



Joint Conference
Sungkyunkwan University
and
Universitas Indonesia

20



The 8th International Conference on Business
and Management Research

PROCEEDINGS

“Trade, Business and Investment in
the Global Economic Recovery”



7th – 8th November 2013
Sungkyunkwan University, Seoul, South Korea

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FACULTY OF ECONOMICS & BUSINESS, UNIVERSITAS INDONESIA

Proceedings

8th International Conference on Business and
Management (ICBMR)

Trade, Business and Investment in Global Economic
Recovery

Joint Conference Sungkyunkwan University and Universitas Indonesia

Supported by ABEST 21

7 – 8th November 2013

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CONFERENCE AGENDAS

The 8th International Conference on Business and Management Research (ICBMR)
Seoul, November 7-8th, 2013

Thursday, November 07, 2013

11:00 am - 11:05 am	Opening Ceremonies MC: Hongjoo Jung, SKKU
11:05 am - 11:10 am	Opening Declaration UI Host
11:10 am - 11:15 am	Greeting SKKU President
11:15 am - 11:20 am	Greeting Ambassador of Indonesia in South Korea
11:20 am - 11:40 am	Keynote Speech 1: Secretary of Labor Department, South Korea
11:40 am - 12:00 pm	Keynote Speech 2: Sylvia Twon, South East Asian Studies, UC Berkeley
12:00 pm - 1:00 pm	Lunch Break
1:00 pm - 2:20 pm	Stephanie Octavia and Lita Nattaya (The influence of Economic Sharia to the Global Economy) Triza Mudita and Tengku Ezri Balqiah (The Effect of Country Image on Perception of Product Image: Study of South Korea's) Sung-Min Ryu (Distribution Channel of Korea: Today and Future?) Young-Han Kim (The Future of Korea-Indonesia Economic Cooperation: Bilateral Investment Cooperation & Investment Risk)
3:00 pm - 4:20 pm	Concurrent Session 1
4:40 pm - 6:00 pm	Concurrent Session 2

Friday, November 08, 2013

9:00 am - 10:20 am	Concurrent Session 3
10:40 am - 12:00 pm	Concurrent Session 4
12:00 pm - 1:00 pm	Lunch and Award Ceremony
1:15 pm - 1:25 pm	Get on a Bus
2:10 pm - 3:10 pm	Company Visit 1 (Samsung Electronics)
4:10 pm - 6:00 pm	Company Visit 2 (Agricultural Cooperative Headquarter & Museum)
6:10 pm - 7:30 pm	Individual City Tour & Dinner
8:00 pm - 9:30 pm	Nanta Show

Dear colleagues,

I am pleased to welcome you to The 8th International Conference on Business and Management Research (ICBMR) by Management Research Center (MRC). For eight years this Conference has been held consistently and become one of the leading academic international conferences.

The first ICBMR was held in August 2007 in Bali, while the second ICBMR was held in August 2008 in Jakarta. To establish a platform for international collaboration for research, MRC actively look for potential partners in conducting the annual conference. The 3rd ICBMR was held in Bali together with The 14th Euro-Asia Conference, and in 2009, MRC hosted the joint conference with the University of Adelaide. Since 2010, the event was also supported by ABEST 21. The 6th ICBMR was conducted in collaboration with Ateneo de Manila University, Philippines in Manila. In the future, MRC is maintaining its effort to look for international partnership opportunity in organizing the conference. The 7th ICBMR was conducted in collaboration with University of Economics-Ho Chi Minh City (UEH).

We hope that the publication of this proceeding will be able to serve as a media for the latest researchers and new ideas; this thought is aligned with Universitas Indonesia's vision to become Research Oriented University.

Finally, on behalf of all my colleagues from Universitas Indonesia and Sungkyunkwan University, and all the members of Organizing Committee ICBMR 2013, we wish you not only an enriching conference but also a pleasant stay in Seoul, South Korea.

Regards,

Rofikoh Rokhim, Ph.D.

Head of Organizing Committee ICBMR 2013