



Dies Natalis
Universitas Padjadjaran
1957 - 2015



The 7th International AAICP Conference

Bale Sawala - UNPAD

Sumedang - Indonesia, August 25-27, 2015

Program Book.

PARALEL SESSION 2.3**Bale Rancege 3, 15.30-18.00****LEADERSHIP, TEAM EFFECTIVENESS AND ORGANIZATIONAL BEHAVIOR**

P 2.3.1	The Effect of Psychological Capital and Organizational Innovative Climate in Predicting Innovative Work Behavior	Annisa Rizkiayu Leofianti
P 2.3.2	The Effects of Psychological Capital (Efficacy, Hope, Resilience, Optimism) on Teachers' Self Esteem	Fatchiah Kertamuda
P 2.3.3	Organizational Commitment: A study among Generation Y in Bandung, Indonesia	Kania Nurul Aini
P 2.3.4	Professionalism as Organizational Culture : Initial Steps in Change Management	L. Verina H. Secapramana
P 2.3.5	Application Of Learning Organization	Lucky Meinanda
P 2.3.6	Be Smart And Save: An Approach On Sexual Harassment Prevention Training In The Workplace	Margareth
P 2.3.7	Effect Of Salary Structure Grading System In Enhancing Work Engagement And Perceived Procedural Justice	Medianta Tarigan
P 2.3.8	Consumer Ethnocentrism, Perceived Product Quality, And Domestic Product Purchase Intention: Correlation Study	Muhamad Irfan Agia

PARALEL SESSION 2.4**Bale Rancege 4, 15.30-18.00****EDUCATION, TRAINING AND ORGANIZATIONAL EFFECTIVENESS**

P 2.4.1	The Role Of Parent Involvement To Influence Students School Engagement	Jane Savitri
P 2.4.2	Comparing Motivation, Learning Orientation, and Self-regulated Learning between Senior High School and Vocational School	Jati Ariati
P 2.4.3	Student Assistant Competency Identification and Its Application in Planning Recruitment and Selection	Karin Tanojo
P 2.4.4	What Indonesian Parents Do to Launch Their Young Adult?	Lenny Kendhawati
P 2.4.5	Music and memory: The effect of music-television advertisement on the recall	M. Fajri Rioncha
P 2.4.6	Things that Makes Students Happy	Marchel Immanuel
P 2.4.7	Post Academic Failure Growth of Javanese Student: An Indigenous Paradigm	Fakhirah Inayaturobbani
P 2.4.8	Intention of Protecting "Private Zone" on Fifith Grade Student in SDN Bacip Timur Bandung	Fatima Rahmah
P 2.4.9	Effect of Modelling and Token Reinforcement on Shy Behaviour among Secondary School Students in Kano State, Nigeria	Yusuf Isyaku

SCIENTIFIC COMMITTEE

Prof. Uichol Kim, *Chair*, Inha University, Korea

R. Urip Purwono, PhD., *Coord.*, Unpad, Bandung, Indonesia

Prof. Dr. Willis Sri Sayekti, Unpad, Bandung, Indonesia

Dr. Maya R. Ardiwinata, MSi., Unpad, Bandung, Indonesia

Dr. Ahmad Gimmy Prathama, MSi., Unpad, Bandung, Indonesia

Aulia Iskandarsyah, MSc., PhD., Unpad, Bandung, Indonesia

Zahrotur Rusyida, MOP, PhD., Unpad, Bandung, Indonesia

Professionalism as Organizational Culture: Initial steps in Change Management

L. Verina Halim Secapramana

University of Surabaya

verina@staff.ubaya.ac.id

In the global era of highly dynamic and competitive, the organization should be ready with the changes that occur at any time, along with the rhythm of accelerating change and driven by advances technology. Fundamental strengths in the field of continuous productivity improvement, cost reduction, innovative, and efficient operation of the traditional ways are taken in order to compete. But this power is not enough, because to win the competition companies must focus not only on various operational strategies, but also on the strength of its human resources. Structuring the organization's culture is also required, given the magnitude of the influence exerted on human behavior that work in it. Rapid changes also force the organization to adjust its culture, by emphasizing professionalism as a key advantage, as motivation to achieve a certain standard that must be owned by any person to be effective. Professionalism was chosen to be the first step for organizational changes in accordance to the organization condition.

This study is an action research in an organization, with the stages of the pre-assessment, assessment, and intervention, using the method of observation, interviews, focus group discussions, and training. Of the 119 employees who filled out a questionnaire on pre-assessment stage, 16 people in the section heads position were selected for the focus group discussion on the stage of assessment, up to a training session on the stage of the intervention.

Quantitative analysis with Wilcoxon test indicates an increase conceptual understanding of professionalism as an organizational culture. Further interventions required to touch the affective aspect as well as the skills improvement, in order to form professionalism in the real sense.

Key words: professionalism, organizational culture, change management.