

Program

Opening Session		
Time	Activities	Speakers
10:30–10:45	Registration	
10:45–11:30	Opening Remarks	Prof. Taehee Kim, Ph.D. Chairperson of Organizing Committee, YSU
	Welcome Address	Prof. Dr. Umi Narimawati Chairperson of Organizing Committee, Indonesia
	Congratulatory Remarks	Chanyong Roh, Ph.D. President, Sungsim School Foundation
	Congratulatory Remarks	Dr. Harsoyo Rector of Universitas Islam Indonesia
11:30–12:30	Keynote Speech I	Guwuck Bu, LL.D. President, Youngsan University
	Keynote Speech II	Prof. Dr. Yos Johan Utama Rector of Universitas Diponegoro
	Keynote Speech III	Dr. Farooq Ahmed Jam Executive Director, Global Illuminators
12:30–14:00	Luncheon	Community's Convention Center, YSU

Session Schedule (14:00–18:00)

Date	Session	Classification	Venue	Moderator
16 Nov.	1	Management I	A1205	Dwi Kartini
	2	Management I	A1206	Ratih Hurriati
	3	Marketing	A1207	Irma Rachmawati
	4	Banking, Finance & Accounting	A1208	Savitri Adritiany
	5	Law	A1209	Park Ji Hyun
17 Nov.	6	IT & Engineering	A1301	Mijeong Hwang
	7	Globalization	A1302	Kyungchan Lee
	8	General Topics	A1303	Jay Gill Pyeon
	9	Special Session	Auditorium	Taehee Kim
Mushola: A1201(Male) / A1306(Female)				

Session 1: Management I (Venue: A1205) Moderator: Dwi Kartini

No.	Name	Title
1	Eddy Soeryanto Soegoto, Abdullah Mahdi, Krisdiana	Effect of Entrepreneurs' Characteristics, Marketing Orientation, and Managerial Capability towards Business Performance at Rag Doll SME's Center in Bandung
2	John Sihotang, Dwi Kartini, Popy Rufaidah, Sutisna	Influence Of Entrepreneurial Orientation And Dynamic Capability On Sustainable Competitive Advantage By A Strategic Alliance Formation (A Study of Online Store in Jakarta, Indonesia)
3	Rina Shahriyani Shahrullah, Agustina Fitrianingrum	Stakeholders' Comprehensive Participation in Managing Troubled Indonesian Overseas Workers (A Case Study in Tanjung Pinang, Riau Islands Province)
4	Eddy Soeryanto Soegoto	Impact of Spirituality towards Effectiveness of Leadership
5	Teni Lestiani, Dwi Kartini Yahya	Is The Limit Exceeded Bureaucratic Tolerance Become Obstacles In Performance Achievement Company? Case Studies In The West Java, Indonesia
6	Erna Maulina	Analysis of Trade Sector Efficiency in Indonesia
7	Umi Rosilowati Muhammad Ramdhan	Analysis Of Effect Of Leadership Style, Communication And Motivation To Performance Of Employees (South Tangerang, Banten, Indonesia)
8	Yanto Ramli, Dwi Kartini	The Role of Market Attractiveness And Unique Resources In Order To Implement Innovation Management On Organic Fertilizer Industries In Indonesia

Session 2: Management II (Venue: A1206) Moderator: Ratih Hurriati

No.	Name	Title
1	Susanto Yulius Kurnia, Pradipta Arya	The Effect Of Audit Structure, Role Conflict, Role Ambiguity, Role Overload And Locus Of Control On Job Satisfaction
2	Umi Narimawati, Ani Wahyu Rachmawati, Dewi Kania	The Effect of Lecture's Recruitment model, Work Satisfaction and Organizational Culture towards Turnover Intention
3	Abdullah Mahdi, Sidik Pridiana, Atty Tri Juniarti	The Role of Leadership, Organization Commitment, Organization Culture towards Performance and Implicated to Service Quality
4	Ratih Hurriyati, Ahim Surachim, Lisnawati	Analysis of Quality Function Deployment, Through the adoption of the Model ServQual and Kano, in Improving Competitiveness UPI as a Research-Based Teaching University
5	Tuty Purwanti, Hilmiana	Analysis of Person-Organization Fit, Job Satisfaction and Turnover Intention at Syaria General Bank in Bandung
6	Rosa Fitriana	The Influence Of Corporate Governance Mechanism And Size Corporate Toward Corporate Social Responsibility Disclosure. (Research On The Manufacturing Company Listed In The Indonesia Stock Exchanges)
7	Anggrita Denziana	Analysis Of The Implementation Of Good Corporate Governance And Sustainability Report Disclosure Of Banking Companies Listed In Indonesia Stock Exchange In 2011-2013
8	Desayu Eka Surya	Case Study On Communication Management In Implementing Corporate Social Responsibility Through Micro Small-Medium Enterprise (Msme) As A Way To Improve Sustainable Prosperity And Relationship With The Society

Session 3: Marketing (Venue: A1207) Moderator: Irma Rachmawati

No.	Name	Title
1	Rina D. Pasaribu, Dwi Kartini, Yevis Marty Oesman, SeptiadiPadmadisastra	The Model Of Customer Demand And Supplier Performance In Competitive Strategy And Business Performance (Case Of Fixed Broadband Indonesia)
2	Resanti Lestari, Dwi Kartini, Yevis Marthy Oesman, Dian Masyita	Building Corporate Image Through Integrated Marketing Communication and Service Quality on Islamic Bank in Indonesia
3	Hilda Monoarfa, Umi Narimawati	The Performance Of Marketing Communications And Services Quality To Increase The Corporate Imagey And Its Impacts Towards Customer Loyalty (Survey On Customer Perum Pegadaian Bandung Regional Office)
4	Aulia Danibrata	The Effect Of Brand Image, Trust, Service Quality, And Customer Satisfaction On Customer Commitment.
5	Dadang Munandar, Sucherly, Dwi Kartini Yahya, Diana Sari	The Implementation Of Communication Marketing And Customer Relationship In Forming The Image Of Institution (Study On Excellent Scholarship Organizer Majors)
6	Dewi Indriani Jusuf, Umi Narimawati	How Customer Relationship Management Implementation and Image Building Increase the Value of Traffic Park as Educational Traffic Park for Children in Indonesia (Case Study in Bandung and Jakarta)
7	Aldina	The Cronology Definition of Entrepreneurial Marketing
8	Rizki Zulfikar, Dwi kartini, Yuyus Suryana, Asep Mulyana	The Impact Of Innovation Capability And Value Creation On The Marketing Performance Of Small And Medium Knitting Industry : A Research Model

Session 4: Banking, Finance & Accounting (Venue: A1208) Moderator: Savitri Adritiany

No.	Name	Title
1	Sugiarto, Tumpal Pandiangan	Indonesia Public Banks Performance Evaluation Using Fuzzy Logic
2	Tumpal Pandiangan, Sugiarto	Performance Evaluation of Informatics Engineering Department Students of Matana University using Fuzzy Inference System
3	Nursiana Adinoto, Sugiarto	Determinants Identification of Public Banks Stock Prices In Indonesia Based On Fundamental Analysis
4	Zulfi Dianne Zaini	The Function Of Financial Services Authority (Fsa) In Dispute Settlement Banking Customers In Indonesia
5	Surya Budiman, Eddy Jusuf, Umi Narimawati	Analysis Of Product Strategy The Rural Bank's Credit In An Effort To Increase The Competitive Advantage
6	Ely Suhayati	The Influence Of Accounting Information System On Quality Of Financial Information On Micro Small And Medium Enterprises In The Cimahi City
7	Siti Kurnia Rahayu	Improving Accounting Information Quality Through Enhanced Quality Of Accounting Information System : A Survey In Taxpayer Offices In Java Island Indonesia
8	Lilis Puspitawati	The Analysis of Effectiveness Measurement in Accounting Information Systems through Competence Factor of Information System User (Research on Higher Education in Bandung)
9	Inta Budi Setya Nusa	The Influence Of Management Commitment To Quality Accounting Information System: A Survey On Commercial Banks In Indonesia

Session 5: Law (Venue: A1209) Moderator: Park Ji Hyun

No.	Name	Title
1	Darwin Ginting	Land Registration in information Technology Perspective a Basis of Basic Agrarian Law in Indonesia
2	Yuswaji Atmo Prayitno, Rina Shahrullah	Security Management In Indonesia
3	Elza Syarief, Rina Shahrullah	Online Arbitration": A New Paradigm of Dispute Settlement in Indonesia
4	Irma Rachmawati	Policing The Indonesian Sea By Means Of The Empowerment Of Marine Police As A New Model Of Maritime Law Enforcement
5	Soleh Suryadi, Bambang Heru, Po. Abas Sunarya	Strengthening Local Governance in Licensing Service Improvement In Sumedang District Benchmarking with Sragen District
6	Netty SR. Naiborhu	Role Of Theory Of Law For Protection Systems Development And Environmental Management In Indonesia
7	Park Ji Hyun, Awalina Maulina, Muhammad Tizar Adhiyatma	Protection and Management of Peatlands Ecosystem in Indonesia
8	Byung-Tae Kim	Internet-only Banks in Korea and Their Implications for Indonesia

Session 6: IT & Engineering (Venue: A1301) Moderator:

No.	Name	Title
1	T A Sanny, Dwi Kartini, Umi Narimawati	Impact of Innovation Technology and Organization on Growth in the Creative Industries in Bandung City, Indonesia
2	Erna Pujihartanti	Establishing Bandung City as a Smart City
3	Andi Harapan, Sugeng Triyadi	Traditional House Of Banua Mbaso In Palu And It's Behavior To Cope The Earthquake
4	Dhini Dewiyanti, Widjaja Martokusumo, Budi Faisal, Bambang Setia Budi	The Notion Of Campus Mosque Design: A Description Of The Mosques Presence At The Higher Education Institutions
5	Respati Wkantiyoso	Revitalization Of Green Open Spaces For Better Sustainable City Development (The Experience Of Malang City, Indonesia)
6	Gun-Su Kim	Analysis of Mis-discharge as Exo-electron emission in an AC Plasma Display Panels
7	Myungsoo Kim	Modelling and Characterization of Woven Fabric Composites with Various Geometries
8	Kiwon Park	Design of Ionic Polymer-Metal Composite Sensor Model

Session 7: Globalization (Venue: A1302) Moderator: Kyungchan Lee

No.	Name	Title
1	Hastardjo, Sucherly, Dwi Kartini, Popy Rufaidah	Core Competence on Real Estate Industry in Globalization Phenomenon
2	Savitri Adritiany	The Influence Of French Colonialism On Vietnam's Culture
3	Salmon Priaji Martana	Javanese Churches of 'Romo Mangun' As A Response To The Second Vatican Council's Inculturation Discourse
4	Hangga Fathana	Labor Market Liberalization in Southeast Asia: a Building or Stumbling Block?
5	Karina Utami Dewi	Trafficking in Persons and Security of Women in Southeast Asia: Regional Challenges of Indonesia
6	Euna Park	A Study of Green Initiatives in the Hotel –Focused on an exploratory study–
7	Kyungchan, Lee	Democratic Transition of the South Korean and Indonesian Political Regimes: A Comparative Study
8	Sang Ryul Lee	A Study on Policies Concerning the Recruitment of Foreign Students

Session 8: General Topics (Venue: A1303) Moderator: Jay Gill Pyeon

No.	Name	Title
1	Raeni Dwi Santy	Compulsive Purchasing
2	Yusniar Lubis, Syaifuddin, Sarmin	Analysis of determinant to switch the cacao plant to oil palm by farmers in the Asahan City
3	Restu Adi Wiyono, Deny Erwandi	Designing The Virtual Color Blind Test Using Ishihara 24 and 38 Plate Method
4	Kim, Tong kug	Baby Talk as a Valuable Linguistic Experience
5	Shim Gui-Deuk	A Study on the Healing Features of the 『I-Ching』
6	Sitembile Mangena and Jay Gill Pyeon	International Development Cooperation in Zimbabwe: Some Issues in Health Project
7	Youngju Han	Issues with the Spoken Grammar of English and Its Features
8	Ku-jeom Chung	College Students in vulnerable situations risking social exclusion, Whose Direct Experience of the Effects of Care Farming (farming for health) Service
9	Darman Mappangara, Ari Warokka	In Search of the Ideal Energy Mix for Indonesia: Renewable Energy and Energy Security

Session 9: Special Session (Venue: Auditorium) Moderator: Taehee Kim

No.	Presenter	Title	Discussant
1	Changzoo Song	Hongik'in'gan as an Ideational Resource for the Nation-Building in Korea: A Potentially Cohesive and Visionary Power for the Nation?	Keun Yong Lee
2	John Jorgensen	The <i>Chodang jip</i> (Collections from the Halls of the Patriarchs) as a Koryŏ Text	Peter Yun
3	Seunghak Koh	A Nuanced Understanding of the Concept "Perfect Interfusion" in Chinese Huayan Buddhism	Jin Ro Lee
4	Kenneth Wells	Hongik Ingan and the Common Good	Nam Chul Bu