

PROCEEDING

ICOMS

2016

THE 2016 INTERNATIONAL CONFERENCE OF MANAGEMENT SCIENCES

THE ROLE OF MANAGEMENT SCIENCES FOR COMMUNITY DEVELOPMENT

held in UMY, Indonesia, on March 10, 2016

Department of Management

FACULTY OF ECONOMICS

Universitas Muhammadiyah Yogyakarta

In Collaboration With
Universiti Sains Islam, Malaysia
Tamkang University, Taiwan
Khon Kaen University, Thailand



The 2016 International Conference of Management Sciences (ICoMS 2016)

Thursday, March 10, 2016

Universitas Muhammadiyah Yogyakarta, Indonesia

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Room B : Dr. Indah Fatmawati, M.Si

Room C : Dr. Retno Widowati P.A.

Room D : Dr. Siti Dyah Handayani/Ika Nurul Qamari,S.E.,M.Si.

Room E : Prof. Dr.Heru Kurnianto Tj./Fauziah, S.E., M.Si.

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**Greetings to the participants of
The 2016 International Conference on Management Science
March 10th, 2016**

Assalamu'alaikum Wr.Wb.

It is my great pleasure to welcome all of you to the “The 2016 International Conference on Management Science”. This is the second conference that is organized by Department of Management, Economic Faculty, University of Muhammadiyah Yogyakarta (UMY) collaboration with Khon Kaen University, Thailand (KKU); Universiti Sain Islam Malaysia (USIM); Tamkang University, Taiwan (TKU).

The theme of this seminar is “The Role of Management Sciences for Community Development” covers all areas of management: Marketing, Finance, Human Resources, Operations Management, and other issue in Management Science. ICoMS 2016 will be an international meeting to discuss a wide range of research, experience and ideas related to the phenomenon of global developments in the field of management science.

I hope that this one-day conference will enable participants to develop a global academic, scientific and professional networking as well as help to integrate knowledge and progress among academicians, researchers, industries, corporate organizations and interest groups.

Wishing all participants have a fruitful and enjoyable time at ICoMS 2016.

Retno Widowati PA., Ph.D
Head of the Department of Management
Universitas Muhammadiyah Yogyakarta

Welcome Note ICoMS 2016
The 2016 International Conference on Management Science
March 10th, 2016

Assalamu'alaikum Wr.Wb.

Welcome to the “The 2016 International Conference on Management Science”. We are indeed delighted to have your presence at this conference. ICoMS 2016 is a conference which emphasize areas of specialisation in “Management Science” which are espoused by Department of Management, Economic Faculty, University of Muhammadiyah Yogyakarta collaboration with Khon Kaen University, Thailand; Universiti Sain Islam Malaysia; Tamkang University, Taiwan. ICoMS is attended by participants from several provinces in Indonesia and participants from abroad. Participants from abroad who have been willing to join in this conference are from Taiwan, Thailand, and Malaysia.

ICoMS 2016 serves to bring together expert, practitioners and academicians to deliberate on issue pertaining to the theme “The Role of Management Sciences for Community Development” covers all areas of management: Marketing, Finance, Human Resources, Operations Management, and other issue in Management Science.

I also wish to express my heartfelt to the organizing committees of the conference for the commitment and dedication in making this conference a success.

Dr. Arni Surwanti.,M.Si
Chairperson ICoMS 2016

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