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Green Entrepreneurial Opportunity (GEO): A Promising Strategic Anchor Concept towards greener Firms' Value Performance (FVP). An Evidence from Indonesia Large Scale Entreprises

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Abstract

The common goal of green entrepreneurship initiatives is to ensure the rapid common change of phenomenon within business, economics as well environment would be well managed and enable all people, regardless of their characteristics and socio-economic background, to have an equal opportunity to start and manage their own business. Current empirical research it aiming at investigating the antecedents of Green Entrepreneurial Opportunity such as Co-Creation Value Capability (CCVC), Network Capability (NC) and Dynamic Capability (DC) as H1, H2 and H3 respectively. This study also hypothesized whether Green Entrepreneurial Opportunity (GEO) affects Market Positioning Advantages (MPA) as H4 and Emerged Firms' Value Performance (EFVP) as H5, and the impact of Market Positioning Advantages (MPA) on Emerged Firms' Value Performance (H6). The statistical output showed that all hypotheses significantly accepted. The implementation of GEO is truly as the consequences of CCVC, NC and DC. The EFVP is truly gained through GEO and MPA. Data were collected from 386 respondents in charge as operational, financial manager, sales and marketing managers in Indonesia large scale enterprises and also designed as a multi respondent sources. Data was analyzed using Structural Equation Modeling with AMOS Statistical Software. This research demonstrated that green entrepreneurship opportunity and Market Positioning Advantages hold a strategic anchor concept to leverage Firms' Value Performance.

Keywords: Co-Creation Value Capability, Dynamic Capability, Emerged Firms' Value Performance, Green Entrepreneurial Opportunity, Market Positioning Advantages

Day 01

Wednesday, October 9, 2019

Session 1 : 13.00 - 15.00

Session Chair : Dyah Sugandini and Istiana Rahatmawati

Kasultanan 1

Track Economy

CBE19111	Anna Triwijayati	Oral Presentation	Postmodern Mindset And Behavior Of Indonesia Consumer: Local Brand Preference, Early Adopter, Consumer Credit, And Online Buying Based On Social Class
CBE19119	Kardison Lumhan Batu	Oral Presentation	Green Entrepreneurial Opportunity (geo): A Promising Strategic Anchor Concept Towards Greener Firms' Value Performance (fvp). An Evidence From Indonesia Large Scale Enterprises
CBE19121	Moh Farid Najib	Oral Presentation	Innovation And Dynamic Capabilities Among Traditional Market Trader: How It Affect Business Performance
CBE19122	Sri Suryaningsum	Oral Presentation	Swot Analysis Development Of Batik Yogyakarta
CBE19126	Titik Kusmantini	Oral Presentation	Misfit-score Evaluation On Business And Manufacturing Strategies And The Impact On Operational Performance
CBE19131	Shinta Heru Satoto	Oral Presentation	The Effect Of Financial Literacy On Financial Management Behaviour With Self-control As Intervening Variables
CBE19132	Dwi Hari Laksana	Oral Presentation	Effect Of Service Quality And Company Image On Customer Loyalty Through Customer Satisfaction At Pt. Pos Indonesia (persero) Yogyakarta
CBE19106	Lely Lubna Alaydrus	Virtual Presentation	Employees' Familiarity Of Computer Terminal

Afternoon Coffee Break : 15 Minutes