

DEVELOPMENT MODEL FOR NEW ENTREPRENEUR ON MICRO SMALL MEDIUM ENTERPRISES (UMKM) AND SMALL-MEDIUM INDUSTRIAL ENTERPRISES (UIKM) IN PADANG CITY

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ABSTRACT

The purpose of this research is to construct a strategy model to develop new entrepreneurs in micro small medium enterprise and small-medium industrial sector based on local economic resources and to increase employment and human resource, quality improvement through training and application of new innovation according to the business field. Additionally, we aim to facilitate access to financial institutions. The data used are primary data and secondary data. Primary data were obtained by using observation techniques, focus group discussions (FGD), questionnaires, and in-depth interviews with students, university students and micro small entrepreneurs and small industries. Secondary data was obtained from various publication sources and the Central Bureau of Statistics/ *Badan Pusat Statistik* (BPS) descriptive-analytic. The results of the study indicated that there are three groups of targets for growth and development of entrepreneurs, namely: (1) The first group is someone who has the idea (Awareness-Nascent) to create their own business, (2) The second group is someone who has a new business or just started to operate, between the first 1-2 years. This is called a new entrepreneur or young entrepreneur, (3) self-employed (take off enterprise). The study indicated that the economic business environment of Padang City is significant,

Keywords: Model development strategy, Micro Small Medium Enterprises (UMKM) And Small-Medium Industrial Enterprises (UIKM)

INTRODUCTION

To change the national economy, especially the real sector that is more dynamic and prosper Indonesian society ideally require entrepreneur population of 2 percent of the total population of Indonesia or about 5 million entrepreneurs with the assumption that Indonesia's population is 250 million people. The ratio of Indonesian entrepreneurs is estimated to be 1.67 percent in 2013-2014, based on 2016 BPS data has risen to 3.1 percent with a population of 252 million, and the number of non-agricultural entrepreneurs who settled reached 7.8 million people or 3.1 percent. Thus the level of entrepreneurship in Indonesia has exceeded 2 percent of the population, as a minimum requirement of a society to prosper. Entrepreneur ratio of 3.1 percent is still lower than other countries such as Malaysia (5 percent), China (10 percent), Singapore (7 percent), Japan (11 percent) and US (12 percent). The growth of entrepreneurs can not be separated from the role of society and the government that continues to encourage private sector and the students at least the increase has shown that the business sector began to move optimally.

Thus, to cultivate new entrepreneurs in Padang City is synonymous with encouraging industrialization in order to "improve people's welfare and community economic development. Speaking of people's economy means talking about the economy of individual people, and is closely related to micro, small and medium enterprises (UMKM) in general and small and medium scale industries (UIKM) in a special sense. The general problem of people's economy in Padang City is the existence of an indication of disguised unemployment, weak production capacity and lack of individual productivity or human resources, and still relatively high poverty level.

From the description above it can be identified that some economic problems in Padang are considered very essential and need to be solved immediately, namely: there is an indication that the number of poor people in the city of Padang is still relatively high, this condition is basically due to the high unemployment rate (disguised and non disguised unemployment) in addition to low quality of human resource productivity. This is due to the poor ability and skills of human resources, and on the other hand there is still very little availability of service incentives from the government in order to improve the ability and skills of human resources. The competitiveness of social economy in the city of Padang is still weak. People's economic activity in general is still limited to meet their own needs and local market needs within the city of Padang. Such a condition is a negative impact of the lack of infrastructure and social economy support in the city of Padang. Besides, there is a lack of networks and transportation facilities to and from the market areas around Padang City. In terms of the products produced by local enterprises, they are still constrained when entering the national and international market. The main cause is the very weak development of product innovation.

The objective of this research is to produce new entrepreneur development model in UIKM and UMKM sector in Padang City through business groups that are adapted to local economic resources in the surrounding area and level of ability owned by the community. The benefits of this activity is to help government agencies in taking policy to solve the problem of poverty and unemployment and support the government's determination in an effort to succeed the poor community empowerment program in the city of Padang.

Research Methods

To obtain more concrete and correct information, this research uses primary data collected by directly meeting the stakeholders and the community. This method prioritizes the relationship between the facts in the field and future needs of community. The essential part of this methodology is to prioritize the interests of the community (in this case the interests of the citizens of Padang City), they are those who are encouraged to determine their future and also the ones who oversee the course of development policy. For better analysis and the confirmation of the congruity of the research result with what is needed by stakeholders and the community as users, this study uses the following approach: desk study, field study using questionnaires and Focus Group Discussion (FGD), Task Forces, and Cross-Sector Seminars.

Results and Discussion

To detect the development of new entrepreneurs and the existing development of entrepreneurs in the city of Padang, the used technique is "Field Survey and Forum Group Discussion (FGD)". This Field Survey has been conducted by filling out questionnaires and interviews especially on final year students at senior high school (SMK / SMA), university students and UMKM / UIKM developer in Padang City so that it can be interpreted as follows:

1. Interpretation of Questionnaire Results Data and FGD of Target Group of Entrepreneurs:

- (1). The first group is someone who has the idea (Awareness-Nascent) to create self-employment, then followed up with the act of establishing a business entity, doing business operational preparation, and establishing the "core business" or products that serve as a business base to be developed, such individual groups are referred to as aspiring entrepreneurs (start-up enterprises);
- (2). The second group is a person owning a new business or just starting to operate, between the first 1-2 years. This is called a new entrepreneur or young entrepreneur (early post-start up enterprise). Such entrepreneurial conditions are generally not "bankable",
- (3). Someone who has his/her own business that has been developed and has existed for a relatively long time, more than two years, usually this classic business has been categorized as self-employed and self-supporting entrepreneur or can fulfill banking requirement if they want to ask for bankable capital. This is called self-employed (take off enterprise).

2. Identification of Entrepreneurial Needs (Candidate, Beginner / New and Growing).

Results of questionnaires and FGD data processing of these three groups, found differences in needs between new entrepreneur groups (first group / candidate and second / new) with existing groups (third group). Those who are classified as candidate entrepreneurs and new entrepreneurs still need six types of support services from the government of Padang city in the following things

1. Detecting business opportunities, promoting, building partnerships and also requiring consulting services from experts.
2. Prepare the business start-up process, guidance during the start-up process until the beginning of operations and early development to gain access to financing sources, technology and other business information, they also need training for strategic matters in growing the business (Business Establishment, Assistance, Access and Training);
3. Offices equipped with joint secretarial services and supported with adequate logistics equipment (Accommodation, Offices, Secretarial and Logistics);

4. Evaluating the development and progress of the business, looking for new ideas and strategies for its realization and the needs of initial capital without interest
5. Programs that encourage or elevate the competitiveness spirit in business (Animation, Stimulation, and Dynamization);
6. Facilitate the transfer of technology products or business technology from technological sources or science and technology, such as Universities and Transfer of Information and Technology Institutions.

2. Analysis of New and Existing Entrepreneurial Needs From UMKM / UIKM Perspective

(1). Detection, Promotion, Partnership And Consultation

The results of the questionnaire processing showed that almost 48% of the final year students from the Vocational High School (SMK) revealed how important the DPK program (Detection, Promotion, Partnership and Consultation) to encourage the acceleration of new entrepreneurship growth in Padang City (Graph I.5). While almost 46% of students stated how important the DPK program to accelerate the growth of new entrepreneurs in the city of Padang (Graphic I.6). Similarly, according to entrepreneurs, almost 52% of them stated how important the DPK program is in accelerating the growth of new entrepreneurs (Graph I.7). Different from SKPD opinion, it is revealed that almost 40% stated that this DPK Program is very important.

(2). Business Establishment, Assistance, Access And Training

FGD results showed that almost 48% of the final year student of Vocational High School express the importance of the PPB program (Business Establishment, Assistance, Access and Training) to encourage the acceleration of new entrepreneurship growth in Padang City (Graph I.5). While almost 45% of students stated how important the PPB program is, while for the entrepreneurs, almost 50% of them stated the strong importance.

(3). Accommodation, Offices, Secretarial And Logistics

FGD results show that almost 52% of final year students from Vocational High School stated how important the AL program (Accommodations, Offices, Secretariat and Logistics) to accelerate the growth of new entrepreneurs in Padang City 50% of students said important and according to SKPD revealed almost 50% stated that this program is very important

(4). Evaluation, Idea Creation, Innovation And Seed Capital

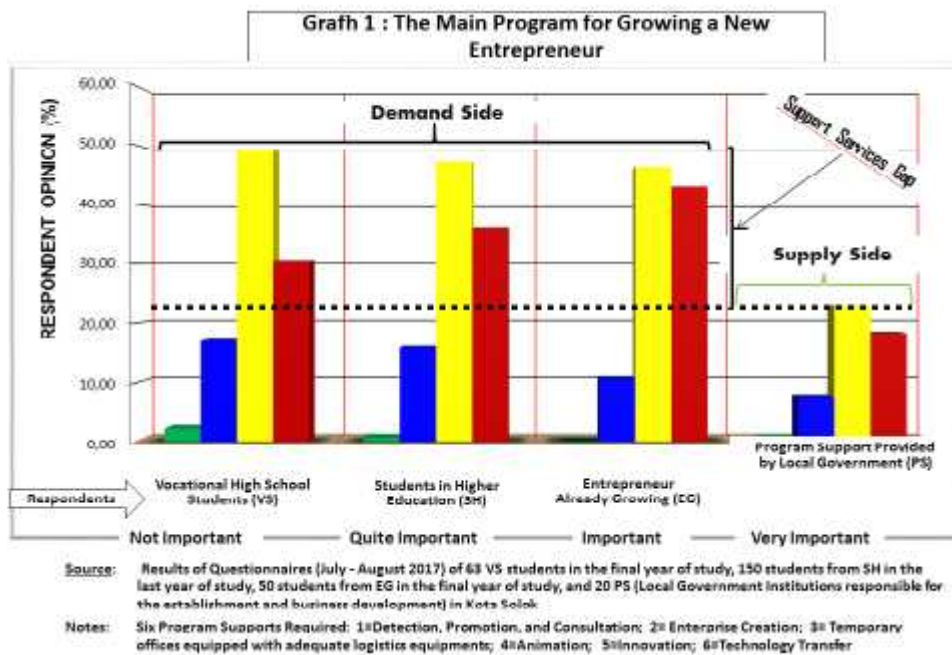
The FGD results show that almost 52% of final year students from Vocational High School reveals the importance of evaluation, idea creation, innovation and Seed Capital (I) programs to encourage accelerated growth of new entrepreneurs in Padang City (Graph VI.5). Almost 46% of students stated the importance, while for the entrepreneurs, almost 66% of them stated very important.

(5). Animation, Stimulation, and Dynamism

FGD results show that almost 53% of final year students from Vocational High School express the importance of animation, stimulation and dynamic (A) programs to encourage the acceleration of new entrepreneurship growth in Padang City. Almost 44% of university students said that it is important, while according to the entrepreneurs, almost 43% of them stated that it is very important.

6. Information Transfer And Technology

FGD results show that almost 51% of final year students from Vocational High School reveal how important the information and technology transfer program (TT) is to accelerate the growth of new entrepreneurs in Padang City. Almost 50% of university students stated that it is important and as for the entrepreneurs, nearly 53% of them stated how important the program is.



3. Entrepreneurial Condition (Candidate, New and Currently Developing)

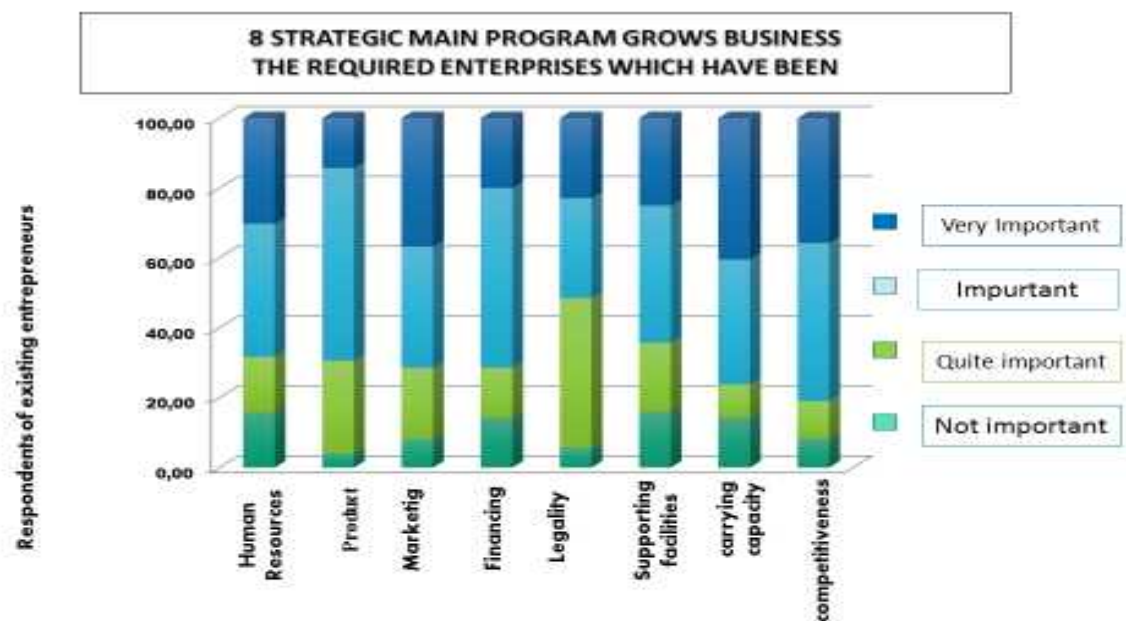
Based on field survey which has been done, some weakness of intensity of new entrepreneurship activity in Padang city is caused by several factors such as:

1. Weak and unstable political commitment from the government apparatus and legislative members in terms of encouraging the acceleration of the growth of new entrepreneurs.
2. It is still highly dependent on the financing from the central government.
3. There has been no "hand in hand" cooperation between SKPD in the Local Government of Padang city as Policy Maker.
4. There is still a lack of availability of infrastructure and supporting facilities and attractive drivers for stakeholders.
5. Beneficial opportunities that are still unidentified and unclear as well as potential local economic resources in the city that has not been widely promoted.

4. Entrepreneurial Needs Growing or Already Existing According to Source of Human Resources

(1). Human Resources

FGD results show that almost 68% of the participants discussed the high importance of human resources to encourage the acceleration of development and development of entrepreneurial economy in the city of Padang. While the participants also observed that there has been little progress in developing the quality of human resources for the entrepreneurial economy (UKM) in Padang City. The development progress in the field of entrepreneurial economy is still in the range of 1%, see Graph 2. In terms of performance achievements in the field of human resources development, it is only about 15%, which implies that there are still many aspects of the quality of entrepreneurial economy that needs to be fixed and improved. Additionally, the results of field surveys indicate that the essential issue is the character and pattern of HR point of view, which is still based on heritage and tradition (subsystem economy). see graph 2



Source: Results of Questionnaire, 2017,
respondents 50 Business Executors are existing entrepreneurs in Padang City

(2). Innovation And Product Quality

FGD results showed that 50% of the participants revealed very important aspects of the product to encourage the growth and development of entrepreneurship and about 45% of participants said that this aspect is in the important category to encourage the acceleration of entrepreneurial economic development in Padang City (Graph VI.9). The participants also observed that there has not been much progress in this field and about 59% of participants said that the development progress in this field in Padang City only reached about 19%, see Chart IV.9. In terms of performance achievement of development, it was only about 12%, which means that the field of business improvement and product quality development is still quite far behind because it needs more innovative breakthroughs in the future. Aspects of this product include innovation and creativity of entrepreneurs in producing products and other related services. Therefore, it is important to master the science and technology, as well as "technical know-how".

(3). Network Marketing

Most of the FGD participants, or about 68%, think that this aspect of marketing is a significant factor to encourage the acceleration of growth and development of the Entrepreneurial Economy Area in Padang City. While the participants also observed that in this field there has not been much change and progress. According to most FGD participants or about 55% say that this field is only organized in around 19%. In terms of performance achievement of its development, it is only about 12% of what is needed to accelerate and increase the market competitiveness in Padang Entrepreneurial Economy products. The implication is that there is still considerable future challenges faced by entrepreneurs in terms of gaining access to marketing. PEMDAKOT needs to prepare for the possibility of establishing a BUMD as the marketing guarantor. Especially if it is related to the needs and global market competition which is getting sharper and in the future, the entrepreneurs (UMKM / UIKM) will not be able to work alone without any political stimulus from local government.

(4). Non-Apbd Financing Sources

FGD participants or approximately 50% thought that the source of non-APBD funding was a significant factor and about 45% said that this field is a very important factor to encourage the acceleration of development and development of entrepreneurial economy in Padang City. If

both are combined, it means there are 95% of FGD participants who think that the financing factor can not be ignored in encouraging the acceleration of economic development of entrepreneurs in the city of Padang. While the participants also observed that in this field has not been much progressed since it only reached the range of 20% to 39%. That is, the sources of financing that can be accessed by entrepreneurs in this area is still very limited. In terms of performance achievement of development in this field, it can be said that it is still far from the expectations because only about 8% of the needs are available in the city of Padang

(5). The Supporting Capacity of Apbd To Grow Community Economy

Most FGD participants or almost 70% argue that the aspect of the carrying capacity of the Padang City APBD is a significant factor. Additionally, 28% of participants said that the APBD's position is very important as a source in the entrepreneurs financing. If both are combined, it means that 98% of entrepreneurial economic stakeholders in Padang City argue that the role of APBD in promoting acceleration of growth and development of entrepreneurial economy can not be ignored and it determines the success of UMKM / UIKM in Padang City. The current condition shows that the role of APBD is still very weak, as seen by the respondents' opinion which demonstrate that APBD position only reached 19% in supporting the policy to develop entrepreneurship

(6). Infrastructure And Facilities Supporting Entrepreneurial Economy Business

Most FGD participants or approximately 70% think that the Supporting Facility is a very important factor, while 25% say this area is quite important. This means that there are 75% of stakeholders who believe that business supporting facilities are needed by them either as entrepreneurs or prospective entrepreneurs in the city of Padang. This factor is quite significant as a driving factor for the acceleration of growth and development of entrepreneurship in the city of Padang. However, the FGD participants also observed that there has not been any significant progress in this field. The availability of supporting facilities is still very far from the stakeholders' expectations because there are only about 1% of the needs. While in terms of achievement of development, it only reaches 13% from which it should be able to become a significant leverage factor for the acceleration and improvement of business competitiveness and business management in Padang City,

(7). Business Legality


Every business in Padang City should be registered and have a clear business organizational legality. PEMDAKOTA are tasked with identifying, evaluating, and facilitating in order to obtain the legality of their business. In addition, the PEMDAKOTA shall establish its own legal requirements and formulate legality in accordance with the business scale of each entrepreneurial economic enterprise and facilitate the UIKM employees to obtain health and pension guarantee rights. In general, the business in Padang City are still personal business that do not have a clear legal status. Most FGD participants or approximately 70% argue that the Legality factor is important to encourage the acceleration of growth and development of the entrepreneurship in Padang City. However, the participants also observed that in this field, there has not been much progress and only reaches 20% -39%. In terms of achievements, it can be said that it is still far from expectations because it only reaches about 8% of the requirements by farmers to accelerate and increase business competitiveness and for management of the entrepreneurship area in the city of Padang.

(8). Business Competitiveness

Most FGD participants or 69% think that business competitiveness is a significant factor for acceleration of the growth and development of entrepreneurship in the city of Padang. The

majority (63%) of the FGD participants also observed that in this field, there has not been much progress and the progress in competitiveness of entrepreneurs and entrepreneurial economy only reaches 19%. Similarly, the achievement in development is still disappointing because it is only reach about 20% of what should be required to be able to make the entrepreneurs have high competitiveness in the regional, national, and global market.

Being an entrepreneur is not only beneficial to his or her own life but also gives a double impact on the growth and equity of the business opportunity. Entrepreneurial-based business organizations that predicate UIKM is not too difficult to menumbuhkembangkannya because in addition does not require technology and expertise is extraordinary also does not require large capital. For the government, this kind of businessman can be easily assisted. UIKM will have a double impact on the regional economy that is fast and profitable for all parties because it can be a very productive and innovative work field. Such conditions are needed in the face of increasingly sharp competition, in the face of market conditions that have been more open, winning the competition is usually a more innovative and productive entrepreneurs. Notice Tables 1.

Table 1 : STEPS TO GROW NEW ENTREPRENEURS				
Preparation Of New Ideas	Born a New Entrepreneur	Start-Up	Operationalitation	Take Of
				
Pilotation	Finding / Identification Linkages	Implementation Prosudur: Production Organization & Legality	looking for client	Sustainability
Trial	Analysis & Prepare Technological Condition & Economics	Implementation Prosudur: Investation, Financing and Marketing	Development of Quality of Human Resources	Prepare for the next Innovation
Improvements			Development of business network	Partnerships
Audit-1			Development of Market Network	Gathering
Audit	Business Organizations Accommodation / Logistics	Accompaniment &Implementation Launching	Improved Product / Service Network	Empowerment
Find Ideas			Growth Stabilization	Controlling
Proposal	Evaluation Audit1	Growth	Development	Ekspantion

Government Assistance 1-4 Years

Conclusion

The development model of new entrepreneurs in the micro small medium enterprises sector and small and medium industry enterprises in the city of Padang is to provide a guideline or general guidance that will be used as a reference for SKPD and non SKPD institutions to encourage the acceleration of sectoral development and economic efforts of people (UMKM and UIKM) .

From the description above, it can be concluded that based on the evaluation of the 8 main factors of entrepreneurial economic development, there is no indication of a significant progress in growth and development of entrepreneurs in the city of Padang. According to the research result of F.Tan (2012), the main cause of the weak development progress of 8 determinants of the acceleration of economic progress of the entrepreneurial business in the region is due to the unavailability of institutions that serve as "Support Services" for the

development of the 8 main factors determining the success of the entrepreneurial economy business in the region.

Here it is seen that there are 8 strategic priority programs that must be implemented within the framework of encouraging the acceleration of growth and development of entrepreneurial economy, meaning that if these eight programs can be implemented simultaneously, integrated and synergized with each other, it is certain that the entrepreneurial economy as "Motrice Engine of Regional Economic Growth and Income Creators" can be achieved. This is very important to be the focus of attention and policy focus for the executive and legislative because these ideas have been cemented as a development MISION in Padang City. In fact, it needs to be realized soon at least in the near future (2016-2019) because this sector is significant for the progress of the development of the city of Padang.

It can not be denied that the economic condition of entrepreneurs in Indonesia in general, in Padang City, in this study is indicated as a business sector that has weak characteristics in all areas, especially in eight areas as which have been described above, which are: quality of human resources, manufactured or traded products, marketing networks are still very limited, as well as financing sources are also still very limited both from the bank and not, from the APBD and APBN. Entrepreneurial economy is also not supported by adequate facilities, especially to facilitate the improvement and development of business competitiveness to be more competitive and able to compete not only at the local, regional and national market level, but also able to enter global market or internasional (export-import) .

Thus it is expected that there will be a significant change (mental revolution) from life that depends on nature to life that prioritizes science and technology. There are several next steps that may be considered to be an entrepreneurial economic development policy, among others are:

-) To facilitate and stimulate the improvement and development of new products, diversifications and modifications of products, packaging, trademarks, quality, and the products' attractiveness.
-) To facilitate the availability of sufficient volume of raw material with measurable quality specifications.
-) To facilitate the improvement and exploration of capital resources and financing of entrepreneurial business ventures.
-) To provide its own facilities and services in terms of increasing the competitiveness of products and businesses (UMKM, UIKM, Koperasi, KUBE, and URT).
-) To facilitate the improvement of marketing and distribution network and international market information for UIKM.
-) To facilitate UIKM to conduct regular comparative study programs and managed in a professional manner.
-) To regularly conduct business, product, marketing and financing management programs for UIKM / UMKM and the selection of most marketable young entrepreneurs (UIKM / UMKM).
-) To provide its own incentive for the most innovative and creative UIKM / UMKM.
-) To bring successful entrepreneurs from other regions to assist and work with local entrepreneurs in innovating local economic resources.

In summary, to start a concrete action to overcome the issues, the 8 major strategic programs needs to be implemented in the next 4 years (2016-2019). The eight Programs are as follows:

1. Improving the Quality of Human Resources;

2. Enhancement and Development of creativity, product innovation and related services;
3. Improvement and Development of marketing network;
4. Enhancement and Development of business legality system;
5. Enhancement and Development of supporting facilities for business enterprises of the entrepreneurial economy;
6. Establishment and Improvement of Enterprises Climate in order to improve the competitiveness of entrepreneurial economy enterprises;
7. Improvement and Development of APBD supporting capacity for improvement and development of entrepreneurial economy business;
8. Enhancement and Development of other non-APBD financing sources.

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