

2nd **Global Trends  
In Academic Research**  
International Conference On

GTAR GTAR GTAR GTAR

Bandung, Indonesia

April 20-21, 2015.

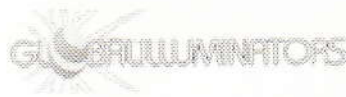


PROCEEDINGS  
BOOK OF ABSTRACTS  
GTAR-2015

2nd International Conference on  
“GLOBAL TRENDS IN ACADEMIC  
RESEARCH”  
(GTAR- 2015)  
Bandung Indonesia.

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DAY 02 Tuesday (April 21, 2015)  
Session 2 (11:00 am – 12:45 pm)

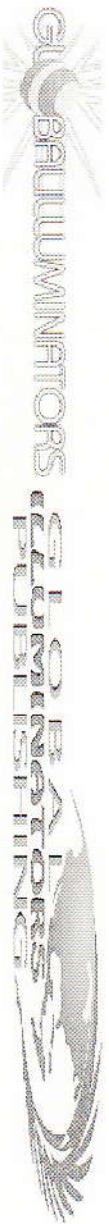
Venue: Room 1

Track A: Business & Management Economics Studies

Session Chairs: Dr. Ir Eddy Soeryanto Soegoto- & Ir. Ama Suyanto

GTAR-15-278	The Role Of Marketing Environment Audit In Marketing Performance Through Index Of Services Marketing Excellence (ISME) In Bandung Indonesia Stars Hotel	Wa Ode Likewati
GTAR-15-291	Development And Validation Of The Success Potential Inventory For Female Agri-Entrepreneurs	Glenn Medallion Calaguas
GTAR-15-295	Competitiveness Strategy Model For Effective Organizational Structure Of Higher Education In East Kalimantan	Fajar Apriani
GTAR-15-299	A Study On The Performance Of Permanent Lecturers Of Management Department In Private Higher Education In Bandung Indonesia	Fety Poerwita Sary
GTAR-15-305	Consumer Preference Analysis On Choosing Minimarket With Convenience Store Concept In Bandung (Study In Circle K, Indomaret And Alfamart In 2014)	Citra Dwi Setiawati R.

(Lunch Break: 12:45- 1:45)



## Competitiveness Strategy Model For Effective Organizational Structure Of Higher Education In East Kalimantan

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### Abstract

This research aims to analyze higher education organization competitiveness strategy model in East Kalimantan. This is a deductive-qualitative research by data collecting through observation and semi-structure interview to the organizational strategy apex and its middle line in organizational plan. This research was conducted in three universities at East Kalimantan. The research focuses are included the strategy formulation stages and the organizational transformation process. The research result showed that East Kalimantan Higher Education were not competitive in competition. Thus, the strategic management process of East Kalimantan Higher Education has to be addressed by focusing on the alignment between components in the organizational design, includes a structural component and a human component. In addition, there has to be an addition of strategy in the formulation of competitiveness strategy that has been used to crasing the restricting factors of competitive advantage that has possess by the organization. East Kalimantan Higher Education need to prepare their human resources including leaders, lecturers, academic and administration elements, and another supporting elements, especially from the quality aspect in order to reach it vision to be an international institution of higher education.

*Keywords:* competitiveness strategy, higher education, strategic management process, organizational design.

\*All correspondence related to this article should be directed to FAJAR Apriani, Hasanuddin University, Makassar, Indonesia

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# Mission

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