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FACULTY OF  
ECONOMICS AND BUSINESS  
UNIVERSITAS LAMPUNG



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BOOK OF ABSTRACT

CONFERENCE PROCEEDING

# 2<sup>nd</sup> ICEBE

INTERNATIONAL CONFERENCE OF ECONOMICS  
BUSINESS & ENTREPRENEURSHIP

NOVEMBER 1, 2019  
BANDAR LAMPUNG, INDONESIA

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Abstract Proceeding Book  
of  
The 2<sup>nd</sup> International  
Conference of Economics,  
Business and  
Entrepreneurship  
(2<sup>nd</sup> ICEBE)

**November 1, 2019**

**Bandar Lampung, Indonesia**



FACULTY OF  
ECONOMICS AND BUSINESS  
UNIVERSITAS LAMPUNG



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# FOREWORD

**Universitas Lampung** (UNILA) was established in September 23, 1965. UNILA had several progress and important roles to develop Lampung Province. With referring national set following by keep high quality graduate student to access Indonesia as developed country in international Society. UNILA has determined to build both Unila and the Nation all together. With this determination, in the Long Term Development Plan (RPJP) UNILA 2005-2025 Unila has defined its vision:

## Our Vision:

UNILA aspires to be among the top ten university in Indonesia by 2025

## Our Mission:

First, to organize a relevant and good quality of Tri Dharma (University's Three Obligations) which includes Education, Research and Community Service. Second, to administer a good university governance. Three, to guarantee accessibility and equity of higher education. Fourth, to develop cooperation with various parties inside and outside the country.

To realize its vision and missions, UNILA is committed to the following purposes.

1. a) To actualize qualified and highly competitive graduates with immediate acceptance by labor market and capability to create jobs for themselves and others;
- b) To produce new/excellent science and technology published in accredited journals inside and outside the country as well as patented research;

- c) To increase society's competitiveness and welfare through innovative and qualified community service based on new/excellent science and technology.
2. To improve organizational management in academic, finance and human resources toward good governance university;
  3. To expand people's accessibility to gain higher education from UNILA;
  4. To increase cooperation with central government, provinces, regencies, municipalities, industries, non-governmental organizations, and other stake-holders inside and outside the country.

**Research Synergy Foundation** is a digital social enterprise platform that focuses on developing Research Ecosystem towards outstanding global scholars. We built collaborative networks among researchers, lecturers, scholars, and practitioners globally for the realization of knowledge acceleration. We promote scientific journals among countries as an equitable distribution tools of knowledge. We open research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities.

Known as a catalyst and media collaborator among researchers around the world is the achievement that we seek through this organization. By using the media of International Conference which reaches all researcher around the world we are committed to spread our vision to create opportunities for promotion, collaboration and diffusion of knowledge that is evenly distributed around the world

#### Our Vision:

As global social enterprise that will make wider impact and encourage acceleration quality of knowledge among scholars.

#### Our Mission:

First, developing a research ecosystem towards outstanding global scholars. Second, Promoting scientific journals among countries as an equitable distribution tools of knowledge. Third, opening research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Fourth, creating global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation.

# TABLE OF CONTENTS

<b>ORGANIZING COMMITTEE .....</b>	<b>VII</b>
<b>SCIENTIFIC AND REVIEW COMMITTEE .....</b>	<b>VIII</b>
<b>CONFERENCE CHAIR MESSAGE.....</b>	<b>XII</b>
<b>KEYNOTE SPEAKER .....</b>	<b>XIII</b>
<b>CONFERENCE AGENDA .....</b>	<b>XVIII</b>
A. BUSINESS ADMINISTRATION RESEARCH.....	1
B. BEHAVIORAL ECONOMICS RESEARCH.....	3
C. ECONOMIC DEVELOPMENT RESEARCH .....	5
D. ECONOMETRICS RESEARCH.....	33
E. FINANCIAL ACCOUNTING RESEARCH.....	35
F. MANAGEMENT RESEARCH.....	45
G. MANAGEMENT ACCOUNTING RESEARCH.....	85
H. MICRO,SMALL, AND MEDIUM ENTREPRENEURSHIP RESEARCH .....	93
I. PUBLIC SECTOR ACCOUNTING RESEARCH .....	97
J. SOCIAL ENTREPRENEURSHIP RESEARCH.....	104
K. STARTUP ENTERPRISE RESEARCH .....	106
FUTURE EVENTS .....	108

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# CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the 2<sup>nd</sup> International Conference of Economics, Business and Entrepreneurship (2<sup>nd</sup> ICEBE) by Universitas Lampung and Research Synergy Foundation as official partner held on November 1, 2019 at Swiss-Belhotel Lampung, Bandar Lampung, Indonesia.

The theme of Conference is Future Opportunities and Challenges of Business in Digital Era. 2<sup>nd</sup> ICEBE 2019 International Conference shows up as a cutting-edge Economics, Business and Entrepreneurship platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Bandar Lampung, Indonesia and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Mahrinasari, MS  
Conference Chair of 2<sup>nd</sup> ICEBE 2019

## KEYNOTE SPEAKER



**Dr. Muhammad Haseeb**, is Senior Lecturer at Taylor’s Business School, Taylor’s University Lakeside Campus, Subang Jaya Selangor, Malaysia. He held Master of Economics and also pursued his Ph.D. at School of Economics Finance and Banking (SEFB), College of Business (COB), University Utara Malaysia (UUM). At the beginning of his career, he began to be Research Associate in State Bank of Pakistan, then became Marketing Officer at Colgate Palmolive Pakistan in 2007, then became Research Associate in some different Institutions until 2016 where he became the Research Associate of Dr. Irwan Shah Zainal Abidin until present. In 2018, he became Assistant Professor in Faculty of Business and Management and Professional Studies (FBMP).

He also dedicated his time in Economic Research by being Editor / Reviewer of International Scopus Journals. He is an Editor in Chief of the Asian Journal of Social Sciences and Management Studies, also as a Guest-Editor of the Academy of Accounting and Financial studies Journal (AAFSJ), An Associate Editor of the International Journal of Innovation, Creativity, and Change (IJICC), and is a Guest Editor in Academy of Entrepreneurship Journal (AEJ). Due to his high dedication in Economics Study, he received some awards for example as the Best Paper Award at the 44th International Business Research Conferences in Zurich, Switzerland and Awarded “Commonwealth Scholarship and Fellowship Scheme” from Ministry of Higher Education, Government of Malaysia for the Ph.D. Studies. The research of Dr Haseeb is mainly about Business and Economics. His journal publication has reached more than 39 scopus indexed journals. He has high experiences as speakers and trainers in many conferences around Asia. Dr. Haseeb has intention to share his expertise with the wider professional community globally.

## KEYNOTE SPEAKER



**Hussain Rammal, Ph.D.** is Director of the Master of Business Administration (MBA) and coordinator for the Bachelor of Business - International Business programs. He is Associate Professor of International Business and Strategy at UTS Business School and was also the coordinator for the Higher Degrees by

Research program in the Management department between 2016-2018. Before joining UTS, Hussain held positions at the University of Adelaide and the University of South Australia. He holds a visiting position at the University of Bologna in Italy and has been a visiting research scholar at the University of Aberdeen Business School in Scotland and Aalto University in Finland.

Hussain is co-editor of *Review of International Business and Strategy* journal published by Emerald. He is also the editor of the book series *Emerging Issues in International Business and Global Strategy*, published by World Scientific. He is on the editorial boards of leading journals including *International Business Review*, and *Accounting, Auditing and Accountability Journal*. He was Vice President of Australia and New Zealand International Business Academy (ANZIBA) between 2014-2017. Hussain is also co-moderator of the Academy of Management's International Management division Connect site.

Hussain's current research interests focus on the internationalization of service firms and cross-border movement of professionals; international business negotiations in Asia; the role of the State in the internationalization process (in particular the Belt and Road initiative) and intra-organization transfer of tacit knowledge.

## KEYNOTE SPEAKER



**Gadaf Rexhepi, Ph.D.** is Associate Professor at South-East European University, Republic of Macedonia, where he teaches both undergraduate and postgraduate courses in the field of Management. His research interests include innovation, open innovation, strategy, family businesses and sustainability. He authored or co-authored around sixty research articles in different peer and refereed journals and ten text-books, among which his later paper on Sustainable Development journal. He is part of many expert's team and have been invited by many organizations as guest lecturer. Dr. Rexhepi also has been engaged as advisor of the Minister of Economy in Macedonia. He served as a pro-dean for post-graduate studies 2012-2015 and acting dean in 2018.

Recently he has been appointed as consultant for development of the Rector, of South East European University in North Macedonia. He serves on the editorial and review boards of several journals from in the field of entrepreneurship and management among which “Corporate Social Responsibility & Environmental Management”, “Sustainability” etc. He received the Award for Excellence 2016 – Outstanding Paper by Emerald Group Publishing (Journal of Enterprising Communities: People and Places in the Global Economy).

Summary Speech :

### **Open innovation and entrepreneurship: Impetus of growth and competitive advantages**

One of the most challenges that all entrepreneurs face is the need to growth. Growth is part of all organizations, it implies continuous growth of sales, purchases, number of employees, profit and thus the normal growth of the enterprise. Most of the innovation that are part



of the organizations are derived from inside the organizations. However, many researches have proven that using innovation from inside the company (closed innovation) for entrepreneurial growth has its own limitations (Chesborough, 2006). Thus, researchers and practitioners need to rethink the design of innovation strategies and seek for new sources of innovation, which can be found in the new concept of open innovation. Open innovation recently has become one of the hottest topic in innovation management; it is a rich concept, which can be used in many different ways inside the organizations and still it is not explored fully.

Open innovation concepts enriches the source of innovation, thus enterprises can exploit new initiatives from its customers, competitors, academia as other enterprises even in different industries. Enterprises should also use its internal capacity to create innovation but also external resources and paths to new more effective approaches. Open innovation concept has many advantages; a) It reflects social and economic changes in working patterns, where professionals seek portfolio careers rather than a job-for-life with a single employer; Improved market institutions such as intellectual property rights (IPR), venture capital (VC), and technology standards allow for organization to trade ideas; d) New technologies allow for new ways to collaborate and coordinate across geographical distances.

However, there are differences in the potential used from big companies and small and medium sized enterprises. Researches showed that medium-sized firms are on average more heavily involved in open innovation than their smaller counterparts are. It was also found that SMEs pursue open innovation primarily for market-related motives such as meeting customer demands or keeping up with competitors. The success of the use of open innovations depends from capacity of one organization and its preparations.

This lecture will represent a picture of how open innovation serves as an impetus of growth of entrepreneurial businesses and way of creating of competitive advantage. It provides theoretical and empirical evidence that relates with open innovation and entrepreneurship and how it can help enterprises grow and create

competitive advantage. Having in consideration the new book published in this topic some of the most important conclusion will be presented it this lecture. More specifically the focus will be on research dealing with the following issues:

- Diversity of cooperation partners and its affects in start-ups' innovation performance: An analysis of the role of cooperation breadth in open innovation
- Investigating the effect of inbound and outbound open innovation on discovery and exploiting of entrepreneurial opportunities
- How knowledge service firms absorb and compete for innovating?
- Open innovation models for increased innovation activities and enterprise growth.
- Open innovation in a start-up firm
- Open Innovation: Challenges of integrating new forms of innovation in SMEs
- Open innovation's barriers in creating idea's explosion
- The role of industry and economic context in open innovation

# **The Fish Demand at Fish Auction Sites in Lampung : Implementation of Quadratic Almost Ideal Demand System (QUAIDS) Model**

**Prayudha Ananta<sup>1</sup>, Dwi Jayanti<sup>2</sup>, Sahala Pandjaitan<sup>3</sup>, Ukhti  
Ciptawaty<sup>4</sup>**

<sup>1,2,3,4</sup>Universitas Lampung

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## **Abstract**

*The paper had a purpose to discuss the factors influencing the fish demand in Lampung Province. The source of data was from data collected through observing different and various venues for fish auctions in Lampung Province. The importance of the discussion for knowing the fish demand was related to the fact that the nutrition of fish is more complex compared to other resources of protein. It then may become the main answer to the lack of nutrition happening in Lampung Province. To start the discussion, there were three stages of estimation method were taken examining the model. The model was called Quadratic Almost Ideal Demand System Model (QUAIDS). At the first stage of estimation, the results had shown that the model used was relatively good. Coefficient estimated value of food expenditure was showed positive and it had a significant effect with its coefficient determination at 96,8%. Next, the research showed a negative coefficient value for the fish consumption model. This negative coefficient value indicated that the lower the price of fresh fish, the higher demand will be, and vice versa. The higher the price of fish, the lower the coefficient of demand, positioning at 90,5%. Lastly, the third stage of the research showed the model estimated showed that the variable of price, the variable of income, and the variable of expenditure did not have an effect on the total demand but the number of household members had a significant effect on demand*

Keywords: Fish Auction, Fish Demand, and QUAIDS Model

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