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FACULTY OF
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UNIVERSITAS LAMPUNG



BOOK OF ABSTRACT

CONFERENCE PROCEEDING

2nd ICEBE

INTERNATIONAL CONFERENCE OF ECONOMICS
BUSINESS & ENTREPRENEURSHIP



NOVEMBER 1, 2019
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(2nd ICEBE)

November 1, 2019

Bandar Lampung, Indonesia



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ECONOMICS AND BUSINESS
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of

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CONFERENCE PROGRAM

Day 01- Friday | November 1, 2019

Venue : Krui Meeting Room

Swiss-Belhotel Lampung – Bandar Lampung, Indonesia

Time	Duration	Activities
07.10 - 08.10	60'	Welcome Reception and Registration
08.10 - 08.15	5'	Welcoming MC
08.15 - 08.30	15'	Welcome Remarks Dr. Mahrinasari Conference Chair 2 nd ICEBE 2019
08.30 - 08.45	15'	Global Research Ecosystem Introduction Santi Rahmawati, MSM Founder & Director of Global Network and Operation of Research Synergy Foundation
08.45 - 09.00	15'	Opening Speech Prof. Dr. Ir. Hasriadi Mat Akin, M.P. (*to be confirmed) Rector of Universitas Lampung (*to be confirmed)
09.00 - 09.10	10'	Coffee Break
09.10 - 09.40	30'	Keynote Speech Hussain Rammal, PhD Director of the Master of Business Administration (MBA) program and Associate Professor of International Business and Strategy, University of Technology Sydney, Australia.
09.40 – 10.10	30'	Keynote Speech Gadaf Rexhepi, PhD Associate Professor of Business and Management, South East European University, Macedonia.
10.10 – 10.40	30'	Keynote Speech Dr. Muhammad Haseeb

		Assistant Professor, Taylors Business School (TBS), Taylors University Lakeside Campus, Selangor, Malaysia.
10.40 – 11.10	30'	Keynote Speakers Panel Session for discussion and Q&A
11.10 – 11.30	20'	Award Ceremony & Group Photo
11.30 – 13.00	60'	Praying time & Lunch Break
13.00 – 17.15	255'	Parallel Session
17.15 – 17.25	10'	Closing Speech
		Dr. Mahrinasari
		Conference Chair 2 nd ICEBE 2019
17.25 – 17.45	20'	Award Ceremony
17.45 – 17.50	5'	Closing MC

Day 01

Friday, November 1, 2019

Session 1 : 13.00 – 15.00

Gunung Sugih Meeting room

Session Chair : Dr. Muhammad Haseeb and Irma Febriana

Track Financial Accounting

Paper ID	Author	Media	Paper Title
ICE19104	Ratna Septiyanti	Oral Presentation	The Enhanced Performance Strategy Of Indonesian Small-micro Entities
ICE19112	Yovita Pietricia Cahya Helinawati	Oral Presentation	Income Smoothing On Market Reaction: Environmental Performance As A Moderation Variable
ICE19115	Doni Sagitarian Warganegara	Oral Presentation	The Effect Of Spot Exchange Rate And Forward Exchange Rate On Projection Of Futures Spot Of Rupiah On Dollar Currencies
ICE19117	Maiza Trimeranti	Oral Presentation	Information Technology Investments And Digitization In Improving Banking Performance
ICE19119	Yuztitya Asmaranti	Oral Presentation	Carbon Emissions Disclosure, Market Reaction And Dividend Policy In Indonesia
ICE19130	Intan Crusita Putri	Oral Presentation	Gender Differences In Risk Aversion On Portfolio Selection In Indonesia: Experimental Study
ICE19142	Ninuk Kesumaningrum Dewi	Oral Presentation	Corporate Tax Agressiveness: Antecedents And Consequent
ICE19143	Maristiana Ayu	Oral Presentation	Investor Reaction Toward Profit Disclosure: Moderated By Management Discussion And Analysis (mdanda)

Afternoon Coffee Break : 15 Minutes

The Enhanced Performance Strategy of Indonesian Small-Micro Entities

Ratna Septiyanti¹

¹University Of Lampung

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Abstract

ABSTRACT: The research empirically examines how about the Indonesian small-micro entities (SMEs) used managerial strategy to enhanced the entity performance. The sample consists of 2,621 small and micro entities, which dispersed in 20 sub-districts located at Bandar Lampung city in the Republic of Indonesia. The result shows that the strategy of individually-managed SMEs by the owner has negatively influenced on its performance. This empirically evident found consistent in Micro-Model, Small-Model, and Full-Model. The partnership strategy has a positive effect on its performance for Micro-Model and Full-Model, but it has no significant effect on Small-Model. The financial strategy has a positive effect on its performance for Micro-Model and Full-Model, but it has no significant effect on Small-Model. The empirical results have practical implications for designing managerial strategies of SMEs. SMEs managerial strategy should be designed in an agency partnership form, not as individually-managed by the owner. The social implication is to helping SMEs survive in their business competition. The policy implication of this research is due to a better economic growth in the Republic of Indone-sia. The government should provide a supporting circumstance in lending regulation to make financial partnership growing well in the business of SMEs in Indonesia.

Keywords: Entrepreneurship, Small-Micro Entities (SMEs), performance, strategy, governance structure.



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