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FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PADJADJARAN



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A random survey of 200 respondents was made in markets in the Bandung regency to ascertain how consumers respond to labeling on horticultural products, especially gedong gincu mangos, and whether labeling could encourage Indonesians to buy local mangos at the same price as imported mangos. Consumers were also asked if they believed that labeling guaranteed product quality. The survey was aimed to find out how much consumers were willing to pay, which groups of consumers were willing to pay more and what consumers thought about profit and loss with regard to labeling.

For this preliminary survey, Bandung was chosen because it was considered as the second city after Jakarta where mango consumption is highest. In addition, the mango consumers in Bandung have varied education, income, and occupation backgrounds making these factors useful as research parameters. The research was conducted from June to September 2013, and the data collecting techniques used were direct observations, interviews, and secondary data collection. Data will be analyzed by discriminant analysis.

The result of the research provided mapping response to the importance of origin labeling, which consumers realized the importance of labeling, which consumers were willing to pay more as a result of innovation in labeling, and awareness of the advantages and disadvantages of labeling, and labeling regulations if labeling was implemented.

One of the main reasons for conducting the research was to establish whether the market is a determining factor in mango business procedures. The research suggested that producers, consumers, decision makers, stake holders and other related institutions share interest in the need to promote the mango (*Mangifera indica* var. Gedong) at local and international levels. Further research on country of original labeling should be conducted as a starting point for increasing international recognition of Indonesian mangos in the global market, especially as it will lead to significant improvements in farmers' welfare

Keywords: Product development, discriminant analysis, Origin region labelling, Willingness to pay

CAPACITY BUILDING MODEL OF HUMAN RESOURCE APPARATUS BASED ON KNOWLEDGE MANAGEMENT IN MARINE GEOLOGICAL INSTITUTE

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Wombat Room – Session 4 – Decision Making, Performance, E-Commerce, HR

The main problem is the poor quality of human resource apparatus in Marine Geological Institute as one of the government's research and development institutions. Based on these problems is necessary for development efforts of human resource capacity based on the achievement of vision mindset Reforms through the implementation of Knowledge Management (KM). By using the perspective of capacity building, the purpose of this paper is to provide an overview capacity development programmes in Marine Geological Institute, as well as provide a model of capacity building based on Knowledge Management (KM) through the implementation of SECI Model. Includes a normative rule of law, government regulation and government programmes that focus on the issues of recruitment, training, formal education (further studies), promotion and ongoing training in functional positions related to Knowledge Management activities that affect the human resource development efforts. In addition, this paper will discuss deeply the ideal model of human resources apparatus based on Knowledge Management (KM) activities in perspective of capacity building that can be applied at Marine Geological Institute.

Keywords: Capacity Building, Knowledge Management, Core Employees of The Government's Research and Development Institutions