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FACULTY OF ECONOMICS
UNIVERSITAS NEGERI SEMARANG

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8. Table.
All table form as an example. Table title is placed on the table with left justified; For example: **Table 1.** Production Data and Market Share.

Table 1. Production Data and Market Share

Production Activity	Estimate	Actual	Difference
Main Ingredient	445.000 Ton	340.000 Ton	23,60%
Product	422.750 Ton	323.000 Ton	23,60%
Market Share (%)	2004	2005	2006
X	30	35	35
Y	35	30	25
Z	20	20	30
Other	15	15	10

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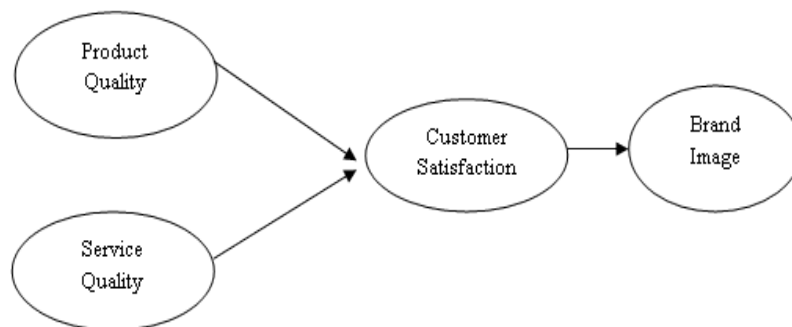


Figure 1. Framework of Thinking

10. The total page does not exceed 25 pages, including the references and appendices (if any).

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The article systematic includes: the title; the identity of the author (without a title); abstract; keywords; introduction, method; result and discussion; conclusion and recommendation and references. While discussion about literature review and previous studies included in the introduction or result and discussion.

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1. **Title.** The title must be interesting, specific and informative, which is measured by directness in writing.
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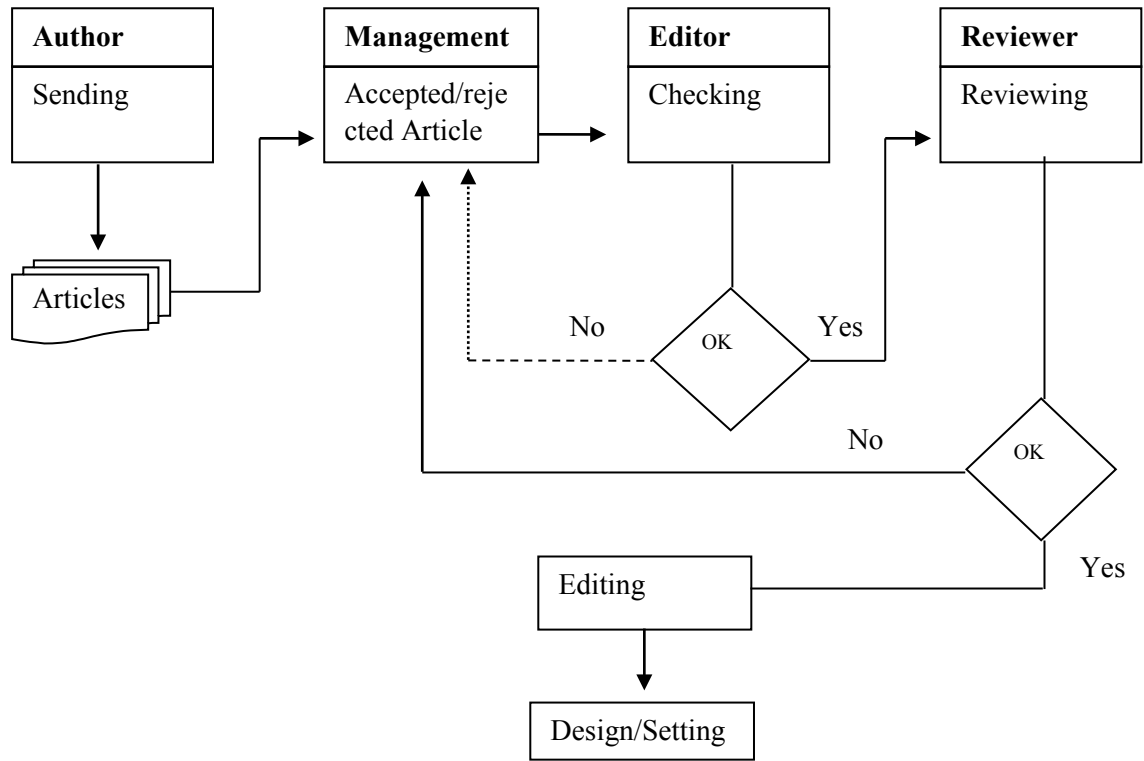
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Author Index

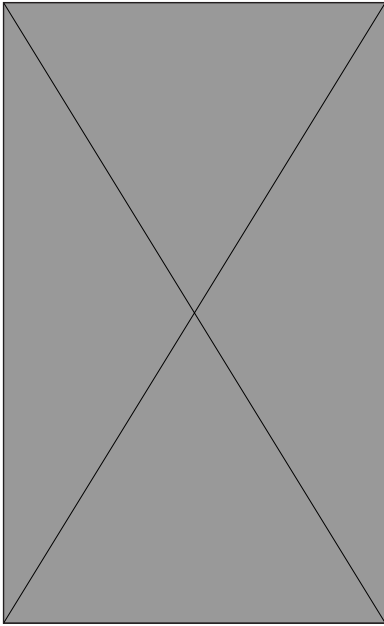
Aflit Nuryulia Praswati	167	Sri Hartono	108
Agus Naryoso	11	Sri Sarjana	216
Ahyar Yuniawan	11	Suharnomo	11
Alimaskur	143	Sunardi	44
Amarilla Hapsari	30	Sutapa	152
Arizqi Arizqi	134	Sutopo	83
Audia Junita	58	Syamsudin	167
Budiono Hardjono	92	Wahyu Meiranto	59
Caecilia Wahyu Estining Rahayu	199	Wasitowati	152
Ceacilia Srimindarti	177	Wilda Rizkilia Putri	122
Edy Rianto,	122	Wuryanti Wuryanti	208
Elen Puspitasari	59	Yavida Nurim	44
Erlinda Oktavia	245	Yeye Susilowati	59
Estining Rahayu	199	Yudhie Andriyana	259
Fransiska Soejono	233	Yoga Sasmita	259
Gandhi Pawitan	259	Yosep Oktavianus Sitohang	259
Imronudin	118		
Indah Susilowati	122		
Indrianto Setiawan	208		
Irwan Trinugroho	299		
Jia Hui Soo	1		
La Ode Sugianto	108		
Lai Pooi San	92		
Lis Warini	216		
Marimin	245		
Mohamad Suharto	188		
Muh Samsudin	122		
Mulyobudi Setiawan	143		
Mulyana	152		
Nadia Sigi Prameswari	188		
Naili Farida	11		
Narsen Afatara	188		
Nur Khayati	216		
Pancawati Hardiningsih	177		
Praswiyati	216		
R.A. Marlien	143		
Rachmawati Meita Oktaviani	177		
Rini Raharti	44		
Rofikoh Rokhim	30		
Sasongko Tri Utomo	167		
Sentot Imam Wahjono	1		
Setiadi Djohar	245		
Siti Hidayah	83		
Soo-Fen Fam	1		

Subject Index

An Experiment	199	Investor Reaction	199
Banking	30	Industry Foresight	245
Bullish And Bearish Market	199	Job Satisfaction	68, 177, 216
Chinese Indonesian	11	Knowledge Donating	208
Co-Creation	143	Knowledge Management	92
Collaboration Values	143	Knowledge Sharing	134
Collecting Knowledge	08	Label	122
Communication	108	Leadership Style	177
Competitive Advantage	152	Level of Happiness	259
Connections	299	Literature Review	299
Consumer	122	Market Orientation	152
Contingent Valuation	122	Market Reaction	233
Corporate Governance	44	Measures	299
Creativity	152	Motivation	259
Cultural Dimensions	11	Motivational Postures	59
Cultural Transformation	188	MSME	188
Customer Loyalty	92	National Culture	11
Customer Oriented	92	Online Job Search	1
Customer Relationship Management	92	Online Shopping	188
Customer Satisfaction	68, 92	Openness In Communication	134
Demographic Variables.	259	Organizational Commitment	68, 177
Distinctive-Value	143	Organizational Learning	108
Domestic Ownership	167	Organizational Learning Culture	68, 134
Donation Knowledge	108	Ownership Concen-Tration	44
Earnings Management	44	Peer Reporting Behavior	59
E-Commerce	20, 188	Performance	208, 152
Employee Attitude	68	Perception	259
Employee Performance	83	Poultry Industry	245
Event Study	233	Enterprises	
Experiment	59	Prospect Theory	199
Financial Statement Fraud	167	Public Ownership	167
Foreign Ownership	30, 167	Relationship Marketing	20
Framing Theory	199	Reputation Quality	44
Future Research	299	Salesperson Capability	143
Golden Ring Award	233	Self-Efficacy	208, 216
Halal	122	Enterprises	
Hospitality	92	Smartphone Technology	1
Human Resources Innovation	108	SME Marketing Performance	20
Capabilities		Social Competence	208
Indonesia	30	Social Networking Sites	1
Indonesian Stock Exchange	233	Spiritual-Based Leadership	83
Innovation	152, 259	Strategic Architecture	245
Intellectual Capital	216	Strategic Planing	245
		Tax Compliance Decisions	59

Top Management Support	134
Trust	216
Turnover Intention	177
Type I And II Agency Conflict	44
User Perception	1
Value Survey Module	11
Willingness-To-Pay	122
Work Performance	134
Workplace Spirituality	83

Book Review



Title : Marketing in Challenging Times
Author : Hermawan Kertajaya
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Economics, Universitas Negeri
Semarang.

In line with Markplus's philosophy, this book covers four pertinent issues which are: foundation, theoretical aspects, practices, and several marketing case studies in Indonesia. These issues act as a vehicle for the marketers to be able to understand what is needed to be done as marketer to cope with current marketing challenges. Furthermore, as the author always emphasises, this book provides plus factors/values, especially for marketers. And this book definitely is for marketers and entrepreneurs.

There are Three Major Aections in this Book which are: Why, What and How.

The 'why' section, the author, which is interesting, tries to invite readers to look back in 1997-1998 when the traumatic economic chaos occurred in South East Asia, including Indonesia. The author also emphasises that current condition is not a crisis, it is more likely economic tries to find its equilibrium. The second section is the 'What' section, the author tries to engage marketers with the current situation. This section also describes shifting in customers' behaviour, snob-smart-dumb-entrepreneur, which shows to the marketer that they need to act swiftly to be able to catch up with this shifting market compotitons. Metaphors seems like the author' favour in bringing ideas to marketers, such as 'riding the wave', 'overtaking at the corners'.

Furthermore, this section also emphasises paradox in the challenging times and customers lifestyle changes, the phenomenon of apple products, and enormous escalation of online transactions. The third section is the 'How' section, this part provides marketers with several theoretical aspects of marketing, such as segmentation, targeting, positioning; differentiation, marketing mix; brand theory. Moreover, the author also emphasises how to implement the theories plus several pertinent factors to provide 'plus' factors to

those theories. The highlights of this section are the formula for entrepreneurs, which are creativity= idea X implementation, the author describes that to be able to be creative, entrepreneurs need to put their ideas into reality. The other pertinent point of this section is the author idea in putting Human to Human (H2H) as number one approach to enhance relationship between business and customers. This H2H will provide more effective marketing strategy besides Business to Business (B2B) and Business to Customers (B2C) approach.

The Last Section is Several Case Studies in Indonesian Businesses and According to the Author, these Businesses have Implemented H2H Approach to their Customers.

Overall this book is easy to read and provide clear description and able to provide marketer with theoretical and practice aspects to implement their marketing strategy in current marketing challenges. And last but not least in terms of the book's contents, the 'plus' ideas is the highlights' of this book play major roles in enriching this book.

Material wise, it is a sturdy book, it is hard covered, with eye catching Chinese words which are translated as danger and opportunity, and at a glance it will stimulate marketer who wants to explore marketing strategy using this reference.

Back Issues

Back Issues

Jurnal Dinamika Manajemen

March 2010, Vol. 1, No. 1

- ❖ Meningkatkan Kualitas Pelayanan Jasa Penerbangan Indonesia Paska Insiden Kecelakaan Pesawat Terbang—*Arief Yulianto*
- ❖ Dampak Diversitas Kebangsaan Anggota Dewan Komisaris dan Direksi pada Kinerja Pasar Perusahaan—*Ketut Arya Bayu Wicaksana*
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- ❖ Efektifitas Penjualan Perusahaan Penerbitan dan Kinerja Tenaga Penjualan—*Suhermini*
- ❖ Peran *Coping With Change* Sebagai Pemeditasi Komitmen terhadap Perubahan pada Intensi Keluar—*I Putu Esa Widaharthana*

- ❖ Analisis Pengaruh ROA, EPS, *Financial Leverage*, *Proceed* terhadap *Initial Return*—*Andhi Wijayanto*

Jurnal Dinamika Manajemen

September 2010, Vol. 1, No. 2

- ❖ Relasi Rating Obligasi dan Market Indeks Pasar Modal Indonesia—*Amirah*
- ❖ Efek Rantai Motivasi pada Kinerja Karyawan—*Desti Ranikusna*
- ❖ Etos Kerja Wanita Pengrajin Batik Tulis—*Idie Widigdo*
- ❖ Kontributor Kinerja Pemasaran dari Aspek *Reward*, Individu dan Kreatifitas Strategi Pemasaran—*Hendro Tanoko*
- ❖ Efek Moderasi Kerja Cerdas pada Pengaruh Kompetensi, *Reward*, Motivasi terhadap Kinerja—*Widodo*
- ❖ Efektivitas Pelatihan bagi Peningkatan Kinerja Karyawan—*Ade Rustiana*
- ❖ Faktor Penentu Struktur Modal: Studi Empirik pada Perusahaan Multifinansial—*Siti Ridloah*
- ❖ Analisis *Monday Effect* dan *Rogalski Effect* di Bursa Efek Jakarta—*Dwi Cahyaningdyah and Rini Setyo Witiastuti*

- ❖ Masih Relevankah Strategi *Marketing Mix* Meningkatkan Kepuasan Pelanggan—*Juliana Ohy*

- ❖ Strategi Pemasaran Daerah Sebagai Upaya Meningkatkan Peluang Investasi Di Kota Semarang—*Wahyono*

Jurnal Dinamika Manajemen

March 2011, Vol. 2, No. 1

- ❖ Arranging The Index of Corporate Governance—*Surifah*
- ❖ Analisis Faktor Daya Saing di Kabupaten Semarang—*Eka Handriani*
- ❖ Analisis Kendala Potensial Penerapan *Total Quality Management* Hotel Plaza Semarang—*Hendrajaya*
- ❖ Analisis Hubungan Kualitas Jasa terhadap Kepuasan Konsumen pada Lembaga Pendidikan Kejuruan—*Rintar*
- ❖ Faktor-Faktor Ketidakpatuhan Wajib Pajak—*Prabowo Yudo Jayanto*
- ❖ Laba, Arus Kas Operasi dan AkruaI Sebagai Penentu Laba Operasi Masa Depan—*Elva Nuraina*
- ❖ Variabel Antiseden *Organizational Citizenship Behavior (OCB)*—*Tety Fadhila Sena*
- ❖ Pengukuran Kinerja Organisasi dengan Pendekatan *Balanced Scorecard* pada RSUD Kabupaten Kebumen—*Bestari Dwi Handayani*

Jurnal Dinamika Manajemen

September 2011, Vol. 2, No. 2

- ❖ Akankah Orientasi Pengawasan *Supervisor* Berefek pada Kinerja Tenaga Penjual?—*Ali Mursid*
- ❖ Adopsi Teknologi oleh Usaha Mikro, Kecil, and Menengah—*Margo Purnomo*
- ❖ Peningkatan Kinerja Karyawan Melalui Kepemimpinan, Lingkungan Kerja dan Komitmen—*Nunung Ghoniyah and Masurip*
- ❖ Peningkatan Minat dan Keputusan Berpartisipasi Akseptor KB—*Ken Sudarti and Puji Prasetyaningtyas*
- ❖ Hubungan Antara Persepsi dan Sikap terhadap Pelaksanaan *Corporate Social Responsibility*—*Supriyono and Vita*
- ❖ Kinerja Keuangan Konvensional, *Economic Value Added* dan *Return Saham*—*Bambang Sudiyatno and Toto Suharmanto*
- ❖ Penggunaan Sistem Informasi Penilaian Kinerja Dosen dan Akuntabilitas Kinerja Dosen—*Asrori*

- ❖ Efek Pendapatan Pedagang Tradisional dari Ramainya Kemunculan Minimarket di Kota Malang—*Dwinita Aryani*
- ❖ Komitmen Pedagang Pasar Bulu Kota Semarang Pasca Relokasi Penjualan—*Palupiningdyah*

Jurnal Dinamika Manajemen

March 2012, Vol. 3, No. 1

- ❖ Faktor Pendukung terhadap Intensi Berwirausaha pada Mahasiswa—*Irene Paulina and Wardoyo*
- ❖ Analisis Pengaruh Kinerja Lingkungan terhadap Kinerja Industri Kecil—*Sukirmman*
- ❖ Pengaruh Kebijakan Manajemen Keuangan terhadap Nilai Perusahaan—*Dwi Cahyaningdyah dan Yustienna Diah Ressany*
- ❖ Green Consumer: Diskripsi Tingkat Kesadaran dan Kepedulian Masyarakat Joglosemar terhadap Kelestarian Lingkungan—*Jati Waskito and Mugi Harsono*
- ❖ Pengaruh Pengungkapan *Corporate Social Responsibility* terhadap *Earning Response Coefisient*—*Mi Mitha Dwi Restuti and Cecilia Nathaniel*
- ❖ Efisiensi Modal Kerja, Likuiditas dan *Leverage* terhadap Profitabilitas pada Perusahaan Manufaktur di BEI—*Agus Wibowo and Sri Wartini*

- ❖ Konsep Baru *Total Quality Environment Management* (TQEM) untuk Menguji Kinerja Lingkungan—*Yana Ulfah and Muhammad Ikbal*
- ❖ Relasi Sistem Manajemen Lingkungan ISO 14001 and Kinerja—*Memed Sueb and Maria Nety Indramayu Keraf*
- ❖ Mencapai Sumber Daya Manusia Unggul (Analisis Kinerja dan Kualitas Pelayanan)—*Ketut Sudarma*

Jurnal Dinamika Manajemen

September 2012, Vol. 3, No. 2

- ❖ Profitabilitas Usaha Sentra Keripik Pisang Bandar Lampung—*Ardansyah and Olivia Tjioener*
- ❖ Kepribadian Dosen yang Berpengaruh terhadap Prestasi Belajar—*Vicky Dwi Saputra and Ahyar Yuniawan*
- ❖ Kekuatan Rasio Keuangan dalam Memprediksi Kondisi *Financial Distress* Perusahaan Manufaktur di BEI—*Evanny Indri Hapsari*
- ❖ Analisis Hubungan Jangka Panjang Antara Anggota dengan Koperasi Jasa Keuangan—*Eko Nur Udin Aziz*
- ❖ Analisis Kinerja Portofolio: Pengujian *Single Index Model* dan *Naïve Diserfication*—*Rini Setyo Witiastuti*

- ❖ Model Peningkatan Kinerja Inovatif dalam Konteks Teknologi Informasi—*Bambang Setyo Utomo and Widodo*
- ❖ Studi Deskriptif Kepuasan Mahasiswa terhadap Kinerja Lembaga Program Studi dan Pasca Sarjana UNNES—*Joko Widodo*
- ❖ Kualitas Layanan dan *Positive Word of Mouth*—*Yulius Jatmiko Nuryatno*
- ❖ Peran Moderasi Kecerdasan Emosi pada Stres Kerja—*Frengky Sanjaya*

Jurnal Dinamika Manajemen
March 2013, Vol. 4, No. 1

- ❖ Asimetri Informasi dan *Underpricing*—*Teti Anggita*
- ❖ Dividen, Hutang, dan Kepemilikan Institusional di Pasar Modal Indonesia: Pengujian Teori Keagenan—*Teguh Prasetyo*
- ❖ Analisis Penilaian Prestasi Kerja Pegawai—*Puspita Rokhmawati*
- ❖ Strategi Peningkatan Kinerja Program Studi Melalui Optimalisasi Peran Pimpinan—*Martono*
- ❖ Analisis Kualitas Produk Sepatu Tomkins—*Ria Arifianti*
- ❖ Penentu-Penentu Struktur Modal Perusahaan yang Sahamnya Masuk *Jakarta Islamic Index*—*Astiwi Indriani and Endang Tri Widyarti*

- ❖ Kepemilikan Manajerial, Kepemilikan Institusional, dan Kinerja Keuangan Sebagai Penentu Struktur Modal Perusahaan—*Ida Maftuhah*
- ❖ Analisis Penyaluran dana Bank Syariah—*Siswati*
- ❖ Analisis Pengaruh Ekuitas Merek terhadap Keputusan Pembelian Mie Instan Sedaap di Semarang—*Imroatul Khasanah*

Jurnal Dinamika Manajemen
September 2013, Vol. 4, No. 2

- ❖ Peran Kecerdasan Emosional pada Kinerja: Pembuktian Teori Komitmen dan OCB—*Triana Fitriastuti*
- ❖ Peningkatan Kepuasan Pelanggan melalui Kualitas Produk dan Kualitas Layanan—*Made Virma Permana*
- ❖ Pengaruh Good Corporate Governance, Strategi Peningkatan Nilai Perusahaan melalui Praktik Good Corporate Governance—*Wardoyo and Theodora Martina Veronica*
- ❖ Pengaruh *Personality Traits* terhadap Perencanaan Keuangan Keluarga —*Subiaktono*
- ❖ Keputusan Struktur Modal dan Kebijakan Dividen sebagai Mekanisme Mengurangi Masalah Keagenan—*Arief Yulianto*

- ❖ Apakah Kepercayaan Konsumen Lebih Efektif daripada Risiko dan Harga?—*Murwatingsih and Erin Puri Apriliani*
- ❖ Fungsi Public Relations dalam Menjalankan Aktivitas Corporate Social Responsibility—*Iwan Sukoco*
- ❖ Model Peningkatan Kinerja UKM Berbasis Orientasi—*Widodo*
- ❖ The Analysis of Islamic Bank Financial Performance by Using Camel, Shariah Conformity and Profitability (SCnP)—*Widiya Ratnaputr*
- ❖ Faktor-Faktor Yang Mempengaruhi Aktivitas *Hedging* dengan Instrumen Derivatif Valuta Asing —*Fay Guniarti*
- ❖ Praktik Sistem Kerja Berkinerja Tinggi Terhadap Komitmen Afektif dengan Mediasi Keadilan Prosedural—*M. Agus Masrukhin*
- ❖ Implementasi *Dual Identity* Anggota Koperasi Sebagai Wujud Komitmen Organisasional—*Chalimah and Akhmad Sakhawi*
- ❖ Membangun *Personal Branding* Melalui Iklan—*Yunia Wardi*
- ❖ Peningkatan Efektivitas Program Studi di Perguruan Tinggi Swasta Melalui Kepemimpinan Adaptif Integratif—*S. Martono and Andhi Wijayanto*

Jurnal Dinamika Manajemen

March 2014, Vol.5, No. 1

- ❖ Professional Behavior Based on The Employees Development—*Ketut Sudharma*
- ❖ Analisis Kinerja dengan Menggunakan Pendekatan Rasio Camel—*Sri Murdiarti*
- ❖ Budaya Mutu Dan Implementasi ISO 2008: 9001 serta Dampaknya Terhadap Komitmen Organisasional—*Muafi and Nilmawati*
- ❖ Faktor Determinan Nasabah Dalam Pemilihan Bank Syariah—*Ali Mursid and Entot Suhartono*

Jurnal Dinamika Manajemen

September 2014, Vol.5, No. 2

- ❖ *Co-Integration* dan *Contagion Effect* antara Pasar Saham Syariah di Indonesia, Malaysia, Eropa, dan Amerika saat Terjadinya Krisis Yunani—*Tara Ninta Ikrima and Harjum Muharam*
- ❖ *Strategi Store Environment* dan *Time Pressure* pada Pembelian Impulsif melalui *Emotional State*—*Enrique Made R. G. P, Ni Nyoman Kerti Y.*

- ❖ Relevansi Nilai Informasi Laba dan Arus Kas terhadap Harga Saham—*Reni Yendrawati, Ratna Sari Indah Pratiwi*
- ❖ *The Study of Organizational Behavior on Fishery Manufacture Industries Employees Performances—Arief Yulianto*
- ❖ Identifikasi Ekspektasi Investor Melalui Kebijakan Struktur Modal, Profitabilitas, Ukuran Perusahaan dan GCPI—*Sugeng Haryanto*
- ❖ Analisis Model Kepuasan terhadap Pembelian Ulang —*Naili Farida*
- ❖ Reaksi Pasar terhadap Dividend Announcement Perusahaan yang Sahamnya Masuk Daftar Efek Syariah—*Moh Khoiruddin and Evy Rochfa Faizati*
- ❖ Peran Stres Kerja dan Kepuasan Kerja untuk Mengurangi *Turnover Intention*—*Syarifah Nazenin and Palupiningdyah*
- ❖ *Organizational Commitment as the Black Box to Connect the Islamic Work Ethics and Employees Behavior toward Organization Change* —*Sri Wartini and Wahyu Harjiyanti*

Jurnal Dinamika Manajemen

March 2015, Vol.6, No. 1

- ❖ The Influences of Company Characteristics, Entrepreneurship Behavior and Bank Relationship Toward Small and Medium Enterprises (SMEs) Performance—*Alda Fatrisia dan Edy Rahardja*
- ❖ Satisfaction and Loyalty Improvement Models on the Quality of Higher Education Services—*Musran Munizu and Nurdjanah Hamid*
- ❖ Administrators' Roles in Training Programs and Training Transfer—*Azman Ismail, Ng Kueh Hua, Yusof Ismail, Ainon Jauhariah Abu Samah, Rizal Abu Bakar and Nurshahirah Ibrahim*
- ❖ Analysis of Educational Service Quality Perceptions—*Murwatiningsih*
- ❖ The Effects of Service Quality, Customer Satisfaction, Trust, and Perceived Value Towards Customer Loyalty—*Tanisah and Ida Maftuhah*
- ❖ Capital Market's Reaction Towards 2014 Working Cabinet Announcement (Indonesian Case Study)—*Arif Saputra and Anindya Ardiansari*

- ❖ The Roles of Inflation Level, BI Rate, Dollar Exchange Rate (USD/IDR) in Affecting Jakarta Composite Index (IHSG)—*Kukuh Listriono and Elva Nuraina*
- ❖ Non Performing Loan (NPL) Management Strategy on Go Public Commercial Banks—*Selamet Riyadi, Muhammad Iqbal and Novia Lauren*
- ❖ Entrepreneurship Empowerment: Systematic Mapping Study—*Margo Purnomo*
- ❖ Mama Model Approach: Its Implication to Commitment and Organizational Citizenship Behavior of Operational Hotel Employee—*Ida Bagus Gede Udiyana, Parwoto Wignjohartoyo and Siti Sulasmi*
- ❖ The Effect of Company Diversification Towards Earning Management Moderated by Managerial Ownership—*Ratih Kusumaningtyas and Reni Yendrawati*
- ❖ Structural Redesign and Job Satisfaction: The Study of Farmers Group Association (Gapoktan)—*Muafi and Ari Wijayani*

Jurnal Dinamika Manajemen

September 2015, Vol.6, No. 2

- ❖ The Effect of Bank Image and Trust on Loyalty Mediated by Customer Satisfaction —*Sumadi and Euis Soliha*
- ❖ The Role of Attitude in Mediating Consumer Knowledge Influence Towards the Purchase Intention of Green Product—*AA. Sagung Ayu Wulandari, I Ketut Rahyuda and Ni Nyoman Kerti Yasa*
- ❖ How Performance of Jakarta Islamic Index (JII) Stocks Relative to Other Stocks?—*Erna Listyaningsih and Chandrasekhar Krishnamurti*
- ❖ The Effect of Workplace Spirituality Dimensions on Organizational Commitment with Perceived Organizational Support as Moderating Variable—*Diaz Haryokusumo*
- ❖ Analysis of Company Size, Financial Leverage, and Profitability and Its Effect Toward CSR Disclosure—*Suskim Riantani and Hafidz Nurzamzam*
- ❖ Reduction of Working Female Role Conflict Through Moderation of Work Family Centrality (Case Study of Working Mother in Female Lecturers of UNNES) —*Desti Ranikusna and Nury Ariani Wulansari*

Jurnal Dinamika Manajemen

March 2016, Vol.7, No. 1

- ❖ Intention to Use Smartphone through Perceived Compatibility, Perceived Usefulness, and Perceived Ease of Use—*Harries Arizonia Ismail*
- ❖ Profitability Identification of National Banking through Credit, Capital, Capital Structure Efficiency, and Risk Level—*Sugeng Haryanto*
- ❖ The Impact of Deferred Tax Assets, Discretionary Accrual, Leverage, Company Size and Tax Planning Onearnings Management Practices—*Jacobus Widiatmoko and Ika Mayangsari*
- ❖ Supply Chain Performance Improvement Strategy through Quality of Synergy in the Automotive Components—*Tri Purwani and Lutfi Nurcholis*
- ❖ Factors Affecting Customer Loyalty of Fitness Centers: an Empirical Study—*Livia Vania Suwono and Sabrina Oktaria Sihombing*
- ❖ Determinants of Marketing Performance: Innovation, Market Capabilities and Marketing Performance—*Naili Farida*
- ❖ Does Ceo's Hubris Affecting Dividends Payout?—*Kris Brantas Abiprayu and Bayu Wiratama*

- ❖ Organizational Effectiveness: Social Capital and Competitive Advantage Approach—*Vini Wiratno Putri and Ahyar Yuniawan*

- ❖ A Qualitative Analysis into the Strategic Priorities of the Indonesian Bank Industry—*Siti Ridloah*

Jurnal Dinamika Manajemen

September 2016, Vol7, No. 2

- ❖ The Role of Innovation in Mediating Market Orientation to Company Performance —*Putu Intan Paradictha Pradnya Putri, Ni Nyoman Kerti Yasa, I Ketut Rahyuda*
- ❖ Cash Holding, Good Corporate Governance and Firm Value—*Prana Wahyu Nisasmara, Musdholifah*
- ❖ HAnalysis of IPO Underpricing Fluctuation: Empirical Study in Indonesia Stock Exchange—*Mamduh M. Hanafi*
- ❖ Revenue Diversification, Performance, and Bank Risk: Evidence from Indonesia—*Mutiara Nur Hafidiyah, Irwan Trinugroho*
- ❖ Exploring Service Quality Impacts on Customer Satisfaction in Military Medical Centres: Moderating Role of Perceived Value—*Azman Ismail, Mohd Helmi Ali, Nur Ilyani Ranlan Rose, Anis Anisah Abdulla, Herwina Rosnani*

- ❖ The Impact of Entrepreneurial Orientation and Collaborative Networks on Creative Industries Performance—*Mulyana, Sutapa*
- ❖ The Impact of Experiential Marketing on Word of Mouth with Customer Satisfaction as an Intervening Variable — *Muhammad, Yessy Artanti*
- ❖ The Effort to Create Customer Engagement on Customer E-Banking— *Alimuddin Rizal Rifai, Wahyudi*
- ❖ Competitiveness, Marketing Access, Network Capability and Its Impacts on Marketing Performance—*Teguh Iman Sayekti, Euis Soliha*
- ❖ Foreign Ownership and Bank Performance: Evidence From Indonesia—*Amarilla Hapsari, Rofikoh Rokhim*
- ❖ The Type I Versus Type II Agency Conflict on Earnings Management—*Yavida Nurim, Sunardi, Rini Raharti*
- ❖ Experimental Study on Individual Taxpayer: Motivational Posture and Peer Reporting Behavior—*Elen Puspitasari, Yeye Susilowati, Wahyu Meiranto*
- ❖ Organizational Learning Culture, Consumer Satisfaction and Employee's Attitude: Causality Analysis —*Audia Junita*

Jurnal Dinamika Manajemen

March 2017, Vol.8, No. 1

- ❖ Online Job Search Among Millennial Students in Malaysia—*Soo-Fen Fam, Jia Hui Soo, Sentot Imam Wahjono*
- ❖ Understanding Business Behavior of the Chinese Indonesian: a Study Using Hofstede's Cultural Framework— *Suharnomo*
- ❖ Model of Relationship Marketing and E-Commerce in Improving Marketing Performance of Batik SMEs—*Naili Farida, Agus Naryoso, Ahyar Yuniawan*
- ❖ The Role of Spiritual-Based Leadership as Predictor in Improving Employee Performance —*Siti Hidayah, Sutopo*
- ❖ Customer Relationship Management Implementation and its Implication to Customer Loyalty in Hospitality Industry —*Budiono Hardjono, Lai Pooi San*
- ❖ Enhancing Capability of Human Resources Innovation —*La Ode Sugianto, Sri Hartono*

- ❖ Consumers' Willingness to Pay for Halal Labelled Chicken Meat—
Wilda Rizkilia Putri, Muh Samsudin, Edy Rianto, Indah Susilowati

- ❖ Performance Enhancement Model of Human Resources through Knowledge Sharing —*Arizqi*

