



The 6th International
Conference on Business
and Management Research

The Business and Management Challenges
of the ASEAN Economic Community 2015

Proceedings

27 - 28 October 2011

Ateneo Professional Schools Building
#20 Rockwell Drive, Rockwell Center, Makati City

The 6th International Conference on Business and Management Research (ICBMR)

The Business and Management Challenges of the
ASEAN Economic Community 2015

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Editors and Contributors

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Table of Contents

List of Papers Presented	iii
Introduction	1
Welcome and Opening Remarks <i>Fr. Jose Ramon T. Villarín, S.J.</i> <i>President</i> <i>Ateneo de Manila University</i>	3
Welcome Message <i>Prof. Dr. der Soz. Gumilar Rusliwa Somatri</i> <i>President</i> <i>Universitas Indonesia</i>	5
Keynote Speech <i>H.E. Yohanes Kristiarto Soeryo Legowo</i> <i>Ambassador of Indonesia to the Philippines</i>	7
<i>Dr. Aladdin D. Rillo</i> <i>Director and Chief Economist</i> <i>ASEAN Integration Monitoring Office</i> <i>ASEAN Economic Community Department</i> <i>ASEAN Secretariat</i>	9
<i>Hon. Gregory L. Domingo</i> <i>Secretary</i> <i>Department of Trade and Industry</i>	15
Open Discussion Moderator: <i>Mr. Ahmad Djaubar</i> <i>Deputy Head</i> <i>Bisnis Indonesia Daily</i>	
Business Forum Moderator: <i>Dr. Cielito F. Habito</i> <i>Head, Economics Department, Ateneo de Manila University</i> <i>Former Secretary of Socio-Economic Planning of the Philippines</i> Panelists: <i>Dr. Jingjai Hanchanlash</i> <i>Director, Loxley Thales Company</i> <i>Loxley Public Company Limited, Thailand</i> <i>Dr. Dwi Soetjipto</i> <i>CEO, PT Semen Gresik, Indonesia</i> <i>Mr. Carlos Ejercito</i> <i>Chairman and President</i> <i>Northern Access Mining Inc. and Forum Cebu Coal Corporation, Philippines</i>	19

List of Papers Presented

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 Makati City, 1200 Philippines

FINANCE	
<p>Analysis on Factors Affecting IPO Stock Underpricing and Their Effects on Earnings Persistence of Manufacturing Companies</p> <p>Ika Leony Sinaga Akhmad Syahroza Dwi Martani <i>Universitas Indonesia</i></p>	<p>Market Price of Risk Analysis from Three Major Industrial Countries on the Stability of Brennan-Schwartz Model</p> <p>Tri Handhika <i>Department of Management, Faculty of Economics</i> <i>University of Indonesia</i></p>
<p>Liquidity Premium Persistency in the Indonesia Stock Exchange</p> <p>Daniel Wojtyla Situmorang Zaafri Ananto Husodo <i>Faculty of Economics</i> <i>University of Indonesia</i></p>	<p>On the Robustness of the Extended Fama-French Three-Factor Model</p> <p>Intan Nurul Awaliyah Zaafri Ananto Husodo <i>Graduate School of Management, Faculty of Economics</i> <i>University of Indonesia</i></p>
<p>Measuring Systemic Risk in Indonesian Banking System: Structural Model Approach</p> <p>Lenny Suardi <i>Department of Management, Faculty of Economics</i> <i>University of Indonesia</i></p>	<p>Risk-taking Behavior of Indonesian Banks: Analysis on the Impact of Deposit Insurance Corporation Establishment</p> <p>Moch. Doddy Ariefianto Soenartomo Soepomo <i>Faculty of Economics and Business</i> <i>Ma Chung University</i> <i>Malang, Indonesia</i></p>
<p>Interest Rate Parity Between Indonesia and the United States of America, Japan, People's Republic of China, and Singapore</p> <p>Maria Katryn Simanjuntak <i>PT Pertamina (Persero)</i> <i>Indonesia</i></p>	<p>The Role of Emerging Market Stock Analysts in Making Stock Prices More Informative</p> <p>Irwan Adi Ekaputra C. Erna Susilawati Cynthia Afriani Utama <i>Graduate School of Management, Faculty of Economics</i> <i>University of Indonesia</i></p>
<p>Free Float Rule, Liquidity, and Speculative Trading in Asian Countries' Stock Exchange</p> <p>Rofikoh Rokhim <i>Department of Management, Faculty of Economics</i> <i>Universitas Indonesia</i></p> <p>Anton Hermansyah <i>Bisnis Indonesia Daily</i></p>	<p>Holiday Anomaly in Jakarta Islamic Index</p> <p>Deannes Isynuwardhana Venti Yustianti Martina Cahyaningsih <i>Institut Manajemen Telkom</i> <i>Bandung, Indonesia</i></p>

FINANCE	
<p>Tax Incentive, Public Share Proportion, and Firm Performance: Evidence from Indonesia's Capital Market</p> <p>Vierly Ananta Upa <i>Universitas Pelita Harapan Surabaya Indonesia</i></p>	<p>The Impacts of Ownership Structure and Affiliated Supervisory Board on Firm Performance</p> <p>Midson Ramadonal <i>PT Bank Mega, Tbk.</i></p> <p>Niki Lukviarman <i>Governance Research Program Faculty of Economics Andalas University, Indonesia</i></p>
<p>The Effect of Intra-industry Competition and Market Openness Levels on the Degree of Capital Market Integration for Five ASEAN Countries in 2006-2009</p> <p>Roni Setyawan <i>Tarumanagara University</i></p> <p>Buddi Wibowo <i>Graduate School of Management, Faculty of Economics University of Indonesia</i></p>	<p>An Examination of Herd Behavior in the Indonesian Stock Market</p> <p>Adi Vithara Purba <i>I.A.A. Faradynawati Department of Management, Faculty of Economics University of Indonesia</i></p>

GENERAL MANAGEMENT / ECONOMICS	
<p>The Community Metaphor in ASEAN Discourse and Its Influence on Economic Integration</p> <p>Manuel Enverga III <i>European Studies Program Ateneo de Manila University Quezon City, Philippines</i></p>	<p>Political Leadership and Culture: Correlations Among Selected Latin American and Asian Countries and Implications for Development</p> <p>Joseph I.B. Gonzales <i>Graduate School of Business Ateneo de Manila University Makati City, Philippines</i></p>
<p>The Effect of Exchange Rate Fluctuations on Rice Imports in Indonesia</p> <p>Maria Widyarini Rulyusa Pratikto Gandhi Pawitan <i>Department of Business Administration Parahyangan Catholic University Bandung, Indonesia</i></p>	<p>Country Risk Analysis and Direct Foreign Investment with Their Rating in ASEAN</p> <p>Ubud Salim <i>Economics and Business Faculty Brawijaya University Malang, Indonesia</i></p>
<p>An Empirical Examination of the Relationship Between Corporate Entrepreneurship and Performance</p> <p>Kesi Widjajanti <i>Faculty of Economics Semarang University Semarang, Indonesia</i></p>	<p>Indonesia's Business and Management Challenges: Achieving the ASEAN Economic Community 2015</p> <p>Oliandes Sondakh Amelia Amin Xavier Tang <i>Universitas Pelita Harapan Surabaya, Indonesia</i></p>
<p>Microfinance and Women's Microenterprises: Assessing the Impacts of Microfinance on Business Performance and Standard of Living</p> <p>Retno Ardianti Adwin Surja Atmaja <i>Petra Christian University Surabaya, Indonesia</i></p>	<p>Evaluating the Impact of Educational Decentralization: The Case of Indonesia</p> <p>Chasidin Ali Rokhman <i>Universitas Jenderal Soedirman Purwokerto, Indonesia</i></p>

GENERAL MANAGEMENT / ECONOMICS

<p>Accelerated Learning in Business Education Winifrida M. Constantino Ricardo R. Palo Yolanda F. Ibarle Krishna U. Reyes <i>Graduate School of Business</i> <i>Ateneo de Manila University</i> <i>Makati City, Philippines</i></p>	<p>The Ageing Population, Societal Response and Their Implications to Business and Industry in Selected ASEAN Countries Johanna Solon Banzon Eduardo P. Banzon Joan R. Villas <i>Graduate School of Business</i> <i>Ateneo de Manila University</i> <i>Makati City, Philippines</i></p>
<p>Development of Poverty Information System by the Local Government Toward Information-based Decision Making Ali Rokhman Acep Taryana Tobirin <i>Postgraduate Program in Administration Science</i> <i>Jenderal Soedirman University</i> <i>Purwokerto, Indonesia</i></p>	<p>What Drives Hospitals to Expand? A Case of Private Hospitals in Palawan, Philippines Valerie Gilbert T. Ulep <i>Graduate School of Business</i> <i>Ateneo de Manila University</i> <i>Makati City, Philippines</i></p>
<p>Assessing the Privacy and Security of Electronic Health Information in the Philippines: Informing Philippine Compliance to the Expanded Trade of Health Care Services in ASEAN Eduardo P. Banzon Juan Carlos Amores <i>Graduate School of Business</i> <i>Ateneo de Manila University</i> <i>Makati City, Philippines</i></p>	<p>Carrying the Character Education Efforts to Improve the Quality of Education for Indonesia Putri Amal Wijayanti Ali Rokhman <i>Master of Public Administration</i> <i>Universitas Of Jenderal Soedirman</i> <i>Purwokerto, Indonesia</i></p>
<p>The Relevance of an Undergraduate Thesis at the Faculty of Economics, University of Indonesia Kresnohadi Ariyoto Karnen <i>Department of Management</i> <i>Faculty of Economics</i> <i>Universitas Indonesia</i></p>	<p>Parallel Currency In Southeast Asia And Exchange Rates Stability: An Empirical Examination Rulina Vilorina Ronald Tamangan <i>College of Arts and Sciences</i> <i>San Beda College</i> <i>Manila, Philippines</i></p>
<p>A Foucaudian Reading of Organization and Management Christian Bryan S. Bustamante <i>College of Arts and Sciences</i> <i>San Beda College</i> <i>Manila, Philippines</i></p>	<p>Transforming Higher Education: Exploring the Concept From World-class University to the World-class Civic University in the Developing Country Fajar Rezky Aprilian Ali Rokhman <i>Postgraduate Program in Administration Science</i> <i>Jenderal Soedirman University</i> <i>Purwokerto, Indonesia</i></p>
<p>De-radicalization Efforts Against Terrorism Through Economic Approach and Multicultural Education Suryo Wibisono Ali Rokhman <i>Postgraduate Program in Administration Science</i> <i>Jenderal Soedirman University</i> <i>Purwokerto, Indonesia</i></p>	

HUMAN RESOURCES

<p>Conflict Approaches of an Effective Project Manager in the Upstream Sector of Oil and Gas Industry in Indonesia Adhi Cahyono Yanki Hartijasti <i>Master of Management Program</i> <i>Faculty of Economics and Business</i> <i>University of Indonesia</i></p>	<p>Enhancing Employability of Tech-Voc Graduates: A Multiple Case Study Antonio M. Del Carmen <i>Graduate School of Business</i> <i>Ateneo de Manila University</i> <i>Makati City, Philippines</i></p>
<p>Organizational Justice and Workplace Deviant: A Scenario-based Experimental Study Muhammad Irfan Syaebani Riani Rachmawati Sobri <i>Department of Management</i> <i>Faculty of Economics</i> <i>University of Indonesia</i></p>	<p>Analysis of the Formation of Perceptions of Voice: Case Study of a Trade Union in Telecommunication Industry Gladys Samosir Riani Rachmawati Sobri <i>Department of Management</i> <i>Faculty of Economics</i> <i>University of Indonesia</i></p>
<p>Developing Cross-cultural Competence in Adult Learning in the ASEAN Context Atanacio Panahon II <i>European Studies Program</i> <i>Ateneo de Manila University</i> <i>Quezon City, Philippines</i></p>	<p>Assessing the Korean Union Strategy Aryana Satrya <i>Department of Management</i> <i>Faculty of Economics</i> <i>Universitas Indonesia</i></p>
<p>The Mediating Role of Job Satisfaction in the Relationship Between Organizational Justice and Commitment: Evidence from the Hotel Industry in Indonesia Harif Amali Rivai Syukri Lukman <i>Andalas University</i> <i>Padang, Indonesia</i></p>	<p>Organizational Commitment: Loyalty and Neglect Model of Employees Response to Organizational Cultures Ismi Rajiani <i>Universiti Teknikal Malaysia Melaka</i></p>

MARKETING

<p>The Role of Product Design in the Market of Telecommunication Products in Indonesia Dion Dewa Barata <i>Institut Teknologi dan Bisnis Kalbe Indonesia</i></p>	<p>Examining the Consumer Ethnocentrism and Animosity on the Attitude Toward Malaysian and U.S. Products: Cross-cultural Comparisons Ramadania <i>Department of Management, Faculty of Economics Tanjungpura University Pontianak, Indonesia</i></p> <p>Sri Gunawan Sri Wahyuni Astuti <i>Department of Management, Faculty of Economics and Business Airlangga University Jl. Airlangga 4 Surabaya</i></p>
<p>The Influence of Trust, Commitment, Communication, Conflict Handling, and Customer Satisfaction Towards Customers Loyalty of Telkomsel Cellular Service Provider in Surabaya Amelia <i>Department of Management Faculty of Economics Universitas Indonesia</i></p>	<p>One Size Can't Fit All Somchanok Passakonjaras <i>Faculty of Commerce and Accountancy Chulalongkorn University Bangkok, Thailand</i></p>
<p>The Role of Altruistic Value as Moderator in Building Customer Loyalty in the Company with the Cause-related Marketing and Corporate Philanthropy Strategy Rahmawati <i>Airlangga University East Java Surabaya Indonesia</i></p>	<p>Cause-related Marketing: Moderation Effect of Customer Values on the Influence of Cause-brand Fit, Firm Motives, and Attributes Altruistic to Customer Inference and Participation Intention Karto Adiwijaya Rizal Edy Halim Rushli Fauzan <i>Department of Management, Faculty of Economics University of Indonesia</i></p>
<p>An Exploratory Study in Recognizing Social Marketing in Business Practices to Achieve Better Performance in Challenging Business Environment Iin Mayasari <i>Paramadina University Indonesia</i></p>	<p>New Relationship Marketing Strategy For the Bottom of the Pyramid to Develop Entrepreneurship in Indonesia and Thailand Aditya M. Salya <i>Universite de Parix X France</i></p>
<p>An Investigation into the Determinants of Corporate Blog Connectedness Amalia E. Maulana <i>Binus University Indonesia</i></p> <p>Tina Cai <i>The London School of Public Relations Indonesia</i></p>	<p>The Market Segment of Children as Consumers in Indonesia: A Study of the Influence of Brand Credibility, Emotional Bonding, and Autobiographical Memory on the Intention to Consume Eristia Lidia Paramita <i>Pelita Harapan University Indonesia</i></p> <p>Jony Oktavian Haryanto <i>Sarya Wacana Christian University Salatiga, Indonesia</i></p>

OPERATIONS MANAGEMENT

<p>Suppliers' Performance Improvement Through Vertical Partnership: A Study of the Astra Daihatsu Motor</p> <p>Anton Wachidin Widjaja Lily Sudhartio I Gusti Ngurah Agung <i>Universitas Indonesia</i></p>	<p>Key Success Factors for a Big Enterprise-initiated SME Supplier Development Program for Quality and Productivity Improvement</p> <p>Enrico C. Mina <i>Graduate School of Business</i> <i>Ateneo de Manila University</i> <i>Makati City, Philippines</i></p>
<p>The Production Efficiency of Small-scale Industry Batik Semarang</p> <p>Ngatindriatun Hertiana Ikasari <i>Universitas Dian Nuswantoro</i> <i>Semarang, Indonesia</i></p> <p>Viverita <i>Graduate School of Management, Faculty of Economics</i> <i>Universitas Indonesia</i></p>	<p>Establishing Inventory Tracking System and Density-Order Index Rule for Warehouse for Location in Giardini Furniture Company</p> <p>Juanito S. Chan <i>Graduate School of Business</i> <i>Ateneo de Manila University</i> <i>Makati City, Philippines</i></p>

STRATEGIC MANAGEMENT

<p>Manager Perception on Impact of Accountancy Information to Performance: Organizational Culture and Environmental Uncertainty as Moderating Variables with Partial Least Square Approach (A Case Study in Indonesia)</p> <p>Eddy Susilowati Juli Ratnawati St Dwiwarso Yulita Setiawanta <i>Faculty of Economics</i> <i>Dian Nuswantoro University</i> <i>Semarang, Indonesia</i></p>	<p>Self-organizing Systems in the Global Community</p> <p>Lenny Sunaryo <i>Prasetiya Mulya Business School</i> <i>Indonesia</i></p>
<p>Why Do Some Multimarket Firms Compete Without Using a Multimarket Style?</p> <p>Yasmine Nasution Ruslan Prijadi <i>Universitas Indonesia</i></p>	<p>Building Corporate Image and Social Responsibility: A Cross-cultural Experience</p> <p>E.D. Dionco Adetayo E.Y. Akinkoye J.O. Adetayo <i>Department of Management and Accounting</i> <i>Obafemi Awolowo University</i> <i>Nigeria</i></p> <p>Belen D.D. <i>School of Graduate Studies</i> <i>Aurora State College of Technology</i> <i>Philippines</i></p>
<p>The Effect of Image Compatibility and Escalation of Commitment on Decision Performance</p> <p>Harris K. Turino <i>Prasetiya Mulya Business School</i> <i>Indonesia</i></p> <p>Budi Widjaja Sutjipto <i>University of Indonesia</i></p>	<p>Analysis of Integration Pattern and Multinational Company Post Acquisition Management Process: Study of International Acquisition of Heidelberg Cement (PT. Indocement Tunggul Prakarsa Tbk.) and Holcim Ltd (PT. Semen Cibinong Tbk.)</p> <p>Orpha Jane <i>Catholic University of Parahyangan</i> <i>Bandung, Indonesia</i></p>
<p>The Effects of Structural Differentiation and Contextual Integration on Organizational Ambidexterity and the Mediating Role of Absorptive Capacity</p> <p>Dion Wardyono Lily Sudhartio <i>University of Indonesia</i></p>	<p>ISO as a Change Strategy for Companies in ASEAN</p> <p>Eliseo A. Aurellado <i>Graduate School of Business</i> <i>Ateneo de Manila University</i> <i>Makati City, Philippines</i></p>

Suppliers' Performance Improvement Through Vertical Partnership: A Study of the Astra Daihatsu Motor

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Abstract

This study investigates the sources of operating performance improvement in supplier partnership, which is an extension of the study of Kotabe, Martin, and Domoto (2003). Data from 75 suppliers of Daihatsu Indonesia were taken as samples. Suppliers' performance can be improved with time-bounded relational assets that are developed by buyers and suppliers through which the companies are able to exploit an efficient communication through the transfer of productive knowledge.

The impacts of technical exchanges, technological transfer, and link duration on the performance improvement of the suppliers were studied. Results indicate that supplier's performance improvement is only affected by technical exchange and supplier partnership does not improve supplier's technological capabilities.

Keywords:

Supplier partnership, exchange of knowledge, relational assets, link duration



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