behaviors
	Room #4	Strategic and Change Management Tourism and Hospitality Management
3:00 PM – 3:15 PM	4 th Fl. Lobby	Coffee Break (Courtesy of P&GBA)
3:15 PM – 4:45 PM	Room #6	Global Great Debate
4:45 PM – 5:00 PM	4 th Fl. Lobby	Coffee Break (Courtesy of P&GBA)
5:00 PM – 7:30 PM	AMORIS (Banquet Hall)	Awards & Night Banquet (Courtesy of P&GBA)

Thursday, July 2nd

9:00 AM – 2:00 PM		Seoul City Tour Courtesy of P&GBA and Seoul City
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Tuesday, June 30th	10:00 to 10:30	Room 6
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**Plenary Session
Introduction & Greeting**

Speaker

Jeong-Gil Choi
President, P&GBA and Conference Chair, WCBM 2015
Editor-in-Chief, Global Business and Finance Review
Professor, Kyung Hee University, South Korea

Note



Wednesday, July 1 st	13:30 to 15:00	Room 3
<p>[G / H] Marketing and Consumer Behaviors / Management and decision science</p> <p>Session Chair Sung-Hee Sunny Park University of South Carolina, USA</p>		

Ipteks Effect for Export Products, Government Policy, Environmental of Religious Culture Social, Cost Efficiency of Export Performance Craft Wood Furniture in Klaten Central Java Indonesia

Siti Nurlaela, Batik Islamic University, Indonesia
 Sholichul Hadi, Batik Islamic University, Indonesia
 Muh. Fajar Shodiq, Batik Islamic University, Indonesia
 Pramono Hadi, Batik Islamic University, Indonesia

Does a Rainforest Alliance Certified Label Matter? An Investigation on its Influence on the Preferences for Coffee Products and Green Identity of Consumers

Yu-Long Chao, National Kaohsiung First University of Science and Technology, Taiwan

✓ **The Entrepreneurial Competencies of Female-Owned Enterprises**

Yolla Margaretha, Maranatha Christian University, Indonesia
 Felicia Abednego, Maranatha Christian University, Indonesia

Natural Colour Batik Handicraft in Sragen (A Study to Improve Handicrafter's Welfare)

Anastasia Riani S, Sebelas Maret University, Indonesia
 Sarah Rum H, Sebelas Maret University, Indonesia
 Rahmawati, Sebelas Maret University, Indonesia
 Sri Seventi P, Sebelas Maret University, Indonesia

The Entrepreneurial Competencies of Female-Owned Enterprises

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Abstract

A country needs more entrepreneurs to rise small medium enterprises growth, one of which is the contribution of female entrepreneurs. Female's business ownership has increased significantly. Therefore, indonesia need contribution of female entrepreneurs, dan to provide maximum contribution in entrepreneurship, the female entrepreneurs must have the entrepreneurial competencies. This study is offer an analysis of the competencies of female entrepreneurs based on FEC framework (Female Entrepreneurial Competence). This study aims to determine what the most important competencies are required by female entrepreneur. Four main clusters of competencies are: personal and relationship, business and management, entrepreneurial, and human relations competencies. The study design used is descriptive research. The samples using the non-probability sampling technique and non-probability method used is purposive sampling. A total of 185 useable questionnaires were collected. Data were entered into SPSS for descriptive analysis. The result showed that female entrepreneurs have the competencies for entrepreneurship especially personal and relationship and human relation competencies. Suggestions were provided for further research of female entrepreneurs and entrepreneurial competencies.

Keywords: Female Entrepreneurs, Entrepreneurial Competencies, FEC framework.

1. Introduction

Total population of women more than men, but the number entrepreneur fewer women than men. Woman or female entrepreneurship is an interesting topic. Indonesia needs more entrepreneurs to built its economic and increase the small business enterprises growth. Indonesian government have recognized that the key to building prosperity and stimulate entrepreneur's growth is especially youth and woman. Indonesian government must encouraging recent increase in the number of especially women/ female entrepreneur. Promoting female entrepreneurship will not only help in diminish unemployment but more importantly make female understand she can do something greater to create their own business, not only as housewife. The contribution of female entrepreneurship is important for SME's growth. To provide maximum contribution in entrepreneurship, the female entrepreneur must have the entrepreneurial competencies. Entrepreneurial competences have an impact on firm performance and growth. Some researchers have suggested that an understanding of competencies that are exercised by the entrepreneurs leading successful small businesses can be used to support the development of those competencies, and has potential to, in turn, drive business growth (Churchill and Lewis, 1983; Low and MacMillan, 1988). Entrepreneurial competencies are important for all SMEs, the imperative to develop the understanding of such competencies in the context of females-led businesses is particularly strong (Mitchelmore and Rowley, 2013).

2. Literature Review

Entrepreneurial Competencies. Entrepreneurial competencies have been identified as specific group of competencies relevant to the exercise of successful entrepreneurship. Such entrepreneurship is often associated with the survival and development of small and new business (Colombo and Grilli, 2005; Nurthall, 2006). Entrepreneurial competencies are carried by individuals, who begin and transform their businesses, and widespread recognition that the range of skills and competencies required to run a small firm are qualitatively as well as quantitatively different from those needed in larger organisation (Fuller-Love, 2006; Johnson and Winterton, 1999; Walker and Webster, 2006). Entrepreneurial competencies are defined as underlying characteristic such as a specific knowledge, motives, traits, self image, social roles and skills which result in venture birth, survival and/ or growth. Man et al. (2002) defined entrepreneurial competencies as the total ability of the entrepreneur to perform a job role successfully. Most researchers agree that managerial and entrepreneurial competencies are multidimensional construct. There are two broad themes in managerial competencies: Functional competencies, such as marketing and finance, and Organisational competencies, such as the skills related to organising and motivating, personal skills and leadership Smith and Morse (2005). Entrepreneurs and the organisations that support and advise entrepreneurs are increasingly paying attention to the issue of knowledge, skills and competencies as they acknowledge the importance of the development of these for competitiveness in the knowledge-based economy.

Female Entrepreneur. There are growing numbers of self-employed woman in developed economies such as the UK and the USA (Carter and Shaw, 2006), and many these business are highly dependt on the owner and her skills (Lerner *et al.*, 1997). In Indonesia, the growth of female entrepreneurs is also very fast. The high demand for life became a new phenomenon that a woman can and deserve to be entrepreneurs to help boost the economy of the family. Therefore female or woman has a multiple role responsibilities. Woman who function as both the manager of a family and a female entrepreneur. In particular, only one or two studies (Lerner and Almor, 2002) have specifically focussed on businesses owned by woman, although there are oher studies that have disscussed woman's competences in spesific areas, such as financial management and management competency. (Lerner et al, 1997, Carter et al, 2006; Walker and Webster, 2006). A literature review argues the case for the importance of female entrepreneurship and the role of competencies in its development, and reviews previous theory and research on entrepreneurial competencies. Lerner and Amor (2002), in one of the few studies to examine a range of entrepreneurial competencies in women, found evidence of the link between an entrepreneur's skills and venture performance and growth. Accordingly, there are grounds for further exploration of the unique competencies exercised by female entrepreneurs (Brickmann, 2008). Indeed, recent reviews of the literature have acknowledged that many gaps exist in the knowledge regarding female entrepreneurs and their businesses (Carter *et al.*, 2006; Carter and Shaw, 2006; Greene *et al.*, 2003).

Social Media. Currently the Internet and mobile phone technologies become more advanced, the social media, too, is growing rapidly. Now to access eg facebook or twitter, can be done anywhere and anytime just by using a smart phone. Originally only used social media as a means of communication and friends, but now it is growing as a media business online. The rise of social medical use for businesses utilized by the female entrepreneur. they become very flexible to do business online, because it can be done at home while taking care of children and household. in this study, the focus is female entrepreneur who has an online business in social media.

FEC used in this study (Female Entrepreneurial Competencies Framework) to measure which are the critical competencies possessed by a female entrepreneur. The framework that shows female entrepreneurial competencies to cluster into four groups:

- (1) personal and relationship competencies;
- (2) business and management competencies;
- (3) entrepreneurial competencies; and
- (4) human relations competencies.

The FEC framework produced in this research is comparable with other frameworks of classifications of entrepreneurial competences generated by earlier researchers, although it is important to remember that most of these earlier classifications looked at entrepreneurs in general, and, as such privileged male entrepreneurs (Mitchelmore and Rowley, 2013).

Methods

The study design used is descriptive research. This descriptive study using a survey method that is widely system collects information from a group of subjects with an interest in various diverse fields. Survey methods used in this study was a questionnaire (Ghozali, 2001). Population in this research was the respondents who have online businesses in the social media. The samples using the technique of non-probability sampling technique that is where each member of the population does not have the same opportunity to be sampled

(Suliyanto, 2006). Non-probability method used is purposive sampling. Purposive sampling method of sampling is based on certain criteria. These criteria aim to provide maximum information (Suliyanto, 2006). The criteria in this study was the respondent is the owner of an online business in social media, and the business owner sexed women. According to Hair et al., (1998), the best sample size is a minimum of 50 to or more than 100 respondents. But have now (2003) states the expected sample size not more than 500 respondents. The sample size taken for this research is 185 respondents. This research data collection procedures consist of five parts: preparation of questionnaires, questionnaires, data entry, data processing, and analyzing data. The scale used in this study is a Likert scale, where every question will be given a numerical score ranking from 1-5, as follows: 1. Strongly Disagree, 2. Disagree, 3. Neither Agree or Disagree, 4. Agree, 5. Strongly Disagree

Results

Respondent Profile. Respondents' profiles in terms of their age, type of business, background education, status, entrepreneurship motivation, years of business experience. Regarding the age of respondents, the highest responding age group among respondents was between 29-33 (50,8%). The age range is an age where a lot of energy that can be used positively to entrepreneurship, also supported young people who could be developed to explore creativity. Type of business most fashion (51,9%). The rise of online businesses in the social media especially is fashion, with dropship system sellers do not need to stock the items to be sold, what is needed is an update of photos and product availability. Female entrepreneurs within this sample were mostly highly educated (45,4%) This is consistent with Carter and Shaw's (2006) assertion that women business owners increasingly have higher levels of educational achievement and education can reduce low competencies. Overall respondents have status married (70,8%) it can prove that female have a double role as both an entrepreneur and a housewife. And support from her husband and family make them can be a great entrepreneur. And most respondents have motivation entrepreneurship are helping an additional income for the family (94%) and the last the business length was between 1-2 year (60%). A female expectations is to make sure that his family can be taken care and could also be a entrepreneur that generate income and also evidence actualization for themselves.

Table 1: FEC Framework Percentage (%)							
Entrepreneurial Competencies	Factor Item	Code	SD	D	N	A	AS
Conceptual and relationship competencies	Interpersonal skills	CR 1	1.1	1.1	15.7	42.7	39.5
	Oral communication skills	CR 2	1.1	14	-	53	31.9
	Relationship building	CR 3	0	1.1	21.6	46.5	30.8
	Networking	CR 4	0	1.1	22.2	46.5	30.3
	Integrity	CR 5	0	1.1	21.1	48.1	29.7
	Self-confidence	CR 6	0	1.1	16.8	48.6	33.5
	Motivating self	CR 7	0	1.1	21.6	45.4	31.9
	Political competence	CR 8	0	1.1	25.9	36.2	36.8
	Being active	CR 9	0	1.1	21.1	48.1	29.7
	Desire to succeed	CR 10	0	1.3	20.9	48.1	29.7
	Perseverance	CR 11	15.2	35.1	31.9	13.5	4.3
Business and management competencies	Budgeting skills	BMC 1	28.6	38.9	29.2	2.2	1.1
	Business operational skills	BMC 2	16.8	41.6	31.4	9.1	1.1
	Developing management systems	BMC 3	13.4	46.5	31.4	7.6	1.1
	Formulating and implementing strategies for exploiting opportunities	BMC 4	16.2	41.6	28.6	10.8	2.8
	Business plan preparation and writing	BMC 5	15.8	44.3	29.7	8.6	1.6
	Development of operational systems	BMC 6	12.4	38.9	41.1	6.5	1.1
	Planning business activities	BMC 7	15.7	40.5	34.1	8.6	1.1
	Managing finance	BMC 8	16.2	49.2	26.5	8.1	0
Entrepreneurial competencies	Idea generation	EC 1	17.2	48.1	24.9	7.6	2.2
	Innovation skills	EC 2	12.5	36.2	43.2	5.9	2.2
	Visioning	EC 3	14.6	44.3	34.1	5.4	1.6
	Envisioning opportunities	EC 4	16.8	44.9	28.6	7.0	2.7
	Product innovation	EC 5	14.1	50.8	27	6.5	1.6
	Creativity	EC 6	13.5	46.5	34.6	4.3	1.1
	Willingness to take risks	EC 7	18.3	51.4	24.9	4.9	0.5
	Scan environments for opportunities	EC 8	16.2	51.9	24.9	6.5	0.5
	Risk taking	EC 9	0	0.5	17.3	46.5	35.7
Human relations competencies	Employee development	HRC 1	0	1.1	21.6	45.4	31.9
	Managing employee performance	HRC 2	0	1.1	25.9	36.2	36.8
	Human relation management skills	HRC 3	0	1.1	21.1	48.1	29.7
	Employee relations	HRC 4	0.5	1.6	21.1	47	29.8
	Hiring skills	HRC 5	0	0.5	17.3	46.5	35.7
	Leadership skills	HRC 6	2.7	4.9	20.5	41.1	30.8
	Motivate others	HRC 7	0	1.1	25.4	40	33.5
	Management style	HRC 8	4.3	2.7	21.1	42.7	29.2
	Management skills	HRC 9	4.3	4.9	21.1	40.5	29.2
(Mitchelmore and Rowley, 2013).							

The FEC framework used to profile competencies and to help female to understand their strengths and weaknesses in entrepreneurial ventures and for developing the educational support for female entrepreneur (Mitchelmore and Rowley, 2013). The results showed that the majority of respondents agreed that women entrepreneurs is important to have two competencies to entrepreneurship that is personal and relationships (1) and the competence of human relations (4).

- **Factor 1: Personal and Relationship Competencies.** This factor includes an interesting mix of communication and relationship building skills, together with a number of personal traits that are generally associated with the internal drivers, motivators and traits of the entrepreneur (Mitchelmore and Rowley, 2013). Female is a private person who was blessed with excellent communication skills and flexible. They are very easy to make friends and to share, in their community often becomes a means to support and motivate herself and each other, enjoy trying to change other's people mind. They are to much time connecting with other online, and thus harmful for their future relationship (SheSpeak Inc (2011) in Kamberidou, 2013). This makes them more confident, although female sometimes look weak, but they are not easy to give up. With this ability they are a reliable business mentor.

- Factor 4: **Human Relations Competencies**. The items in this factor are an interesting mix of those skills and competencies typically shared by a human relations function and line management in larger businesses. They include hiring, staff development, leadership, employee relations and motivating staff (Mitchelmore and Rowley, 2013). Female has a transformational leadership, they can become a leader with feminine but still firm. So that the communication and relationship with a subordinate could well be maintained. They also are a facilitator for the company as a public relations so that communication becomes smoother and business atmosphere becomes warmer (less hierarchical workplace) and everyone involved in the business to be very loyal because they feel comfortable in the business.

And then the result showed female entrepreneurs do not have yet the competencies for (2) business and management competencies & (3) entrepreneurial competencies. Two of these competencies should be given training and offer recommendation for practice and further research. Factor (2) business and management competencies. The factor includes competencies relating to a typical range of business tasks such as budgeting and managing finance, systems, planning, and business operations (Mitchelmore and Rowley, 2013). Factor (3) entrepreneurial competencies. This factor includes a range of competencies typically associated with the entrepreneur including innovation, risk taking, creativity, visioning, and idea generation (Mitchelmore and Rowley, 2013). In order to develop female entrepreneurs in Indonesia, it is advisable to undertake intensive mentoring and coaching for female entrepreneurs Indonesia, create a structured organization for female entrepreneurs Indonesia make an annual event (female entrepreneurs' day) so they are motivated to develop their business, provide regular training related to the perceived competence are still lacking (classes, seminars, and workshops), and the government support is also one of the factors that help them to more easily get business permits and capital assistance from both government and investors. Through these programs expected role of female entrepreneurs Indonesia, can make a significant contribution to the growth of the Indonesian economy.

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