



Joint Conference
Sungkyunkwan University
and
Universitas Indonesia



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The 8th International Conference on Business
and Management Research

PROCEEDINGS

“Trade, Business and Investment in
the Global Economic Recovery”



7th – 8th November 2013

Sungkyunkwan University, Seoul, South Korea

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FACULTY OF ECONOMICS & BUSINESS , UNIVERSITAS INDONESIA

Proceedings

8th International Conference on Business and Management (ICBMR)

Trade, Business and Investment in Global Economic Recovery

Joint Conference Sungkyunkwan University and Universitas Indonesia

Supported by ABEST 21

7 – 8th November 2013

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Dear colleagues,

I am pleased to welcome you to **The 8th International Conference on Business and Management Research (ICBMR)** by Management Research Center (MRC). For eight years this Conference has been held consistently and become one of the leading academic international conferences.

The first ICBMR was held in August 2007 in Bali, while the second ICBMR was held in August 2008 in Jakarta. To establish a platform for international collaboration for research, MRC actively look for potential partners in conducting the annual conference. The 3rd ICBMR was held in Bali together with The 14th Euro-Asia Conference, and in 2009, MRC hosted the joint conference with the University of Adelaide. Since 2010, the event was also supported by ABEST 21. The 6th ICBMR was conducted in collaboration with Ateneo de Manila University, Philippines in Manila. In the future, MRC is maintaining its effort to look for international partnership opportunity in organizing the conference. The 7th ICBMR was conducted in collaboration with University of Economics-Ho Chi Minh City (UEH).

We hope that the publication of this proceeding will be able to serve as a media for the latest researchers and new ideas; this thought is aligned with Universitas Indonesia's vision to become Research Oriented University.

Finally, on behalf of all my colleagues from Universitas Indonesia and Sungkyunkwan University, and all the members of Organizing Committee ICBMR 2013, we wish you not only an enriching conference but also a pleasant stay in Seoul, South Korea.

Regards,

Rofikoh Rokhim, Ph.D.

Head of Organizing Committee ICBMR 2013

CONFERENCE AGENDAS

The 8th International Conference on Business and Management Research (ICBMR)
Seoul, November 7-8th, 2013

Thursday, November 07, 2013

11:00 am - 11:05 am	Opening Ceremonies MC: Hongjoo Jung, SKKU			
11:05 am - 11:10 am	Opening Declaration UI Host			
11:10 am - 11:15 am	Greeting SKKU President			
11:15 am - 11:20 am	Greeting Ambassador of Indonesia in South Korea			
11:20 am - 11:40 am	Keynote Speech 1: Secretary of Labor Department, South Korea			
11:40 am - 12:00 pm	Keynote Speech 2: Sylvia Tiwon, South East Asian Studies, UC Berkeley			
12:00 pm - 1:00 pm	Lunch Break			
1:00 pm - 2:20 pm	Stephanie Octavia and Lita Nattaya (The influence of Economic Sharia to the Global Economy)	Triza Mudita and Tengku Ezni Balqiah (The Effect of Country Image on Perception of Product Image: Study of South Korea's)	Sung-Min Ryu (Distribution Channel of Korea : Today and Future?)	Young-Han Kim (The Future of Korea- Indonesia Economic Cooperation: Bilateral Investment Cooperation & Investment Risk)
3:00 pm - 4:20 pm	Concurrent Session 1			
4:40 pm - 6:00 pm	Concurrent Session 2			

Friday, November 08, 2013

9:00 am - 10:20 am	Concurrent Session 3
10:40 am - 12:00 pm	Concurrent Session 4
12:00 pm - 1:00 pm	Lunch and Award Ceremony
1:15 pm - 1:25 pm	Get on a Bus
2:30 pm - 3:30 pm	Company Visit 1 (Samsung Electronics)
4:30 pm - 6:00 pm	Company Visit 2 (Agricultural Cooperative Headquarter & Museum)
6:30 pm - 7:30 pm	Individual City Tour & Dinner
8:00 pm - 9:30 pm	Nanta Show

CONFERENCE AGENDAS

ABSTRACT

THE EFFECT OF COUNTRY IMAGE ON PERCEPTION OF PRODUCT IMAGE: STUDY OF SOUTH KOREAN'S FOOD IN INDONESIA

Handayani, S. (2010). The Effect of Country Image on Perception of Product Image: Study of South Korea's Food in Indonesia. *Journal of Business Administration*, 1(1), 1-10.

ABSTRACT
The purpose of this study is to investigate the effect of country image on perception of product image. The study was conducted in Yogyakarta, Indonesia. The sample consisted of 100 respondents. The data were analyzed using SPSS 16.0. The results showed that country image has a significant effect on perception of product image. The higher the country image, the higher the perception of product image.

KEYWORDS: Country Image, Perception of Product Image, South Korea's Food, Yogyakarta, Indonesia.

MARKETING

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THE EFFECTS OF RELATIONALISM NORMS ON COMPETITIVE STRATEGY

ISABELLA

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ANTON WACHIDIN WIDJAJA
Universitas Katolik Indonesia

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LILY SUDHARTIO

Universitas Indonesia

ABSTRACT

Not only firms need to maintain good relationships with their customers or the users of their products and/or services, they also need to have good relationships with their marketing channels. Each and every company in an industry has to have a competitive strategy to do their businesses and create values to the customers. This study investigates the effects of relationalism level on firm's competitive strategic types, which includes aggressive marketing strategy, product specialization strategy, and price leadership strategy.

Data was collected using survey design, in which we distributed questionnaires directly to sales managers and marketing managers as the respondents in this study. The usable data from 162 respondents were analyzed using AMOS 18.0.

Results of this study shows that relationalism level has positive effects on both aggressive marketing strategy and price leadership strategy, but does not negatively affect product specialization strategy.

Keywords: Relationalism Norms, Social Capital, Competitive Strategy, Managers.

Urgent

Mohon dikoreksi

Senin, 7 Mei 2013

Rizki Rizki



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