

The Important Date

In relation to the seminar, the important dates are

- Final date for full paper submission : Aug 31st, 2013
- Notification for full paper acceptance : Sept 14th, 2013
- Early Birds Registration : Sept 15th- 25th, 2013
- Payment full amount : Sept 26th- Oct 10th, 2013
- Conference Date : Oct 29th- 30th, 2013

Participant Target

1. Lectures
2. Students
3. NGO's
4. Professionals

Other Academic Benefit

1. All papers will be published in international proceeding and e-book (only for presenter)
2. The best three papers in every topic will be selected

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Participant Registration Fee

Category	Amount
Non-Indonesian	
Presenters	USD 200 (Early Birds USD 150)
Participants	USD 150 (Early Birds USD 125)
Lecturers	USD 125 (Early Birds USD 100)
Students	USD 100 (Early Birds USD 75)
Indonesian	
Presenters	IDR 1.250.000 (Early Birds IDR 1.100.000)
Participants	IDR 1.000.000 (Early Birds IDR 800.000)
Lecturers	IDR 800.000 (Early Birds IDR 700.000)
Students	IDR 600.000 (Early Birds IDR 500.000)

Payment Option

Transfer for total payment to the account :
Pasca UMB

Account Number: 0297877800
BNI'46 Cabang Daan Mogot

The Registration Fee Includes

- Participation of one registered person in the Seminar
- Publishing of the abstracts and full papers in the international scientific proceeding on CDs with ISBN number Seminar package
- Tea and Lunch during the Seminar.

Venue

Seminar will be held at: Bali, Indonesia



UNIVERSITAS
MERCU BUANA

**International Seminar
and
Call for Papers**

**MANAGEMENT,
BUSINESS, AND
ASIAN ECONOMY:**

A COMPREHENSIVE STUDY

Bali, October 29th-30th, 2013



Foreword

One of the major sources of change in the world economy will come from the emergence of large developing countries. Growth generated by these countries will become a greater force in the world than the current interconnected economy.

Increasing attention in recent years is given to opportunities and challenges faced by China, India, and other emerging countries to developed countries such as the U.S., Europe, and Japan. Developed countries would receive the flow of cheap imports from emerging economic countries, so that it can sustain low inflation, interest rates, and enhance consumer welfare. At the same time, countries like China and India grow and open up its domestic market. It is being estimated that economic growth of emerging countries will exceed the economic growth of developed countries.

Hawthornthwaite (2006), has developed a methodology to project relative size of 17 world's biggest economic power in terms of the similarity of its purchasing power until 2050. Countries that are compared in the text are classified into two groups, namely the G7 countries (United States, Japan, Germany, Britain, France, Italy, and Canada in addition to Australia, South Korea, and Spain) and the E7 countries (The Seven Largest Emerging Market Economies, comprising China, India, Brazil, Russia, Indonesia, Mexico and Turkey).

The role of Asian countries in the world economy growing is to make business activities more open, giving birth to new entrepreneurs, and certainly requires better management capabilities. Information technology will become a mainstay in supporting business activities. The hope will be done with the business activities continue to promote environmental sustainability.

The process of starting up and developing a business is not just an adventure, but also a real challenge. In order to help entrepreneurs with this, it is essential to create a favourable business environment.

Ensuring easier access to funding, making legislation clear, more effective, developing an entrepreneurial culture and supporting networks for businesses are important to set up and to grow businesses.

However, creating a favourable business environment does not mean simply improving the growth potential of businesses. It also means turning Europe into a place in which it is advantageous to invest and work. In this way, the promotion of corporate social responsibility is contributing to making business in Europe more attractive.

Small and medium-sized enterprises (SMEs) make up 99% of European businesses. Their small size makes them very sensitive to changes in the industry and environment in which they operate. It is therefore vital for their well-being to be a focus of political attention.

Entrepreneurs are catalysts for economic change, and researchers argue that entrepreneurs are highly creative individuals with a tendency to imagine new solutions by finding opportunities for profit or reward.

David McClelland (sociologist) explained that if a country wants to be wealth, minimum 2% of their citizens should be the entrepreneurs. Until 2011 it was recorded that around 0,24% or 571.200 person of Indonesian people (238 million person) be the entrepreneurs (Hasan, 2011). Much more entrepreneurs will make a country more competitive. Why?

First, a country that has much entrepreneur will get much revenues from taxes based on the entrepreneur's economic activities. Second, the more people be entrepreneurs, their economics are independent, not depend on capitalistic economic system. Third, if many of Indonesian people be entrepreneurs the GNP (Gross National Product) will be bigger, because the entrepreneurs face a bigger potential to get much more revenues, differ with employees that get money in stable quantity. It will make the economic strong, and national development will accelerate because we have enough budget.

Management in all business and organizational activities is the act of getting people together to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading or directing, and controlling an organization (a group of one or more people or entities) or effort for the purpose of accomplishing a goal. Resourcing encompasses the deployment and manipulation of human resources, financial resources, technological resources and natural resources.

Since organizations can be viewed as systems, management can also be defined as human action, including design, to facilitate the production of useful outcomes from a system. This view opens the opportunity to 'manage' oneself, a pre-requisite to attempting to manage others.

Environmental issues are addressed at a regional, nation or international level by government organisations.

The largest international agency, set up in 1972, is the United Nations Environment Program. The International Union for Conservation of Nature brings together 83 states, 108 government agencies, 766 Non-governmental organizations and 81 international organizations and about 10,000 experts and scientists from countries around the world. International non-governmental organizations include Greenpeace, Friends of the Earth and World Wide Fund for Nature. Governments enact environmental policy and enforce environmental laws and this is done at different degrees around the world.

Mercu Buana University proudly presents an International Seminar, **"Business, Management, and Environment: A Comprehensive Study In ASIAN Economy"**. The international seminar aims to facilitate the managers (in corporation, government, social organization, education institution), researchers, business consultants, and post graduate students in Indonesia and abroad to share and exchange their thoughts and experiences. We welcome sponsorship from companies and organizations to get the advertisement opportunity with the practitioners, academics, researchers, and graduate students in the field.

We welcome sponsorship from companies and organizations to get the advertisement opportunity with the practitioners, academics, researchers, and graduate students in the field. Your sponsorship will help assure the success of this International Seminar, **"Business, Management, and Environment: A Comprehensive Study In ASIAN Economy"**.

Yours Faithfully
Prof. Didik J. Rachbini
Director of Post Graduate Program, Mercu Buana University

Article Submission Requirements

1. Original
2. The article is preferred about experience, critical thinking, theoretical study, or empirical research about business, entrepreneurship, management, information technology, and environment
3. Articles in other topic as written above will be accepted.
4. Written in English.
5. About 6-8 pages.
6. Papers should be submitted through e-mail : umb_si@yahoo.com
7. Accepted papers must be presented at the seminar.
8. Papers should be written in 1.5 spaced using 12 point, Times New Roman font in Word format (.doc, .docx). Name the file is "UMB-SI-Author name".
9. Template can be downloaded at seminar website: isbali2013.mercubuana.ac.id

CALL FOR PAPER TOPICS

1. MANAGEMENT AND BUSINESS

Finance, Marketing, Human Resource, Productions and Operations Management Construction Management, Logistic & Supply Chain Management, Applied Economics, Knowledge Management, Performance Management, Management Information System, Health Care Management, Project Management, Quality Management, Transportation Management, Family Business, Marketing Communication (Advertising), Media Management, etc

2. GREEN ECONOMY AND BUSINESS

Environment and Energy Management, Health and Safety Management, Risk Management, Entrepreneurship and Innovation, E-business, E-commerce, Information Technology, Green Technology, Employing People, Franchising, Home Based Business, Intellectual Property, Corporate Social Responsibility, Government Policy, etc

3. ASIA STUDIES

Economy and Enterprise: Emerging Paradigms, Education and Employment: Issues & Challenges, Entrepreneurship Development: Challenges & Opportunities, Contemporary Issues (Accounting, IFRS, Finance, Micro Finance, Islamic Banking, Rural Development, Inclusive Growth, Sustainable Development, Forestry and Fisheries Study, Rural Development, Inclusive Growth, Sustainable Development, Gender and Mainstreaming, Small-Medium Enterprise, etc)

Seminar Schedule

Day-1: October 29th, 2013

Time	Program
16.00 - 17.30	Registration
18.00 - 19.30	Dinner
19.30 - 20.00	Opening Ceremony (pray National Anthem, welcome speech, Rector speech)
20.00 - 20.30	Keynote Speech
20.30 - 21.45	Plenary Session (4 Speakers)
21.45 - 22.00	Closing day-1
22.00 - 22.15	Coffee Break

Day-2: October 30th, 2013

Time	Program
07.30 - 08.00	Registration
08.00 - 10.00	Parallel Session I (Management and Business topics)
10.00 - 10.15	Coffee Break
10.15 - 12.15	Parallel Session II (Green Economy and Business topics)
12.15 - 13.15	Lunch and Pray
13.15 - 15.15	Parallel III (Asia Studies topics)
15.15 - 15.45	Coffee break and Pray
15.45 - 16.00	Best Paper Award Announcement
16.00 - 16.30	Closing

Day-3: October 31th, 2013 : Site Visit Bali or Lombok (optional)