



THE UNIVERSITY
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AUSTRALIA



UNIVERSITAS
INDONESIA

**Joint Academic Conference
Universitas Indonesia and University of Adelaide**

**THE NEW WORLD ORDER
AFTER THE CRISIS.**

22-24 November 2009, Bali-Indonesia

The 4th International Conference on
Business and Management Research



Introduction for ICBMR 2009 Proceeding

Dear colleagues,

I am delighted to welcome you to **The 4th International Conference on Business and Management Research (ICBMR)** by Management Research Center (MRC). For four years this Conference has been held consistently and become one of the leading Academic International Conference.

The ICBMR was first held on August 2007 in Bali, the second on August 2008 in Jakarta. On the third ICBMR (2008), MRC is working together with The 14th Euro-Asia Conference, which have gained many references for the scientific committee and participants from several Europe regions. Universitas Indonesia is working together with University of Adelaide to make join conference on the fourth ICBMR on November 2009 in Bali.

In the future ICBMR is actively seeking for international partnership in organizing this conference. The next year, MRC have already planning for ICBMR partnership with International Labor Organization (ILO) of United Nation.

We are hoping that the publication of this proceeding will be able to be the media for the latest research and new ideas; this thought is align with Universitas Indonesia vision to become Research Oriented University.

Finally, on behalf of all my Colleagues from Universitas Indonesia, and all the members of Organizing Committee ICBMR 2009, we wish you not only an enriching conference but also enjoyable on the beautiful Bali environment.

Regards,

Rofikoh Rokhim, Ph.D.

Head of Organizing Committee ICBMR 2009

Bali, November 22-24th 2009

**Joint Academic Conference of Universitas Indonesia and University of Adelaide
The 4th International Conference on Business and Management Research**

“The New World Order After the Crisis”

Bali-Indonesia, 22nd-24th November 2009

Scientific Committee

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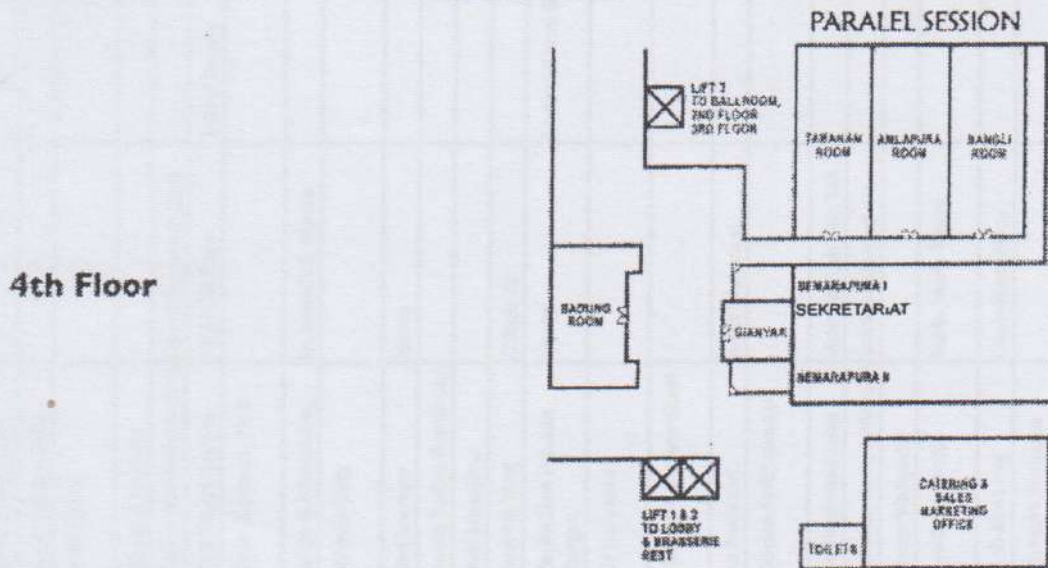
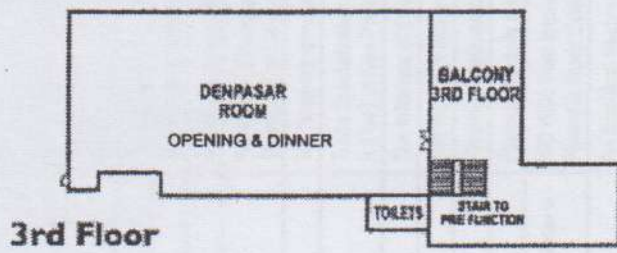
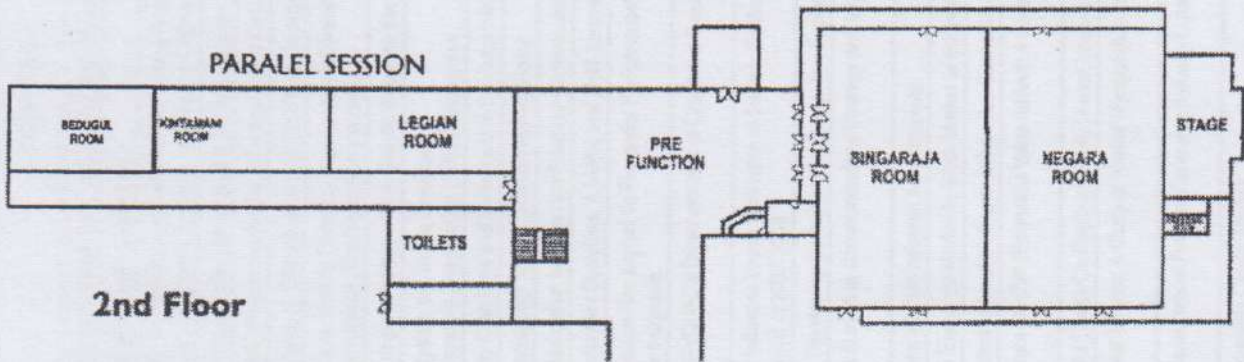
**Joint Academic Conference of Universitas Indonesia and University of Adelaide:
The 4th International Conference on Business and Management Research
Bali, 22-24 November 2009**

DAY ONE : Sunday, 22/11/2009	
EVENT	TIME
1 Early Registration	from 08:00
2 Opening Ceremony	18:00 - 20.25
Preparation	18:00 - 18:30
* Welcoming Address by Dr. Firmanzah, Dean of Faculty of Economics -Universitas Indonesia	18:00 - 18:10
* Opening Address by Prof.Dr.Der.Soz Gumilar R. Somantri, Rector of Universitas Indonesia	18.10 - 18.25
* Panel discussion Bakrieland Development and Finance Professor, University of Adelaide	18:25 - 19.25
- Prof. Dr. Ralf Zurbrugg, University of Adelaide	
- Prof. Dr. David Michayluk, University of Technology Sydney	
- Hiramayah S.Thajib, President Director of Bakrieland Development	
Moderator: Dr. Ruslan Prijadi	
Dinner	19:25 -20.25

DAY TWO: Monday, 23/11/2009	
EVENT	TIME
1 Parallel Sessions I	08:00 - 10:00
2 Parallel Sessions II	10:00 - 12:00
3 Break and Lunch	12:00 - 13.00
4 Parallel Sessions III	13:00 - 15:00
5 Parallel Sessions IV	15:00 - 16:30
6 Sunset Dinner (entertainment by Balinese Dancer at Tanah Lot)*	16:45 - 21:00

DAY THREE: Tuesday, 24/11/2009	
Personal Program for Academic Networking	

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strategic

The Effect Of Social Capital, Entrepreneurial Behavior And Social Knowledge Exchange On Strategic Adaptability

Anton Wachidin Widjaja
I Gusti Ngurah Agung

Abstract

Various uncertainties require any company to be adaptable to any possible environmental changes, and this will be even more so for the small companies which have limited resources and facing various constraints. The ability of small companies to continually adjust to their changing environment to a large extent reflects, as well as a reflection of the attitude of their managers or the owners.

This research investigates the impact of social capital which results from social mteraction within a horizontal industrial district on the attitude-related aspects of internal and external strategic adaptability. Such foreseen effects are studied from interaction of three dimensions of social capital (namely structural embeddedness, relational embeddedness and cognitive embeddedness) which occurs indirectly through entrepreneurial behavior and social knowledge exchange.

With the participation from 201 respondents, taken from metal industrial district in Tegal Regency, Central Java, this study reveals that entrepreneurial behavior and social knowledge exchange, which paradoxial in nature, have the effects on the internal and external strategic adaptability, which the effects are dependent on three dimensions of social capital. The study also reveals that the interaction of three dimensions of social capital have the effects on entrepreneurial behavior and social knowledge exchange



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