

3rd ICGSS INTERNATIONAL CONFERENCE of Graduate School on Sustainability

Contemporary Studies on Sustainable Development

September 22-23, 2018

Graduate School Building, University of Merdeka Malang
Terusan Raya Dieng 59 Malang, East Java, Indonesia

1 NO POVERTY

The exploration of sustainable development issues is still very open, especially at the regional level. These issues inspired Unmer Graduate Program in a sustainable manner to develop research and teaching. The conference is based on the belief that there are a large number of contemporary studies that are interdisciplinary and in the form of regional case studies in different countries. We need a range of inputs that will be the foundation for the specific study of environmental engineering, sustainable cities, and natural resource management.

The special themes we prepare are based on several issues in economics, and the field of architecture in order to explore the possibilities of interdisciplinary characters. Authors are invited to submit their papers with the following subthemes (but not limited to);

CALL FOR PAPER

5 GENDER EQUALITY

Subthemes of Natural Sciences

- Architecture for Sustainable Cities and Communities.
- Architecture for Resilient Infrastructure and Sustainable Industrialization.
- Architecture for Affordable and Clean Energy
- Environmental Engineering for Clean Water and Sanitation.

Subthemes of Economic

- Decent Work and Economic Growth for Economic Sustainability at Global Competition from Development of Tourism, Entrepreneurship, Small and Medium Enterprises;
- Industry Innovation and Infrastructure Supported by Development of Accounting; Banking; Capital Market; Tourism Production and Consumption; Business Management; Marketing; HRM;
- Innovation for Decent Work; SME; Creative Industry; Entrepreneurship.
- Sustainability in Accounting;
- Corporate Governance & Corporate Social Responsibility.

KEYNOTE SPEAKERS



Prof. Madya Dr. Mohd. Zin Bin Kandar
Universiti Teknologi Malaysia
Johor Bahru, Malaysia



Professor Lorne Cummings
Macquarie University,
Australia



Professor Hasan Fauzi
Sebelas Maret University
Surakarta, Indonesia



Professor Respati Wikantiyoso
Universitas of Merdeka Malang
Indonesia



Professor Nunuy Nur Afiah
The Indonesian Institute of
Accountants-Accounting Lecturer
Compartment (IAI-KApd)

INVITED SPEAKERS

IMPORTANT DATES

Deadline for Full Paper Submission : September 2nd, 2018
Notification of Paper Acceptance : September 10th, 2018
Deadline for Registration : September 17th, 2018

CONFERENCE FEE

Presenter

- Indonesian Presenter : IDR. 500.000,-
- International Presenter : USD 100

Participant

- Indonesian Participant : IDR. 200.000,-
- International Participant : USD 15



more info:
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WOMAN PRENEURSHIP APPROACH IN TRADITIONAL MARKET CULTURE

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ABSTRACT

The existence of women as the drivers of the people's economy continues to stretch as an inseparable part of the market community. The connection is very close in realizing the economic order in the family sphere to build strong self-confidence, and prove that women are able to obtain results for the efforts that have been carried out. At present, stretching women in developing the economy in the traditional market environment can be proven from the way when starting a routine to end the routine as an economic actor and there is active involvement from other people. An entrepreneur woman is someone who is able to see business opportunities, struggle and be able to take into account all risks. This paper will present the results of the study regarding the existence of women as economic drivers in traditional market environments with all their dynamics, especially in building communication with market communities. A series of speech acts and communication skills with their characteristics can be a magnet for others to be involved in the process of buying and selling in the market. Owned motivation can improve welfare and strengthen participation in developing traditional market communities. The results show that the reality in traditional markets shows conditions that bring together expertise and personal values and are firmly rooted as a market culture handed down from generation to generation. Women are able to show the characteristics of independence in carrying out roles both in the family environment and in the social environment. The thing that needs to be emphasized is the individual's responsibility to do all the routines inherent in him.

Keywords: traditional markets, interpersonal communication, entrepreneurs.

1. INTRODUCTION

Indonesian society is a creative society, and creativity is sometimes unable to be stopped so that it creates strong souls and is able to face the challenges of the times. Presenting everything and can contribute to others. Creativity is not only limited to the formulation of new ideas, but will be proven by results that are able to survive or materialize sustainably. Creative and innovative power begins the growth of a spirit that will initiate someone to become a person who is able to aim for opportunities for success. Besides that, the effort to create something different is a movement to raise awareness about one's abilities.

Entrepreneurship is currently not only held by men, but women also play a role in helping the family economy. Apart from the responsibilities that exist, the form of tough women is now emerging from all fields. The greatest strength of women is the independence factor with the aim of helping families meet economic needs, as well as an arena for self-actualization. Many challenges faced by women who established

