

# The 3rd Global Conference on Business, Management and Entrepreneurship

“Creating Innovative and Sustainable Values-added Businesses in the Disruption Era”



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## Background

**The 3rd Global Conference on Business, Management and Entrepreneurship (The 3rd GC-BME)** is an annual conference hosted by **Business Management Education Program, Faculty of Business and Economics Education, Universitas Pendidikan Indonesia** is jointly organized with **Universitas Airlangga, Universitas Padjadjaran, Universitas Ngurah Rai, and Universitas Garut**. Ever since the first time it was held in 2016 by UPI, GC-BME has covered

a broad range of topics on business, economics and entrepreneurship.

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GC-BME 2018 will be held on **August 08, 2018** in Bandung, Indonesia. As the theme of this year's conference is **“Creating Innovative and Sustainable Values-added Businesses in the Disruption Era”**, the aim of GC-BME 2018 is to provide a platform for academician, educators, researchers, practitioner, managers, graduate students, and entrepreneurs from different cultural backgrounds to present and discuss researches, developments and innovations in the fields of Business Management and Entrepreneurship. It provides opportunities for the delegates to exchange new ideas and implementation experiences, to establish business or research connections and to find global partners for future collaboration.

All full papers submitted to GC-BME 2018 should be written in English, and will be sent to at least two reviewers to be evaluated based on its originality, technical and content qualities, correctness, relevance to the conference, contributions, as well as its readability. Accepted papers will be proposed to be published in a reputable publisher and will be submitted for further indexing to SCOPUS. All articles get a Digital Object Identifier (DOI).

## **Aim and Scope**

The 2018 UPI Global Conference on Business, Management and Entrepreneurship, covers up six major thematic groups yet opens to other relevant topics:

### **Organizational Behavior, Leadership and Human Resources Management**

Organizational Development, Innovative Business Models & Organizational Change, Knowledge Management, Best Practices to Manage Human Capital, Future Directions for HRM Research, Global Human Resource Management, Human Resource Planning, Technology in Human Resource Management, Training and Development, Competency Mapping, Compensation, Employer Branding, Employee Motivation, Organization Structure .Leadership, Organization Theory.

### **Innovation, IT, Operations and Supply Chain Management**

Innovation and Technology Management, Design of Goods &

Services, Advanced Manufacturing Technology, Product and Process Innovation, Quality Management, Managing Operations Across the Supply Chain, Operations Research, Project Management, Total Quality Management, Six Sigma Initiative, Green Technology, Logistic Management, New Product Development, New Service Development, Inventory Management, Plant and location, Service Operations Management, Global Operation Management

### **Marketing Management**

Advertising Management, Fundamentals of Marketing, Assessing Marketing Performance, International Marketing, Marketing Research, Marketing Strategy, Service Marketing, Integrated Marketing Communications, Marketing Innovation and Planning, Delivering Customer Value, Direct Marketing, E-Marketing, Relationship Marketing, Customer Service and Customer Relations, Sales Strategies, Marketing Research, Marketing Data Analysis, Marketing and International Consumers, Marketing Theory and Application, Marketing Case Studies, Contemporary Issues in Marketing, Consumer Behavior

### **Financial Management and Accounting**

Corporate Finance and Governance, Cost Management, Finance & Investment, Financial Markets and Institution, Capital Budgeting, Capital Market, Credit Risk Modelling and Management, Financial Engineering, Foreign Exchange Markets, Law and Finance, Mergers and Acquisitions, Mutual Funds Management, Portfolio Management, Regulations of Financial Markets, Venture Capital, Accounting and Finance, Behavioral Accounting and Finance, Electronic Banking, Electronic Finance, Financial Markets and Derivatives, Financial Services Management

### **Strategic Management, Entrepreneurship and Contemporary Issues**

Approaches and Models of Strategic Management, Challenges to Strategic Management, Corporate Strategy Formulation Approaches, SWOT Analysis and Carrying Out Business Strategy, Types of Business Competitive Strategy, Types of Cooperative Strategy, Situational Analysis for Strategic Planning, Problems of Global Strategy, Problems in Implementing Growth and Retrenchment Strategies, Relationship of Management by Objectives and Strategic Management, Relationship of Total Quality Management and

Strategic Issues, Leadership and Leading Types for Effective Strategy Formulation and Implementation, International Strategic Performance Measurement, Strategic Issues in Managing Technology and Innovation, Categories of Innovation for Proper Strategy Formulation, Role of the Entrepreneur as Strategist, Operations and Supply Chain Strategy

### **Green Business**

Business Ethics, Consumer Protection, Environmental Protection, Green logistics

## **Opening Speech**



**Drs. Enggartiaso Lukita**  
*Ministry of Trade Republic of Indonesia*

## **Keynote Speakers**



**Prof. Ajay Chauhan**  
*President University*



**Prof. Dr. H. Mohammad Ali**  
*Universitas Pendidikan Indonesia*



**Lai Chee Sern**  
*Universiti Tun Hussein Onn Malaysia*



**Ir. Judi Achmadi, M. M.**  
*CEO Telkomsigma*

*\*to be confirmed*

## **Venue and Activities**



## Grand Mercure Hotel

Jl Dr Setiabudi No 269-275, **Bandung 40154 INDONESIA**

### GPS Coordinates:

S -6.85 51.28 E 107.6 35.72

### Contact the Hotel:

Tel. 62/22/82000000

Fax 62/22/82000082

## Important Dates

<b>10</b>	May 10, 2018 Deadline of abstract submission	<b>28</b>	May 28, 2018 Deadline for paper submission	<b>31</b>	June 31, 2018 Information of full paper acceptance
<b>12</b>	May 12, 2018 Information of abstract acceptance	<b>6</b>	July 6, 2018 Deadline for payment	<b>8</b>	<b>August 8, 2018</b> <b>Conference day</b>

## Call for Papers

Authors are requested to submit abstract to the Organizing Committee by **May 10, 2018**. And full paper deadline is **May 28, 2018**. The papers should be written in English and must be between 4 to 10 pages.

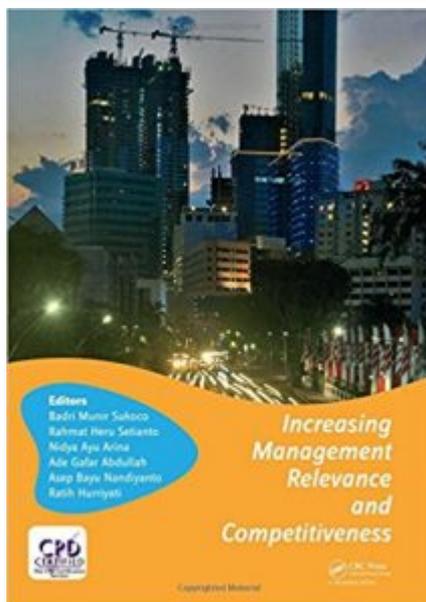
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## Abstract and Manuscript Submission

**[IMPORTANT]** To submit an abstract, authors must register first ([click here](#)). Then they can submit their abstracts by logging in to this site (menu “**Submission System**” then “**Login**”). The manuscript (full paper) can be submitted only after authors submit their abstracts. The whole submission process is done fully online (**NOT by email**) to guarantee smooth administration. Letter of Acceptance (LoA) and Letter of Invitation (LoI) can be downloaded directly from your account once your abstract is accepted to be presented at the conference.

## The Proceedings of Previous Conference



## Registration Fee and Payment

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(Second Paper)
- Indonesian Participant **IDR. 1.000,000**  
/Co-Author

### OVERSEAS PARTICIPANTS:

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- International Presenter **USD. 250**  
(Second Paper)
- International participant **USD. 150**  
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See [here](#) for more information about hotels in Bandung

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Ekonomi Indonesia)

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## Contact

**Lisnawati SPd, MM**

Website: [bme.conference.upi.edu/2018/](http://bme.conference.upi.edu/2018/)

Email: [GC-BME3@upi.edu](mailto:GC-BME3@upi.edu)

Business Management Education Program  
Faculty of Business and Economics Education  
Universitas Pendidikan Indonesia  
Jl. Setiabudhi 229 Bandung 40154 INDONESIA  
**Tlp/Faks +622-2200-7634**

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