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PROSIDING  
SEMINAR NASIONAL  
*CALL FOR PAPER*

MEMBANGUN DAN MENINGKATKAN DAYA SAING  
NASIONAL DI ERA KETERBUKAAN EKONOMI

YOGYAKARTA, 16-18 NOVEMBER 2011

FAKULTAS EKONOMI  
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN"  
YOGYAKARTA

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Tema	Membangun dan Meningkatkan Daya Saing Nasional di Era Kerterbukaan Ekonomi
Penyelenggara	Fakultas Ekonomi Universitas Pembangunan Nasional "Veteran" Yogyakarta
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## KATA PENGANTAR

Dengan memanjatkan Puji syukur kehadirat Allah SWT, panitia dapat menyelesaikan tahapan dalam dalam rangka pelaksanaan seminar nasional dan call for paper dengan tema "Membangun dan Meningkatkan Daya Saing Nasional di Era Keterbukaan Ekonomi" pada tanggal 16, 17 dan 18 November 2011.

Terima kasih kami haturkan kepada Ibu Ir. Taty Riyati Asisten Deputi Urusan Pengembangan Kewirausahaan Kementerian Koperasi dan UMKM RI yang telah bersedia memberikan pencerahaan dan berbagi pengalaman dengan kami. Ucapan terima kasih juga kami sampaikan kepada Bapak/Ibu peserta seminar nasional, pemakalah dan para sponsor-sponsor kami yang telah berpartisipasi sehingga seminar nasional dan call for paper dapat berjalan dengan lancar.

Kami berharap semoga seminar ini memberikan kontribusi Ekonomi kreatif untuk membangun dan meningkatkan daya saing Indonesia dalam perekonomian global.

Demikian dari kami, apabila terdapat kekurangan dalam pelaksanaan acara dari awal hingga akhir kami atas nama panitia mohon maaf yang sebesar-besarnya.

Yogyakarta, November 2011

Panitia

**SAMBUTAN REKTOR UPN “VETERAN” YOGYAKARTA  
PADA SEMINAR NASIONAL  
MENINGKATKAN DAYA SAING NASIONAL  
DI ERA KETREBUKAAN EKONOMI TAHUN 2011  
Yogyakarta, 17 November 2011**

Yth. Deputy pengembangan SDM Kementerian Koperasi dan UMKM RI  
Yth. Bapak Prof Dr. Mudrajad Kuncoro, M.Soc. Sc  
Yth. Bapak Drs. Nur Achmad Affandi MBA,  
Yth. Bapak/Ibu Wakil Rektor di Lingkungan UPN “Veteran” Yogyakarta  
Yth. Bapak/Ibu Dekan di Lingkungan UPN “Veteran” Yogyakarta  
Yth. Bapak/Ibu Ketua Jurusan di Lingkungan UPN “Veteran” Yogyakarta  
Yth. Bapak/Ibu Pemakalah Yang Telah Terpilih, dan  
Yth. Bapak/Ibu Peserta Seminar.

Assalamualaikum Warahmatullahi Wabarakaatuh,

**8**  
Pertama-tama marilah kita panjatkan puji dan syukur kita kepada Tuhan yang Maha Esa yang telah melimpahkan rahmat, hidayah, dan inayahnya kepada kita semua, sehingga kita masih diberi kesempatan untuk hadir pada acara Seminar Nasional meningkatkan daya saing nasional di era keterbukaan ekonomi tahun 2011

Para Hadirin Yang Terhormat,

Era keterbukaan ekonomi memberikan peluang sekaligus tantangan bagi negara kita. Memberikan peluang terbukanya pasar bagi produk barang dan jasa karena adanya kemudahan akses dan penetrasi pasar, berkurangnya hambatan perdagangan dan investasi, serta perkembangan teknologi informasi yang sangat cepat telah menciptakan sistem atau pola perdagangan modern yang berbasis jaringan elektronik. Selain itu munculnya raksasa ekonomi baru seperti RRC di satu sisi merupakan peluang bagi negara kita untuk memperluas serta menganekaragamkan tujuan ekspor, namun juga merupakan tantangan daya saing produk ekspornya. Tantangan lain yang dihadapi negara kita di era keterbukaan ekonomi adalah adanya pemberlakuan berbagai standar nasional dan internasional seperti ISO 9000, ISO 1400, *ecolabelling*, dan HAKI yang cenderung menyebabkan pasar bersifat resisten dan protektif. Selain itu tantangan negara kita adalah masih adanya iklim usaha yang kurang kondusif.

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Dengan semakin terbukanya ekonomi Indonesia dengan ekonomi internasional akan berimplikasi eksisnya pengaruh variabel-variabel ekonomi makro dan ekonomi internasional terhadap kinerja sektor-sektor dalam perekonomian nasional, begitu juga akan ada saling interaksi antar variabel variabel ekonomi antar sektor ekonomi. Hal ini juga berimplikasi bahwa rancangan kebijakan ekonomi yang bertujuan menstabilisasi sektor pertanian dan sektor ekonomi lainnya tidak bisa lepas dari bagaimana kebijakan tersebut dilakukan secara integratif baik yang menyangkut dari sisi ekonomi pertanian, kebijakan ekonomi makro, kebijakan sektoral, dan kebijakan perdagangan internasional.

Era Keterbukaan Ekonomi terkait erat dengan pencitraan suatu negara, pencitraan sangat terkait dengan pencapaian daya saing suatu negara di dunia internasional. Citra suatu negara di dunia internasional biasanya diukur melalui peringkat suatu negara berdasarkan *Nation Branding Index* yang disusun oleh Anholt. *Nation Brand Index* (NBI) mengukur kekuatan dan menarik atau tidaknya 'brand image' dari suatu negara dengan melakukan pengujian terhadap enam dimensi kompetensi nasional yang kemudian dikenal sebagai *Nation Brand Hexagon*. Keenam dimensi 'brand image' dari sebuah negara adalah sebagai berikut : (1) *export*, (2) *governance*, (3) *culture*, (4) *people*, (5) *tourism*, dan (6) *investment and immigration*.

Hadirin Yang Berbahagia,

Ranking persepsi ekspor Indonesia pada tahun 2010 diestimasi berada pada posisi 39 dimana tercapai perbaikan 2 peringkat dari tahun 2009 yang berada di posisi 41. Dalam rangka mengembangkan citra Indonesia di pasar internasional dan mengoptimalkan potensi pasar domestik, Kementerian Perdagangan telah melakukan berbagai upaya pengembangan citra Indonesia. Program yang telah dilakukan antara lain melalui: (i) Program Promosi Ekspor Nasional untuk peningkatan akses pasar internasional dengan melalui beberapa upaya, seperti menyelenggarakan serangkaian misi dagang secara sistematis berdasarkan prosedur standar operasional dan kriteria peserta misi yang jelas, menggunakan pengukuran kinerja dan keberhasilan misi, pemanfaatan kehumasan secara profesional, menciptakan sinergi, dan pemberdayaan institusi ekspor; penetrasi pasar melalui ITPC (*Indonesia Trade Promotion Centre*), dimana telah dilakukan kegiatan *market intelligence* di 75 negara yang menyoroti 42 kelompok produk; revitalisasi konsep Pameran Produk Ekspor (PPE) menjadi *Trade Expo* Indonesia (TEI) yang lebih kredibel berstandar internasional; dan penguatan *Nation Branding* yang salah satunya melalui keikutsertaan dalam *World Expo* Shanghai China 2010. (ii) Pengembangan Ekonomi Kreatif, dimana telah dihasilkan Studi Pemetaan Kontribusi Industri Kreatif dan Cetak Biru Pengembangan Industri Kreatif. Program promosi ekspor juga menyelenggarakan Pekan Produk Budaya Indonesia secara rutin sejak tahun 2007 dan telah berganti nama di tahun 2009 menjadi Pekan Produk Kreatif Indonesia, dimana tahun 2009 telah ditetapkan sebagai Tahun Indonesia Kreatif. Ekonomi kreatif juga telah tumbuh dan berkembang di beberapa daerah utama seperti DKI Jakarta, Bandung, Bali, Yogyakarta, dan Solo. Sebagai bentuk dukungan pemerintah terhadap pengembangan ekonomi kreatif, telah dikeluarkan Inpres No. 6 Tahun



2009 tentang Pengembangan Ekonomi Kreatif (iii) Gerakan Aku Cinta Indonesia, merupakan salah satu kegiatan yang dilakukan oleh Kementerian Perdagangan untuk mendorong pertumbuhan industri dalam negeri. Gerakan ini ditandai dengan peluncuran kampanye dan logo “ 100% Cinta Indonesia” . Tindak lanjut dari peluncuran kampanye cinta Indonesia telah dilakukan dengan penandatanganan nota kesepahaman kampanye ‘Aku Cinta Indonesia’ di Jakarta antara seluruh kementerian, instansi pemerintah, dan Badan Usaha Milik Negara (BUMN). Sebanyak 43 BUMN telah menandatangani nota kesepahaman kampanye ACI tersebut

Melihat kenyataan bahwa era keterbukaan ekonomi memberikan berbagai peluang sekaligus tantangan dan rangking Indonesia dalam pencapaian *brand image*, serta belajar dari upaya-upaya yang telah dilakukan sebelumnya, maka dipandang perlu untuk terus membangun, mengupayakan dan meningkatkan daya saing nasional yang kokoh. Daya saing nasional yang diharapkan adalah suatu kondisi dinamis daya saing nasional yang kokoh dan berkelanjutan terutama pada saat ini kita sudah harus memasuki era keterbukaan ekonomi. Dengan daya saing nasional yang kuat, kokoh dan berkelanjutan, kita dapat bersaing dengan negara lain sehingga pertumbuhan ekonomi yang tinggi dan pemerataan hasil pembangunan dapat terus dinikmati oleh generasi yang akan datang.

#### **Peserta Seminar Sekalian,**

Pada kesempatan ini saya sampaikan terimakasih dan penghargaan yang sebesar-besarnya kepada *steering committe*, panitia, dan semua sponsor yang telah bekerja keras untuk melaksanakan kegiatan ini.

Akhir kata, saya mengucapkan selamat berseminar, semoga kegiatan kita hari ini dapat bermanfaat bagi pengembangan Ilmu Ekonomi serta memberikan kontribusi pada upaya peningkatan daya saing nasional Indonesia. Amien

Wassalamualaikum Warahmatullahi Wabarakaatuh

Yogyakarta, 17 November 2011

17  
UPN “Veteran” Yogyakarta  
Rektor,

Prof. Dr. H Didit Welly  
Udjianto, MS

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## DAFTAR ISI

Kata Pengantar	iii
Sambutan Rektor UPN "Veteran" Yogyakarta	iv
Daftar Isi	vii

### **BUKU 1 : MONETER, FISKAL, PERBANKAN DAN PERDAGANGAN INTERNASIONAL**

#### **PERAN KEPABEANAN DALAM Mendukung Peningkatan Daya Saing Industri Indonesia**

Roberto Akyuwen dan Budi Nugroho	1
----------------------------------	---

#### **MEMBANGUN Daya Saing Gula di Jawa Timur Memasuki ERDAGANGAN BEBAS MELALUI Peningkatan Rendemen (Analisis Daya Saing Dengan Pendekatan Policy Analisis Matriks)**

Agus Santosa	18
--------------	----

#### **PENGEMBANGAN MODEL SISTEM DINAMIS DI PT UTAMA RASA SEJAHTERA (La Viola!), JAKARTA SELATAN**

Haryadi Sarjono & Giansia Dara Ayunda	40
---------------------------------------	----

#### **ANALISIS ROI USAHA TRAKTOR DAN POTENSI SUBSIDI MESIN TRAKTOR SEBAGAI PENGGANTI SUBSIDI PUPUK**

Sri Hanggana Suyatman	66
-----------------------	----

#### **Evaluasi Hubungan UMKM dengan Lembaga Keuangan Bank: Sebuah Tinjauan Perspektif dengan Pendekatan *Brand Personality* pada BPD DIY**

Carolina Yulia Tri Prasetyani & Andhy Setyawan	82
--	----

#### **Perdagangan Bebas dan Daya Saing Nasional: Dilema Komoditas Beras**

Veny Anindya Puspitasari & Apriani Simatupang	88
---	----

#### **ANALISIS PERUBAHAN STRATEGI PERDAGANGAN DAN BISNIS BERBASIS *E-COMMERCE***

Sugeng Winardi	100
----------------	-----

---

<b>PERAN PAJAK DALAM MEMBANGUN DAN MENDORONG PENINGKATAN DAYA SAING UMKM</b> Rd. Tatan Jaka Tresnajaya & Aniek Juliarni	110
<b>ANALISIS EKSPOR KOMODITI UNGGULAN SULAWESI SELATAN DALAM ERA LIBERALISASI PERDAGANGAN ANTAR NEGARA</b> Abd Rahman Razak	123
<b>PERANAN BUDAYA TERHADAP PENINGKATAN DAYA SAING PARIWISATA PROPINSI BALI 1985-2010</b> I Ketut Nama	141
<b>PENGARUH <i>MARKET ORIENTATION</i> TERHADAP KINERJA PERUSAHAAN PADA INDUSTRI KECIL BATIK</b> Erwin Arie Perwoso & Budi Suprpto	155
<b>STRATEGI MANUFAKTUR DAN KINERJA DALAM KONTEKS LINGKUNGAN PADA INDUSTRI DI SULAWESI SELATAN</b> Maat Pono	162
<b>KETIMPANGAN PENDAPATAN ANTAR KECAMATAN Studi Kasus Kotamadya Yogyakarta, Daerah Istimewa Yogyakarta 2004-2007</b> Jamzani Sodik	173
<b>ENERGI INDONESIA SEBAGAI KEKUATAN ENERGI DUNIA? : SEBUAH ANALISIS INTERTEMPORAL</b> Veny Anindya Puspitasari	193
<b>DAYA SAING TENAGA KERJA INDONESIA DI ERA GLOBALISASI</b> Astuti Rahayu	208
<b>PENINGKATAN DAN PENGEMBANGAN DAYA SAING USAHA MIKRO KECIL MENENGAH (UMKM)</b> Budiarto	218
<b>PRODUKSI MINYAK BUMI DAN GAS ALAM INDONESIA DI ERA KETERBUKAAN EKONOMI</b> Sultan	225

---

<b>KAJIAN KEBIJAKAN EKONOMI SEKTOR INDUSTRI DAN PERDAGANGAN PROVINSI DAERAH ISTIMEWA YOGYAKARTA MENGHADAPI PERSAINGAN GLOBAL</b> Sri Suharsih & Ari Dwi Priyanto	235
<b>TINJAUAN EKONOMI INDONESIA DALAM MENINGKATKAN DAYA SAING DI ERA KETERBUKAAN EKONOMI</b> Diah Lufti Wijayanti	257
<b>KINERJA DAN DAYA SAING EKSPOR INDONESIA (STUDI KASUS KOMODITI KOPI, TEH DAN REMPAH-REMPAH- KODE HS 09- KE ASEAN)</b> Sri Rahayu Budi Hastuti	267
<b>PENINGKATAN DAYA SAING UMKM DIY BERBASIS POTENSI DAERAH DAN CLUSTER</b> Akhdad Syari'udin & Rini Dwi Astuti	277
<b>PROSPEK PENDIRIAN LEMBAGA PENJAMIN KREDIT UMKM DI DIY</b> Ardito Bhinadi & Rini Dwi Astuti	298
<b>BUKU 2 : INOVASI DAN KEWIRAUSAHAAN, KNOWLEDGE MANAGEMENT, OPERATION STRATEGIC, MARKETING STRATEGIC, HRM STRATEGIC DAN FINANCE STRATEGIC</b>	
<b>PENGUATAN KOPERASI UNTUK MENDUKUNG DAYA SAING EKONOMI NASIONAL DI ERA KETERBUKAAN EKONOMI</b> Mujino	1
<b>15. PENGARUH PEMILIHAN STRUKTUR MODAL TERHADAP KINERJA PERUSAHAAN: <i>Studi Empirik pada Perusahaan-Perusahaan Manufaktur yang terdaftar di Bursa Efek Indonesia</i></b> Agung Satmoko & C. Ambar Pujiharjanto	22

---

<b>MENGEJAR KEMANDIRIAN UNTUK MEMBANGUN DAYA SAING NASIONAL</b>	
Didit Herlianto	41
<b>13</b>	
<b>PERAN LEADER EMOTIONAL EXPRESSIVE DALAM MEMODERASI PENGARUH GAYA KEPEMIMPINAN VISIONER TERHADAP KESIAPAN INDIVIDU UNTUK BERUBAH</b> ( Studi pada Industri Rumah Tangga di Tegaltirto Kecamatan Berbah Kabupaten Sleman)	
Yuni Siswanti	56
<b>JAKARTA ISLAMIC INDEX (JII) SEBAGAI PENERAPAN ONE MONETARY UNIT FOR ONE REAL ASSET (OMNIFORA) UNTUK MEMINIMALISASI PRAKTEK DERIVATIF : Sebuah Upaya Revitalisasi Perekonomian Berbasis Direct Financing for Direct Investment (DEVIDEN)</b>	
Noer Kholis & Ido Wicaksono	74
<b>STRATEGI MENINGKATKAN DAYA SAING PERUSAHAAN MANUFAKTUR SKALA KECIL MENENGAH DI INDONESIA :</b>	
Pendekatan Berbasis Sumber Daya	
Lena Ellita & Teodora Winda Mulia	94
<b>PENGEMBANGAN PASAR PRODUK SYRUP CARICA MEREK “SUNRISE” MELALUI PRODUK DAN KOMUNIKASI PEMASARAN</b>	
Eny Endah Pujiastuti, Suratna & Muh Edy Susilo	129
<b>PERBANDINGAN KARAKTERISTIK BERDASARKAN GENDER ANTARA WIRUSAHA PRIA DAN WANITA</b>	
Franky Slamet & Tommy Setiawan Ruslim	146
<b>BAGAIMANA REAKSI PERUSAHAAN YANG MENDAPAT SERUAN BOIKOT ? : Sebuah Penelitian Kasus</b>	
Kresno Agus Hendarto	158
<b>PERAN WALABA BAGI PENGEMBANGAN PENGEMBANGAN UMKM (Ditinjau dari Aspek Hukum)</b>	
Siti Sumartilah	174
<b>ANALISIS STRATEGI PENGEMBANGAN DAYA SAING UKM BATIK (Studi Explanatori Sentra Batik di Desa Jarum, Bayat, Klaten)</b>	

---

Titik Kusmantini & AYN Warsiki	192
<b>PROSES PEMBELAJARAN MENJADI WIRAUSAHA KECIL DI KABUPATEN BANTUL</b>	
Indah Widowati	220
<b>MEMBANGUN VALUE-BASED MARKETING SEBAGAI UPAYA PENCIPTAAN DAYA SAING BERKELANJUTAN</b>	
Surpiko Hapsoro Darpito	228
<b>PROSPEK BISNIS JAMUR DALAM BINGKAI KEMITRAAN : Kasus di Sanggar Tani Media Agro Merapi</b>	
Teguh Kismantoroadji	242
<b>PERENCANAAN PENGELOLAAN PERSEDIAAN DI PT. MEGATAMA MULTITEKNIKA ABADI</b>	
Haryadi Sarjono & Hanny Fransiska Meisa	251
<b>FAKTOR-FAKTOR YANG MEMPENGARUHI JIWA BERWIRAUSAHA PADA MAHASISWA DI JAKARTA</b>	
Novita Wahyu Setyowati & Tonny Hendartono	259
<b>PENGARUH FAKTOR-FAKTOR INTERN TERHADAP NILAI PERUSAHAAN DENGAN KEBIJAKSANAAN PENDANAAN SEBAGAI VARIABEL INTERVENING</b>	
Sri Hermuningsih & Dewi Kusuma Wardani	267
<b>CROSS CULTURAL AND SITUATION ANALYSIS IN THE CARRIBEAN'S RESORT IN BRITISH VIRGIN ISLAND</b>	
Muhammad Idrus Taba & Julius Jillbert	279
<b>KAJIAN KAPABILITAS INOVASI UKM BATIK DI KABUPATEN BANTUL DALAM RANGKA PENCIPTAAN KEUNGGULAN BERSAING YANG BERKELANJUTAN</b>	
Aris Kusumo Diantoro & Titik Kusmantini	292

**EVALUASI KEPUTUSAN INVENTORY MANAGEMENT DAN  
INVENTORY BALANCING PADA SAYUR SEGAR DI BEBERAPA  
SUPPLIER DI YOGYAKARTA**

Dinovita Ayu Kusuma Putri, Adi Djoko Guritno & Endy Suwondo 310

**ANALISIS TINGKAT KEPUASAN KERJA KARYAWAN PADA BAGIAN  
PRODUKSI DAN BAGIAN PEMASARAN DIVISI NATURAL BAGS  
LUNAR CIPTA KREASI (Sleman - Yogyakarta)**

Annisa Ramadhani, Suharno & Novita Erma Kristanti 328

**PENILAIAN TINGKAT KEPENTINGAN FAKTOR DALAM KINERJA  
SUPPLY CHAIN PADA PRODUK SAYURAN SEGAR BERDASARKAN  
ANALITYCAL HIERARCHY PROCESS (AHP) DAN SUPPLY CHAIN  
OPERTAIONS REFERENCE (SCOR)**

Rika Fuji, Adi Djoko Guritno & Endy Suwondo 346

**ANALISIS POTENSI DAYA SAING PARIWISATA DI JATIM**

Yessi Artanti & Dewie Triwijayanti 362

**BUKU 3 : CSR, ETAP, GOOD COORPORATE GOVERNANCE**

**PENGARUH MEKANISME *CORPORATE GOVERNENCE* PADA  
KINERJA KEUANGAN PERUSAHAAN TAMBANG YANG TERCATAT  
DI BURSA EFEK INDONESIA TAHUN 2007 - 2010**

Tri Wahyu Adi & Fifi Swandari 1

**TATA KELOLA NEGARA DAN SAHAM LEVEL PERTAMA (STUDI  
PADA INDUSTRI CONSUMER GOODS DI NEGARA-NEGARA ASEAN)**

Sujatmika & Sri Suryaningsum 18

19

**PENGARUH KARAKTERISTIK DEWAN KOMISARIS DAN KOMITE  
AUDIT TERHADAP KUALITAS LAPORAN KEUANGAN**

Bambang Suropto 42

**PENGARUH *INVESTMENT OPPORTUNINTY SET* (IOS) TERHADAP  
*DISCLOSURE* LAPORAN KEUANGAN PADA PERUSAHAAN LQ45**

Sri Hermuningsih 68

---

**FAKTOR-FAKTOR YANG MEMPENGARUHI PEMAHAMAN WAJIB  
PAJAK ORANG PRIBADI MENGENAI SELF ASSESSMENT SYSTEM  
(STUDI PADA PENGUSAHA KECIL DAN MENENGAH YANG  
TERDAFTAR DI DINAS PERINDUSTRIAN DAN PERDAGANGAN  
KABUPATEN BANTUL)**



Sucahyo Heriningsih, Ichsan Setiyo Budi & Fendy Ferdiansyah	80
<b>PENGEMBANGAN METODE BELAJAR-CEPAT AKUNTANSI: LANGKAH AWAL PENINGKATAN DAYA SAING UMKM</b>	
Tomy G. Soemapradja & Holly Devianti	95
<b>PENGUNGKAPAN <i>CORPORATE SOCIAL RESPONSIBILITY</i> PADA INDUSTRI PERTAMBANGAN: SUATU DESKRIPSI</b>	
Sri Astuti, Kusharyanti & Ridha Priyanto	115
<b>KAITAN INDEKS RISIKO NEGARA DENGAN TATA KELOLA PERUSAHAAN</b>	
Didi Achjari & Sri Suryaningsum	135
<b>PROSES BELAJAR AKUNTANSI: PERSAMAAN AKUNTANSI vs PERSAMAAN MATEMATIKA?</b>	
Sri Suryaningsum	157
<b>POLA <i>CORPORATE SOCIAL RESPONSIBILITY</i> (CSR) PERUSAHAAN BAGI PENGEMBANGAN UMKM DAN KEPERCAYAAN MASYARAKAT</b>	
Sujatmika	169
<b>KESESUAIAN INDIVIDU DENGAN ORGANISASI TERHADAP KINERJA ORGANISASI (SUATU PROPOSISI)</b>	
Pribadi Widyatmojo	175
<b>ANALISIS PENGARUH <i>INSTITUTIONAL SHAREHOLDER</i> TERHADAP KEBIJAKAN DIVIDEN : PENDEKATAN <i>TAX BASED</i> <i>HYPOTHESIS</i> DAN <i>AGENCY COST BASED HYPOTHESIS</i></b>	
Khoirul Hikmah	198
<b>STUDENTS ENTREPRENEURIAL INTENTION: STUDI PERBANDINGAN ANTARA PRODI AKUNTANSI, MANAJEMEN DAN STUDI PEMBANGUNAN DI FE UPN V YOGYAKARTA</b>	
R Heru Kristanto HC	216

<b>THE HISTORICAL OF ENTREPRENEURSHIP: TO EXAMINE THEENTREPRENEURIAL REVOLUTION TAKING PLACE TODAY</b>	
M. Irhas Effendi & R. Heru Kristanto HC	232
<b>PERBEDAAN PERILAKU MAHASISWA PRODI MANAJEMENBIDANG MINAT KEUANGAN &amp; NON KEUANGAN PADA PRAKTIKUM PASAR MODAL</b>	
Heru Tri Sutiono & Sri Isworo Ediningsih	244
<b>ANALISIS <i>SWITCHING COST</i> SEBAGAI UPAYA PERUSAHAAN DALAM PENCIPTAAN LOYALITAS PELANGGAN PADA PENGGUNAHAND PHONE MEREK NOKIA DI YOGYAKARTA</b>	
Sugiyanto	257
<b>ANALISIS FUNDAMENTAL DALAM MEMPREDIKSI <i>RETURN</i> SAHAM PADA PERUSAHAAN YANG MASUK DALAM INDEKS LQ 45</b>	
Hendro Widjanarko & Fachrul Reza A.	276
<b>10 ANALISIS FAKTOR - FAKTOR YANG MEMPENGARUHI <i>DIVIDENDPAYOUT RATIO</i> PADA PERUSAHAAN MANUFAKTUR YANG TERDAFTAR DI BURSA EFEK INDONESIA</b>	
Nilmawati & Vicky Megawati	294
<b>PENGARUH UKURAN PERUSAHAAN, PROFITABILITAS, SOLVABILITAS, <i>LEVERAGE</i> DAN LIKUIDITAS TERHADAP PENGUNGKAPAN CORPORATE SOCIAL RESPONCIBILITY</b>	
Lita Yulita Fitriyani, Sri Wahyuni Widiastuti & Desy Magdalena Leiwakabessy	310
<b>EXPLORING TOURISM DESTINATION COMPETITIVENESS IN YOGYAKARTA</b>	
Ratna Roostika	329

## THE HISTORICAL OF ENTREPRENEURSHIP: TO EXAMINE THE ENTREPRENEURIAL REVOLUTION TAKING PLACE TODAY

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### Abstract

Entrepreneurship is based upon the same principles, whether the entrepreneurs an existing large institution or and individuals starting a new venture single-handed. Entrepreneurs were the pioneer of today's business successes. Entrepreneurs will continue to be critical contributors to economic growth through their leadership, management, innovation, research and development effectiveness, job creation, competitiveness, productivity and formation of new industry.

To understand the nature of entrepreneurship, it is important to consider in two perspectives the environment. The first perspective for economic growth and the second perspective examines some the trends in entrepreneurial research and education of entrepreneurship in academic development. One way to examine the theories is with school of thought process approach that divides entrepreneurship into specific activities

This article examined the evolution of entrepreneurship, providing a foundation for futhers study of the dynamic and development discipline. Ten major myths of entrepreneurship, school of thought and process were discussed to permit a better understanding of folklore surrounding this newly development field study.

Keyword: entrepreneurship, evolution entrepreneurship, the myths of entrepreneurship, school of thought approach,

### THE EVOLUTION OF ENTREPRENEURSHIP

Entrepreneurs are individuals who recognize opportunities where others see chaos of confuse. They are aggressive catalysts for change within the market place. The terms entrepreneurs and small business owner are sometimes used interchangeably (Hisrich, et. al., 2005; Zimmerer, and Scarborough, 1998;). Entrepreneurship is the symbol of business tenacity and achievement. Entrepreneurs were the pioneer of today's business successes. Entrepreneurs will continue to be critical contributors to economic growth through their leadership, management, innovation, research and development effectiveness, job creation, competitiveness, productivity and formation of new industry (Cunningham and Lisher, 1991;

Hisrich, et. al. 2005).

To understand the nature of entrepreneurship, it is important to consider from two perspectives the environment in which entrepreneurial firms operate. The first perspective is statistical, providing actual aggregate numbers to emphasize the importance of small firms in our economy. The second perspective examines some of the trends in entrepreneurial research and education so as to reflect the emerging importance of entrepreneurship in academic development.

The word entrepreneur is derived from the French *entreprendre*, meaning to undertake. The entrepreneur is one who undertakes to organize, manage and assume the risks of a business. In recent years entrepreneurs have been doing so many things that it is necessary to broaden this definition. Today an entrepreneur is an innovator or developer who recognizes and seizes opportunities (Cunningham and Lisher, 1991: 45-61; Hisrich, et. al., 2005).

The recognition of entrepreneurs dates back to eighteenth-century France when economist Richard Cantillon associated the "risk bearing" activity in the economy with the entrepreneur. In England during the same period, the Industrial Revolution was evolving, with the entrepreneur playing a visible role in risk taking and the transformation of resources (Kuratko, 2002: 168-176; Hisrich, et. al., 2005). Karl Marx, oddly enough, was one of them. He lavished praise on entrepreneurs as agents of economic and technological change, but was highly critical of their impact on society at large.

Of all the writings about entrepreneurship, the vast majority has been popular – in the spirit of the great leader view of management and can be found in the popular press or in the biographies and autobiographies of famous tycoons of industry and notable leaders. The second body of literature on entrepreneurship, probably the largest in terms of empirical content, focuses on the entrepreneurial personality. If entrepreneurship is really about the decisions, visions, and intuitions of the single individual, then short of researching individual cognition from a psychological point of view, it stands to reason that the most obvious thing to study is traits of the successful entrepreneurs (Mintzberg, et. al., 1998).

The association of entrepreneurship and economic development has long been the accepted norm. Until the 1950s the majority of definitions and references to entrepreneurship had come from economists. Cantillon (1725), just mentioned; Jean Baptiste Say (1803), the renowned French economist; Joseph Schumpeter (1934), a twentieth century economic genius. All wrote about entrepreneurship and its impact on economic development. Over decades writers have continued to try to describe or define what entrepreneurship is all about.

Entrepreneurship consists in doing things that are not generally done in the ordinary course of business routine: it is essentially a phenomenon that comes under the wider aspect of leadership (Schumpeter, 1952 in Mintzberg, et. al. 1998). For Schumpeter, the entrepreneur is not necessarily some body who put up the initial capital or invents the new product, but the person with the business idea. Ideas are elusive, but the hands of entrepreneurs, they become powerful as well as profitable. For Schumpeter, "new combination", including "the doing of new things or the doing of things that already being done in a new way" (Mintzberg, et. al, 1998).

After reviewing the evolution of entrepreneurship and examining its varying definitions, Robert C Ronstadt put together a summary description: "Entrepreneurship is the dynamic process of creating incremental wealth. This wealth is created by individuals who assume the major risks in terms of equity, time, and/or career commitment of providing value for some product or service. The product or service itself may or may not be new or unique but value must somehow be infused by the entrepreneur by securing and allocating the necessary skill and resources". (Cunningham and Lisher, 1991: 45-61).

In recognizing the importance on evolution of entrepreneurship into the twenty-first century, Kuratko have developed and integrated definition that acknowledges the critical factors needed for this phenomenon: "Entrepreneurship is a dynamic process of vision, change, and creation. It requires an application of energy and passion toward the creation and implementation of new ideas and creative solution. Essential ingredients include the willingness to take calculated risk-in terms on time, equity, or career; the ability to formulate an effective venture team; the creative skill to marshal needed resources; the fundamental skill of building a solid business plan; and finally, the vision to recognize opportunity where others see chaos, contradiction and confusion (Kuratko and Hoodgets, 2010).

## **THE MYTHS OF ENTREPRENEURSHIP**

Throughout they year many myths have arisen about entrepreneurship. These myths are result of lack of research on entrepreneurship (Hisrich, et. al., 2005). As many research in the field haved noted, the study of entrepreneurship is still emerging and thus folklore will tend the prevail until it is dispelled with contemporary research findings. Ten of the most notable myths with an explanatory to dispel each myths appear next (Kuratko and Hoodgets, 2010). Ten myths have been presented to provide a background for to days current thinking on entrepreneurship. Ten myths can build a foundation for critically researching the contemporary theory and process of entrepreneurship.

### **1. Entrepreneurs Are Doers, Not Thinkers**

Although it is true entrepreneurs tend toward action, they are also thinkers. Indeed they are often very methodical people who plan their moves carefully. The emphasis today on the creation of clear and complete business plan is an indication that thinking entrepreneurs are as important as doing entrepreneurs.

### **2. Entrepreneurs Are Born, Not Made**

Historically, the idea that the characteristic of entrepreneurs cannot be taught or learned., that they are innate traits one must be born with, has long prevalent. Today, however, the recognition of entrepreneurship as a discipline is helping to dispel this myth. Like all disciplines, entrepreneurship has models, process, and case study that allow the topic to be studied and the knowledge to be acquired (Zimmerer and Scarborough, 1998; Hisrich, et. al.,

2005).

3. Entrepreneurs Are Always Investors.
4. Although many investors are also entrepreneurs, numerous entrepreneurs encompass all sorts of innovative activity. The idea that entrepreneurs are investors is result of misunderstanding and tunnel vision. A contemporary understanding of entrepreneurship covers more than just invention. It requires a complete understanding of innovation behavior in all form.
5. Entrepreneurs Are Academic and Social Misfits.
6. Historically, in fact, educational and social organizations did not recognize the Entrepreneurs Must Fit the "Profile"

Today, they real that a standard entrepreneurial profile hard to compile. The environment, the venture itself, and the entrepreneur have interactive effects, which result in many different types of profile. In the future, provide more accurate insight into the various profiles of successful entrepreneurs.

7. All Entrepreneurs Need Is Money

Many successful entrepreneurs have over comes the lack of money while establishing their ventures. To those entrepreneurs, money is a resource but neveran end in itself. A venture needs capital to growth or survival, it is true that a large number of business failures occur because of a lack of adequate financing (invesment decision). Many successful entrepreneurs have over comes the lack ofmoney while establishing their ventures. Failure due to lack of proper financing often is an indicator of other problem: managerial incompetence, poor planning, and the like.

8. All Entrepreneurs Need is Luck

Prepared entrepreneurs who seize the opportunity when it arises often seem "lucky". Being at "the right place at the right time" is always an advantage. But "luck happens when preparation meets opportunity" is an equally appropriateadage. They are in fact, simply better prepared to deal with situations and turn them into successes. What appears to be luck really is preparation, determination, desire, knowledge and innovativeness.

9. Ignorance is Bliss for Entrepreneurs

Too much planning and evaluation lead to constant problem, that over analysis leads to paralysis, does not hold up in today,s competitive market, it is the myth. Identifying a venture strengths and weaknesses, setting up clear time ables with contingencies for handling problem, and minimizing these problems through careful strategy planning are all key factors for successfull entrepreneurship.

10. Entrepreneurs Seek Success but Experience High Failure Rates

In fact, failure can teach many lessons to those willing to learn and often leads to future success.

### 11. Entrepreneurs Are Extreme Risk Takers (Gambler)

Most successful entrepreneurs work hard through planning and preparation to minimize the risk involved in order to better control the destiny of their vision. Entrepreneurs. The abandoned him or her as a misfits in a world of corporate giants. Business education was aimed primarily at the study of corporate activity. Today the entrepreneur is considered a hero-social, economically, and academically. The entrepreneur is now view as a professional (Hisrich, et. al., 2005).

## THE SCHOOL OF ENTREPRENEURIAL THOUGHT

In the study of contemporary entrepreneurship, one concept occur: Entrepreneurship is interdisciplinary. We need to recognize the diversity of theory as an emergence of entrepreneurial understanding. One way to examine the theories is with school of thought approach that divides entrepreneurship into specific activities (Mintzberg, et. al., 1998; Cunningham and Lisher, 1991). These activities may be within a macro view or micro view, yet all address the conceptual nature of entrepreneurship (see Figure 1).

The macro view of entrepreneurship presents a broad array of factor that related to success or failure in contemporary entrepreneurial ventures and are part of the external locus of control. Macro view approach concentrates on specific from the outside looking in.

1. Environmental School of Thought: This school of thought deals with the external factors that affect a potential entrepreneurs lifestyle. The focus is on institutions, values, and mores that, grouped together, form sociopolitical environment framework that strongly influences the development of entrepreneurship (Van de Ven, 1993).
2. Financial/Capital School of Thought: This school of thought views the entire entrepreneurial venture from a financial management standpoint and based on the capital seeking process. In any case, the ventures capital process is vital to develop an entrepreneur's.
3. Displacement School of Thought: This school of thought views on the negative side of group phenomena where someone feels out of place or literally displaced from the group. Three mayor types of displacement school of thought are political displacement, cultural displacement and economic displacement.

The micro view of entrepreneurship examines the factors that are specific to entrepreneurship and part of the internal locus of control. The potential entrepreneurs have the ability, control, to direct or adjust the outcome of each major influence in this view. Micro view approach concentrates on specific from the inside looking out.

1. Entrepreneurial Trait School of Thought: This approach is grounded in the study of successful people who tend to exhibit similar characteristics that, if copied, would increase success opportunities for the emulator. Achievement,

- creativity, determination, technical knowledge, family development, educational incubation and developments are also examined.
2. **Venture Opportunity School of Thought:** This school of thought deals with the opportunity aspect of venture development. The development of concepts, implementation of venture opportunities, creativity and market awareness are viewed as essential.
  3. **Strategic Formulation School of Thought:** This school of thought deals with the planning process in successful venture development (Hunger and Whellen, 2000; Hitt, et. al, 2001; Hisrich, et. al., 2005;). Strategic formulation as a leveraging of unique elements. Unique market, people, product and resources are identified (Ronstadt, 1984).

Figure 1. Entrepreneurial School of Thought Approach



Source: Cunningham and Lisher, 1991

## PROCESS APPROACHES

Another way to examine the activities involved in entrepreneurship is through a process approach. Although numerous methods and models attempt to structure the entrepreneurial process and its various factors. Three model of the more traditional process approach can be will discuss. We will discuss integrative approach (Morris, Lewis and Sexton Model), entrepreneurial approach (Ronstadt Model) and multidimensional approach (Gartner, 1990; Lambing and Kuehl, 2003).

### An Integrative Approach

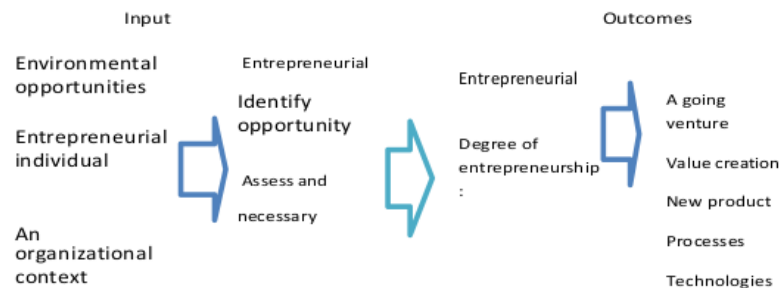
An integrative model is build around the concept of input to the entrepreneurial process and outcomes from the entrepreneurial process. The inputs focuses entrepreneurial process itself and identifies five key elements that contribution to the process (see Figure 2).

The first elements input are environmental opportunities, environmental opportunities, individual entrepreneurial, an organizational context, unique business concepts, and resources. These key elements are then combined through the stages of



the entrepreneurial process. Stated differently, the process provides a logical framework for organizing entrepreneurial inputs. Based on this level of the entrepreneurial intensity final outcomes can include one or more going ventures, value creation, new products and processes, new technologies, profit, jobs and economic growth (Hisrich, et. al., 2005).

Figure 2. An Integrative Approach



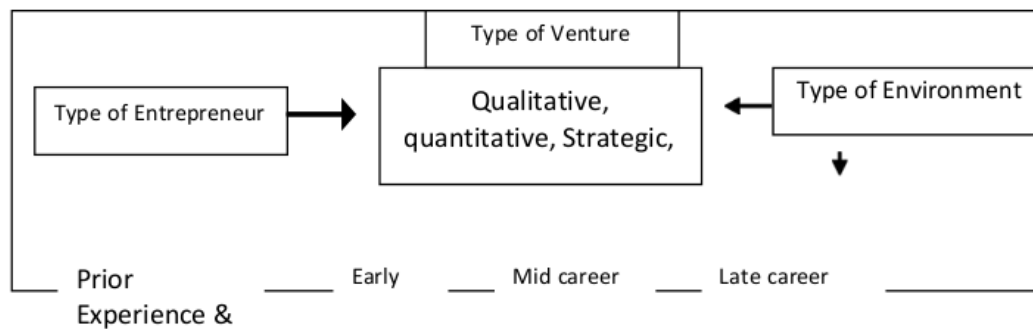
Source: Morris, et. all, 1994

This model provides a fairly comprehensive picture regarding the nature of entrepreneurship, also be applied at different level. The model describes the phenomenon of entrepreneurship in both independent start-up company and within a department, division or strategic business unit (SBU) of a large corporation.

### Entrepreneurial Assessment Approach

This approach examine entrepreneurship , the result of this assessment must be compared to the stage of the entrepreneurial career, mid career or late. Another model, developed by Robert C. Ronstadt, stresses making assessments qualitatively, quantitatively, strategically and ethically in regard to the entrepreneur (see Figure 3). These key elements are then combined through the stages of the assessment identifies three key elements: type of ventures, type of entrepreneur and type of environment. The first, examine the legal forms of entrepreneurial organizations. Type of entrepreneur determine the characteristic often attributed to entrepreneur. An assessment environment can help entrepreneur avoid these pitfalls (Hisrich, et. al., 2005). The economic and industry environment plays vitalrole in the success or failure of any new venture.

Figure 3. Entrepreneurial Assessment Approach



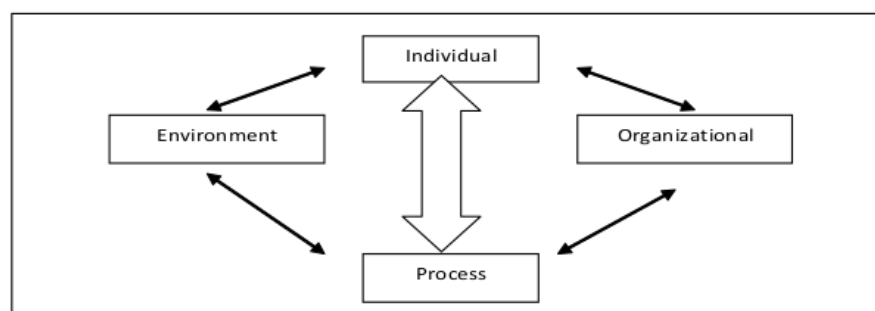
Source: Kuratko and Hodgetts, 2010

### Multidimensional Approach

A More detailed process approach to entrepreneurship is the multidimensional approach. Figure 4 depicts the interaction of the four major dimension of this entrepreneurial, or new venture, process and list more variables. This type process moves entrepreneurship from a segmented school of thought to a dynamic, interactive process approach. In this view entrepreneurship is a complex, multidimensional framework that emphasis the individual, the environment, the organizational and the venture process.

The individual factors include need for achievement, locus of control, risk taking propensity, job satisfaction, previous work experience, age and education (Lambing and Kuehl, 2003). The environment factors include venture capital availability, technically skilled labor force, accessibility of supplier and market, living condition, governmental influences. The organizational factors include type of firm, partners, strategic choice, and entrepreneurial environment. And the venture process factors include locating a business opportunity, accumulating resources, marketing product and services, building organization, responding to government and society.

Figure 4. Multidimensional Approach



Source: Gartner, 1990; Lambing and Kuehl, 2003

## TRENDS EDUCATION AND RESEARCH

The educational level of the entrepreneurs has also received significant research attention. Education was important in the upbringing of the entrepreneur. Its importance is reflected not only in the level of education obtained but also the fact that it continues to play a mayor role in helping to cope with problems entrepreneurs confront. Entrepreneurship education is a fast growing area in colleges and universities in the world. Many universities offer at least one course in the entrepreneurship at graduate or undergraduate level, and a few actually have a major or minor concentration in the area.

While the courses in entrepreneurship vary by university, there is a great deal of commonality, particularly in initial one or two courses in this field of study. The courses tend to reflect the overall objective for a course in the entrepreneurship. These tend to center around skill identification and assessment (Hisrich, et. al. 2005; Kuratko and Hoodgets, 2010):

1. Understanding entrepreneurial decision making for a new venture, the entrepreneurial process and the product planning and development process.
2. Understanding the characteristics of entrepreneurs and their role in economic development on a domestic and more recently, on international basis.
3. Know methods and alternative for identifying and evaluating business opportunities.
4. Assessment opportunities and coming up with idea for a new venture.
5. Writing and presenting a full-scale business plan.
6. Develop an ability to form, organize, and work in interdisciplinary teams.
7. Knowing how obtain resources.
8. Know the essentials of: strategic planning, marketing, financial, operation, organization and venture launch planning.
9. Managing and growing the enterprise.
10. Understanding the role of entrepreneurship in existing organization.

The impact of <sup>5</sup> the current work condition has received considerably more research and attention. Entrepreneurs are known for their strong work values and aspiration, their long workdays and their dominant management styles. The sources of research on entrepreneurs related to the entrepreneurial mind-set (entrepreneurial behavior). The first source is publications, research-based as well of popular: technical and professional journal, <sup>7</sup> textbooks on entrepreneurship, book about entrepreneurship, biographies or autobiographies of entrepreneurs, compendiums about entrepreneurs, news periodicals, venture periodicals, newsletters, proceedings of conference and government publication. The second major source of information is direct observation of practicing entrepreneurs. Through the use of interviews,

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survey and cases studies, the experiences of individual entrepreneurs can be related. The final source of entrepreneurial information is speeches and presentations, seminars by practicing entrepreneurs.

## **SUMMARY**

The definition of entrepreneurship has evolved over time as the world's economic structure has changed and become more complex. Entrepreneurship is based upon the some principles, whether the entrepreneur is an existing large institution or and individual starting new venture his or her single-handed. Studied the evolution of entrepreneurship, providing a foundation for further study of dynamic and developing discipline. A historical picture of how entrepreneurship, myth of entrepreneurship, the approaches to entrepreneurship, to permit a better understanding of the folklore surrounding this newly developing field studies were discussed.

The study and education of entrepreneurship has relevance today, not only because it helps entrepreneurs better fulfill their personal needs but because of the economic contribution of the new venture. Although the government gives great support to basic and applied research, it has not had great success in translating the technological innovations to products or services.

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