



*Hary Susilo Wilhelmus*

# **The Business Research**

**The Competency & Confident- Building Approach**

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# The Business Research The Importance of Customer Building Research

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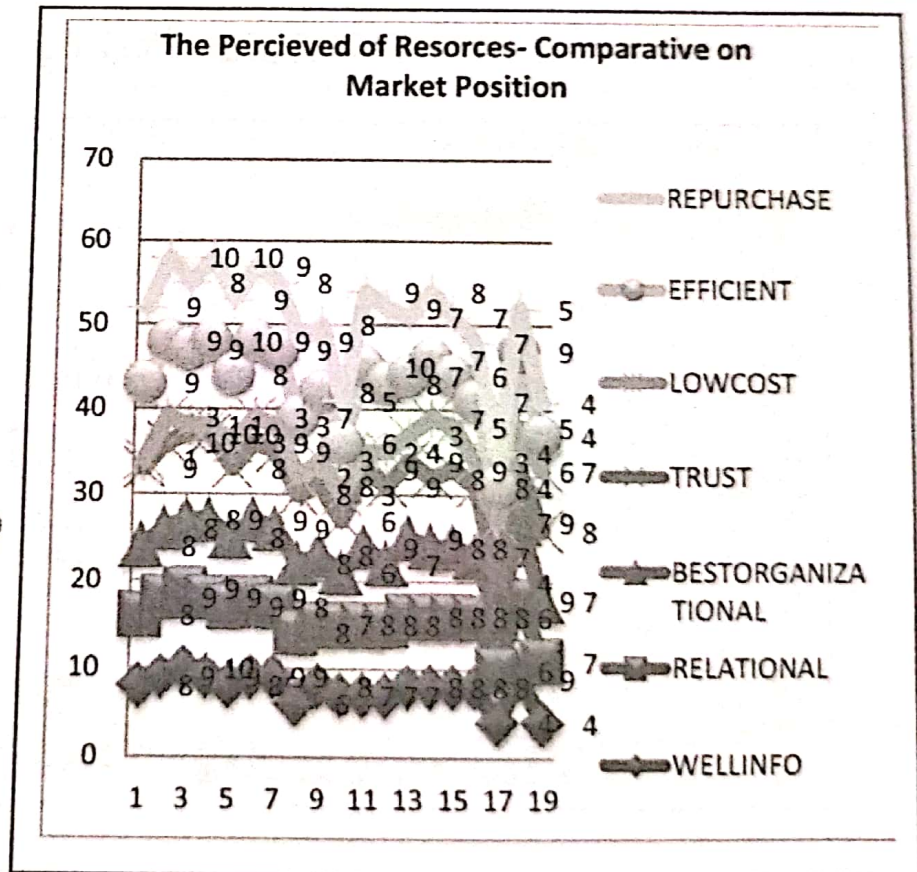
# The Business Research

## The Competency & Confident-Building Approach



First Edition

Wilhelmus Hary Susilo



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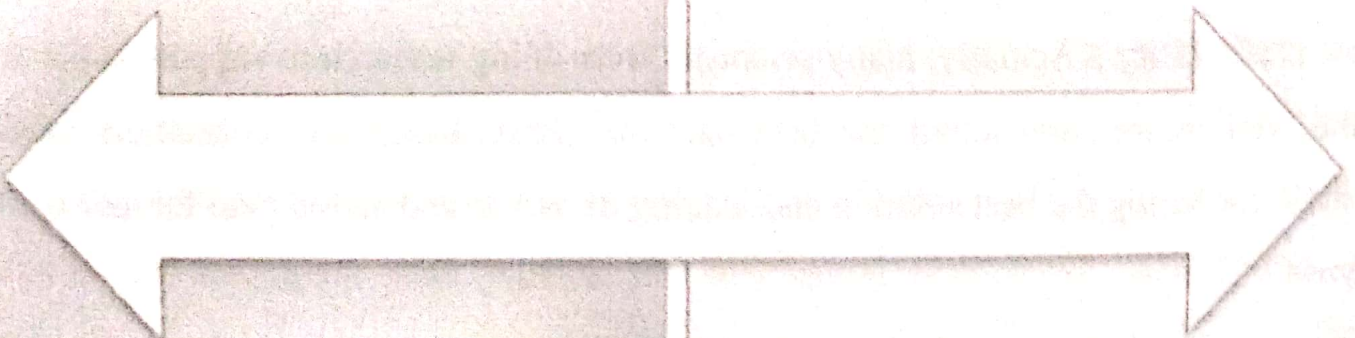
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## **CHAPTER 1**



## **INTRODUCTION TO BUSINESS RESEARCH: AN INSIGHT THE ASIAN PERSPECTIVE**



# CHAPTER 1

## INTRODUCTION TO BUSINESS RESEARCH: AN INSIGHT THE ASIAN PERSPECTIVE

### Introduction: about the recent condition in Asian

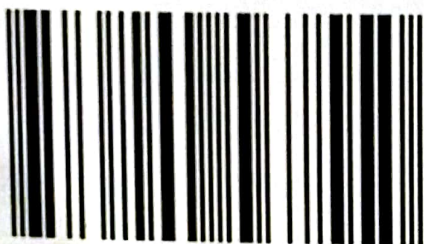
The globally competitive world was impact entire companies in diverse industrial sectors, that must respond faster. The companies were focus to costumers that they have much choice, expected more and hoped the lowest prices if the firms could attempt the market positions on the level of competitive advantage. Recently, in the business environment among institutions were more attentions to customers focus would always to change in needs, lifestyle, the consumptions behavior, demographics, more complicated modern technologies and an automatic handling that used that less employee. Furthermore, the macro-economic, social factors, the political and the policies from the governments aspect were would emphasize thinking by among enterprises' in Asia. Actually, Jakarta in this decade has been beginning the new era that has the newest mass transportations more operations the mass rapid transit that will encourage many customers easily to reaching the central business quicker and the people movement could making more trading in many product and services. The firms always have the generic strategies for winning the market with cost leaderships, customer focus and diversification of product in other ways the institutions would doing business with robust market orientations works with making and delivered more superiors customers satisfaction that reflection for business successes will have the gain business profitability's. Actually, many scientists were doing research to support at the corporate with the well information about the best data on market-based and consumers needs to be understood for taking the best solution and making decisions and action plan for managers for its firm goals.

The institutions of higher education's in Jakarta need have to be the competitive advantage in market position that could be sustain for develop and reach that already state their the vision and mission as the strategic capabilities an organization emphasizes. Furthermore, the institutions in



The great focus for this book was easy to understand and use also the scholars the researcher and the managers could more competence and confidence to develop the scientific instruments for research projects that gain data without bias. Actually, many scholars' was doing applied market-based research for providing best information with better knowledge and understand the market-based management and the customer's needs more in global era. The researcher was could conducted this book to guide more effectively to design an administering questionnaire for business research on field of management areas. Furthermore, this book was contents about how scholars could design more scientific and building the best empirical research- models that conducted within the market- based business and management science that develop by reveals the business research gap, empirical research gaps and the theoretical gaps in management and business science, develop the research's instruments and provide the result outcome of the data with analysis the latent variables within the structural equations modeling. The entire chapters in this book would pertains preview of business research on Asian Perspective recently, the scientific approach to design an administering questionnaires, the type, the guidelines and well scientific approach, the wording and sequences of the theme.

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