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Center of Competitiveness & ASEAN Study (C2AS)
Road Map: 2015-2025

P2M Politeknik Negeri Batam

C2AS

OUTLINE

INTRODUCTION, DEFINITION

RATIONALE, VISION & MISSION, PROGRAM

ACTIVITIES & SERVICE COVERAGE, BENCHMARK

RESEARCH MODEL, FRAMEWORK & TOPICS

OUTPUT, PERFORMANCE INDICATOR

ROAD MAP, RESOURCES



polibatam

pusat penelitian dan pengembangan ilmu kelautan dan perikanan



Introduction

- **CZAS** is one of research & study center under Center of Research and Community Services State Polytechnic of Batam that concern to study the competitiveness of kind of special zone its implication for company, region, nation and community within special economic zone in Indonesia. It was established in 2012
- Since 2020, the study center also concern about ASEAN Relationship Development study that support to Indonesia Development

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What is competitiveness?

- Difficulties pertaining to definition because study on competitiveness can be:
 - On different level of analysis (product, firm, industry, industry cluster, and nation)
 - Have differing objectives due to different standpoints (firm – increase market share or profits, nation – stimulate investment or restore trade balance equilibrium)
 - That authors/researchers from different disciplines (economics – micro, macro, institutional; international business; organizational theory and strategy; marketing)
 - Focused on different time horizons (short term vs long term)

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What is competitiveness?

- Examples of definition:
 - Competitiveness [should] be understood as the ability of companies, industries, regions, nations and supranational regions to generate, while being and remaining exposed to international competition, relatively high factor income and factor employment levels on a sustainable basis – OECD
 - Competitiveness of nations is “a field of Economic knowledge, which analyzes the facts and policies that shape the ability of a nation to create and maintain an environment that sustains more value creation for its enterprises and more prosperity for its people” - IMD
- Michael Porter links definition of competitiveness to elements of sustainable prosperity (through productivity of an economy set by the productivity of its companies)

Rationale

- The Economic Growth Opportunities of Indonesia

Indonesia today ...

16th-largest economy in the world

45 million members of the consuming class

53% of the population in cities producing **74%** of GDP

55 million skilled workers in the Indonesian economy

\$0.5 trillion market opportunity in consumer services, agriculture and fisheries, resources, and education



... and in 2030

7th-largest economy in the world

135 million members of the consuming class

71% of the population in cities producing **86%** of GDP

113 million skilled workers needed

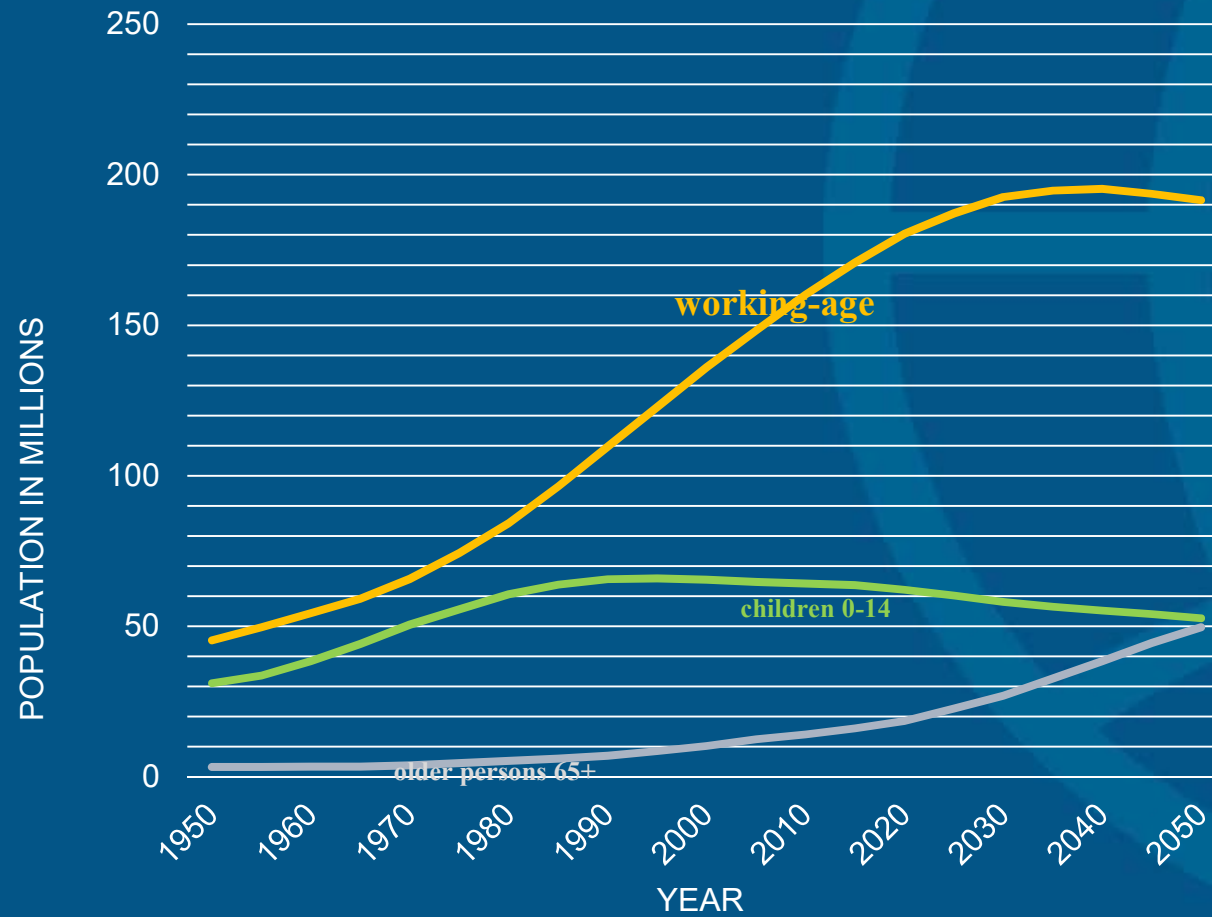
\$1.8 trillion market opportunity in consumer services, agriculture and fisheries, resources, and education



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Rationale

- Demography Bonus of Indonesia



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Vision & Mission

- Vision

Become as credible research & study center that provide contribution to increase Indonesia Special Economic Zone Competitiveness and

- Mission

- Supporting the efforts to build up HR & Nation Competitiveness
- Publishing a research and study related to competitiveness
- Producing research that would be impacted to competitiveness development policy

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Program

- Asses actual condition and impact of development of special economic zone in Indonesia,
- Identify trends of competitiveness and policy analysis on Special Economic Zone in Indonesia within the regional context of competition;
- Build a research-based assessment tools to measure the level of competitiveness ,
- Identify competitive strengths and conduct policy analysis specifically on Batam, Bintan, Karimun Free Trade Zone (BBK-FTZ) within the context of regional economies with national and international benchmarking

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Activities & Services Coverage

Activities

- Research & Study
- Group Discussion
- Guest/Visiting Lecturer
- Community Services

Services

- Survey/Pooling
- Joint/Partnership Research
- Seminar/Conference/Workshop Organizer
- E-Journal Publisher

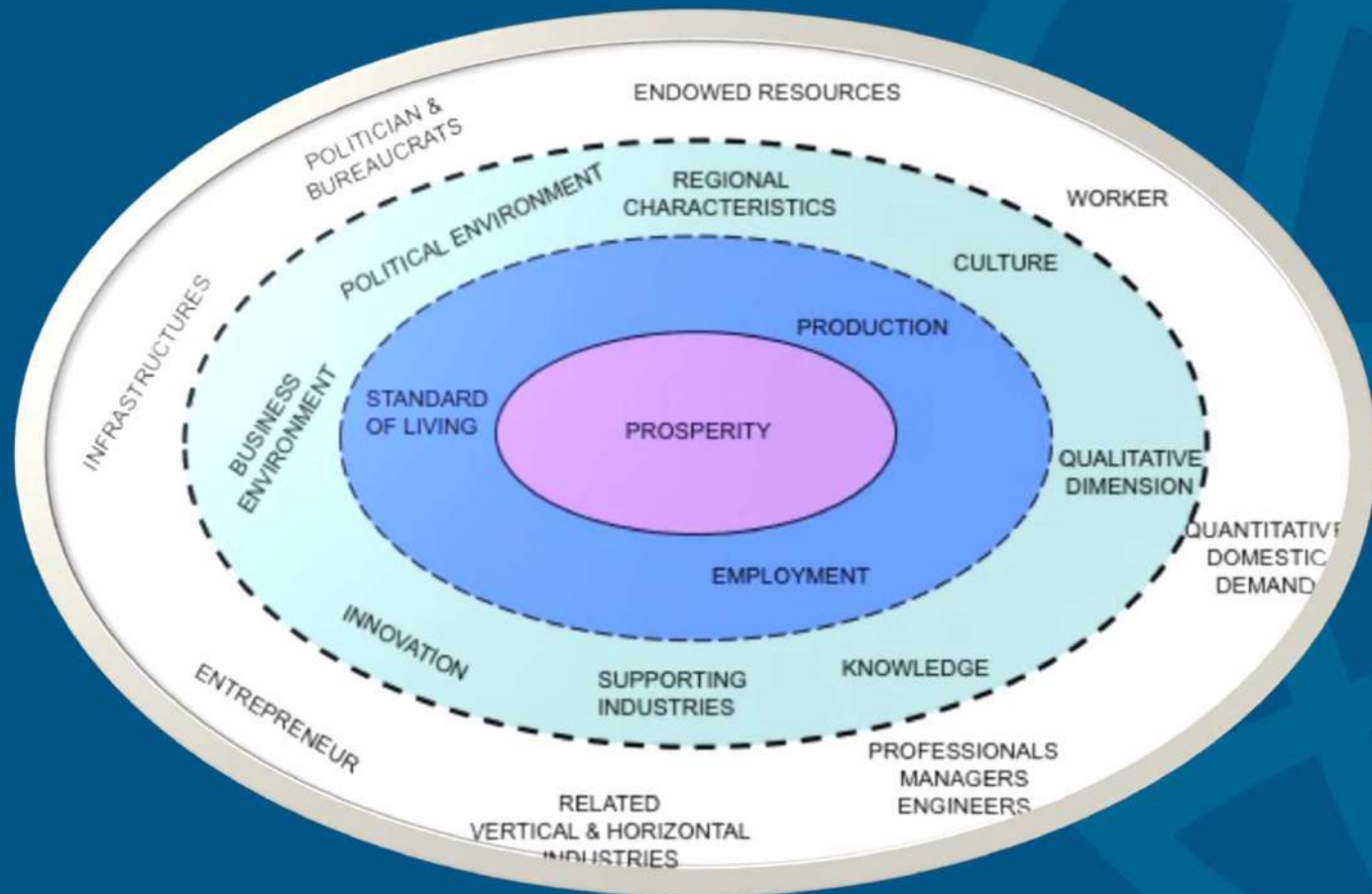
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Institution Benchmarking

- Asia Competitiveness Institute, Lee Kuan Yew School of Public Policy
- Institute For Strategy and Competitiveness, Harvard Business School
- Management Research Center, Graduate School of Management, University of Indonesia

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Model for Environment of Research



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Research Conceptual Framework



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Research Topics

Strategic Issues	Concept/Idea/Solution	Research Topic	Expertise/Competency
Company Competitiveness	Corporate Strategies to Increase Profitability, wealth and sustainability	Firm Strategy Firm Performance SME Development & Financing Scheme	Finance Mgt, Strategic Mgt, Business Adm. Business Policy Marketing Mgt
Human Resource Competitiveness	Competence of human resources	Employee Productivity, Minimum Wages, Labor Market , Skills Development, HR index	HR Mgt, Compensation Mgt, People Development
Public Policy and Governance	Pro-Business Policies and Regulations	Legal & Tax System Reform, Government Simplification/ professionalism, Investment Climate, Governance Index	Economic, Tax Accounting, Public Policy, Public Adm, Marketing Mgt

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Research Topics

Strategic Issues	Concept/Idea/Solution	Research Topic	Expertise/ Competency
Cooperation & Linkages	Supply & Value Chain, International Linkages	Supply Chain Mgt Value Chain Mgt Cluster-based relationship	Supply Chain Mgt, Business International, Marketing Mgt
Infrastructure	Integrated Infrastructure Development	Infrastructure Development Infrastrucure Index, ICT Development	Facilities Mgt, Project Mgt , ICT/Network Engineer, Urban Design
Knowledge & Innovation	Techno-preneurship Education Development	Entrepreneurship Intention, Techno park & Business Incubator Development, Triple Helix (ABG)	Engineer in any field, Business Administration, Entrepreneur, Designer
Level of Competitiveness	Competitiveness Metric	Competitiveness Index, comparative study for countries	Management, Business Adm

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Output

- Research Report
- Presentation paper for Publication in Seminar/Conference (National, International)
- Scientific Paper for Publication in Journal (National, International)
- Working paper for Policy Recommendation
- A Reference Journal (SEZ e-Journal)
- A Reference Books (SEZ Experience & Development)

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Road Map of Research

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Performance Indicator

No	Output	Indicator					
		2015-2017	2017-2019	2019-2021	2021-2023	2023-2025	
1	Journal Publication	International	1	2	4	5	6
		Accredited National	1	2	2	2	2
		Local	2	2	2	2	2
2	Seminar Publication	International	2	2	4	5	6
		National	2	4	4	4	4
		Local	2	2	2	2	2
3	Policy Recommendation		1	1	2	2	2
4	Reference Journal (e-Journal)			1	1	1	1
5	Reference Book			1	1	1	1
6	Research Grant	International			1	2	2
		National	2	2	2	2	2

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Resources

Human resources

- Principal Researcher
- Associate Researcher
- Assistant Researcher
- Surveyor
- Administration Staff

Facilities

- Office Space
- Computer/Laptop
- Printer
- E-Journal
- Data Banks
- Pooling Keypad System
- LCD Projector
- Transportation

Budgeting (in Million Rp)

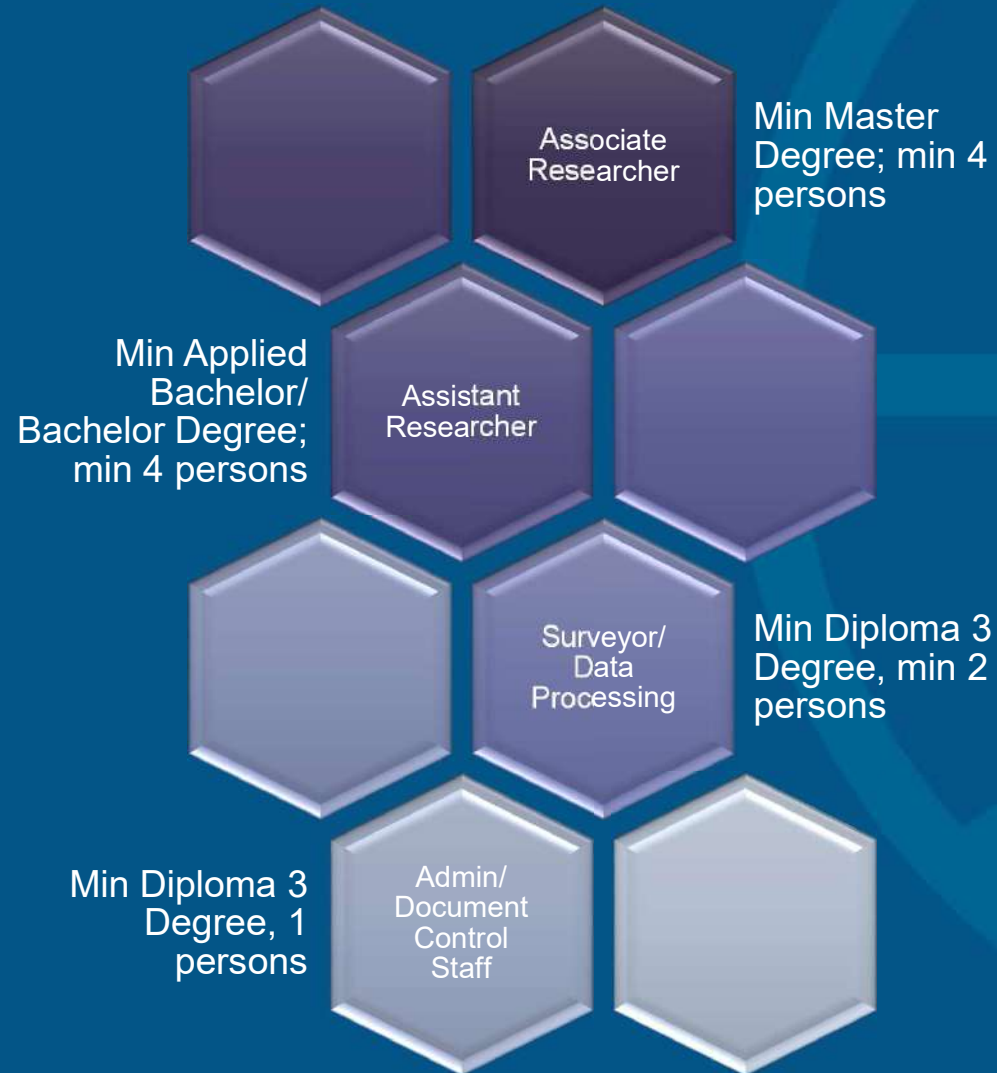
- 2015: min 20
- 2016: min 75
- 2017: min 250
- 2018: min 250
- 2019: min 400
- 2020: min 500
- >2020: min 600

- Source of Fund:
 - Research Grant
 - Operational Fund

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Member

Open Vacancy



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Published Paper or Presentation

- Hendrawan, B., 2020, Pengembangan e-commerce Local di Kawasan Perdagangan dan Pelabuhan Bebas Batam, Webinar Series BP Batam 2020, batam
- Hendrawan, B., 2019, Pandangan Tentang Perkembangan Terbaru di Provinsi Kepulauan Riau 2017-2019, The World Bank Group-Asia Competitiveness Institute Annual Conference 2019, Singapore
- Sinarti, Kartikasari, D., Hendrawan, B., Wibowo, A., 2018, Pengukuran Tingkat Daya Saing Kabupaten/Kota di Provinsi Kepri, Jurnal Akuntansi, Ekonomi dan Manajemen Bisnis, Vol 6 No 2, e-ISSN 2548-9836
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- Hendrawan, B., 2014, Dampak Pemberlakuan Kawasan Ekonomi Khusus terhadap Kineja Usaha Kecil Menengah (UKM) dalam Kawasan, *Working paper*
- Hendrawan, B., 2014, Faktor-faktor yang mempengaruhi Intensi Kewirausahaan Mahasiswa Politeknik Negeri Batam, *Working paper*
- Joni., Hendrawan, B., 2013. Kinerja Keuangan Perusahaan Go Publik di Kawasan Perdagangan Bebas Batam, *Proceeding Applied Business and Engineering Conference (ABEC)*, ISSN 2339-2053
- Hendrawan, B., 2013. Faktor-faktor yang berpengaruh Terhadap terjadinya kredit lancar dan kredit bermasalah berdasarkan karakteristik debitur, *Proceeding Applied Business and Engineering Conference (ABEC)*, ISSN 2339-2053
- Hendrawan, B., 2012. *The Small Medium-Sized Enterprise's Characteristic in Batam Free Trade Zone that Able to Acquire Debt*, Journal Procedia Economics and Finance, Elsevier, FINE298, PII: S2212-5671 (12)00323-1, DOI: 10.1016/ S2212-5671(12)00323-1
- Hendrawan, B., Hidayat, R., 2012. Dampak pemberlakuan Kawasan Ekonomi Khusus terhadap Kinerja perusahaan dalam kawasan, Prosiding Seminar Nasional dan Call for Paper AIABI, "Implementasi *Triple Helix* bagi Peningkatan Daya Saing Indonesia dalam perspektif Ilmu Administrasi, ISBN 978-602-17134-0-2
- "The Prospect And Role Of Batam Business Technology Center (BBTC) As A Business Incubator To Provide A Real Supporting For Technology-Based SMEs," presented at International Training Workshop On Promoting Local Economy Through Business Incubator, Shanghai International Business Incubator, Shanghai, Oktober, 2004

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