

BUKTI DOKUMEN PROCEEDING OF THE 2019 INTERNATIONAL CONFERENCE ON ORGANIZATION INNOVATION (ICOI 2019)

1. SAMPUL PROCEEDING

The screenshot shows the Atlantis Press website interface. The top navigation bar includes links for ABOUT, NEWS, PRODUCTS & SERVICES, POLICIES AND GUIDELINES, INDUSTRY AFFILIATIONS, and CONTACT. Below this, a secondary bar identifies the site as 'Part of SPRINGER NATURE' and features a search bar. The main content area displays the series title 'Advances in Economics, Business and Management Research' and the main title 'Proceedings of the 2019 International Conference on Organizational Innovation (ICOI 2019)'. A left sidebar lists navigation options: HOME, PREFACE, ARTICLES, AUTHORS, SESSIONS (selected), ORGANIZERS, and PUBLISHING INFORMATION. Below the title, there are navigation buttons for 'PREVIOUS VOLUME IN SERIES' and 'NEXT VOLUME IN SERIES'. The introductory text states: 'Welcome to the International Conference of Organizational Innovation (ICOI 2019), held by the University of Ulsan, South Korea, on 20th-22nd July 2019. The purpose of the ICOI 2019 conference is to serve as a primary channel of knowledge sharing and the promotion of innovation internationally. The Conference encourages experts and scholars all over the world to share their research and best practice outcomes through presentations. An important goal of the conference is to promote learning from each other.'

2. DEWAN REDAKSI/STEERING COMMITTEE

The screenshot shows the Atlantis Press website interface, specifically the 'people' page for the 2019 International Conference on Organizational Innovation (ICOI 2019). The top navigation bar and secondary bar are identical to the previous screenshot. The main content area displays the series title 'Advances in Economics, Business and Management Research' and the main title 'Proceedings of the 2019 International Conference on Organizational Innovation (ICOI 2019)'. The left sidebar is the same as in the previous screenshot. The steering committee members are listed as follows:

- Honorable Chair**
 - Dr. Fred Dembowski**
President of International Association of Organizational Innovation – IAIOI, USA
- Conference Co-Chairs**
 - Dr. Jung Junkeum**
Dean of College of Social Science, University of Ulsan, Korea
 - Dr. Sri Gunawan**
President of Forum Manajemen Indonesia – FMI, and Senior Lecturer in Department of Management, Faculty of Economics and Business, Universitas Airlangga, Indonesia
 - Dr. Yamazaki Yoshihiro**
Faculty of Economics, Fukuoka University, Japan
- Scientific Committee**
 - Dr. Alex Maritz**
Professor in Department of Management & Marketing, La Trobe University, Australia

PREFACE

ARTICLES

AUTHORS

SESSIONS

ORGANIZERS

PUBLISHING INFORMATION

Scientific Committee

Dr. Alex Maritz
Professor in Department of Management & Marketing, La Trobe University, Australia

Dr. Cho Jaeho
Department of Economics, University of Ulsan, Korea

Dr. Dongwoo Yoo
Department of Economics, University of Ulsan, Korea

Dr. Han Dongping
Dean and PhD supervisor at the Harbin Institute of Technology, Weihai Campus, China

Dr. Hu Ridong
Dean of School of Institute of Quantitative Economics, HuaQiao University, China

Dr. Fernando Cardoso de Sousa
Founder and director of the Marketing Research Office – GAIM ; and the Portuguese Creativity and innovation Association – Apgico, Portugal

Dr. Bal Kishan Dass
Professor in Department of Mathematics, University of Delhi, India

Dr. Lin Zhiqiang
Professor, and Dean of Academy of Fine Arts at Fuzhou University, China

Dr. Jenn-Yang Lin

HOME

PREFACE

ARTICLES

AUTHORS

SESSIONS

ORGANIZERS

PUBLISHING INFORMATION

Dr. Jenn-Yang Lin
Professor in Far East University, Taiwan

Dr. Shih Wen Hsiao
Department of Industrial Design at the National Cheng Kung University, Taiwan

Dr. Tomas Tichy
Department of Finance, Faculty of Economics, VŠB-Technical University, Ostrava, Czech Republic

Dr. Pei Yu
Vice President of Nanjing Auditing University - Nanjing , China

Dr. Chih Yuan Huang
Professor in Kao Yuan University, Taiwan

Dr. Anton de Waal
Senior Lecturer in Innovation and Entrepreneurship, New Zealand

Dr. Andy Klein
American University of Sharjah, UAE

Dr. Denis S. Ushakov
Suan Sunandha Rajabhat University, Bangkok, Thailand

Dr. Ping-Hong Kuo
Department of Industrial Design, Tunghai University, Taiwan

- HOME
- PREFACE
- ARTICLES
- AUTHORS
- SESSIONS
- ORGANIZERS**
- PUBLISHING INFORMATION

- Dr. Jen-der Day**
Kaohsiung University of Applied Sciences – KUAS, Taiwan
- Dr. Ing. Barbara Cimatti**
Department Mechanical, Nuclear, Aviation, and Metallurgical Engineering University of Bologna, Italy
- Dr. Giampaolo Campana**
Professor in department of Industrial Engineering DIN – University of Bologna, Italy
- Dr. Marius Potgieter**
Tshwane University of Technology, South Africa
- Dr. Sucherly**
Professor, Universitas Padjadjaran Bandung, Indonesia
- Dr. Syahmur Said**
Professor, Universitas Muslim Indonesia Makasar, Indonesia
- Dr. Erni Tisnawati Sule**
Professor, Universitas Padjadjaran Bandung, Indonesia
- Dr. Rath Hurriyati**
Professor, Universitas Pendidikan Indonesia, Bandung, Indonesia
- Dr. Budi Eko Soetjipto**
Professor, Universitas Negeri Malang, Indonesia

- HOME
- PREFACE
- ARTICLES
- AUTHORS
- SESSIONS
- ORGANIZERS**
- PUBLISHING INFORMATION

- Conference Manager**
- Mr. Aria Auliandri**
Department of Management, Faculty of Economics and Business, Universitas Airlangga, Indonesia
- Organizing Committee**
- Dr. Wen-Hwa Cheng**
Professor, Department of Multimedia Design, National Formosa University, Taiwan
- Dr. Ya-Chuan Ko**
Department of Creative Product Design, Asia University, Taiwan
- Dr. Cheng, Yi Chung**
Department of International Business Tainan University of Technology, Taiwan
- Dr. Shu-Han Jiang**
Department of International Business, Chung Yung Christian University, Taiwan
- Dr. Kai-Ping Huang**
Department of Business Administration, Fu Jen Catholic University, Taiwan
- Dr. I-Ying Chang**
Department of Tourism and MICE Management Chung Hua University, Taiwan
- Dr. Wan-Yu Chang**
Department of Tourism and MICE Management Chung Hua University, Taiwan

atlantis-press.com/proceedings/icoi-19/people

- HOME
- PREFACE
- ARTICLES
- AUTHORS
- SESSIONS
- ORGANIZERS**
- PUBLISHING INFORMATION

Dr. Jui-Fang Chang
National Kaohsiung University of Applied Sciences, Taiwan

Dr. Yu-Jia Hu
Department of Marketing and Distribution Management Fortune Institute of Technology, Taiwan

Dr. Yashinta Soelasih
Universitas Atma Jaya, Jakarta, Indonesia

Dr. Indrianawati Usman
Universitas Airlangga, Indonesia

Dr. Heru Tri Sutiono
Universitas Pembangunan Nasional – UPN, Jogjakarta Indonesia

Dr. Ramadania
Universitas Tanjungpura, Indonesia

Dr. Rahmawati
Universitas Mulawarman, Indonesia

Dr. Harjum Muharam
Universitas Diponegoro, Indonesia

Dr. Fatchur Rohman
Universitas Brawijaya, Indonesia

3. DAFTAR ISI

atlantis-press.com/proceedings/icoi-19/articles?q=yayan+hendayana

ATLANTIS PRESS
Part of SPRINGER NATURE

ABOUT NEWS PRODUCTS & SERVICES POLICIES AND GUIDELINES INDUSTRY AFFILIATIONS CONTACT

PROCEEDINGS JOURNALS BOOKS Search

Series: *Advances in Economics, Business and Management Research*

Proceedings of the 2019 International Conference on Organizational Innovation (ICOI 2019)

yayan hendayana

+ Advanced search

SEARCH

1 articles

Proceedings Article

The Effect of Innovation on Business Competitiveness of Small and Medium Enterprise in Indonesia

Yayan Hendayana, Suryana, Eeng Ahman, Hari Mulyadi

This study examines the effect of innovation on the competitiveness of the handicraft sector creative industries in Indonesia. The number of samples was taken as many as 205 SMEs spread in West Java in a proportional random manner. The technique of data collection is done by the questionnaire directly...

- Article details
- Download article (PDF)

1

THE EFFECT OF INNOVATION ON BUSINESS COMPETITIVENESS OF SMALL AND MEDIUM ENTERPRISE IN INDONESIA

Yayan Hendayana (As-Syafi'iyah Islamic University / Student Program Doctoral Management Science Indonesia
University of Education, Bandung, Indonesia)

Suryana (Indonesia University of Education, Bandung, Indonesia)

Eng Ahman (Indonesia University of Education, Bandung, Indonesia)

Hari Mulyadi (Indonesia University of Education, Bandung, Indonesia)

Email : Yayan_ha@student.upi.edu; suryana@upi.edu; eengahman@upi.edu; harimulyadi@upi.edu

***Abstract**—This study examines the effect of innovation on the competitiveness of the handicraft sector creative industries in Indonesia. The number of samples was taken as many as 205 SMEs spread in West Java in a proportional random manner. The technique of data collection is done by the questionnaire directly to the respondents. The data analysis technique in this study is a structural equation model (SEM) approach. The use of SEM allows researchers to test the validity and reliability of research instruments, confirming the accuracy of the model while testing the effect of innovation variables on competitiveness variables. The statistical tool used in this study is AMOS version 23. The findings reveal that innovation has a significant positive effect on the competitiveness of SMEs. This study shows that innovation is an important factor that can increase competitiveness. Companies that are able to innovate appropriately will be able to compete with other companies.*

***Keywords:** Innovation, Competitiveness, Small and Medium Enterprises (SMEs)*

I. INTRODUCTION

Small and Medium Enterprises (SMEs) have a strategic role in economic growth, employment and in distributing the results of development that has been achieved. Not only in Indonesia which is a developing country, but SMEs are also the core of future economic growth in developed countries that are members of the Organization For Economic Co-Operation And Development (OECD 2000).

However, with this huge contribution, currently, Indonesian SMEs are still faced with the problem of the weak competitiveness of imported products. According to a report released by the World Economic Forum (WEF) in 2016, Indonesia's competitiveness is still below ASEAN countries such as; Singapore,

Malaysia, and Thailand. Low competitiveness influences the long-term existence of a company (Metekohy, 2013) so that overall it will have an impact on the national economy.

Strengthening business competitiveness can be done by means of internal improvements, namely through innovation. The results of the research (Gronum, Verreynne, & Kastle, 2012) found that there was an innovative contribution to the competitiveness of SMEs. According to Osterle, Hubert, et.al (2001) Only innovative companies can contribute to a company's competitiveness. Kuratko & Howard Frederick (2016) states that companies based on innovation can affect competitiveness.

This research is very important and interesting to study because so far not many have conducted research on the influence of innovation on the competitiveness of SMEs in Indonesia. A questioner survey was conducted on 205 handicraft sector SMEs scattered in West Java. The purpose of this study was to determine the effect of innovation on the competitiveness of SMEs in the craft sector.

II. LITERATURE REVIEW

A. Competitiveness

Competitiveness is the ability of a company to compete with other companies. Competitiveness is the level of productivity which is interpreted as output produced by a workforce (Porter 1990). Competitiveness is a measure of competitiveness that is formulated as the company's ability to generate profits in a sustainable manner and continue to grow. (Joewono, 2006). According to U.S. Presidential Commission on Industrial Competitiveness, 1993 in (Nabi & Luthria, 2002) *Competitiveness is the ability to produce goods and services to meet the test of international markets while simultaneously maintaining and expanding the real incomes of citizens.* There are several factors that can affect the

competitiveness of a company. According to (Schwab, 2010) innovation is one of the factors that influence a company's competitiveness. Meanwhile, according to Osterle, Hubert, et al. (2001), the determinants of a company's competitiveness are innovation and business networks. Innovation is a factor that can increase competitiveness (OECD, 2001). While according to Kuratko & Howard Frederick, (2016) states that companies based on innovation can be a driving factor for competitiveness.

B. Innovation

Innovation can be interpreted as a new discovery that is different from what already exists or that has been known before. Innovation is needed in a business because it can provide competitiveness for the company. Innovations can be products, methods, and so on that are felt like something new. According to Kotler and Keller (2009), innovation is a product, service, idea, and a new perception from someone. While according to Terziowski (2007) Innovation is the application of resources to create value for customers and companies by developing, repairing and commercializing new and existing products, processes and services. According to Chursin & Vlasov (2017) calling innovation is the realization of business operations whose main function is to carry out production reforms through the use of innovative ideas and sources to create new products (or produce old products using new manufacturing methods) and find new resources for products, markets, distribution, etc., namely rearranging the main factors of production or patterns of innovation.

C. The Relationship Between Innovation and Competitiveness

Schwab (2010) states that a company's competitiveness is influenced by innovation. Innovation is very important because knowledge can be obtained by innovation and can integrate and adapt to technological developments. Innovation is a factor that can increase competitiveness (OECD, 2001). Sementarara (Kuratko & Howard Frederick, 2016) mentions that economic drivers, economic efficiency and innovation-based as a driving factor of competitiveness. According to Thomas W. Zimmerer (2008) That, product innovation is a potential thing to create the thoughts and imagination of people who ultimately create customers.

(Chursin & Vlasov, 2017) mention that innovation is the basis for competitiveness. The higher the innovation that can be created by a company, the higher the competitiveness. This shows that innovation is a guarantee for a company or organization in increasing its competitiveness.

The results of a study conducted by (SMEs Development Department, 2016) on "Mapping and Strategy for Increasing SMEs Competitiveness in

Facing the 2015 ASEAN Economic Community (AEC) and Post 2025 AEC. The results of the study indicate that innovation is a factor that can increase competitiveness. Furthermore (Nadia et al., 2016) with the research titled "Innovation and Competitive Advantage: Moderating Effects of Firm Age in Foods Manufacturing SMEs in Malaysia". This study aims to examine the effect of innovation on competitive advantage in the food industry SMEs in Malaysia. The research findings reveal that innovation has a strong positive influence on competitive advantage. The results also state that SMEs must invest in innovation to gain competitive advantage. This study also found the effect of innovation by being moderated by the age of the company against competitive advantage.

Innovation is a key business factor because it has an impact on competitiveness (performance). Companies that are able to carry out innovations appropriately will be able to survive and grow in situations of intense competition and competitiveness. Innovation can create value for customers and companies (Terziowski, 2007). According to the OECD (2001), innovation is a factor that can increase competitiveness. While according to Kuratko & Howard Frederick (2016) in addition to economic drivers and economic efficiency, innovation is a factor that can drive a company's competitiveness. Nadia et al., (2016) research reinforce this opinion with the results of his research that innovation has a strong positive influence on competitiveness in the food industry SMEs in Malaysia. Chursin & Vlasov (2017) mentions that innovation is the basis for competitiveness. The higher the innovation that can be created by a company, the higher the competitiveness. The hypothesis in this study is that innovation affects competitiveness.

Based on the study of theory and the study of previous research, the conceptual framework of the study can be described as follows:

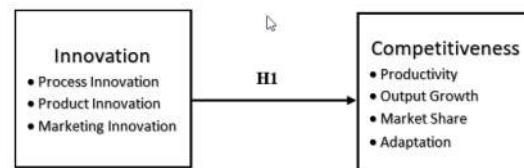


Fig. 1. Conceptual Framework

III. METHODS

A. Definition of Operational Variables

The dependent variable in this study is competitiveness, namely that a country gains a competitive advantage if the company in that country is competitive, capable of generating sustainable and growing profits adapted from Porter (1990), and Joewono (2006). Indicators of this variable are productivity, output growth, market share, and

adaptability (Man, et al (2002; UNIDO 2004; Tenai et al. 2009; Chong 2008).

The independent variable in this research is innovation, namely applying new ideas or ideas into a product or process and services produced by the company (Kotler and Keller, 2009; Chursin & Vlasov, 2017; Terziovski (2007). The indicators used are product innovation, process innovation, and marketing innovation (Hilmi, et al. 2010; Thomas, et al. 2011).

B. Sample and Data Collection

The type of research conducted in this study is quantitative research. The sampling technique was proportional random sampling for SMEs in the craft industry in West Java. To obtain the required data is to use a field research method (survey) by distributing questionnaires directly to respondents. The questionnaire was made based on the variables revealed to be indicators, from the indicators derived to the items in question. Each variable in this study has been tested in advance for the level of validity and reliability. Questionnaires are also equipped with answers in a structured form using the Likert Scale distance numbers from 5 to 1 which contain the following meanings:

- 5 = Always / Very High / Very Strong
- 4 = Often / High / Strong
- 3 = Sometimes / Moderate / Strong enough
- 2 = Rarely / Low / Weak
- 1 = Never / Very Low / Very Weak

C. Data Analysis Technique

The data collected will be analyzed with a quantitative approach with the aim of testing the hypothesis. The data analysis technique used in this study is the structural equation model (SEM) approach. The use of SEM allows researchers to test the validity and reliability of research instruments, confirming the accuracy of the model while testing the effect of innovation variables on competitiveness variables. The statistical tool used in this study is the AMOS version 23 program.

IV. RESULTS AND DISCUSSION

A. Descriptive analysis

Descriptive analysis is done to get an overview of the respondents which includes; gender, age of the owner, final education, and length of time to run a business. A general description of the characteristics of respondents in the study is presented in Table 1 below

TABLE 1. RESPONDENTS CHARACTERISTICS

No.	Characteristics	Prequency	Percentage (%)
1	Gender :		
	Male	160	78,05
	Female	45	21,95

2	Age of Owner :		
	Under 25	37	18,05
	26 - 50	107	52,19
3	Education :		
	Over 51	61	29,76
	Doctorate Degree	-	-
	Master Degree	2	0,98
	Bachelor Degree	11	5,37
	Senior High School	125	60,98
4	Business Period :		
	Junior High School	37	18,05
	Elementary School	30	14,63
	0 – 5 years	21	10,24
	5 – 10 years	40	19,51
	11 – 15 years	51	24,88
	15 – 20 years	49	23,90
20 – 25 years	27	13,17	
Above 25 years	17	8,29	

Source: Data Processing Results (2018)

B. Validity Test

The results of the validity test for the instrument are shown in table 2 below:

TABLE 2. VALIDITY TEST RESULTS

Latent Variable	Manifest Variable	λ	Critical Point	Information
Innovation	X1	0,774	0,5	Valid
	X2	0,750	0,5	Valid
	X3	0,707	0,5	Valid
Competitiveness	Y1	0,704	0,5	Valid
	Y2	0,733	0,5	Valid
	Y3	0,763	0,5	Valid
	Y4	0,678	0,5	Valid

Source: Research Data (2018)

Based on the table above it can be seen that all indicators (manifest variable) have a factor loading (λ) ≥ 0.5 , this shows all indicators on each construct (latent variable) valid/significant.

C. Reliability Test

The reliability test results for the instruments are shown in table 3 below:

TABLE 3. RELIABILITY TEST RESULTS

Latent Variable	Manifest Variable	λ	λ^2	e	CR	VE	Information
Innovation	X1	0,774	0,599	0,401	0,788	0,554	Reliable
	X2	0,750	0,563	0,438			
	X3	0,707	0,500	0,500			
Competitiveness	Y1	0,704	0,650	0,496	0,811	0,519	Reliable
	Y2	0,733	0,830	0,537			
	Y3	0,763	0,766	0,582			
	Y4	0,678	0,692	0,460			

Source: Research Data (2018)

Based on the table above can be seen if the construct (latent variable) has a value of CR ≥ 0.7 and VE value ≥ 0.5 can be said to be reliable. Based on the

table, it can be seen that all constructs (latent variables) can be said to be reliable.

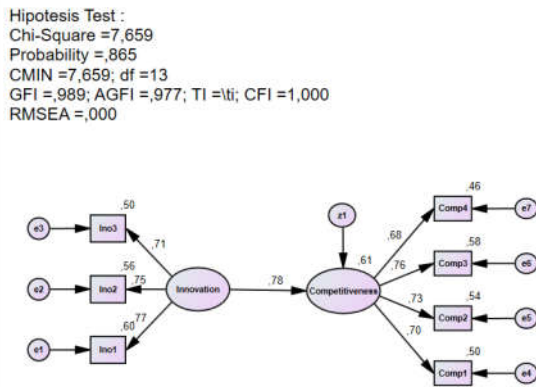


Fig. 2. Measurement and Structural Models

D. Hypothesis Test

Hypothesis testing is done by analyzing regression weight significance values to determine the effect of innovation on the competitiveness of SMEs in the craft sector. The basic decision-making test of significance for regression weight is:

- If p-value $\alpha 0.05$ then the hypothesis becomes zero (0) and H_0 is rejected, meaning there is an influence between two variables statistically.
- If p-value $\alpha 0.05$, the hypothesis becomes zero (0) and H_0 is accepted, meaning that there is no influence between the two variables statistically.

TABLE 4. REGRESSION WEIGHTS

		Estimate	S.E	C.R.	P	Label
Competitiveness	←--- Innovation	,575	,077	7,486	***	

Based on the results of the study, it is known that the influence of innovation on competitiveness has a CR value of 7.486 and a value of $p < 0.05$, so H_0 is rejected and H_a is accepted, meaning that there is a positive and significant influence between innovation and competitiveness. The results of this study are in accordance with the opinion of Kuratko & Howard Frederick (2016), that innovation is a factor that can drive a company's competitiveness. OECD (2001) reinforces this opinion that innovation is a factor that can increase competitiveness. The results of this study also support the research conducted by Nadia et al., (2016) with the results of his research that innovation has a strong positive influence on competitiveness in the food industry SMEs in Malaysia.

V. CONCLUSION

Based on the sample size of 205 SMEs in the Handicraft sector, this study discusses the relationship between competitiveness and competitiveness in the craft sector SMEs in Indonesia. The findings reveal

that conversations about positivity are significant for competitiveness. The results of this study are in accordance with the theory of Kuratko & Howard Frederick (2016), which is a fact that can drive a company's competitiveness. In accordance with the theory of Chursin & Vlasov (2017), Terziopski (2007), and according to the OECD (2001), which refers to innovation as the basis for achieving competitiveness. The findings also support the results of research from Nadia et al. (2016) with the results of their research, namely that innovation has a positive power on competitiveness in SMEs. So, this studio shows the factors that are the determining factor because of the company's competitiveness.

Based on the results of these studies, the recommendations given are that craft-specific SMEs must support to create products, processes, and marketing continuously properly. SMEs must change the market done, can be adjusted when innovating.

ACKNOWLEDGMENT

I want to say thanks so much to Lembaga Pengelola Dana Pendidikan Indonesia (Indonesia Endowment Fund for Education) that supported and funded this research work. I also convey my gratitude to my supervisors that guide and support me for the publication of this article.

REFERENCES

- [1] Casson Mark, (2010). Entrepreneurship Theory, Networks, History, Edward Elgar Publishing, Inc. William Pratt House 9 Dewey Court Northampton Massachusetts 01060 USA.
- [2] Chursin, A., & Makarov, Y. (2015). Management of Competitiveness, Springer.
- [3] Chursin, A., & Vlasov, Y. (2017). Innovation as a Basis for Competitiveness, Theory, and Practice, Springer International Publishing, Switzerland.
- [4] Creswell, John, W. (2014). Research Design, Qualitative, Quantitative, and Mixed Methods Approaches, Fourth Edition, Sage Publications, Inc.
- [5] MSMEs Development Department, Indonesian Central Bank (2016). Mapping and Strategy for Increasing MSMEs Competitiveness in Facing the ASEAN Economic Community (AEC) 2015 and Post-MEA 2025.
- [6] Drucker, P. F. (2006). Innovation And Entrepreneurship : Practice and Principles. Harper Paperbacks.
- [7] Gronum, S., Verreynne, M., & Kastle, T. (2012). Medium-Sized Enterprise Innovation and. Journal of Small Business Management, 50(2), 257–282.
- [8] Hubert Osterle, Eigar Fleisch, Rainer Alt, (2001) Business Networking, Shaping Collaboration Between Enterprises, Second, Revised and

- Extended Edition, Springer-Verlag Berlin Heidelberg GmbH
- [9] Joewono, Handito, Hadi (2006), *7n1 Strategy Toward Global Competitiveness*, Seri Manajemen, Pustaka Bisnis Indonesia dan Arrbey.
- [10] Kuratko, D. F., & Howard Frederick, A. O. (2016). *Entrepreneurship, Theory/Process/Practice*, 4th Edition, Cengage Learning, Australia.
- [11] Metekohy, S. (2013). *The Effect of Resource-Based Strategy and Entrepreneurial Orientation on Competitive Advantages of Small Businesses and Micro Enterprises (Study of Maluku Ethnic Services)*, 12.
- [12] Nabi, I., & Luthria, M. (2002). *Building Competitive Firms: Incentives and Capabilities*, The World Bank, Washington DC.
- [13] Nadia, N., Aziz, A., & Samad, S. (2016). *Innovation and Competitive Advantage: Moderating Effects of Firm Age in Foods Manufacturing SMEs in Malaysia*, 35(October 2015), 256–266. [https://doi.org/10.1016/S2212-5671\(16\)00032-0](https://doi.org/10.1016/S2212-5671(16)00032-0)
- [14] OECD. (2001). *Enhancing SME Competitiveness*, The OECD Bologna Ministerial Conference.
- [15] Schwab, K. (2010). *The Global Competitiveness Report*. World Economic Forum.
- [16] Schwab, K., & Forum, W. E. (2017). *The Global Competitiveness Report*.
- [17] Suryana, 2013, *Entrepreneurship Practical Guidelines on Tips and Processes to Success*, Salemba Empat, Jakarta.
- [18] Terziowski, M. (2007). *Building Innovation Capability In Organizations: An International Cross-Case Perspective*. Imperial College Press.
- [19] Thomas, Brychan, Miller, Christoper, Murphy, Lyndon, (2011), *Innovation and Small Business, Volume 1, Ventus Publishing ApS.*
- [20] Widarjono, Agus. (2015). *Applied Multivariate Analysis with SPSS, AMOS and SmartPLS Programs*, Publishers UPP STIM YKPN, Yogyakarta.

This is to certify that

YAYAN HENDAYANA
INDONESIA UNIVERSITY OF EDUCATION

Has participated as

Call for Papers Presenter and Seminar Participant

In

2019 International Conference of Organizational Innovation
20th – 22nd July 2019
University of Ulsan
South Korea

Dr. Frederick L. Dembowski

Dr. Frederick L. Dembowski
ICOI 2019 Honorable Chair

President of the IAOP
International Association of Organizational Innovation, USA



Sri Gunawan
FMI
FORUM MANAJEMEN
INDONESIA

Sri Gunawan, DBA.
ICOI 2019 Conference Co-Chair

President of the FMI
Forum Manajemen Indonesia

SPONSOR
Institutes



CO-SPONSOR
Institutes

