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**JURNAL DINAMIKA MANAJEMEN**  
**FACULTY OF ECONOMICS**  
**UNIVERSITAS NEGERI SEMARANG**

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  - b. Accepted with major revisions.
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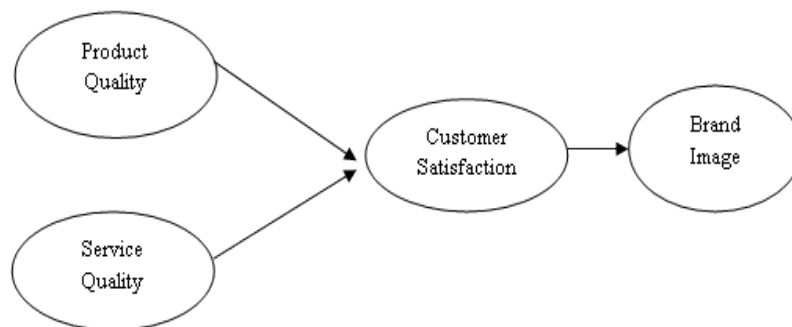
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2. The paper size is A4 (210 x 297 mm), it is two columns and the page setup is: top margin 2.5cm; bottom margin 2.5 cm; left margin 2.25cm and right margin 2.25cm.
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8. Table.  
All table form as 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

<b>Production Activity</b>	<b>Estimate</b>	<b>Actual</b>	<b>Difference</b>
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

9. Figure  
Writing the title of figures and graphics placed under the pictures with left justified.



**Figure 1.** Framework of Thinking

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

## **B. The Article Systematic**

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.

## **C. The Article Format**

1. **Title.** The title must be interesting, specific and informative, which is measured by directness in writing.
2. **The author identity.** It includes the author's name (without the title), the institution, correspondence address, and the email.
3. **Abstract.** It is written in 170-200 words, in two languages; Bahasa Indonesia and English. Abstract in English is written first and then abstract in Bahasa Indonesia. The abstract should include the purpose of research, data / object of research, method, result or conclusion.
4. **Keywords.** The keywords should be written in English. Keywords should be chosen carefully and is able to reflect the concepts / variables contained in the article, with the number of three to six keywords.
5. **Introduction.** It is the state of arts of the research, which consists of the background of the study, the motivation of the study, the theories and the objectives of the study. It is written in the form of paragraph.
6. **Method.** It consists of the research design (the method, the data, the data source, the data collecting technique, the data analysis technique, the variables measurement) that written in the form of paragraph.
7. **Result and discussion.** Contains the results of empirical or theoretical study written by a systematic, critical analysis, and informative. The use of tables, images etc. only to support or clarify the discussion and is confined only to support a substantial information, eg, tables of statistical tests, the results of model testing etc. Discussion of results should be argumentative regarding the relevance of the results, theory, previous research and empirical facts, as well as demonstrate the novelty of the findings.
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Garigga, E & Mele, D. 2004. Corporate Social Responsibility Theories: Mapping the Territory. *Journal of Business Ethics*. (53): 51-71.

**For books:**

Luthans, F. 2011. *Organizational Behavior: An Evidence-Based Approach*. United States: McGraw-Hill.

Ferdinand, A. 2014. *Metode Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen*. Semarang: Undip Press.

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Rozemeijer, F. A & Van Weele, A. J. 2005. Making the Most of Corporate Purchasing: Understanding Organizational Behaviour, in Calvi, R. and Merminod, N., *Researches in purchasing and supply management, Proceedings*. Presented at the 14th IPSERA Conference, Archamps, France. 893-903.

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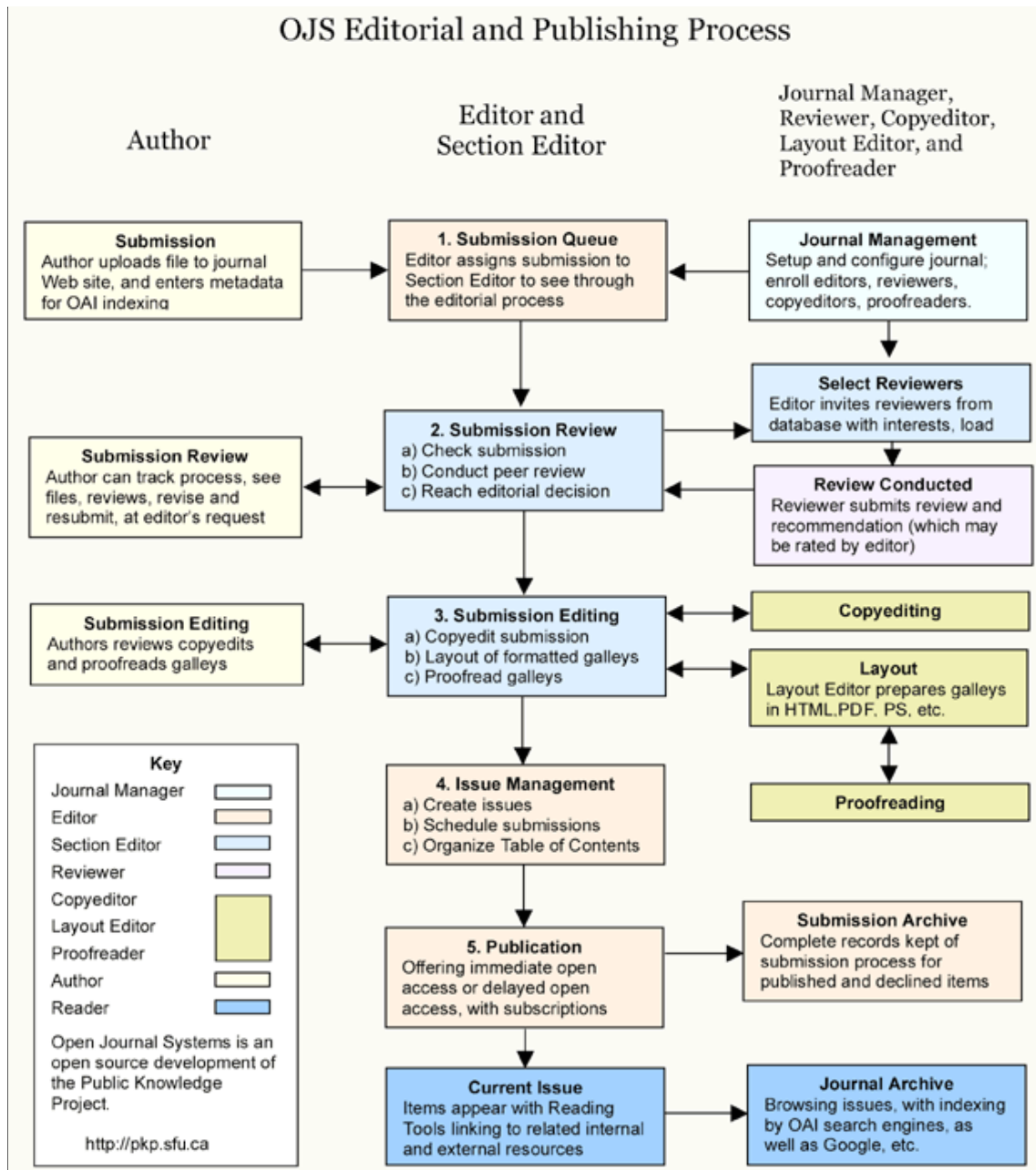
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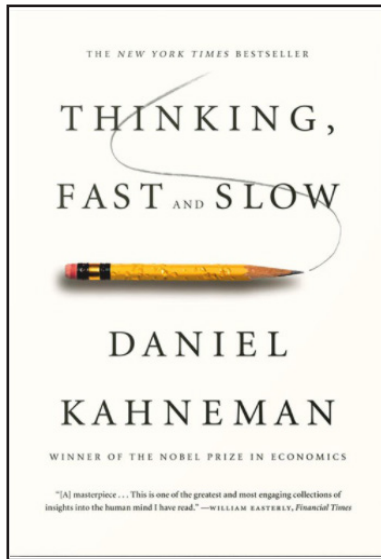
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## Book Review



Title	: Thinking, Fast and Slow
Author	: Daniel Kahneman
Publisher	: Farrar, Straus and Giroux
Year	: 2011
Page	: 499 pages
ISBN	: 978-0374275631 (Hardcover)
Reviewer	: Kris Brantas Abiprayu, Faculty of Economics, Universitas Negeri Semarang.

In 2002, Daniel Kahneman won the Nobel Prize in Economics, what makes this special is that Kahneman is a psychologist. Individual irrational behavior is an area of expertise for Kahneman. The book “Thinking, Fast and Slow” is a book that tells about the human thought process. Kahneman divides the thinking process into two things, namely “thinking fast” and “thinking slow”. One example of quick thinking is that we can conclude that someone is angry just by looking at their facial expressions or hearing and feeling the vibrations of their voices. Thinking fast will happen automatically. While another thought process, namely slow thinking, will be used when humans are faced with more complex and complicated things.

The fast thinking process was later named by Kahneman as System 1 and slow thinking was named as system 2. System 1 operates automatically and quickly, without effort and cannot be controlled. While System 2 will operate if we are faced with activities that require effort, such as solving complex mathematical problems. One’s own rationality is more attached to System 2, where people consciously absorb information to solve problems and make choices. System 2 describes how a person should think sequentially, unhurriedly, analytically, critically and “slowly”.

But in reality, humans are more “controlled” by System 1. In his book, Kahneman states that 95% of human thought processes use System 1. Doing several things simultaneously (multitasking) relies on System 1. Basically, humans also prefer to think in simple terms, so System 1 is used more often. But the problem is, System 1 often makes humans trapped and trapped in cognitive biases that cause inappropriate decision making. This book is perfect for those of us who are interested in human thought processes and want to learn more about human behavior. By reading this book we can also contemplate the activities we do every day, when we use System 1 and when we use System 2.

## Back Issues

### Back Issues

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*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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- ❖ Kualitas Jasa yang Mempengaruhi Loyalitas dan Relevansinya terhadap Kepuasan—*Siti Fatona*
- ❖ 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*

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*September 2010, Vol. 1, No. 2*

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- ❖ Efek Rantai Motivasi pada Kinerja Karyawan—*Desti Ranihusna*
- ❖ Etos Kerja Wanita Pengrajin Batik Tulis—*Idie Widigdo*
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- ❖ Masih Relevankah Strategi *Marketing Mix* Meningkatkan Kepuasan Pelanggan—*Juliana Ohy*

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- ❖ Arranging The Index of Corporate Governance—*Surifah*
- ❖ Analisis Faktor Daya Saing di Kabupaten Semarang—*Eka Handriani*
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- ❖ Analisis Hubungan Kualitas Jasa terhadap Kepuasan Konsumen pada Lembaga Pendidikan Kejuruan—*Rintar*
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- ❖ Laba, Arus Kas Operasi dan AkruaI Sebagai Penentu Laba Operasi Masa Depan—*Elva Nuraina*
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- ❖ Adopsi Teknologi oleh Usaha Mikro, Kecil, and Menengah—*Margo Purnomo*
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- ❖ Hubungan Antara Persepsi dan Sikap terhadap Pelaksanaan *Corporate Social Responsibility*—*Supriyono and Vita*
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