

The 2nd Indonesia International Conference on Innovation, Entrepreneurship, & Small Business

JULY 11-15, 2010 - UNIVERSITAS MULTIMEDIA NUSANTARA, SERPONG, TANGERANG, INDONESIA



SBMTB
School of Business & Management
Institut Teknologi Bandung



IICIES

Dear IICIES 2010 Participants,

Welcome to the 2nd Annual Conference! Welcome to UMN! Welcome to Serpong, Indonesia! The growth of small businesses through innovation and the growing number of entrepreneurs are critical in gaining prosperity of a society. Indonesia, with a very limited number of growing entrepreneurs and a very large number of not-growing small businesses, is in poor shape in shaping its prosperity. It must be stopped, it must be solved!

The 2nd Indonesia International Conference on Innovation, Entrepreneurship, and Small Business (IICIES 2010), initiated by the Center for Innovation, Entrepreneurship, and Leadership (CIEL), the School of Business and Management (SBM) at *Institut Teknologi Bandung (ITB)*, is now collaboratively organized with *Universitas Multimedia Nusantara (UMN)*. This event is intended to support the development of innovation, entrepreneurship, and small business for the better Indonesia. We challenge ourselves to learn, study, and create local knowledge with global mindset to provide some lights in the development of new entrepreneurs and small businesses. This Conference provides a venue for Indonesian scholars and a network with international experts to collaborate. Programs in the Conference include Sightseeings, Workshops, *Mengembang Layar* (a New Business Expo), Masters & Doctoral Consortium, Gala Dinner, Featured Speakers, and Parallel Sessions.

This 2nd IICIES has attracted more than 400 abstract submissions and about 130 reviewed and invited papers will be presented with the topics ranging from entrepreneurship theory to creativity and innovation, to entrepreneurship education, from social entrepreneurship to corporate entrepreneurship, from small business to family business, to growing business. Authors come from various institutions in Indonesia and from several other countries. At least 300 researchers and participants from many universities and several countries are attending to this Conference.

In this occasion, I am honored to thank all contributors to the Conference including all Authors and Reviewers, all Key Speakers and Program Facilitators, Participants and Prominent Guests, all Sponsors including Academic institutions, small-to-large Businesses, Governmental institutions, and Communities. I have been blessed to work with a dedicated Organizing Committee, combining UMN and CIEL staff members. Thank you. Thanks and appreciations are also due to Prof. Boediono, the Indonesian Vice President, Dr. Kuntoro Mangkusubroto, the Founder of ITB's SBM, Prof. Yohanes Surya, Rector of UMN, and Prof. Akhmaloka, Rector of ITB, for their full supports to this event.

Tiada gading yang tak retak (Nothing is absolutely perfect). We apologize for any inconveniences that may happen. I hope all of you will enjoy the Conference, look forward to hearing your sharing and seeing Indonesia in a better place: entrepreneurial and prosperous!



Dwi Larso, PhD
Conference Chair and Director of CIEL

1st Indonesian Conference on Innovation, Entrepreneurship, & Small Business (ICIES 2009)



About ICIES 2009

The 1st Indonesian Conference on Innovation, Entrepreneurship, and Small Business or known as ICIES 2009 was held by Center for Innovation, Entrepreneurship, and Leadership (CIEL) School of Business and Management (SBM), Institute of Technology Bandung (ITB) on July 21-23, 2009 at ITE Campus and Grand Preanger Hotel Bandung.

The conference theme was "Innovation, Entrepreneurship, and Small Business for Better Indonesia" involving several of foreign speakers with expertise in entrepreneurship: Prof. Howard Frederick, Prof. Gerald Lidstone, and Prof. Nawaz Sharif.

ICIES 2009 was attended by 193 participants from local and international.

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ABOUT THE CONFERENCE

IICIES 2010 is The 2nd Indonesia International Conference on Innovation, Entrepreneurship, and Small Business. It is proudly presented by Center for Innovation, Entrepreneurship, and Leadership (CIEL), School of Business and Management (SBM), Institute of Technology, Bandung (ITB), in collaboration with Universitas Multimedia Nusantara (UMN).

This conference is aimed at challenging researchers, Indonesians in particular, to study and create local knowledge on Innovation, Entrepreneurship, and Small Business. The conference also invites international researchers in order to enhance knowledge exchange and learning from diverse backgrounds.

CONFERENCE THEME

The conference theme is ***“Developing Technopreneurship and Entrepreneurial Small Business: A Key to Sustainable Future”***.

The conference sessions will cover a wide range of topics, with particular focus given to the following themes:

- Micro, Small, & Medium Enterprises
- Micro-Financing
- Technology Management
- Entrepreneurial Marketing
- Creativity & Innovation
- Entrepreneurial Theory
- Technology Transfer
- Entrepreneurial Mindset / Traits / Characters
- Research & Development
- Entrepreneurship Education
- Technology Development
- Social Entrepreneurship
- Entrepreneurial Finance
- Emerging Technology
- Cultural Entrepreneurship, Creative Industry
- Women Entrepreneurship
- Corporate Entrepreneurship / Intrapreneurship
- Business Plan
- Intellectual Capital / Property Rights
- New Product Development
- Entrepreneurial Leadership
- Cooperatives
- Business Incubator
- Technopreneurship
- Science & Technology Policy
- Technological Competitiveness
- Entrepreneurial Corporate Culture
- Family Business
- Technology Commercialization
- Strategic Management of Technology
- Entrepreneurial Management
- Technology Partnership

SESSIONS

International education professionals, top entrepreneurs, and academicians from various universities will deliver keynote and parallel sessions providing participants with different perspectives and analysis.

Sunday, July 11, 2010

Time	Activities
08:00-18:00	Sightseeing & Outdoor Activities
Alternative Destinations	Kota Tua/Museum & Mangga Dua
	Kota Tua/Museum & Mall Grand Indonesia
	Mangga Dua & Tanah Abang

Monday, July 12, 2010

Time	Activities
08:00-18:00	Sightseeing & Outdoor Activities
Alternatives Destinations	Mekar Sari/TMII
	Mangga Dua & Tanah Abang

Requirements:

- Minimum 15 pax
- Registration deadline 5 July 2010
- Will be arranged by Jakarta City Tour