

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

2 ZERO HUNGER

3 CALL FOR PAPER

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

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);

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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IMPROVING SUSTAINABLE COMPETITIVE ADVANTAGE OF CREATIVE INDUSTRY THROUGH STRATEGIC ALLIANCES TO OVERCOME ENVIRONMENTAL TURBULENCE

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ABSTRACT

Fundamental changes in the business environment that cause turbulence are suspected making many companies difficult to maintain competitive advantage. To restore competitive advantage, MSEs, need to take strategic steps through strategic alliance that is the most appropriate approach to an increasingly turbulent environment. This study aims to examine the effect of strategic alliances as mediating variables in the relationship between environmental turbulence and sustainable competitive advantage. The design of this study uses 130 craft industries. Data collection was conducted in all region of Malang Raya including Malang Regency, Malang City and Batu City. The findings show that environmental turbulence does not have a significant relationship with sustainable competitive advantage but has a significant relationship with strategic alliance. Strategic alliance has a significant relationship with sustainable competitive advantage. Strategic alliance will mediate the relationship between environmental turbulence and sustainable competitive advantage. The analysis showed that highly environmental turbulence tended to highly strategic alliance. The result of the study shows that strategic alliance practiced by SMEs has been significantly affected the sustainable competitive advantage. It indicated that strategic alliance offers a systematic model for supporting SMEs to build a well-maintained environment and sustainable competitive advantage.

Keywords: Environmental Turbulence, strategic alliance, Sustainable Competitive Advantage.

1. INTRODUCTION

Competitiveness is the principle key to success and survival in globalization. This competitiveness arises not only in the form of products but also in quality. Salman (2010) showed that the quality of the product can be obtained through imaging or creating innovative products that are not quite the same as different areas. Creativity was expected to make inventive products. From this point, the creative economy finds its existence.

Creative economy was associated with forms of economic activity related to creation and used of knowledge and information. This activity comes from the utilization of individual's creativities, skills, and talents to create prosperity and employment by generating individual's creative and creative power that has enhanced economic value and influence the welfare of the community (INPRES No. 6, 2009).

