

Collaborative Entrepreneurship and Group Commitment as a Strategy for Survival in the Pandemic Covid 19: A Case Study of SMEs in Bogo Village - Bojonegoro Regency- East Java

Elsye Tandelilin^{1,*}Karina C. Rani²Nikmatul I. E. Jayani²Noviaty K. Darmasetiawan¹

¹ *Management Department, Business and Economics Faculty, University of Surabaya, Surabaya, Indonesia*

² *Pharmacy Faculty, University of Surabaya, Surabaya, Indonesia*

**Corresponding author. Email: elsyetandelilin@gmail.com*

ABSTRACT

The Coronavirus (COVID-10) outbreak causes a global economic slowdown and hit hardest to micro and small businesses. Most of them are shuttered and far more experiencing financial difficulties, raising questions, how they will survive in this situation? Moringa plant is known as a beneficial plant to health. Various herbal medicines and products are the development of Moringa. Bogo village-Bojonegoro district is one of the moringa plant centers, and micro and small businesses (MSEs) producing many herbal products. During the pandemic, they have difficulty in producing and marketing products that are mostly still based offline. This paper aims to explore the strategies used by MSEs in the Bogo village to survive in the pandemic. This study uses a qualitative paradigm with a field research approach. Direct conversations and observation of the informants' lives are the way to get detailed data. The results showed that the collaboration strategy and group commitment carried out made MSEs in the Bogo village still survive and begin to experience business recovery during this pandemic.

Keywords: *Collaborative Entrepreneurship, Group Commitment, Micro and Small Enterprises*

1. INTRODUCTION

The number of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia has increased from year to year. In 2011 the number of MSMEs is 52,764,750 increased to 56,534,592 in 2012. From 2014 to 2016, the number of MSMEs reached more than 57,900,000, and in 2018 it reached 64,194,057. Compared to the number of total enterprises in Indonesia, the number is quite a lot, although the percentage is still relatively small compared to Indonesia's total population. (www.depkop.go.id). Recent evidence shows that micro, small and medium enterprises (MSMEs) provide a large portion of national income, contributing around 70-99% and job creation worldwide [9]. It has even resulted in a sizeable increase in GDP in most countries, although only a small increase in MSMEs' productivity [8]. On the other hand, the mortality rates of MSMEs are high also. An enormous variety of obstacles affect MSME's ability to survive and compete in the market compared to large

companies, such as constraints on capital, competence, innovation [7].

The pandemic COVID 19 since the beginning of 2020 has made many micros, small and medium enterprises experience liquidity difficulties, and many have gone bankrupt. A practical solution for the above conditions is to undertake a collaborative strategy between MSMEs and building group commitment. The amount of collaboration between MSMEs and group commitment is not a popular strategy for MSMEs. The popular image of micro, small and medium entrepreneurs that collaboration and commitment with other people's will jeopardize each MSMEs' business autonomy. Therefore, studying collaborative activities and group commitment is seen more in understanding as small-scale cooperation.

A powerful strategy to facilitate the achievement of a vision is collaboration. It might be possible when entities work dependently [4]. Research conducted by Koch, Martin & Nash, 2013 in Germany on the wine

business identified that effective regional collaboration could help develop the brand identity and improve business [4]. A study by Alvarez & Barney, 2001; Nakos et al., 2014 showed that most MSMEs conduct collaboration with large companies. The collaboration is among MSEs need to done because MSME tends to lack bargaining power in collaborative practices with large companies and will reduce the benefits of the collaboration [17]. Therefore, MSME should collaborate with fellow MSME because one of the factors driving the success of this collaboration is the similarity or linkage between MSMEs [2]. The creation of innovation is one of the benefits obtained from collaboration among MSMEs and is that the presence of business survival, growth, and sustainability [14].

The selection of micro and small enterprises to be studied taking from Bogo village-Kapas District-Bojonegoro Regency - East Java. Bogo Village is the center for Moringaoleifera Lam, which has been sold only in raw material form to consumers in the market and intermediaries. Currently, various products from Moringa leaves have available, for example, food and beverages. Based on our community service for two years in Bogo's village, several problems faced by MSEs were revealed, as follows:

1. The mindset of business people who are still oriented to meet the needs of their daily lives only. They lack the ambition to become prominent entrepreneurs.
2. The Moringa tree planting system has unmanaged so that the continuity of Moringa leaves as a raw material for production is not guaranteed (supply chain is not well established)
3. People use traditional and simple production system and work individually.
4. Packing is still pure, and the marketing reach network is still limited in the Bogo area and its surroundings.
5. Not all products produced have a Home Industry Product (PIRT) license.
6. There is no product standardization and manual production
7. Limited competency of human resources so that innovation has not followed market dynamics, and there is no management standard in managing the business.
8. Limited communication providers, making it difficult to do online marketing.
9. Access to locations that are quite far and not well organized
10. Pandemic conditions make sales decline dramatically.

Based on these phenomena, the paper aims is to answer the following research questions: Can collaboration strategies and group commitment make MSEs in Bogo village survive and thrive? The development of MSEs in Bogo village and collaborative entrepreneurship concepts are the contributions of this research.

1.1. Collaborative entrepreneurship

[4]explains that collaboration theory consists of generally accepted abstractions and principles. The observations from some parties and individuals working together to develop an alliance strategy generated the theory. Based on the concept of collaborative entrepreneurship, creating something economic value that arises from new ideas created together that arise from sharing information and knowledge [5]. Collaborative entrepreneurship is a process that involves the use of networks to deliver better decision-making activities when in business cooperation [16].

Entrepreneurship is a mechanism to develop opportunities in a natural and communal environment that combines economic and social benefits (Patzelt& Shepherd, 2011). Personal economic gain is a crucial motivator of sustainable entrepreneurship. In collaborating, it is necessary to pay attention to several main factors (key factor of collaborative entrepreneurship) because there are different collaboration levels.

1.1.1. Individual Level

Entrepreneurship gives individuals the ability to pursue their dreams and personal desires in business collaboration formations [3]. The statement indicates that entrepreneurial activity is related to meaning because it comes from individual self-awareness. There are various entrepreneurial competencies needed for successful collaboration, such as lateral thinking, intuition, knowledge. Creativity, leadership, and communication. The collaboration benefits include the ease of obtaining market information, information on changes in business conditions, and extent market network.

1.1.2. Community Level

The interaction between entrepreneurial activities and communal activities is known as the concept of community-based business, which shows that a community pursues common goals to achieve business goals [14]. In developing countries, people, economies, and societies join together to promote entrepreneurial activities that sustain societal well-being. People's behavior in developing countries tends to be more collective so that a collective approach to doing business allows people to focus together on business

opportunities [16]. Community-based companies help improve developing countries' economic conditions by creating solutions to social problems [15].

1.1.3. Institutional Level

The government is a regulatory agency in developing countries. They established business policies and provides programs that offer information on business practices. The government provide various collaboration with MSMEs to help them improve such as business funding/loan, training, and assistance to improve the competence of MSMEs, providing facilities and infrastructure, and facilitating licensing arrangements is the government's role in supporting entrepreneurial development [16].

1.2. Commitment to the Group

Employee commitment is more associated with organizational commitment. Various personal factors, organizational factors, and non-organizational factors affect the commitment to the organization. The definition of organizational commitment is (1) a strong desire to remain a member of a particular organization; (2) a willingness to exert high levels of effort on behalf of the organization; and (3) a definite belief in, and acceptance of, the values and goals of the organization [11]. Based on the definition of organizational commitment, it is then adapted to define commitment to the group. The definition of commitment to the group is as group feelings, sensations, and beliefs held by members of the group. Group members who have the commitment, trust, and are proud of what the group does, show a high level of loyalty and have a deep sense of friendship [6]. Therefore team members will act according to a sense of responsibility above all else to help their team [13].

Commitment is an essential component in the group process because commitment is a feeling of identifying members with their group and the level of group unity in carrying out goals and achieving goals [1]. Commitment is also an emotional link between the individual and the group. Various researchers propose that a variety of things drives strong member commitment. The basic need for personal development leads individuals to have a greater sense of commitment to the group [10]. In general, people who have strong feelings of commitment with their group tend to think more about fellow group members' welfare. As a result, they try hard to solve various group problems and find the best ways to solve group problems [1].

2. METHOD

From among the qualitative study approach, we used a field research approach, which the researcher directly

observes and participates in small-scale social activities. Researchers can also interact face to face with "real people" in the natural social order [12, p. 432]. Field research requires direct conversation and observation of the informants. Through direct and in-depth involvement of the researcher in the form of direct contact with sources/informants/participants, theoretical / literature studies only as initial information (not an absolute basis for making research questions), and research results that are following the experiences of the informants.

The research focuses on examining the ways of thinking, behaving, interacting, culture, and ways of doing business of the people in Bogo Village, Bojonegoro District. This method allows obtaining the accurate and definite results, due to the researcher's involvement for two years with the community in the village. Field research allows researchers to explore broader social conditions, subcultures, and aspects of social life. The steps in field research are as follows: (1) Prepare oneself, read the literature and defocus; (2) Select a site and gain access to its field; (3) Enter the field and establish social relations with members; (4) Adopt a social role, learn the ropes and get along with members; (5) Watch, listen, and collect quality data; (6) Disengage and physically leave the setting [12, p. 439].

The method for collecting data uses multiple sources to support the Validity and Reliability of the data obtained. The development of theory and sampling time, situation, type of event, location, type of person, or context of interest are guiding field research methods. Reliability in field research is carrying out through internal consistency and external consistency [12, p. 247-248].

3. RESULT AND DISCUSSION

3.1. Collaborative Entrepreneurship

The collaboration strategy and group commitment are the right solutions to overcome the problem of MSEs in Bogo village. Various activities are carrying out to encourage MSEs to collaborate and encourage commitment from group members. Initial efforts were focusing on changing the mindset of MSEs through training programs, such as collaborative entrepreneurship training, the power of group commitment training, entrepreneurial success training, and sharing forums. Afterward, the MSEs are inviting to collaborate at the individual level. This process's first stage is challenging because each entrepreneur still chooses to work alone and sees other MSEs as competitors. Each entrepreneur makes their product in their home and their standard also. As a consequence, non-standard products and non-standard quality. To solve the problem, we implement various training,

mentoring, and discussions. Finally, the entrepreneurs agreed to collaborate according to the business they were running.

After the individual collaboration is running well, the next step is community collaboration. Because most entrepreneurs are women, they establish the house of production, called *Kelompok Wanita Tani* (KWT) "SRI REJEKI," which became a pioneer in the processing and development of moringa - based food products. They produce various processed products based on moringa. The collaboration results in creativity, such as inventing better product designs, better marketing systems, and networking and leads to increased product sales. The absence of clear and systematic SOPs results in a non product standard and non product quality. Through the collaboration, clear SOPs were made and applied to moringa production houses. The sanitation and hygiene aspects are also aware of the production house. The improvement of raw material quality is proposing for managing inventory and production capacity. Stock control and production plans have started to be carrying out gradually so that production continuity is maintained.

Finally, collaborative entrepreneurship at the institutional level builds with the government, especially the forestry service, the agriculture service, the cooperative and Micro, Small and Medium offices, the health department, and universities, such as the University of Surabaya. Collaboration with various agencies resulted in various assistance: the moringa seeds, land for planting moringa trees, and product licensing. The collaboration with universities resulted in mentoring and training in appropriate technology to help develop processed products, product marketing, and business management (such as simple bookkeeping with the SI APIK program, supply chain, and inventory system). Besides, collaboration is also carrying out with Village-Owned Enterprises (BUMDES), especially product marketing. The institutional program of village-owned enterprises (BUMDES) is one of the official government programs to help small businesses in the villages to survive and develop. Financial assistance through this institution is very much taken care of by the government, passed down through the village budget (AD) every year. The benefits obtained after collaborating are (1) the creativity emerging a variety of food products (moringa martabak, moringa sticks) and beverages (moringa leaf powder, moringa leaf tea, and moringa seeds) produced, (2) creating a home production with production standards to make better products, (3) the establishment of "Kelorita" houses as outlets and restaurant, (4) the division of job descriptions for each individual in the group (work divided following each member competencies), (5) the reach of marketing has become more extensive, (6) bookkeeping begins to be recorded and neatly arranged

according to simple accounting principles, (7) sales increase.

The benefits of collaboration felt by MSEs in Bogo's village are in line with the results of research by (Gajda, 2004), which states that in a collaborative entrepreneurship approach, individual skills are integrated into a group activity to make the innovation process bigger. Another result is also in line with research conducted by Peredo and Chrisman [15] demonstrate that community-based enterprises help improve economic conditions by creating solutions to social problems.

3.2. Commitment to the Group

In order for collaboration to run well, each group member's commitment is necessary to achieve common goals. After the collaboration is carried out by MSEs in Bogo's village, members' commitment to the group is not automatically forming. It takes a long time to build a commitment. One of the methods used to build group commitment is a joining responsibility strategy. The work of one person is a shared responsibility. It describes, if there is an error or loss in the working group, this will be the joint responsibility of all group members. The method makes each member working carefully and responsibly. Besides, a strong sense of kinship is built among group members so that each of them considers the other group members to be his own family. The strong sense of kinship is also to ensure that no group member leaves the group. A sense of empathy is also developing among group members. Each group member feels the problems experienced by other group members and is willing to help overcome them. The group's commitment is carrying out because they do not want to be isolated by the group and their community and cultural factors, namely the feeling of reluctance, which requires them to remain in their group. The benefits of the commitments formed by MSE groups in the village of Bogo are: (1) prioritizing group interests, (2) helping each other group members who experience problems, (3) trying to prosper together, (4) each member the group does work with a sense of responsibility and (5) jointly overcome the problems that arise during the COVID pandemic 19. The results of this commitment are following the Haskins et al. [6] argument that group members who have the commitment, trust, and pride of what the group does show a high level of loyalty and have a deep sense of friendship. Group members will also act with a sense of responsibility above all else to help their group [13].

4. CONCLUSION

Collaborative entrepreneurship at the MSE level is still rarely done because it collides with MSEs entrepreneurs' mind set who see fellow businesspeople

as competitors to be defeated. The lack of understanding of collaboration benefits is also one factor that makes it difficult for MSEs to collaborate. Collaboration carried out at the individual, community, and institutional levels provide many benefits for MSEs in Bogo's village. For effective collaboration, it requires commitment from members to the group. The strong sense of commitment among MSEs members in Bogo village makes them robust, creative and unified to overcome the hard condition and survive the pandemic. ON January - in the middle of March 2020, sales go down 70% because of the pandemic. However, in the middle of March - Juli 2020, sales increase by about 200% compared to previous sales (source: internal production house "Kelorita"). In conclusion, the collaboration strategy and group commitment is the proper strategy in dealing with the pandemic conditions.

REFERENCES

- [1] G. Akehurst, J. M. Comeche, and M. A. Galindo, "Job Satisfaction and Commitment in the Entrepreneurial SME," *Small Business Economics*, vol. 32, no. 3, pp. 277–289, 2009. <https://doi.org/10.1007/s11187-008-9116-z>
- [2] H. Chun & S. B. Mun, "Determinants of R&D cooperation in small and medium-sized enterprises," *Small Business Economics*, vol. 39, no. 2, pp. 419–436, 2012. <https://doi.org/10.1007/s11187-010-9312-5>
- [3] E. Fauchart & M. Gruber, "Darwinians, communitarians, and missionaries: The role of founder identity in entrepreneurship. *Academy of Management Journal*, vol. 54, no. 5, pp. 935–957, 2011. <https://doi.org/10.5465/amj.2009.0211>
- [4] R. Gajda, "Utilizing collaboration theory to evaluate strategic alliances," *American Journal of Evaluation*, vol. 25, no. 1, pp. 65–77, 2004. <https://doi.org/10.1016/j.ameval.2003.11.002>
- [5] V. Gupta & N. Levenburg, "Cultures, ideologies and family businesses," *Journal of Family Business Management*, vol. 2, no. 1, pp. 57–75, 2012. <https://doi.org/10.1108/20436231211216420>
- [6] M. E. Haskins, J. Liedtka, & J. Rosenblum, "Beyond teams: Toward an ethic of collaboration. *Organizational Dynamics*, vol. 26, no. 4, pp. 34–50, 1998. [https://doi.org/10.1016/s0090-2616\(98\)90004-3](https://doi.org/10.1016/s0090-2616(98)90004-3)
- [7] O. Heidrich, & A. Tiwary, "Environmental appraisal of green production systems: Challenges faced by small companies using life cycle assessment," *International Journal of Production Research*, vol. 51, no. 19, pp. 5884–5896, 2003. <https://doi.org/10.1080/00207543.2013.807372>
- [8] D. A. Higón & N. Driffield, "Exporting and innovation performance: Analysis of the annual small business survey in the UK," *International Small Business Journal*, vol. 29, no. 1, pp. 4–24, 2011. <https://doi.org/10.1177/0266242610369742>
- [9] P. Hong, C. Huang, & B. Li, "Crisis management for SMEs: Insights from a multiple-case study," *International Journal of Business Excellence*, vol. 5, no. 5, pp. 535–553, 2012. <https://doi.org/10.1504/IJBEX.2012.048802>
- [10] R. Levine, *Finance, Inequality, and Poverty: Cross-Country Evidence. January 2005*, 2014. <https://doi.org/10.1596/1813-9450-3338>
- [11] F. Luthans, *Organizational Behavior*, 12th Ed. New York: McGraw-Hill. 2011.
- [12] L. W. Neuman, *Social Research Methods: Qualitative and Quantitative Approaches*, 7th Ed. Pearson Education Limited, 2014.
- [13] J. E. Mathieu & D. M. Zajac, "A Review and meta-analysis of the antecedents, correlates, and consequences of organizational commitment," *Psychological Bulletin*, vol. 108, no. 2, pp. 171–194, 1990. <https://doi.org/10.1037/0033-2909.108.2.171>
- [14] H. Patzelt & D. A. Shepherd, "Recognizing opportunities for sustainable development," *Entrepreneurship: Theory and Practice*, vol. 35, no. 4, pp. 631–652, 2011. <https://doi.org/10.1111/j.1540-6520.2010.00386.x>
- [15] A. M. Peredo & J. J. Chrisman, "Toward a theory of community-based enterprise," *Academy of Management Review*, vol. 1, no. 2, pp. 309–328, 2006. <https://doi.org/10.5465/AMR.2006.20208683>
- [16] V. Ratten, "Collaborative entrepreneurship and the fostering of entrepreneurialism in developing countries," *International Journal of Social Entrepreneurship and Innovation*, vol. 3, no. 2, pp. 137, 2014. <https://doi.org/10.1504/ijsei.2014.064831>
- [17] A. Rezazadeh & M. Mahjoub, "Alliance entrepreneurship and entrepreneurial orientation: The mediating effect of knowledge transfer," *GadjahMada International Journal of Business*, vol. 18, no. 3, pp. 263–284, 2016. <https://doi.org/10.22146/gamaijb.16899>

Series: [Advances in Social Science, Education and Humanities Research](#)

Proceedings of the International Joint Conference on Arts and Humanities (IJAHA 2020)

[HOME](#)

[PREFACE](#)

[ARTICLES](#)

[AUTHORS](#)

[SESSIONS](#)

[ORGANIZERS](#)

[PUBLISHING INFORMATION](#)
[<](#) [PREVIOUS VOLUME IN SERIES](#)
[NEXT VOLUME IN SERIES](#) [>](#)

Welcome to the International Joint Conference on Arts and Humanities 2020 held by Universitas Negeri Surabaya. This joint conference features three international conferences: International Conference on Education Innovation (ICEI), International Conference on Cultural Studies and Applied Linguistics (ICCSAL), and International Conference on Research and Academic Community Services (ICRACOS). It encourages dissemination of ideas in arts and humanities and provides a forum for intellectuals from all over the world to discuss and present their research findings on the research areas. This conference was held in Surabaya, East Java, Indonesia, on October 3-4, 2020.

Please click [here](#) for the conference website.

Atlantis Press

Atlantis Press – now part of Springer Nature – is a professional publisher of scientific, technical & medical (STM) proceedings, journals and books. We offer world-class services, fast turnaround times and personalised communication. The proceedings and journals on our platform are Open Access and generate millions of downloads every month.

For more information, please contact us at: contact@atlantis-press.com

[▶ PROCEEDINGS](#)
[▶ JOURNALS](#)
[▶ BOOKS](#)
[▶ PUBLISHING SERVICES](#)
[▶ ABOUT](#)
[▶ NEWS](#)
[▶ CONTACT](#)
[▶ SEARCH](#)

Executive Directors

All Atlantis Press group companies have been incorporated as privately held limited liability companies managed by a one-tier management board. Please meet our executive team below.



Remco de Boer

Remco de Boer is Group CEO a.i. of Atlantis Press. He holds degrees in Artificial Intelligence and Computer Science (both cum laude - with distinction) from the University of Amsterdam. Before joining Atlantis Press, he spent 16 years in various roles across publishing, media, consulting and financial services, of which 9 years in Asia (Hong Kong & Indonesia) and the Middle East (Dubai). In academic publishing, he held positions at Elsevier/RELX as Editorial Office Manager in Health Sciences, Publisher for a mathematics portfolio, Business Analyst for Science & Technology Books and most recently as Executive Publisher heading Elsevier's International Journals & Partnership Publishing division for Europe, Middle East & Africa. In between, he worked as Senior Strategy & Management Consultant for different industries and as Chief Strategy Officer for IBG Consulting Group in Hong Kong. He also spent 3 years in banking as International Manager for HSBC and Regional Head of Product Management for HSBC's Payments & Cash Management division in Middle East & North Africa based in Dubai. Remco joined Atlantis Press in January 2018 as CEO of Atlantis Press International, the AP subsidiary focused on providing publishing services and consultancy to third-party content owners. He became CEO for the AP Group in January 2020.



Ran Dang

Ran Dang is Managing Director of Atlantis Press China. She is responsible for strategic and day-to-day management of acquisitions and publishing activities in Greater China, with particular focus on development of the proceedings and journals portfolios, as well as on providing publishing services to societies and institutions. Ran holds a Bachelor's degree in Animal Science from Henan Agricultural University (Zhengzhou, China), a Master's degree in Biological Technologies and Engineering from Ningbo University (Ningbo, China) and a Master's degree in Biochemistry and Molecular Biology from Zhejiang University (Hangzhou, China). Prior to joining Atlantis Press she gained 6 years of experience in academic publishing, including Senior Managing Editor & Section Leader at MDPI, Publishing Support Manager at Elsevier and Project/General Manager for MLS Journals. Ran joined Atlantis Press as Junior Publisher & Promotion Manager in September 2018, aiming to develop the AP proceedings series in China and to play a local supporting role for the expansion of the AP footprint in China across all product portfolios. She was promoted in May 2019 to manage the new Atlantis Press China office.

Advisory Board

The Atlantis Press Advisory Board helps to assess and attract new STM publishing projects and initiatives aimed at further developing technology for publishing digital and interactive content. More information about our Advisory Board members can be found below.



Peter Hendriks

Peter Hendriks is a senior publishing professional with broad experience in both professional and scientific publishing. He obtained an MBA from the University of Groningen after which he joined Wolters Kluwer in 1987 as a Management Trainee. In 1991 he became Publisher and later Business Unit Director at Kluwer Professional Netherlands, and in 1999 he joined Kluwer Academic Publishers, initially as Vice President U.S., and was later appointed as CEO & President in 2001. Kluwer Academic Publishers was then bought by private equity investors and merged with Springer in 2003 where Peter became a member of the Springer Executive Board in different roles for the next 13 years. He left what had by then become Springer Nature in 2016 after which he took up a number of supervisory and advisory board positions in different companies (including Atlantis Press). From April 2017 to December 2018, he served as CEO of Dutch educational publisher Malmberg which belongs to the Sanoma media group. Since then he has become Partner & CFO at 227 Search and continues to act as Advisory Board Member for several companies.



Charles Chui

Charles Chui, Ph.D. Wisconsin-Madison, is Research Professor of Mathematics at Hong Kong Baptist University and Consulting Professor of Statistics at Stanford University. He is also Curators' Professor Emeritus of the University of Missouri and Distinguished Professor Emeritus of Texas A&M University, where he had joint appointments in four departments and two colleges, namely the Department of Mathematics and Department of Statistics (College of Science) and the Department of Electrical Engineering and Department of Computer Science (College of Engineering). His current research interest is in Computational and Applied Mathematics with a focus on real-world data processing, visualization, and understanding for big data areas such as blind source decomposition and feature extractions of time series, medical images, surveillance videos and high-dimensional complex data on unknown manifolds of much lower dimensions. After spending over two decades of dedicated research in Function Theory, Approximation Theory, Harmonic Analysis and Computational Mathematics, he turned his attention to the applications of mathematics, particularly in solving real-world problems, first by working on medical imaging in collaboration with a team of radiologists and physicists in MD Anderson Cancer Center in Houston, followed by founding his first company in Silicon Valley in California based on his expertise in image compression and manipulation.



Frank van Harmelen

Frank van Harmelen is a Professor in Knowledge Representation & Reasoning in the AI department (Faculty of Science) at the Vrije Universiteit Amsterdam. After studying mathematics and computer science in Amsterdam, he moved to the Department of AI in Edinburgh, where he was awarded a PhD in 1989 for his research on meta-level reasoning. While in Edinburgh, he worked with Dr. Peter Jackson on Socrates, a logic-based toolkit for expert systems, and with Prof. Alan Bundy on proof planning for inductive theorem proving. After his PhD research, he moved back to Amsterdam where he worked from 1990 to 1995 in the SWI Department under Prof. Wielinga. He was involved in the REFLECT project on the use of reflection in expert systems, and in the KADS project, where he contributed to the development of the (ML)² language for formally specifying Knowledge-Based Systems. In 1995 he joined the AI research group at the Vrije Universiteit Amsterdam, where he was appointed Professor in 2002, and is currently leading the Knowledge Representation & Reasoning Group.



Chongfu Huang

Chongfu Huang is a full Professor at Beijing Normal University and President of the Society for Risk Analysis - China. He received his B.A.Sc. in Mathematics from Yunnan University, Kunming, China; his M.A.Sc. in Earthquake Engineering from the Institute of Engineering Mechanics, Harbin, China; and his Ph.D. in Applied Mathematics from Beijing Normal University. He worked at the Chinese University of Hong Kong as a Research Associate, and at Tokyo University of Science as an Associate Professor in 1996. As a visiting Professor, he worked at the University of Ghent in Belgium in 1997 and at the University Nebraska in Omaha in 2000. From 2000 to 2001, he was a Mercator Professor and worked at the University of Dortmund in Germany. As a visiting Professor, he worked again at Tokyo University of Science and at the University of Ghent in Belgium in 2004 and 2006 respectively.



Jie Lu

Jie Lu is Professor and Head of the School of Software in the Faculty of Engineering and Information Technology, as well as Director of the Decision Systems and e-Service Intelligence Research Laboratory in the Centre for Quantum Computation & Intelligent Systems, at the University of Technology Sydney (UTS) in Australia. She received her PhD from Curtin University of Technology in Western Australia in 2000. Her main research interests lie in the area of computational intelligence systems, decision support systems, uncertain information processing, recommender systems and e-Government and e-Service intelligence. She has published five research books and 300 articles in academic journals, including IEEE Transactions on Fuzzy Systems, DSS and Information Systems, and various conference proceedings, and has won five Australian Research Council (ARC) discovery grants, an Australian Learning & Teaching Council grant and 10 other research and industry linkage grants. She also received the first UTS Research Excellence Medal for Teaching and Research Integration in 2010.

Proceedings of the International Joint Conference on Arts and Humanities (IJCAH 2020)

+ [Advanced search](#)

SEARCH

249 articles

Proceedings Article

[The 'Karen' Fallacy: Debunking Reddit's Stereotype of Facebook Moms](#)

Sophie Ariella Tanujaya, Reynald Setyawan

The term "Facebook moms" refers to mothers who frequently participate in Facebook group discussions. They use Facebook as a platform because it allows them to create groups to accommodate their needs including attachments and express their opinions without the word-limit constraint. However, there is...

- [Article details](#)
 - [Download article \(PDF\)](#)
-

Proceedings Article

["Midwife/Nurse-Uniformed Man" Romance Trend: The Internalization of Patriarchal Values and the Relevance of Post-New Order State *Ibuism*](#)

Averil Khalisha Paramesti

Recently, the Indonesian public discourse has been stirred up by the stereotypes of midwives and nurses who are obsessed with having romantic relationships with army personnel or police officers (collectively known as "uniformed men"). Pre-wedding photographs of midwife/nurse-uniformed man couples are...

- [Article details](#)
 - [Download article \(PDF\)](#)
-

Proceedings Article

[Literary Translation Agents in the Space of Mediation: A Case Study on the Production of *The Pilgrimage in the Land of Java*](#)

M. Yuseano Kardiansyah, Aprinus Salam

This study investigates the emergence of mediation space as a consequence upon the practice of translated literary production by its particular agents. Inspired by Michaela Wolf's thought – that is influenced by the Bourdieusian field concept and Bhabhasian third space concept – the study is focused...

- [Article details](#)
 - [Download article \(PDF\)](#)
-

Voicing the Politicization of Veil on Reputed International Journal Articles The Case of Uyghur and Hui

Eva Leiliyanti, Eka Nurcahyani, Fariza

In China, Muslim veil has been seen as the most controversial object. Since the establishment of People's Republic of China in 1949, the government has been focusing on the act of 'de-veiling' by executing firmly the law of veil ban towards the Uyghur, one of the two Muslim majority in China, while quite...

- [Article details](#)
 - [Download article \(PDF\)](#)
-

Proceedings Article

A Reflection on Assessment and Evaluation Changes During COVID-19

Henny Putri Saking Wijaya

COVID-19 has forced changes in all aspects including education. Educational institutions have made a big change when moving from offline to online platforms. Teachers has to learn new tools to teach online. Within a short period of time, they need to use Google Classroom or other Learning Management...

- [Article details](#)
 - [Download article \(PDF\)](#)
-

Proceedings Article

Syntactical Construction of Verbal Composition

Henry Sulistyowati, Agung K. Mahatmaharti, Muh Fajar

One of the morphological processes combining two or more elements of a word (morpheme) to create new meanings is called composition. The process of forming compound words has the development of forms based on parts of speech's construction, namely nominal composition, verbal composition, and adjunctive...

- [Article details](#)
 - [Download article \(PDF\)](#)
-

Proceedings Article

"Drop your 'Hello!' here!": Investigating the Language Variation Used in Online Classroom for Tertiary Level in Indonesia

Laila U. Qodriani, I Dewa Putu Wijana

The COVID-19 pandemic situation in 2020 puts the entire educational sector into online activity globally. The communication process in teaching and learning activity has moved into computer-mediated communication and the explosion of the online classroom has become the most favorite media. One of the...

- [Article details](#)
 - [Download article \(PDF\)](#)
-

Proceedings Article

Authorial Voices on Hijab Discourse in Malaysia: Reading Q2 and Q3 Scopus-Indexed Journal Articles

Eka Nurcahyani, Eva Leiliyanti, S.A. Zulkarnaen

The vast interpretation of the veil has led to a divisive discourse. In western society the veil is attributed negatively. On the contrary, in Malaysia the veil has been seen as positive attribute. This study aims to examine the authorial voices of Q2 and Q3 Scopus-indexed International Journal articles...

- [Article details](#)
- [Download article \(PDF\)](#)

Proceedings Article

Rasch and Classical Test Theory Validation of Automated Assessment Tool for Measuring Students' Creativity in Computer Programming

Ekolawati, Yeni Anistyasari, Ricky Eka Putra

Creative thinking is one of the skills that must be mastered by students in the 21st Century. Some students fail and do not proficient in computer programming because they have low creative thinking skills. One of the computer programming learning to increase creativity is digital storytelling. The most...

- [Article details](#)
- [Download article \(PDF\)](#)

Proceedings Article

Collaborative Entrepreneurship and Group Commitment as a Strategy for Survival in the Pandemic Covid 19: A Case Study of SMEs in Bogo Village - Bojonegoro Regency- East Java

Elsye Tandelilin, Karina C. Rani, Nikmatul I. E. Jayani, Noviaty K. Darmasetiawan

The Coronavirus (COVID-10) outbreak causes a global economic slowdown and hit hardest to micro and small businesses. Most of them are shuttered and far more experiencing financial difficulties, raising questions, how they will survive in this situation? Moringa plant is known as a beneficial plant to...

- [Article details](#)
- [Download article \(PDF\)](#)

Proceedings Article

Improving the Community Economy in the New Normal Era Through the Application of *Rebahan*

Eva H. Fanida, Fitrotun Niswah, Suci Megawati, Tjitjik Rahaju

The Coronavirus Disease-2019 (Covid-19) pandemic has changed the way of life of humans from something that was previously uncommon to become a normal thing and even an obligation, the current condition is canceled by the new normal conditions, where people ultimately have to live side by side with the...

- [Article details](#)
- [Download article \(PDF\)](#)

Proceedings Article

Quality of Life and Level of Physical Activity in Sports Education Students During the COVID-19 Pandemic

Faridha Nurhayati, Endang S. Wahjuni, Dory Andrijanto, Irma Febriyanti, Arifah Kaharina

This study aims to determine the quality of life and the level of physical activity of sports education students at Surabaya State University during the COVID-19 pandemic. This research is a quantitative descriptive study with a survey method. The population is all sports education students in sports...

- [Article details](#)
 - [Download article \(PDF\)](#)
-