



feb
uksw

PROCEEDING

3rd Economics & Business Research Festival

BUSINESS DYNAMICS TOWARD
COMPETITIVE ECONOMIC REGION OF ASEAN

NOVEMBER 13th, 2014



ISBN 978-979-3775-55-5



9 789793 775555



FAKULTAS EKONOMIKA DAN BISNIS UNIVERSITAS KRISTEN SATYA WACANA

ABSTRAK

Creative industries are significantly contribution to economic development, however the development of creative industries are still many problems, especially human resources, so it has an impact on the weakness of competitive advantage. This study aims to examine the effect of quadruple helix (intellectual government, business, civil society) to enhance the creativity and innovation capability, and impact to competitive advantage on sectors of fashion in Central Java. Sampling methods using purposive sampling and data analysis using the Partial Least Square (PLS). The research result that intellectual, business and civil society are significantly effect on the creativity but government not significantly effect on creativity. Intellectuals and business are significantly effect on the innovation capability, but government and civil society non significantly effect on innovation capability. Creativity is significantly effect on innovation capability and competitive advantage. Innovation capability is significantly effect on competitive advantage.