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**The Third International Conference on
Entrepreneurship and Business Management**

**“ENTREPRENEURIAL INNOVATION
& BUSINESS SUSTAINABILITY“**

**Universitas Tarumanagara - Universiti Sains Malaysia
Penang - Malaysia, 2014**

The Third International Conferences on Entrepreneurship and Business Management

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Preface

The International Conference on Entrepreneurship and Business Management (ICEBM) is a conference that aims to facilitate the exchange of best practices information and knowledge dissemination in the field of entrepreneurship, business, and management.

The ICEBM was organized by Tarumanagara University and collaborating universities as well as related institutions. The conference provides the forum for various groups of professionals including practitioners, researchers, academicians, practitioners, government officials, individuals in society, and graduate/postgraduate students.

As a continuation of ICEBM Jakarta 2012 and Bali 2013, the third ICEBM 2014 is held in Penang, Malaysia. The third ICEBM is held in collaboration between four institutions: Tarumanagara University (Indonesia), Universiti Sains Malaysia (Malaysia), National Creativity Network (United States), and Ciputra University (Indonesia). The theme of the Third ICEBM is Entrepreneurial Innovation and Business Sustainability.

In this third ICEBM, the speakers, presenters, and participants are from several countries such as Australia, Bangladesh, France, Finland, India, Nigeria, Philippines, Singapore, South Africa, Malaysia, and Indonesia. The number of abstract accepted by the committee is 114 abstracts. However, not all submitters are able to come to present their papers for different reasons, therefore, the number of abstracts presented are 83 abstracts.

There are different review process in the ICEBM 2014 compares to ICEBM 2012 and ICEBM 2013. The review of conference papers was through several steps. Firstly, the review of abstracts to decide whether an abstract was eligible to be presented at the ICEBM 2014. The second step was the full review of the manuscripts; to decide whether these full papers was eligible to be published at the conference proceedings. The third step of review was the quality improvement. At the last step of review, the process of correspondence and revisions by submitter was conducted.

This book of abstracts contains all abstracts accepted for the third International Conference on Entrepreneurship and Business Management, which is held in Penang, Malaysia, 6-7 November 2014. All abstracts were reviewed and edited by the member of scientific committee.

The accomplishment of the conference as well as this book of abstracts is the result of efforts by many people. We would like to thank to all collaborators, all speakers, ail abstract submitters, scientific committee, organizing committee, supporters and sponsors, for their ongoing support and participations.

We hope this book of abstracts could contribute to the body of knowledge of entrepreneurship and business management.

Chairman of ICEBM 2014

Jap Tji Beng, Ph.D.