SEMINAR-*ONLINE*-NASIONAL

MANAJEMEN REFERENSI DAN SITASI BERBASIS ENDNOTE V.7 UNTUK *INTERNATIONAL MANUSCRIPTS*

BY: Dr Wilhelmus Hary Susilo

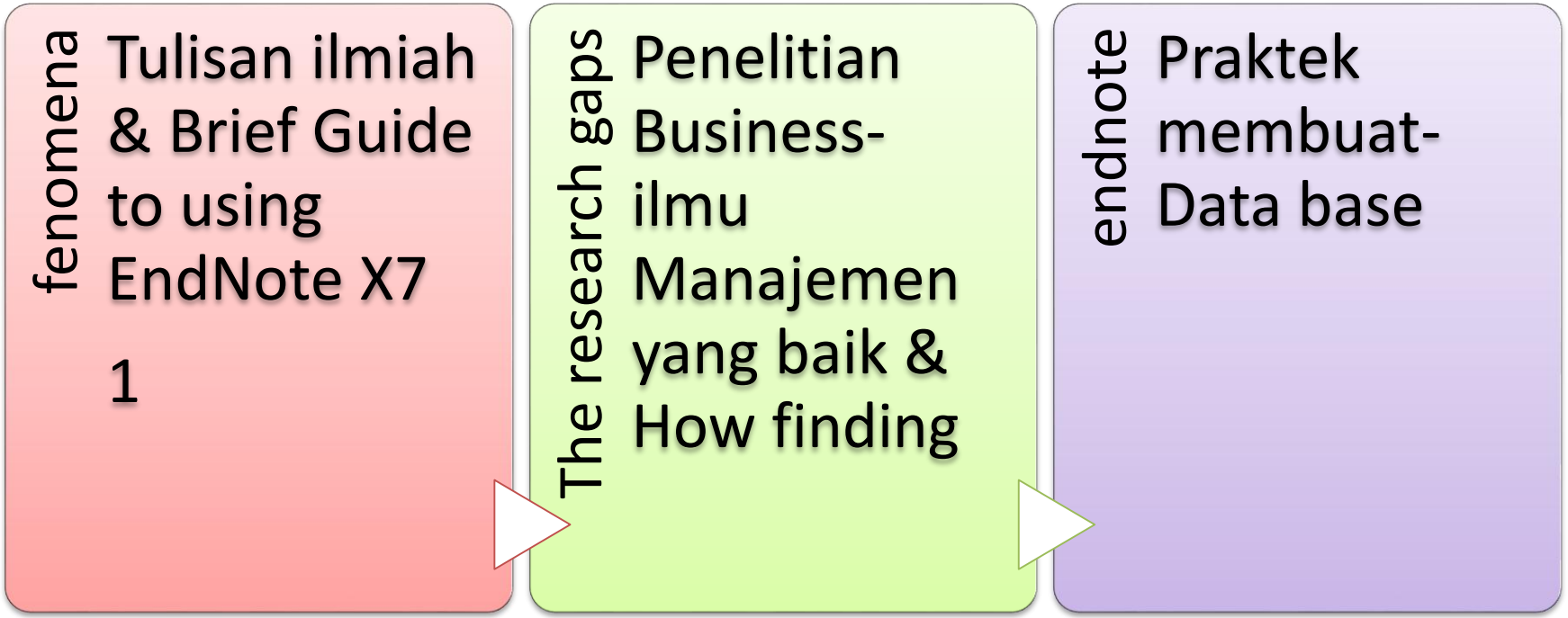
CV

- **LECTURE-CERTIFICATE.11103102004428.**
- **AMS(ACADEMY OF MARKETING SCIENCE) - MEMBERS ID: 50672345)- IMARC.ID: 20150122- ID ercicrssh 1804140- member of Social science & Humanities Research Association (SSHRA).**
- Assoc. Professor (Head Lector) of Marketing Management

Ka-Prodi MM FEB UPI YAI,

23 buku (1 International Book- LATVIA_European), 27 Internasional Journal Manuscripts (5 scopus- Q3, 1 Elsevier, Index copernicus), Presenter-International conference (Finland (Aalto University), Tokyo, Singapore (NUSS), Bali, Batam, Manado, Makasar, Jakarta (INA),etc), Int. Reviewer (Italy dan Yunani), Int. Pilot Survey; Beijing, Hanoi Vietnam, Singapore. Thw International- Symposium Judge, Korea , DOSEN S3 FEB UPI YAI, UI, DOSEN S2 MM FEB UPI YAI, UMB, PAKUAN, STIK SC, DOSEN S1 ARS TEKNIK UPI YAI.

Pertain


fenomena
Tulisan ilmiah & Brief Guide to using EndNote X7
1
The research gaps
Penelitian Business-ilmu Manajemen yang baik & How finding
endnote
Praktek membuat-Data base

Fenomena manuscripts

Kum (indexes)- desiminasi- REVIEW PROCESS

Kesadaran diri

budget

Gap penelitian

Data base referensi- grand theory MANAJEMEN- jurnal terkait- novelty

Tata- bahasa

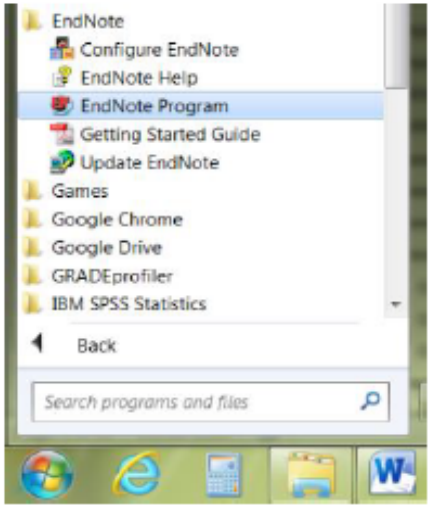
EndNote is a bibliographic software

- EndNote is a bibliographic software that is used to store and manage all your references. It is actually a databaseas Endnote Libraries. It allows you to import and organize references into groups to easily manage many projects using the same library.
- The references could then be use as you write your paper or thesis, and create your bibliography in the style of your choice.
- References can be imported from databases such as ScienceDirect. EndNote works with Microsoft Word, OpenOffice.org Writer, Wolfram Mathmaticva, and Apple Pages.

1. Navigating the Library Window

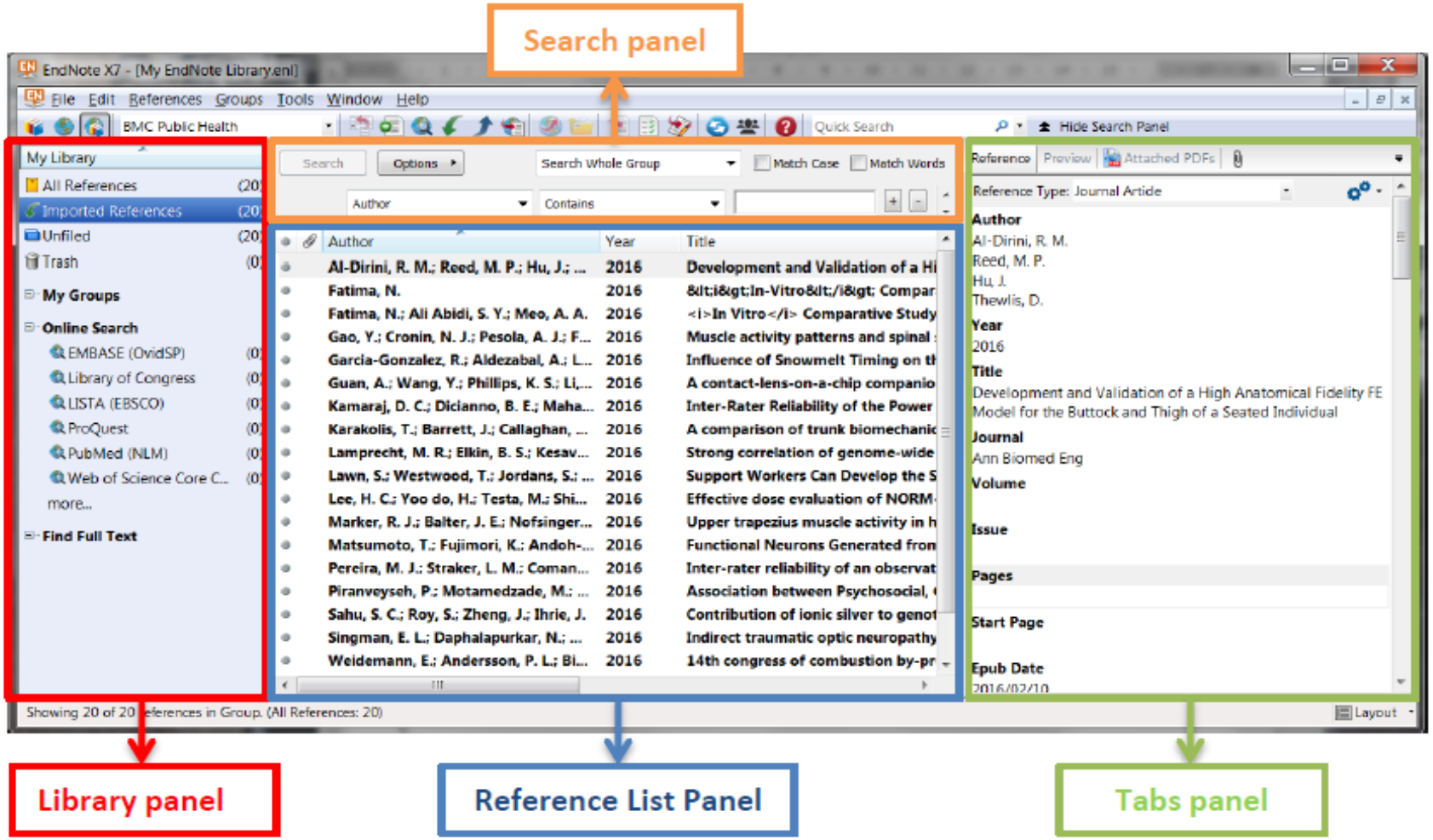
To start EndNote in Windows 7,

Click on the **Start button → All Programs → EndNote → EndNote Program**

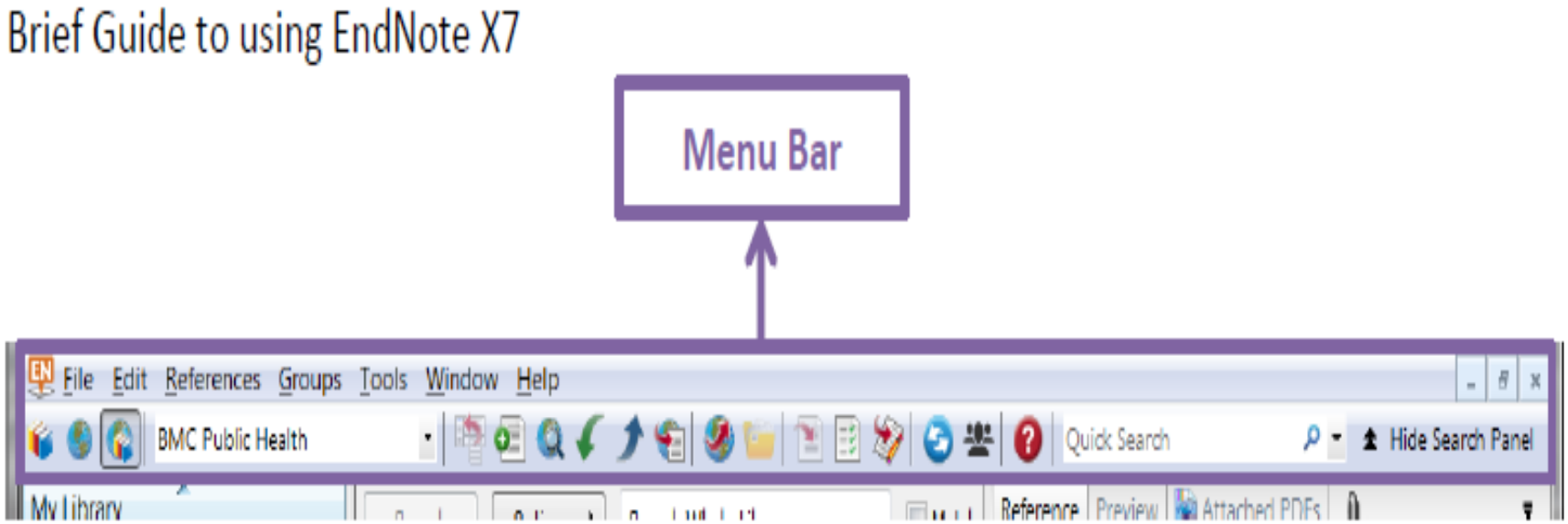


This is the main EndNote X7 windows

The panels


Search panel
EndNote X7 - [My EndNote Library.enl]
File Edit References Groups Tools Window Help
BMC Public Health
Quick Search
Hide Search Panel
My Library
All References
Imported References
Unfiled
Trash
My Groups
Online Search
EMBASE (OvidSP)
Library of Congress
LISTA (EBSCO)
ProQuest
PubMed (NLM)
Web of Science Core C...
more...
Find Full Text
Search
Options
Search Whole Group
Match Case
Match Words
Author
Contains
Author
Year
Title
Al-Dirini, R. M.; Reed, M. P.; Hu, J.; ... 2016 Development and Validation of a Hi
Fatima, N. 2016 <i>In-Vitro</i> Compar
Fatima, N.; Ali Abidi, S. Y.; Meo, A. A. 2016 In Vitro Comparative Study
Gao, Y.; Cronin, N. J.; Pesola, A. J.; F... 2016 Muscle activity patterns and spinal
Garcia-Gonzalez, R.; Aldezabal, A.; L... 2016 Influence of Snowmelt Timing on th
Guan, A.; Wang, Y.; Phillips, K. S.; Li,... 2016 A contact-lens-on-a-chip companio
Kamaraj, D. C.; Dicianno, B. E.; Maha... 2016 Inter-Rater Reliability of the Power
Karakolis, T.; Barrett, J.; Callaghan, ... 2016 A comparison of trunk biomechanic
Lamprecht, M. R.; Elkin, B. S.; Kesav... 2016 Strong correlation of genome-wide
Lawn, S.; Westwood, T.; Jordans, S.; ... 2016 Support Workers Can Develop the S
Lee, H. C.; Yoo do, H.; Testa, M.; Shi... 2016 Effective dose evaluation of NORM
Marker, R. J.; Balter, J. E.; Nofsinger... 2016 Upper trapezius muscle activity in h
Matsumoto, T.; Fujimori, K.; Andoh-... 2016 Functional Neurons Generated from
Pereira, M. J.; Straker, L. M.; Coman... 2016 Inter-rater reliability of an observat
Piranveyseh, P.; Motamedzade, M.; ... 2016 Association between Psychosocial,
Sahu, S. C.; Roy, S.; Zheng, J.; Ihrie, J. 2016 Contribution of ionic silver to genot
Singman, E. L.; Daphalapurkar, N.; ... 2016 Indirect traumatic optic neuropathy
Weidemann, E.; Andersson, P. L.; Bi... 2016 14th congress of combustion by-pr
Reference
Preview
Attached PDFs
Reference Type: Journal Article
Author
Al-Dirini, R. M.
Reed, M. P.
Hu, J.
Thewlis, D.
Year
2016
Title
Development and Validation of a High Anatomical Fidelity FE Model for the Buttock and Thigh of a Seated Individual
Journal
Ann Biomed Eng
Volume
Issue
Pages
Start Page
Epub Date
2016/02/10
Showing 20 of 20 References in Group. (All References: 20)
Layout
Library panel
Reference List Panel
Tabs panel

The menu bar


Brief Guide to using EndNote X7
Menu Bar
File Edit References Groups Tools Window Help
BMC Public Health
Quick Search
Hide Search Panel
My Library
Reference
Preview
Attached PDFs

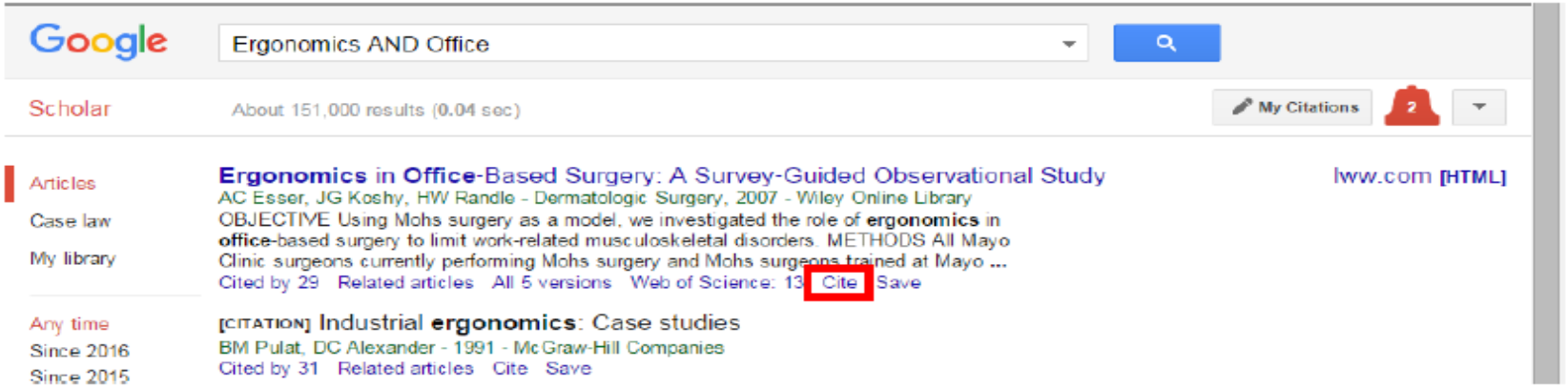
Membuat data base

- 1. Insert individual.
- 2. Insert dari data base Jurnal tertentu

3. Cite from google

Google Scholar Citation

- Search the articles in Google Scholar, http://scholar.google.com/
- Select **Cite** at the bottom of the article you like to export.



- A pop-up window appear
- Select **EndNote**

Perhatikan Index Journal

- SCOPUS- CEK SJR
- INDEX COPERNICUS

Bagaimana konteks manage referensi dengan keilmuan manajemen?

Bidang ilmu manajemen sesuai konsentrasinya

Memahami penelitian yang baik

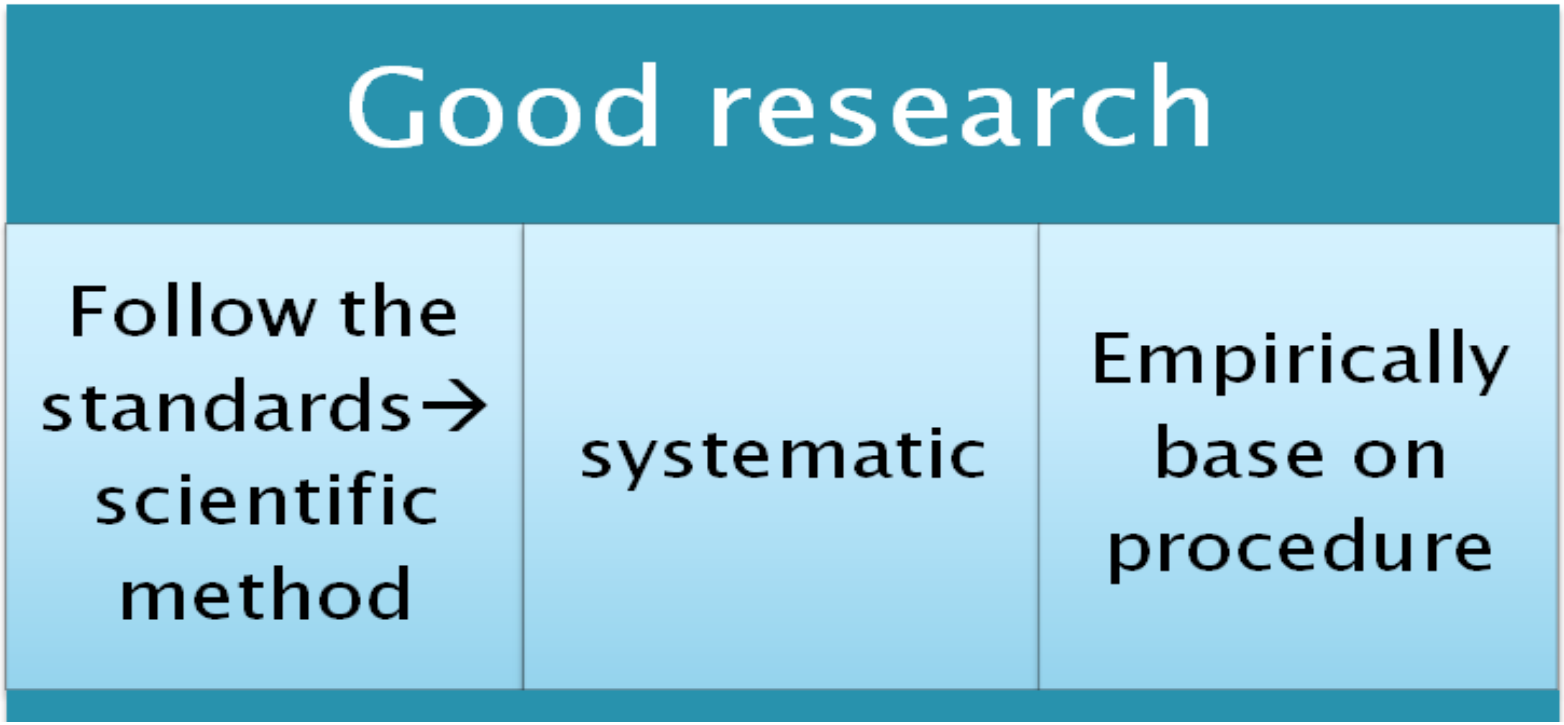
Memahami kesenjangan penelitian

Memahami isi Jurnal dengan baik

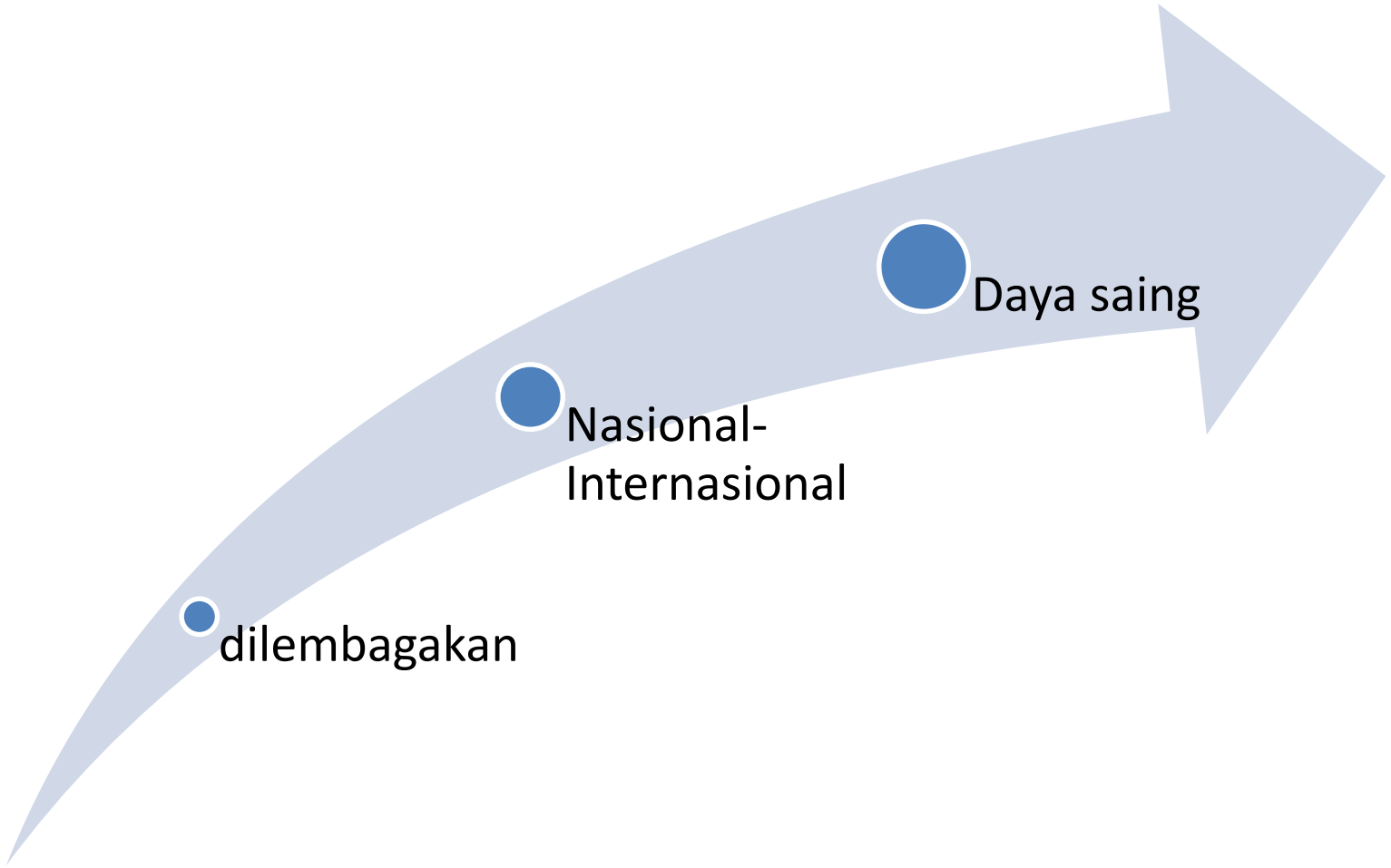
Yang terpenting juga memahami Teori Ilmu Manajemen dengan baik

Penelitian yang baik

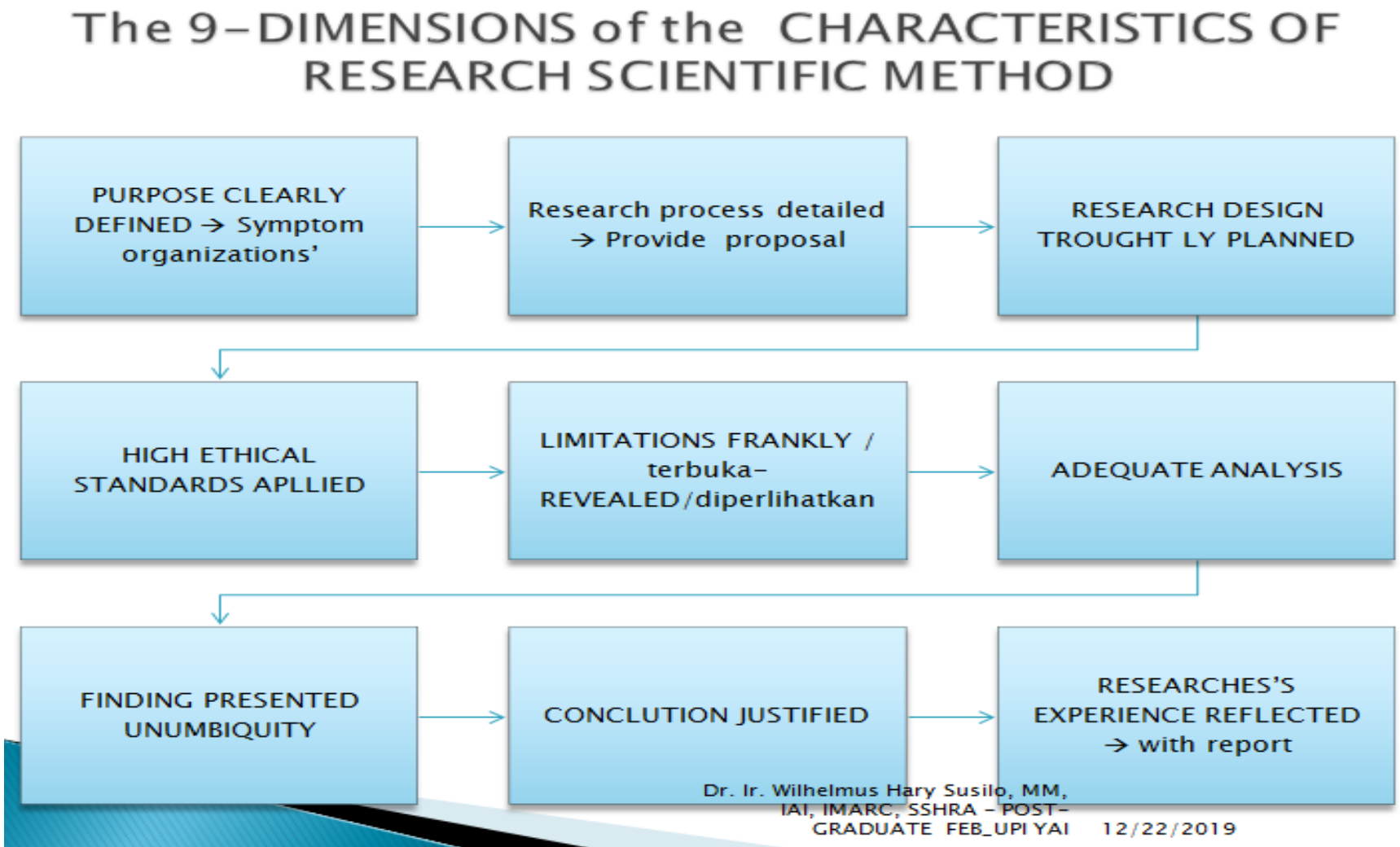
What is good research
(Cooper dan Schindler,2014)



The ethic clearance

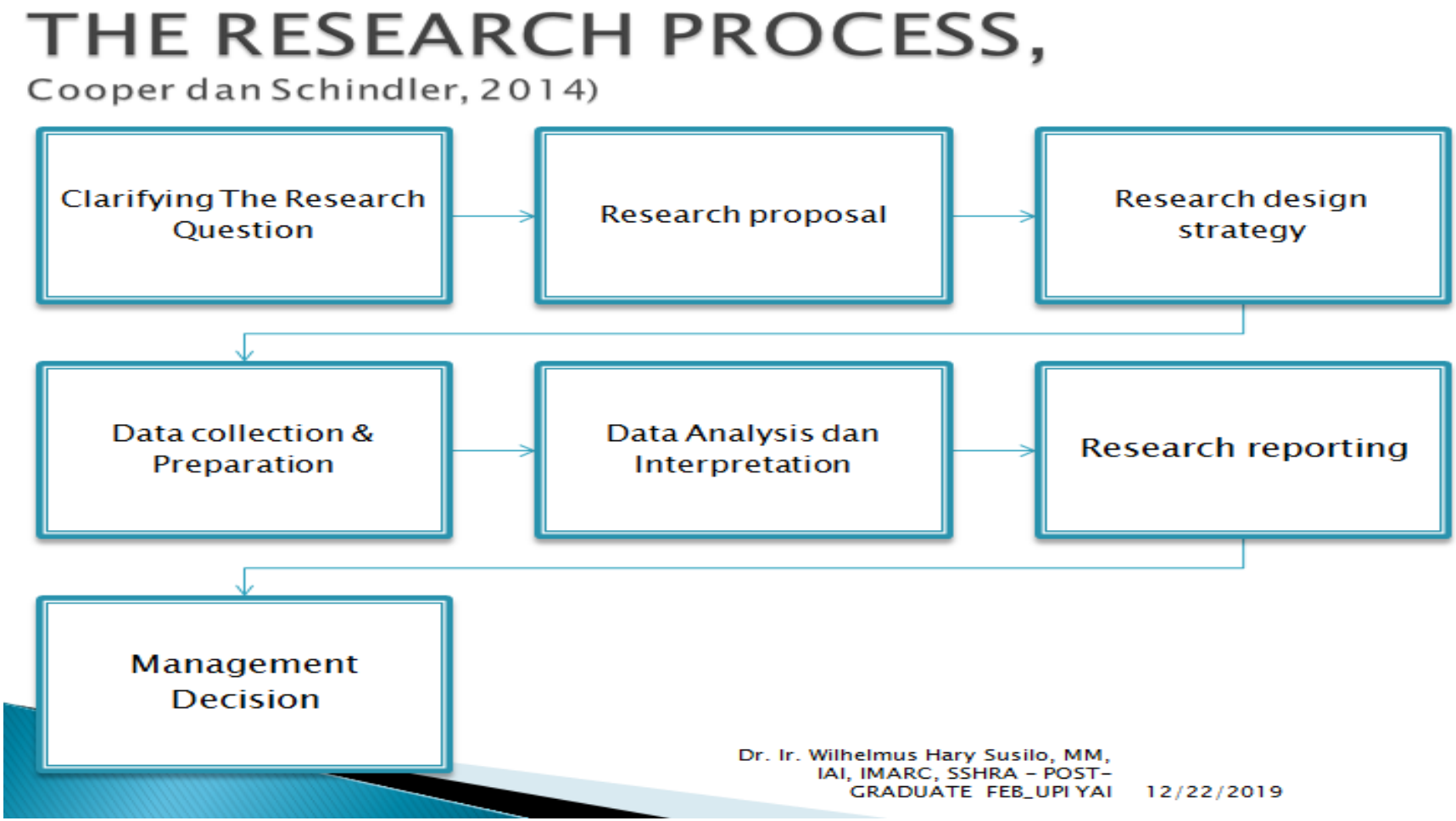


Sembilan dimensi



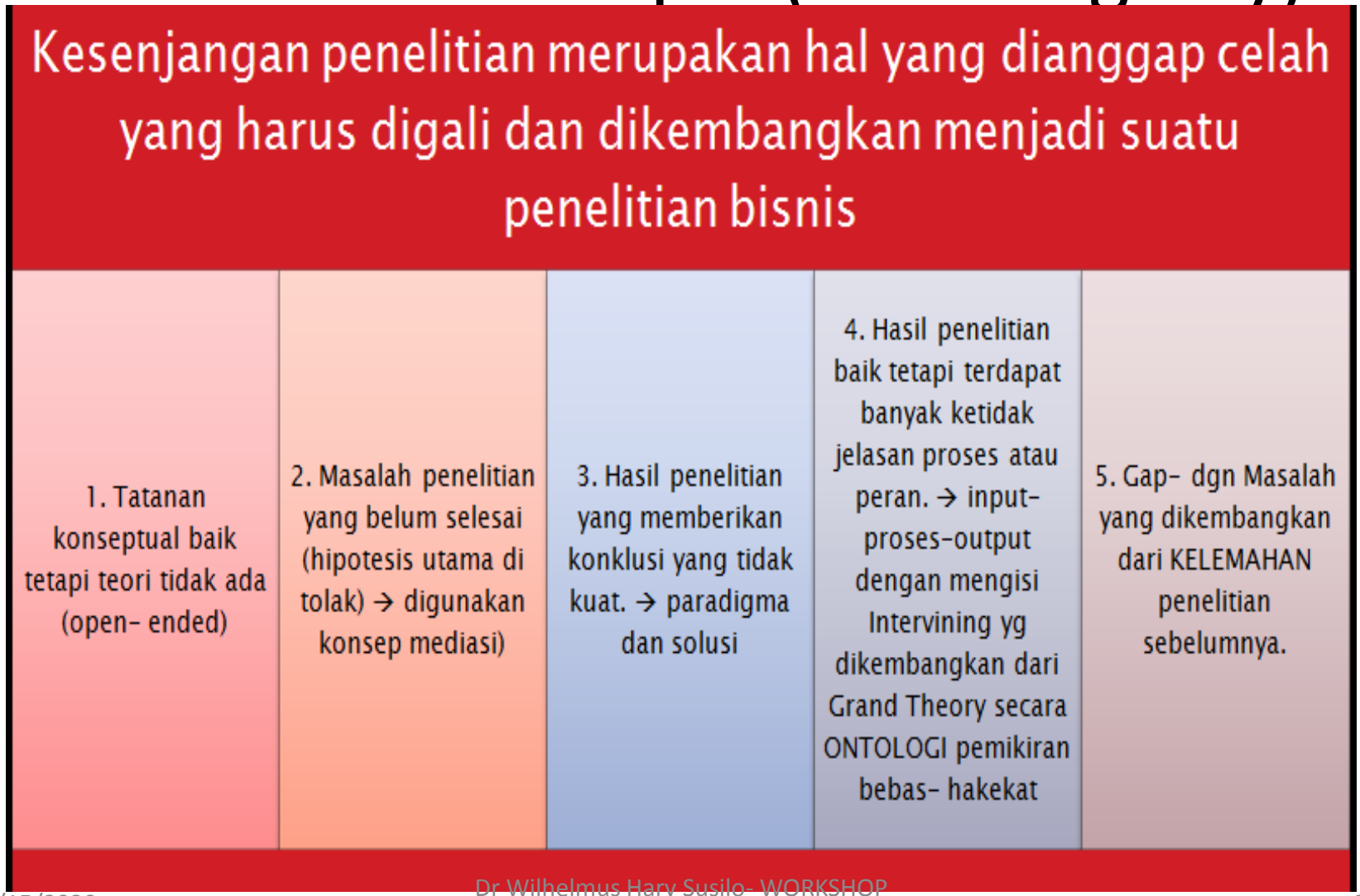
LOGIKA PENELITIAN

Proses penelitian bisnis



RESEARCH GAP- AN IDEA FOR MANUSCRIPTS

The 5 research gap- generating for an idea of manuscripts (Prof. Augusty)



KOMBINASI- THEORITIKAL GAPS- RESEARCH GAPS DENGAN BISNIS- GAP

1. PREPARING AN APPROPRIATE MODEL.

2. WHAT KINS OF COMBINATION OF VARAIBLES TO EXPLAIN THE PARADIGMN?

3. WHAT KIND OF RELATION IS ASSUMED AND ANALYZED BETWEEN VARIABLES?

4. IS YOUR MODEL TO ANALYZED THE REVIEW PARADIGMN BASE ON THE PREVIOUS STUDIES?

5. IS AN APPROPRIATE HYPHOTHESIS PROPOSED?

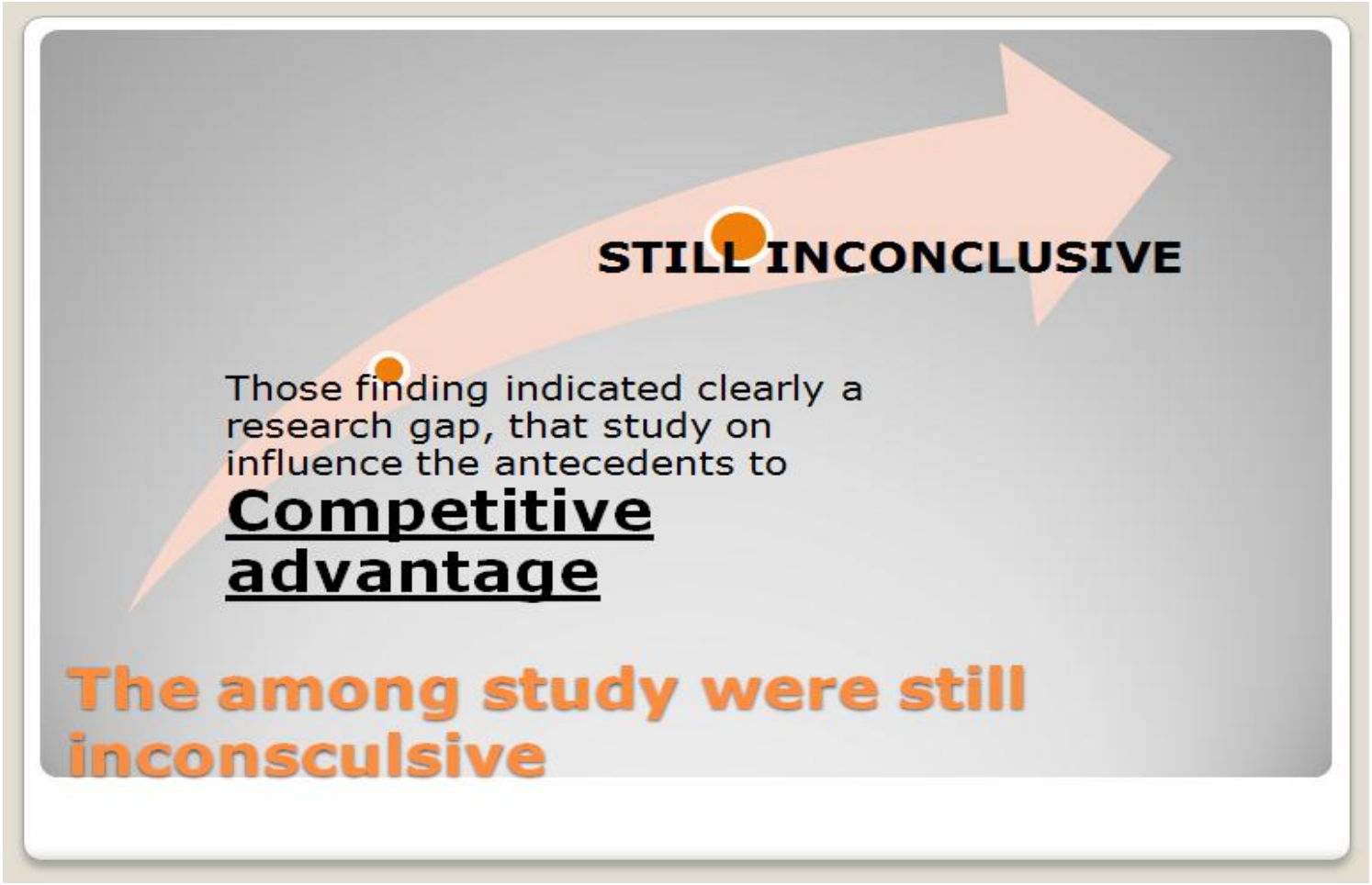
6. IS THE METHOD FOR MEASUREMENT OF A VARIABLES DECIDED?

7. CAN MEASURING VARIABLES BE CERTAINLY CONTROLLED?

2 APPROACH

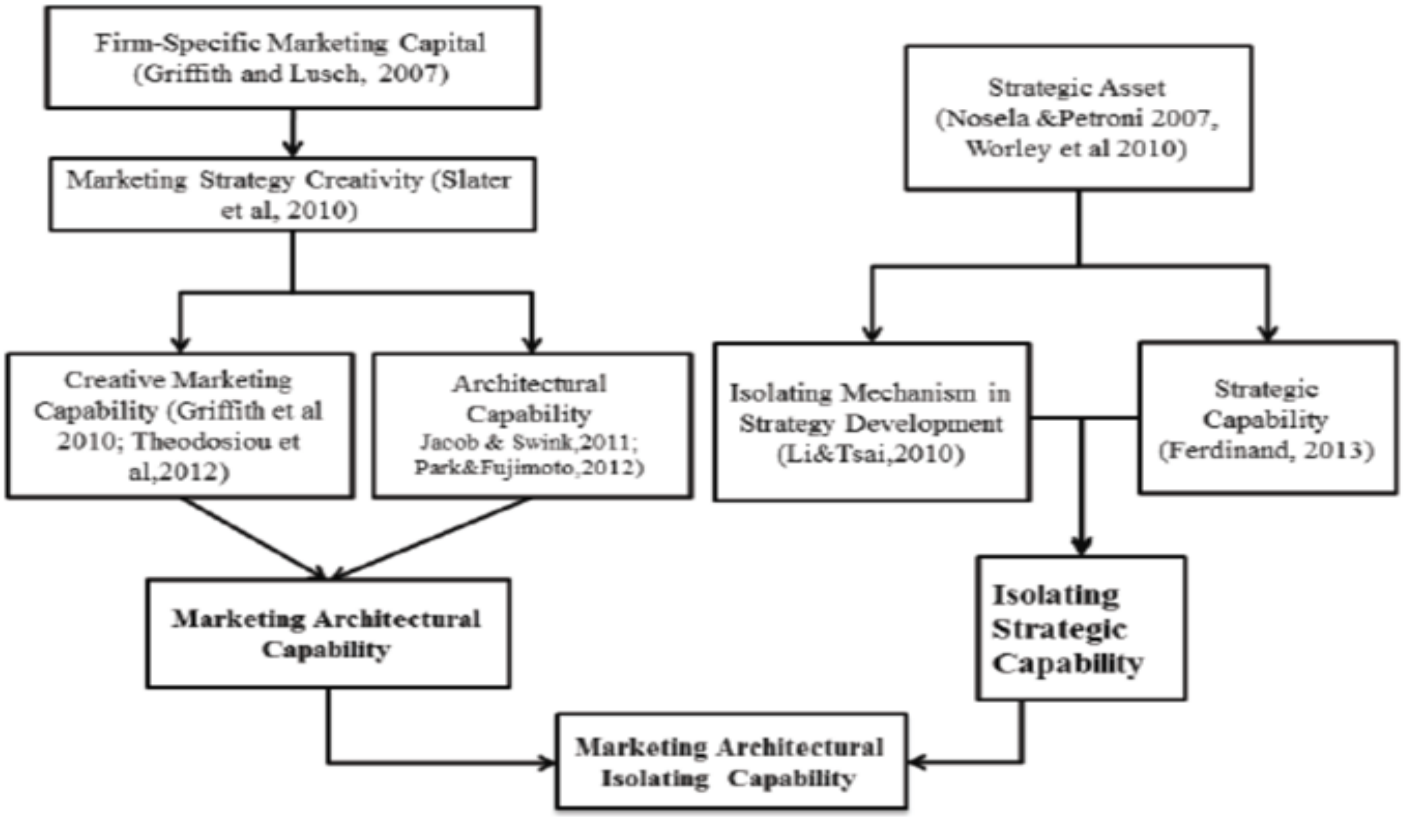
Business GAP
Research GAP
research conducted with
2 approach for findings the
RESEARCH GAP (Jaworski, 2018)

GAPS NO 4


STILL INCONCLUSIVE
Those finding indicated clearly a research gap, that study on influence the antecedents to
Competitive advantage
The among study were still inconsculsive

PROSES SINTESIS MENGISI GAP PENELITIAN

Figure 1
Sythesis Process of MAIsCap Concept



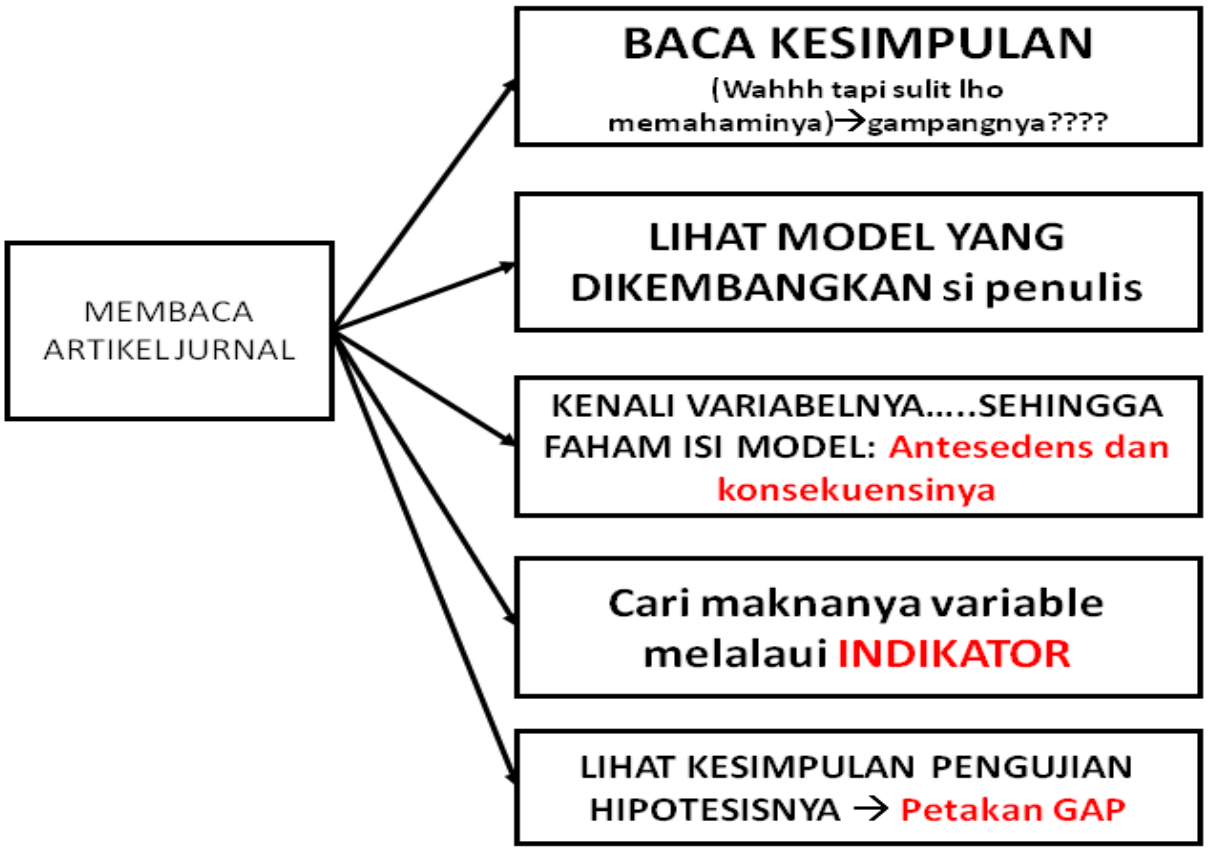
CONTOH MENULISKAN TUJUAN PENELITIAN YANG MEMILIKI NOVELTY

TUJUAN PENELITIAN

Penelitian ini bertujuan mengeksplorasi hubungan antara orientasi pelanggan terhadap kinerja tenaga penjualan serta mengeksploitasikannya ke dalam model konseptual baru yang berpijak pada dua teori utama yaitu Resource Advantage theory of competion and Service Dominant Logic.

Sumber : Disertasi Hidayat, 2018 Lab Sains Pemasaran DIM PSDIE FEB Undip

TEKNIK MEMAHAMI ARTIKEL JURNAL



Laboratorium Sains Pemasaran
Fakultas Ekonomika dan Bisnis Undip

Prof. AGF Management Research Forum
Training, Research Modeling & Supervision Services

THEORY- ORGANIZATIONAL

THE ORGANIZATIOAL THEORY

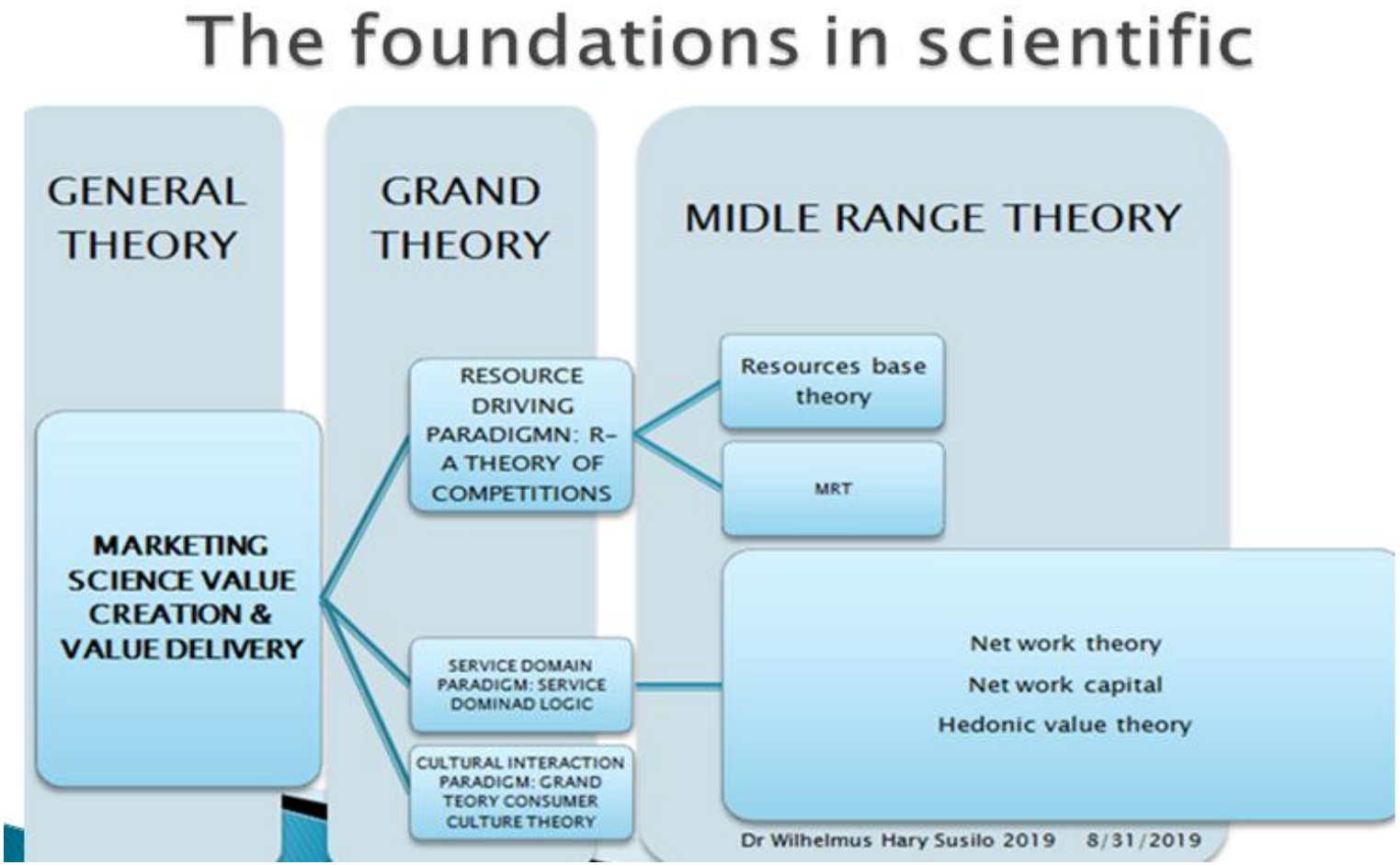
THEORY

1. ADJUSTMENT-COST THEORY OF THE FIRM,2. AGENCY,3. BEHAVIORAL THEORY OF FIRM, 4. BOUNDED RATIONALITY THEORY,5. COMPETENCE BASED THEORY,6. CONTINGECY THEORY,7. ECLECTIC THEORY OF INTERNATIONALA PRODUCTIONS, 8. GAME THEORY, 9.INDUSTRIAL ORGANIZATION, 10. INFORMATION ECONOMICS THEORY, 11. INSTITUTIONAL THEORY.

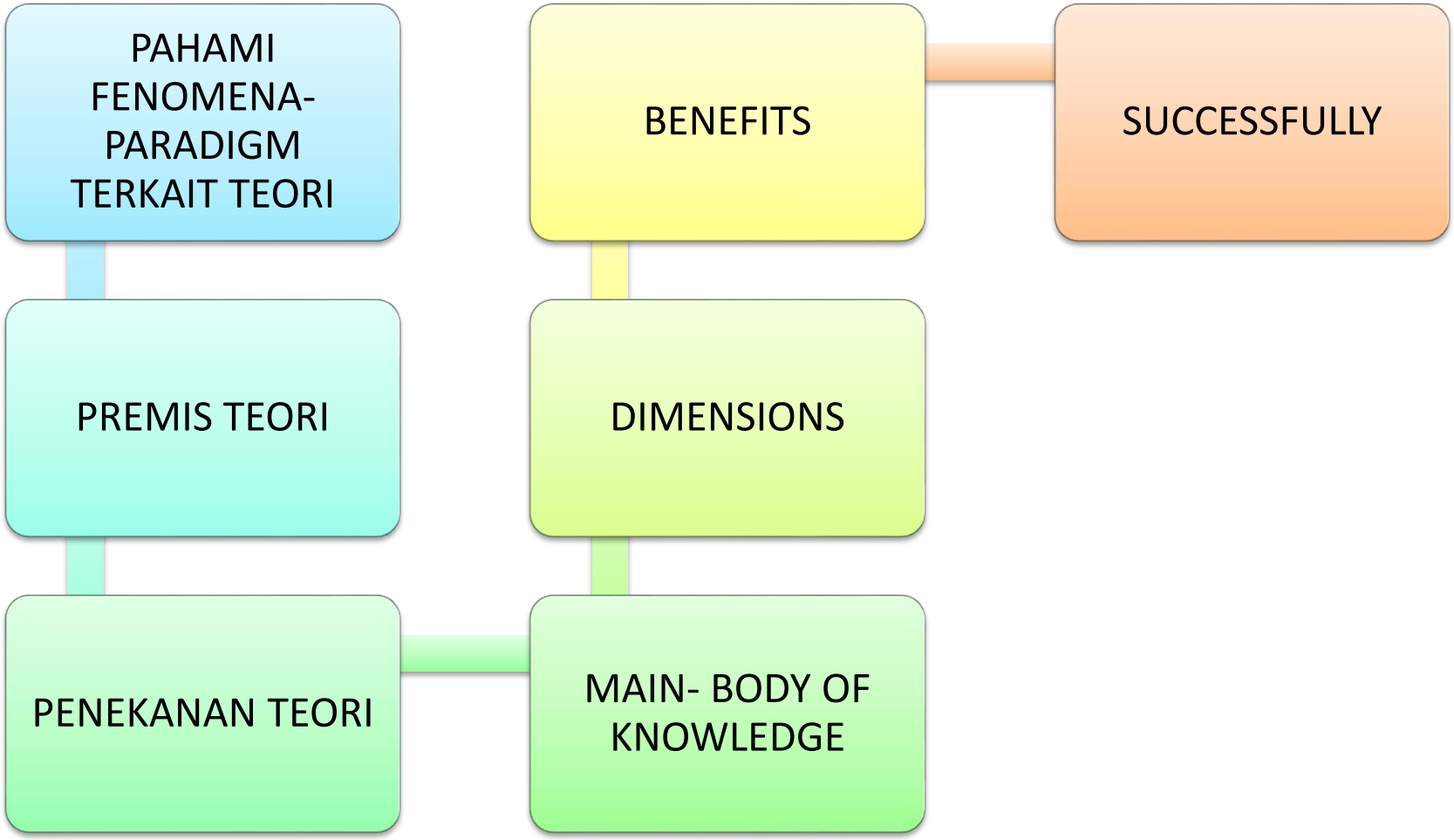
12. KNOWLEDGE-BASED VIEW OF THE FIRM, 13. NETWORK THEORY, 14. ORGANIZATIONAL ECOLOGY, 15. PROSPECT THEORY, 16. REAL OPTIONS THEORY, 17. RESOURCE-ADVANTAGE THEORY, 18. RESOURCE-BASED VIEW OF THE FIRM, 19. RESORCE DEPENDENCE THEORY, 20. SERVICE- DOMINANT LOGIC, 21. SIGNALING THEORY.

22.SOCIAL CAPITAL THEORY, 23. STAKEHOLDER THEORY, 24. STRATEGIC CHOICE THEORY, 25. SYSTEM THEORY, 26. THEORY OF COMPETITIVE RATIONALITY, 27. THEORY OF MULTIMARKET COMPETITIONS, 28. THEORY OF THE GROWTH OF THE FIRM, 29. THEORY OF THE MULTINATIONAL ENTREPRISE, 30. TRANSACTION COST ECONOMICS, 31. UPPER ECHELONS THEORY.

HINDARI "ISTANA PASIR"

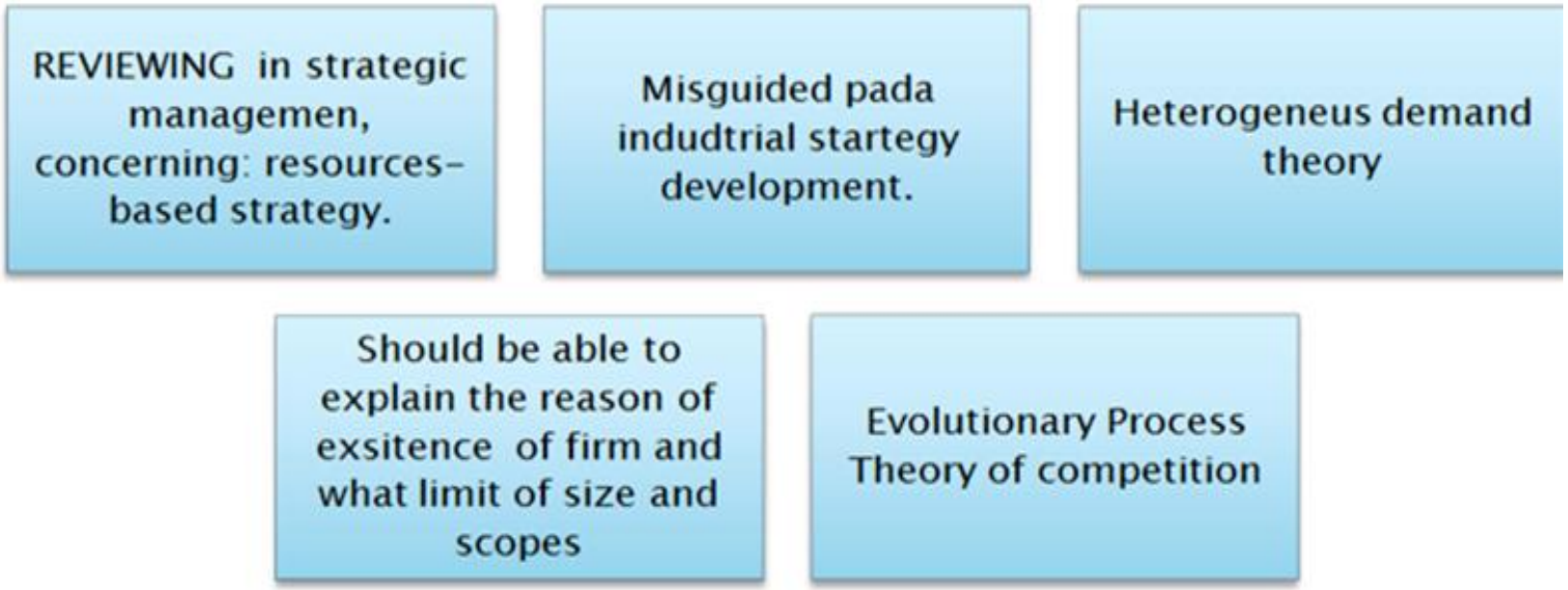


TAHAP MELAKUKAN LITERATURE REVIEW PADA SUATU TEORI

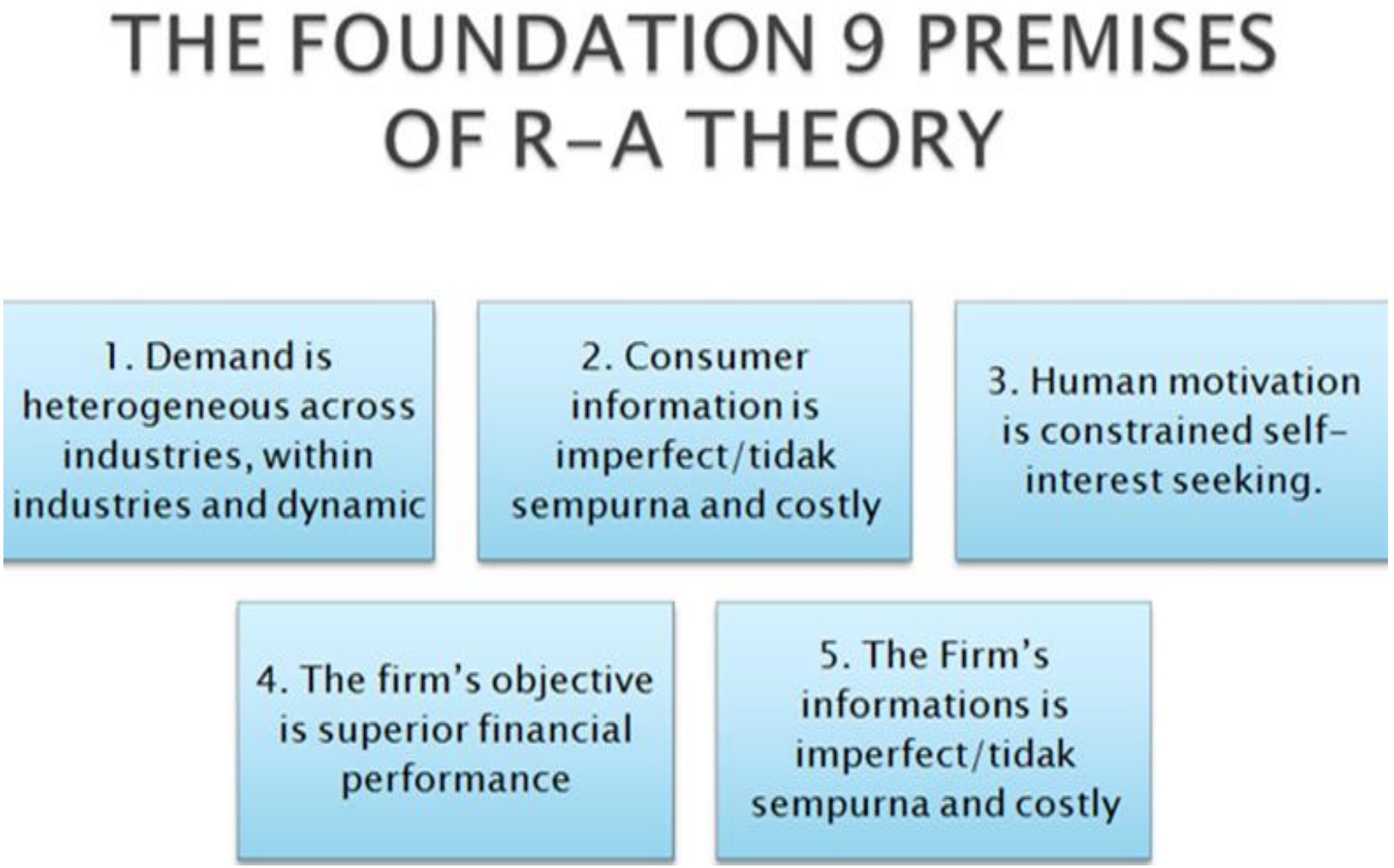


THE R-A THEORY

BACK GROUND ON RESOURCES-ADVANTAGE THEORY (Hunt, 2011,pp73)



PREMISES


THE FOUNDATION 9 PREMISES OF R-A THEORY
1. Demand is heterogeneous across industries, within industries and dynamic
2. Consumer information is imperfect/tidak sempurna and costly
3. Human motivation is constrained self-interest seeking.
4. The firm's objective is superior financial performance
5. The Firm's informations is imperfect/tidak sempurna and costly

NEXT

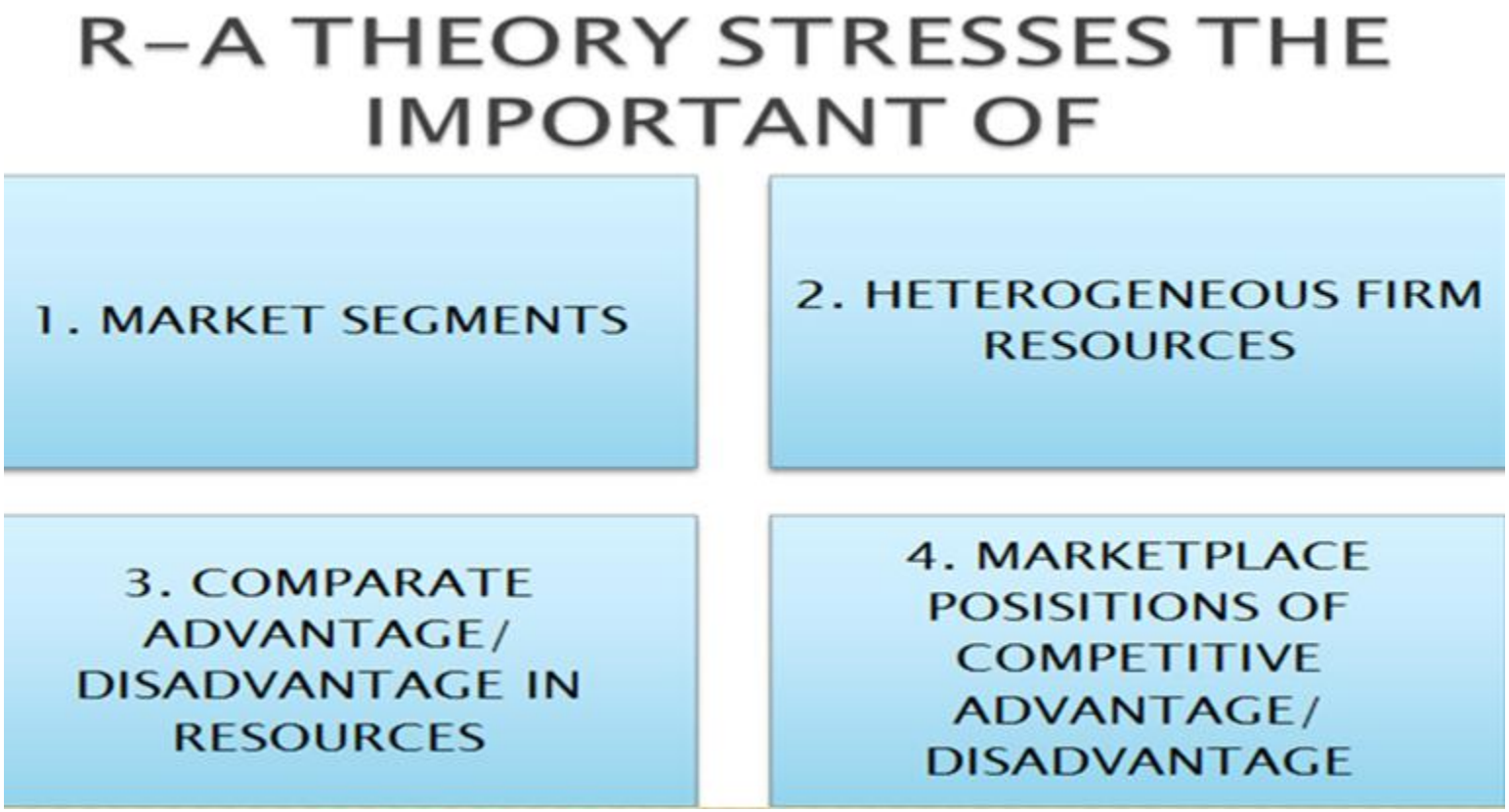
6. The Firm's resources are financial, physical, legal, human, organizational, informational and relational.

7. Resources characteristic are heterogeneous and imperfectly mobile.

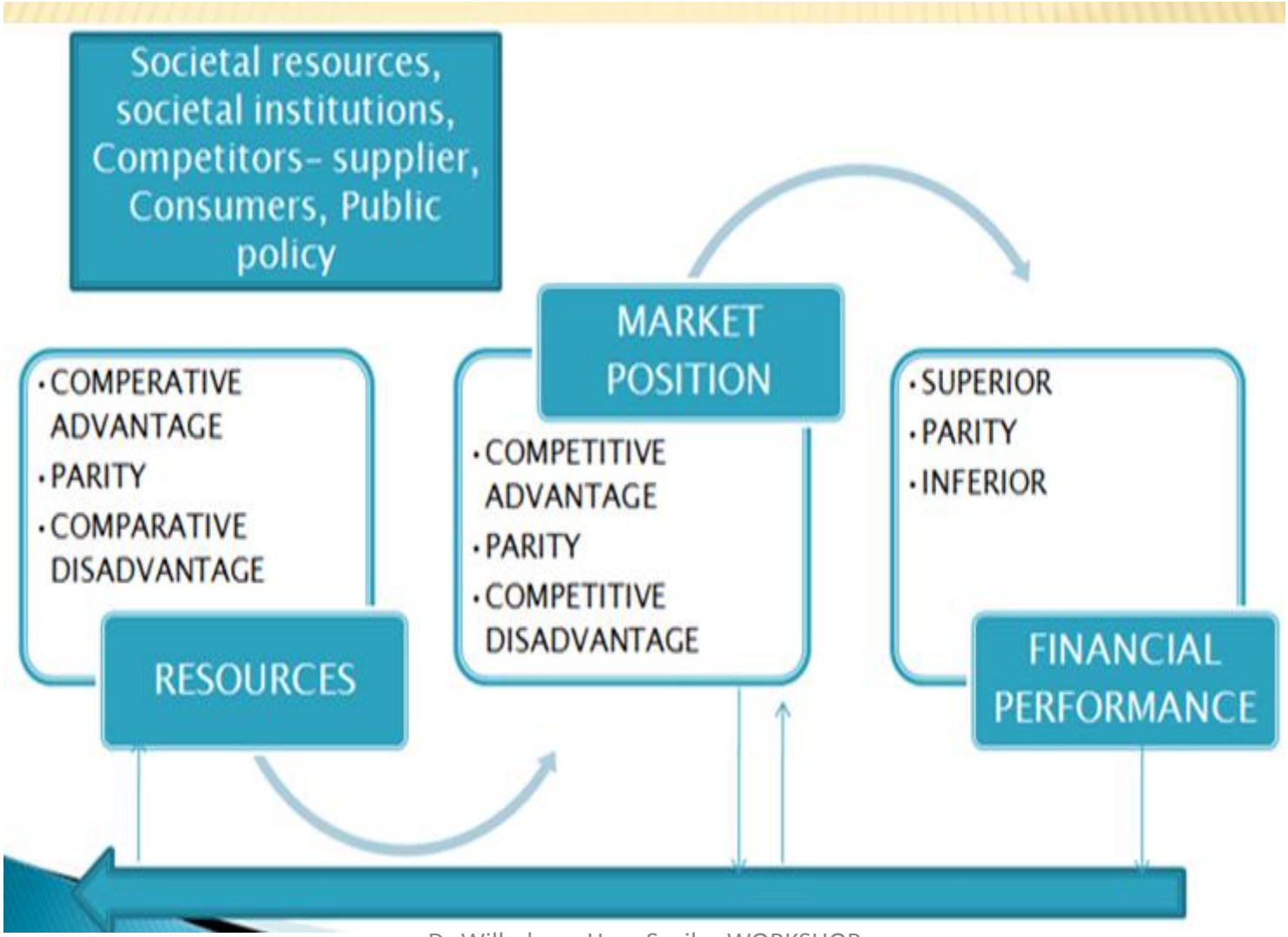
8. The role of management is to recognize, understand, create, select, implement and modify strategies.

9. Competitive dinamics are disequilibrium-provoking, with innovation endogeneus.

THE STRESSES

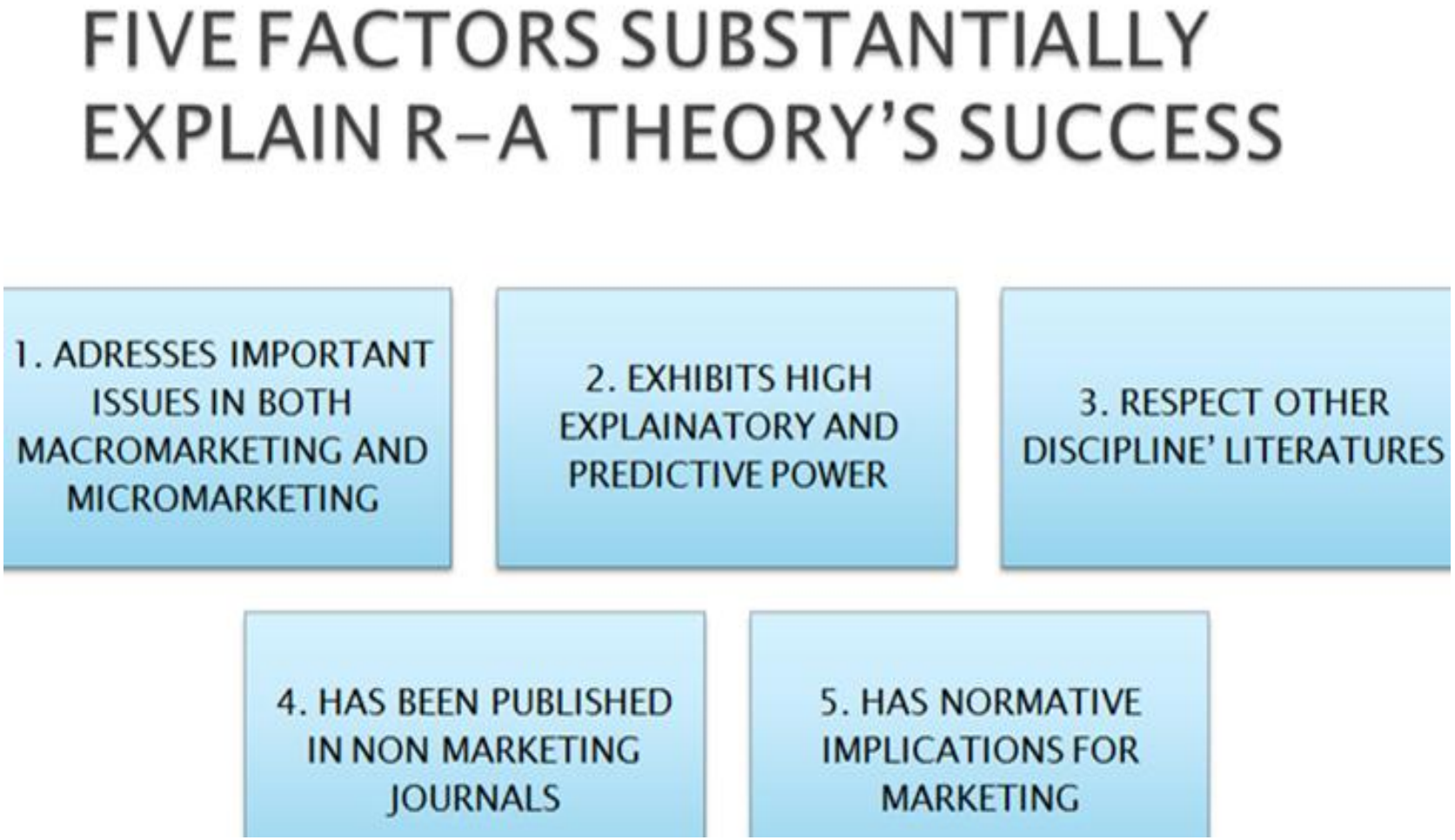


MAIN-BODY OF KNOWLEDGE



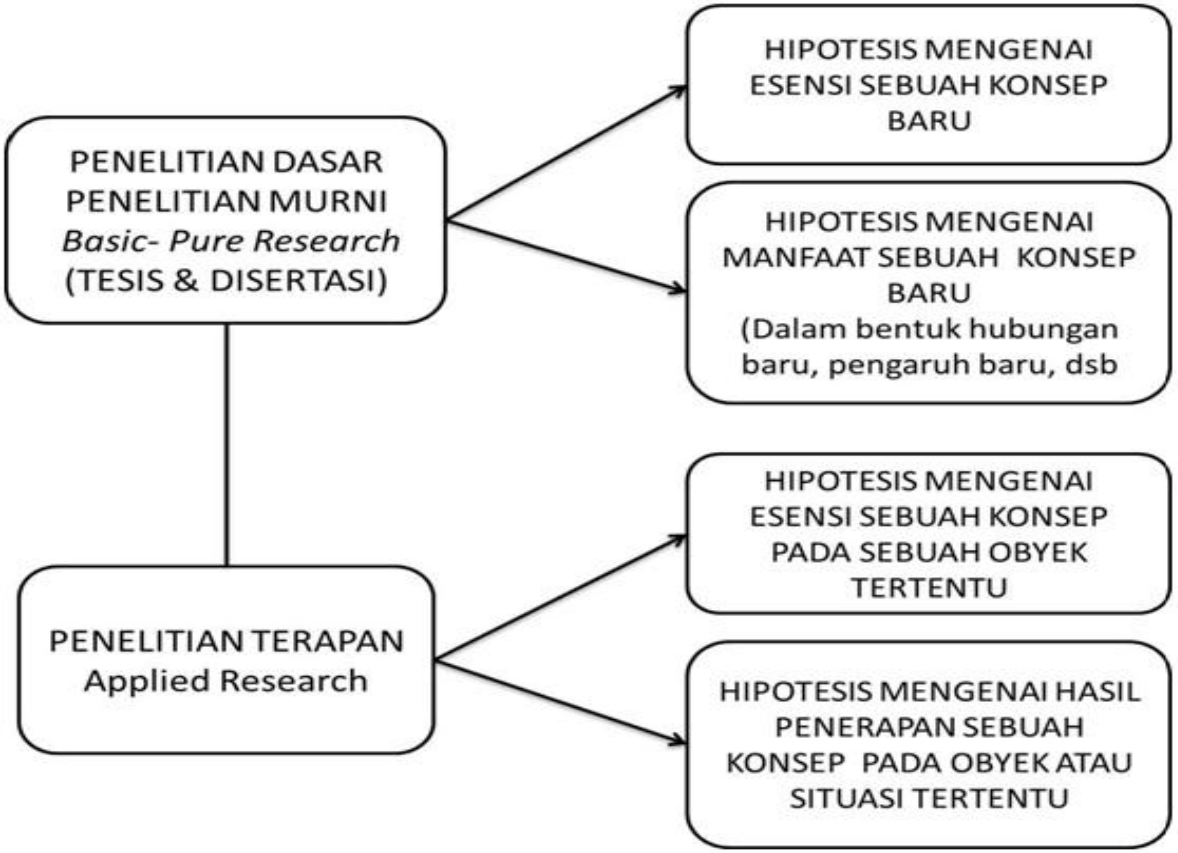
THE BODY OF KNOWLEDGE

KEBERHASILAN



DESIGN RISET DAN HIPOTESIS

UJI HIPOTESIS sesuai dengan klasifikasi penelitian



INDONESIAN MARKETING ACADEMY
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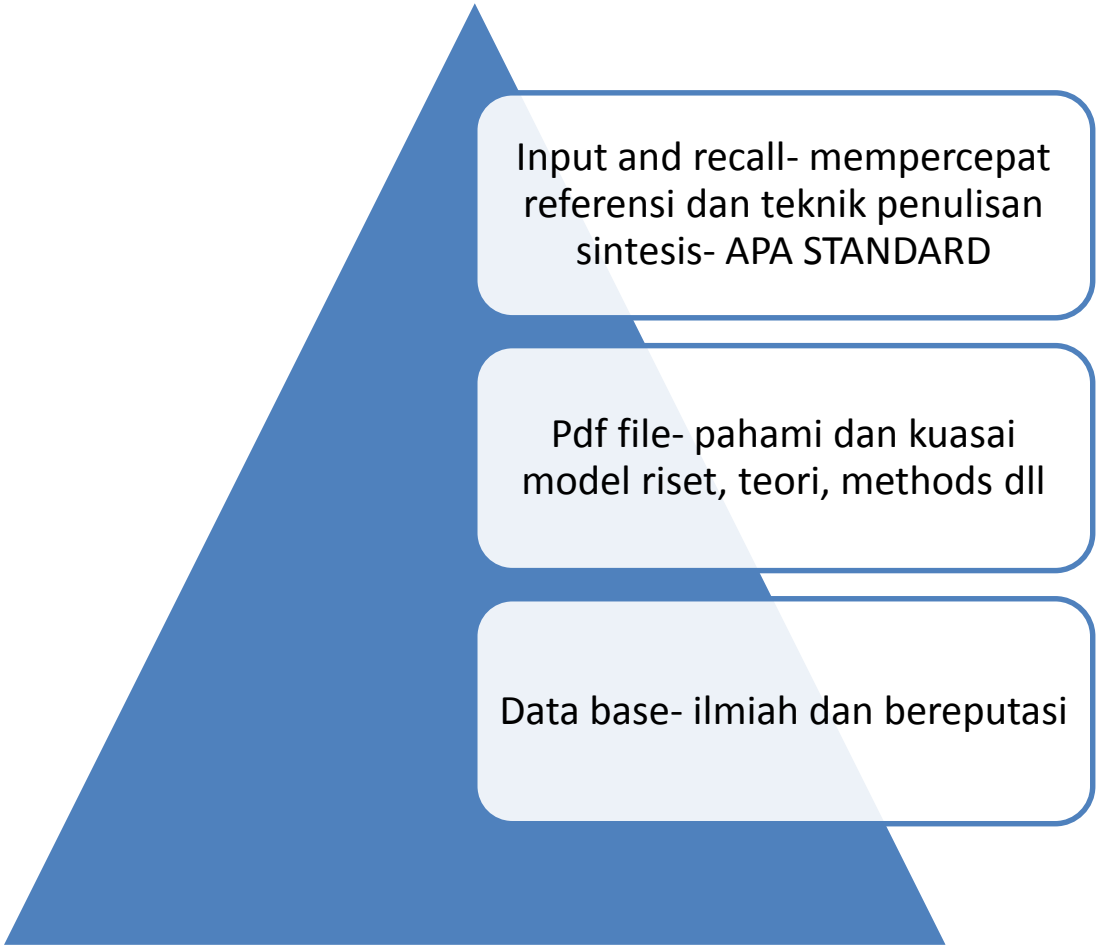
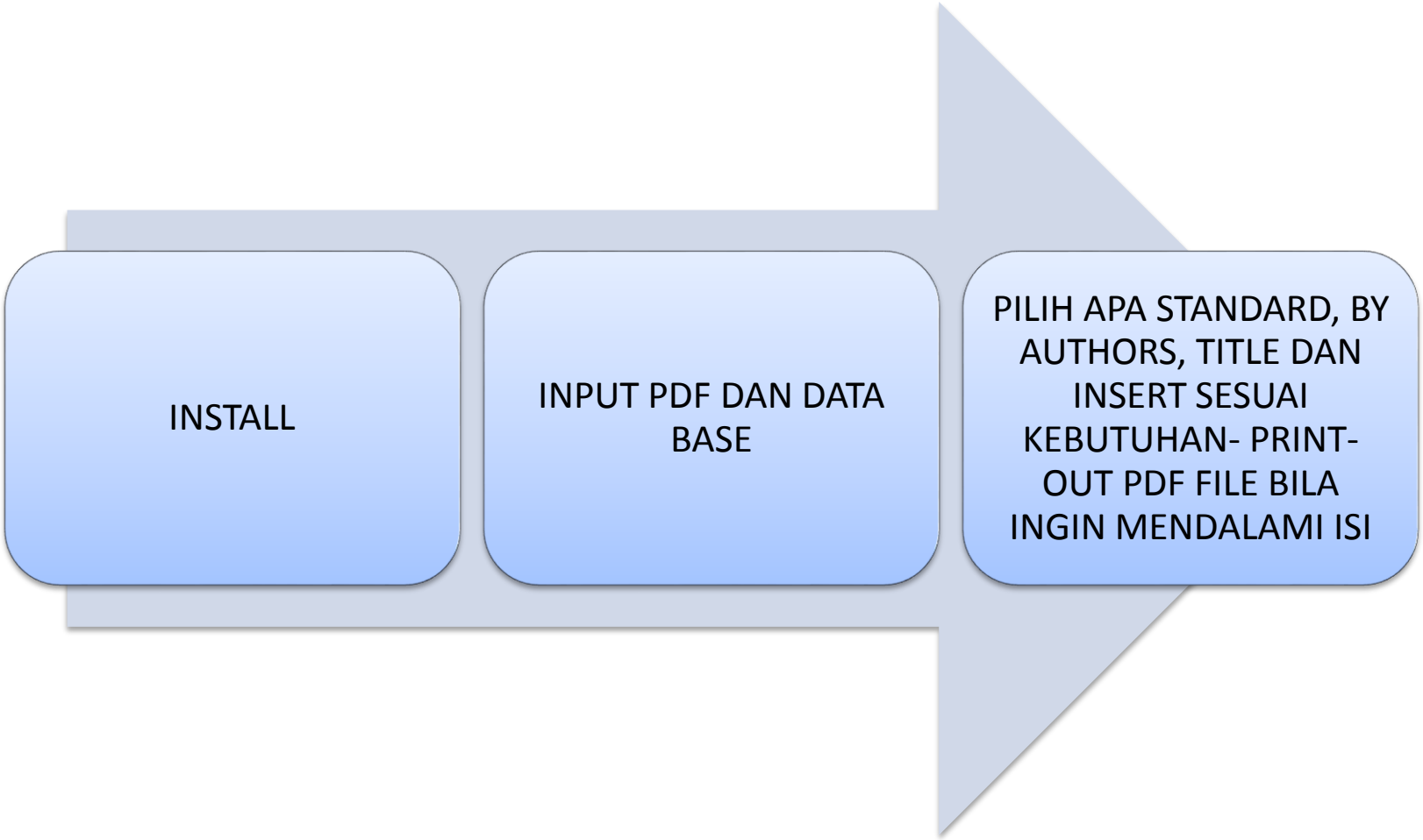
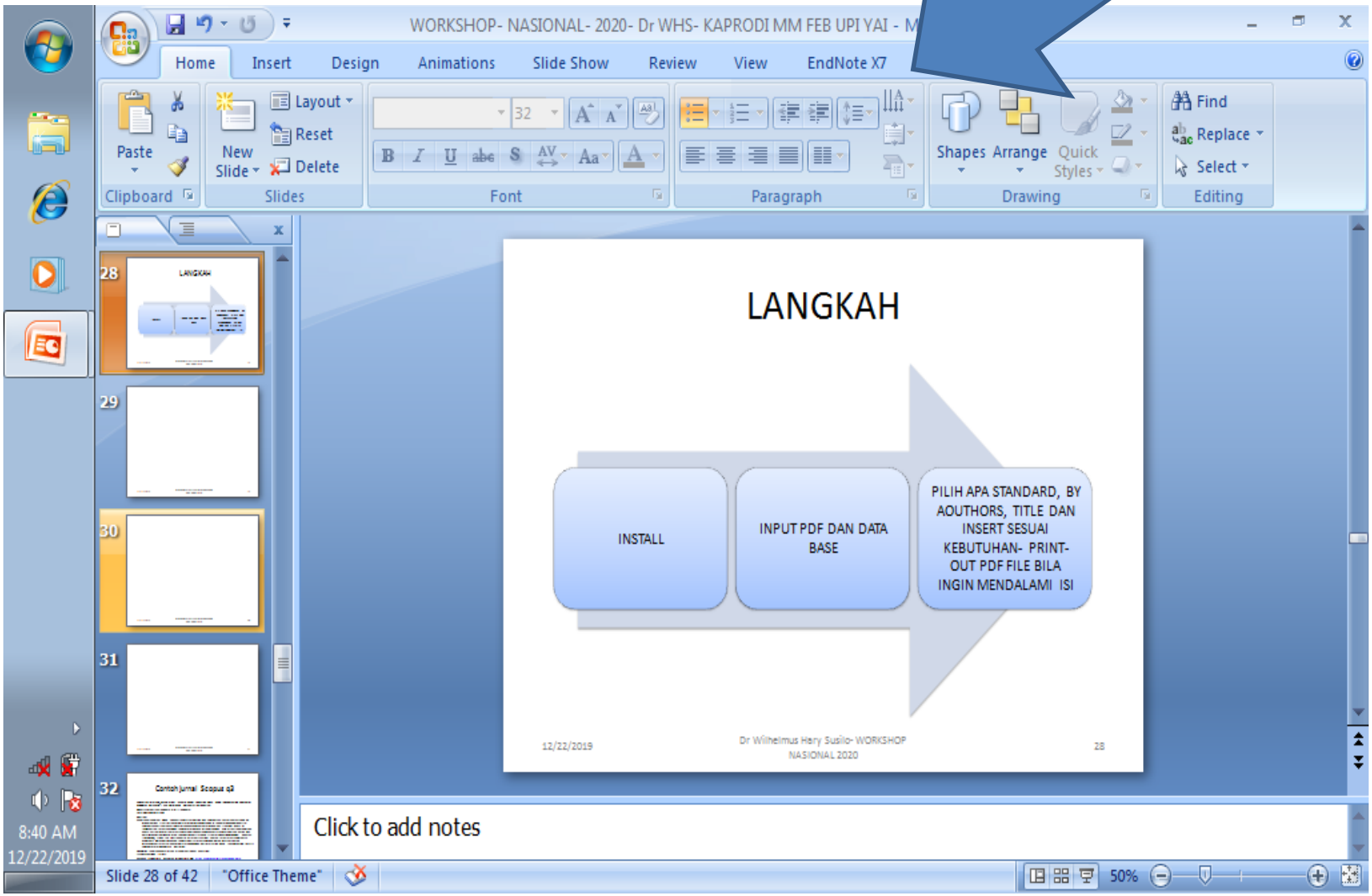

Input and recall- mempercepat referensi dan teknik penulisan sintesis- APA STANDARD
Pdf file- pahami dan kuasai model riset, teori, methods dll
Data base- ilmiah dan bereputasi

LANGKAH


INSTALL
INPUT PDF DAN DATA BASE
PILIH APA STANDARD, BY AUTHORS, TITLE DAN INSERT SESUAI KEBUTUHAN- PRINT-OUT PDF FILE BILA INGIN MENDALAMI ISI

TERINSTALL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Dr Wilhelmus Hary Susilo- WORKSHOP NASIONAL 2020
28
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Slide 28 of 42
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12/22/2019

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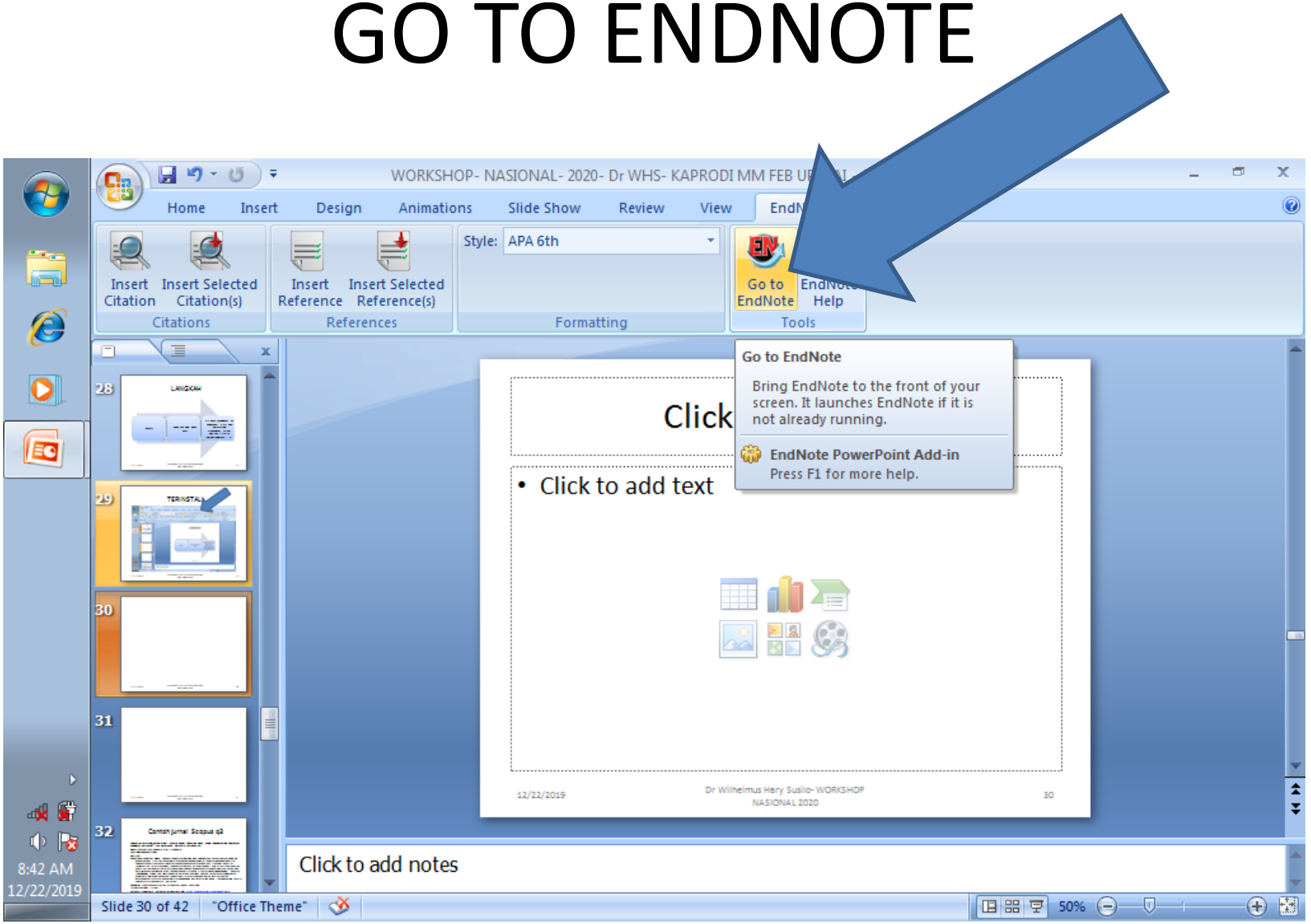

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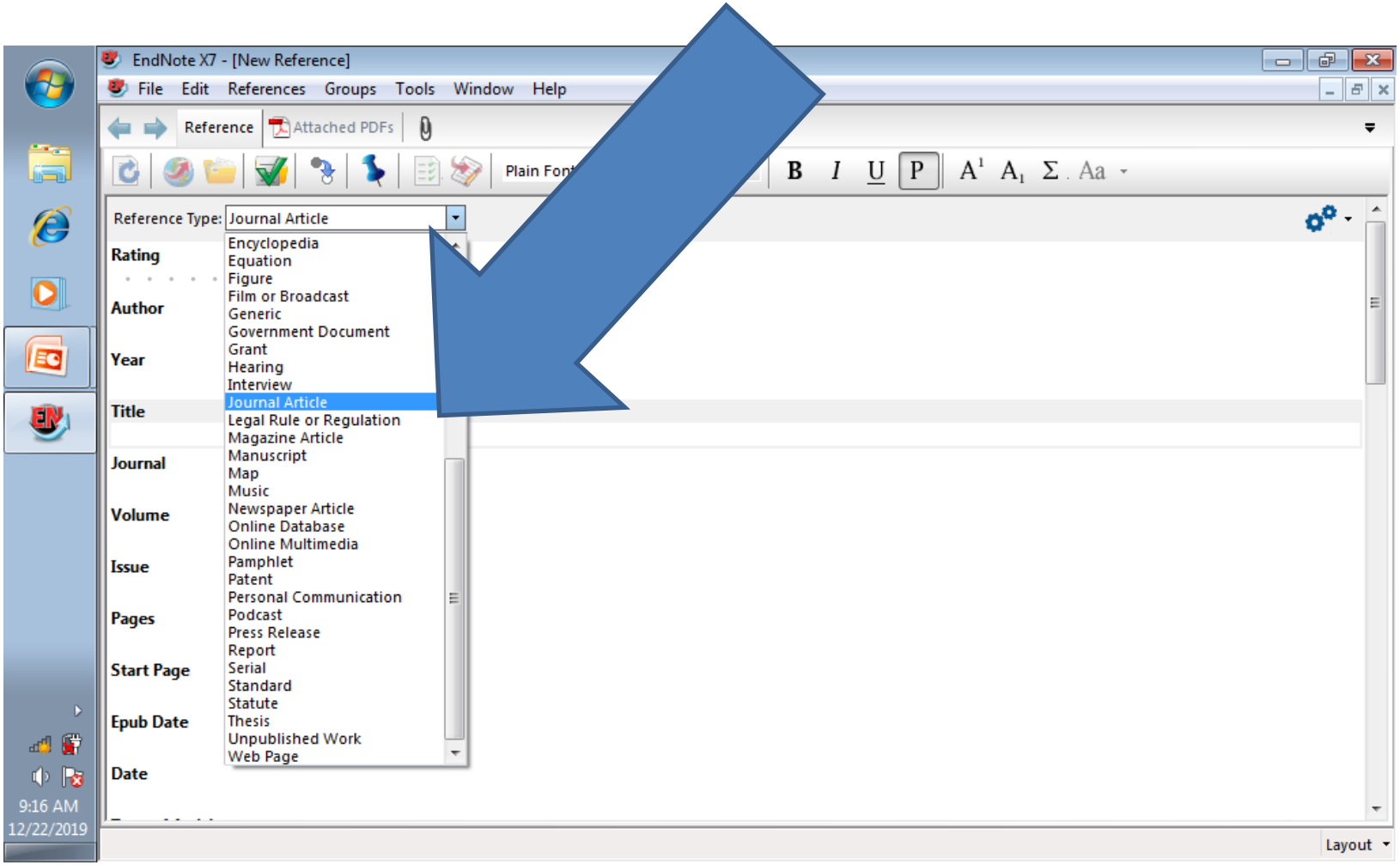
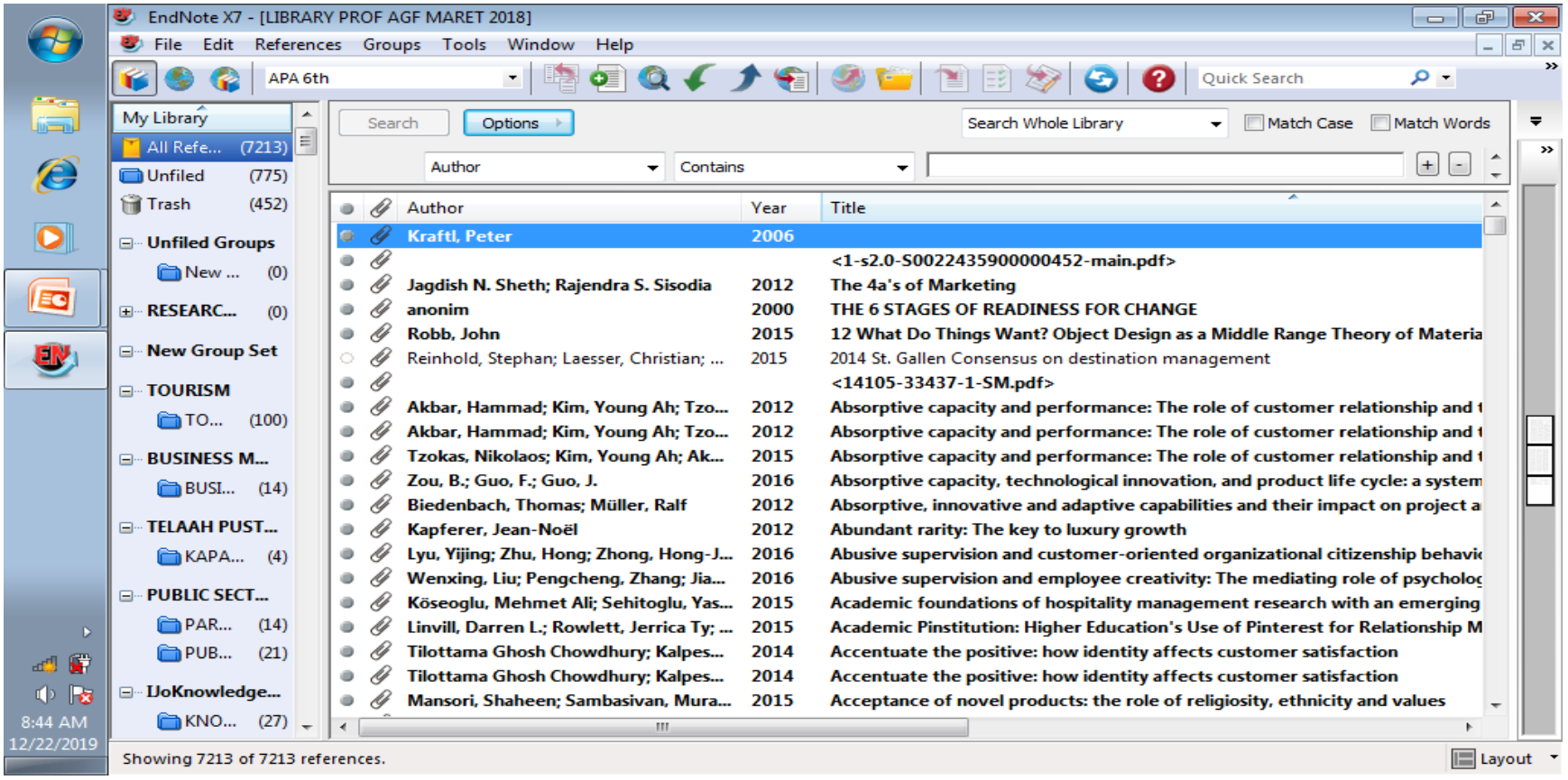
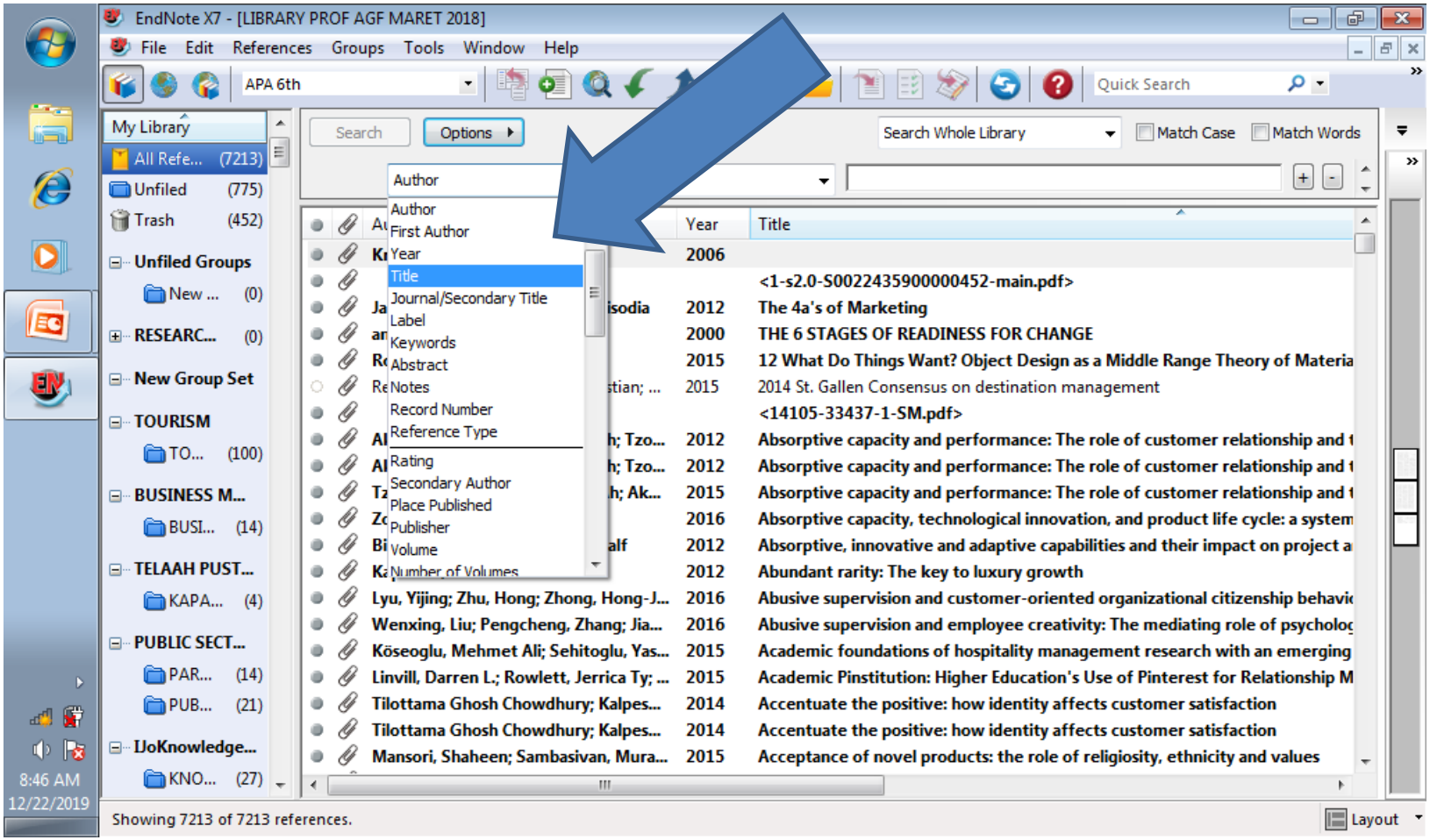


MUNCUL 8200- DATA BASE BERDASARKAN AUTHORS

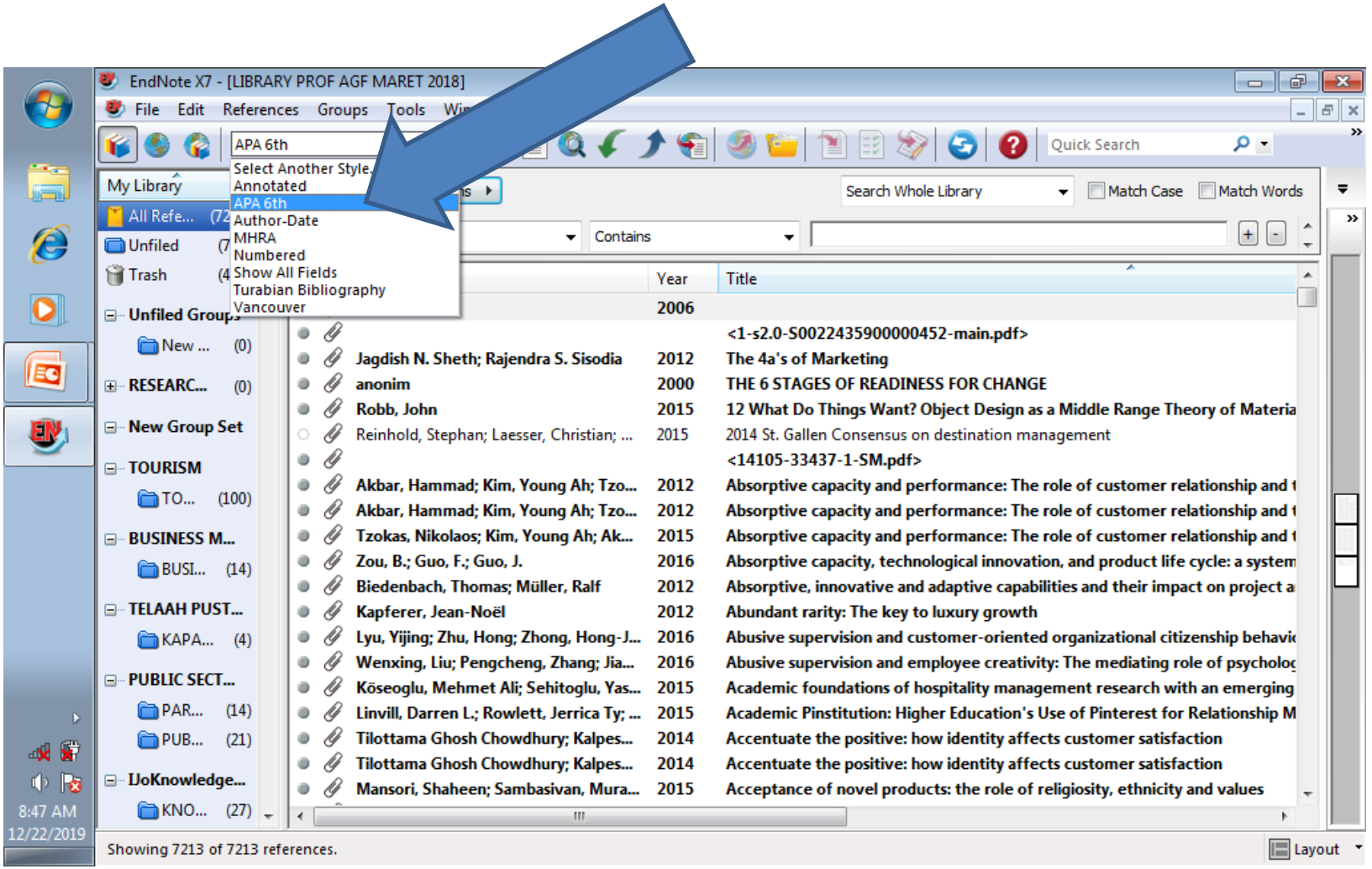
INSIDE THE ENDNOTE



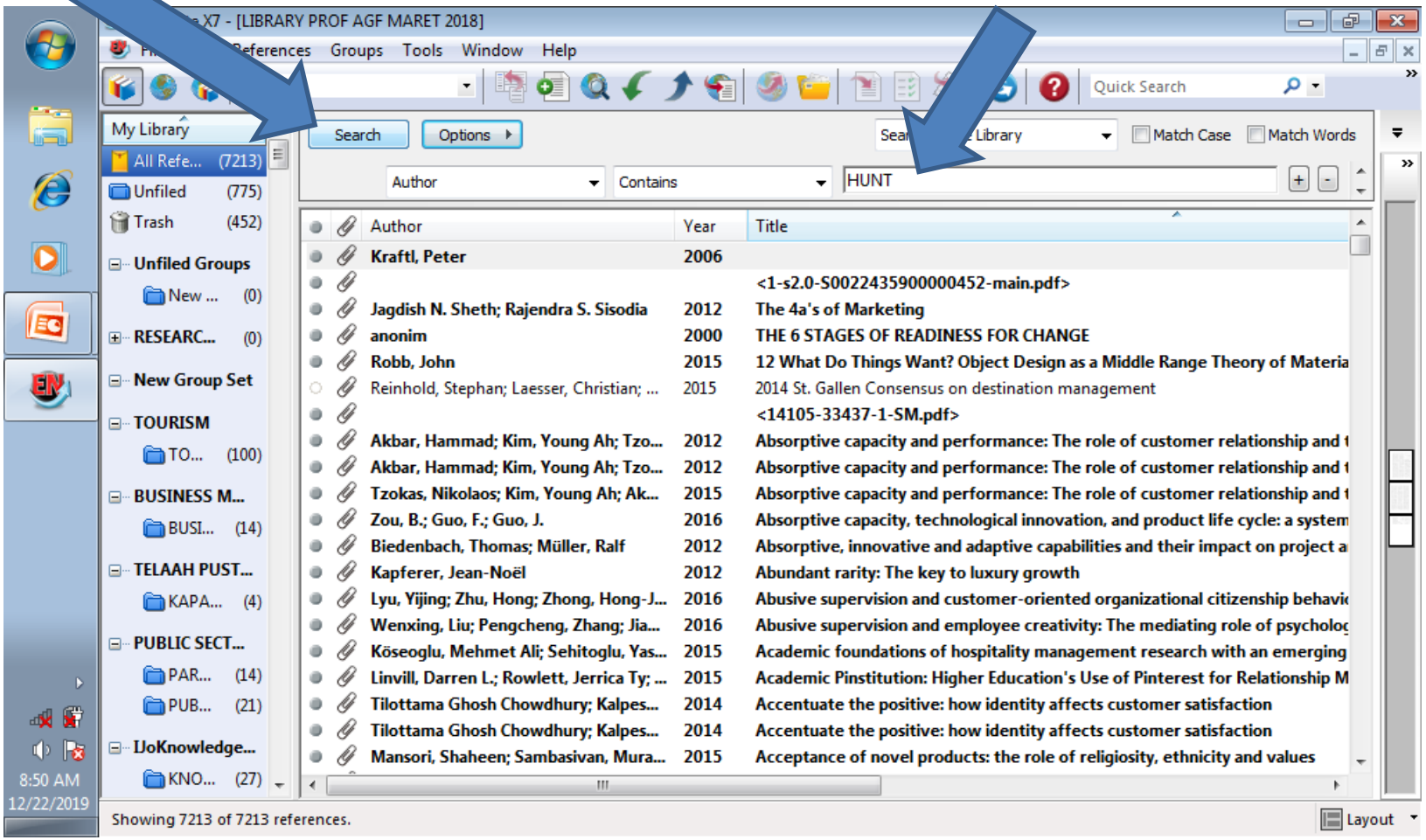
BISA PILIH BERDASAR TITLE APABILA TIDAK INGAT NAMA PENULIS



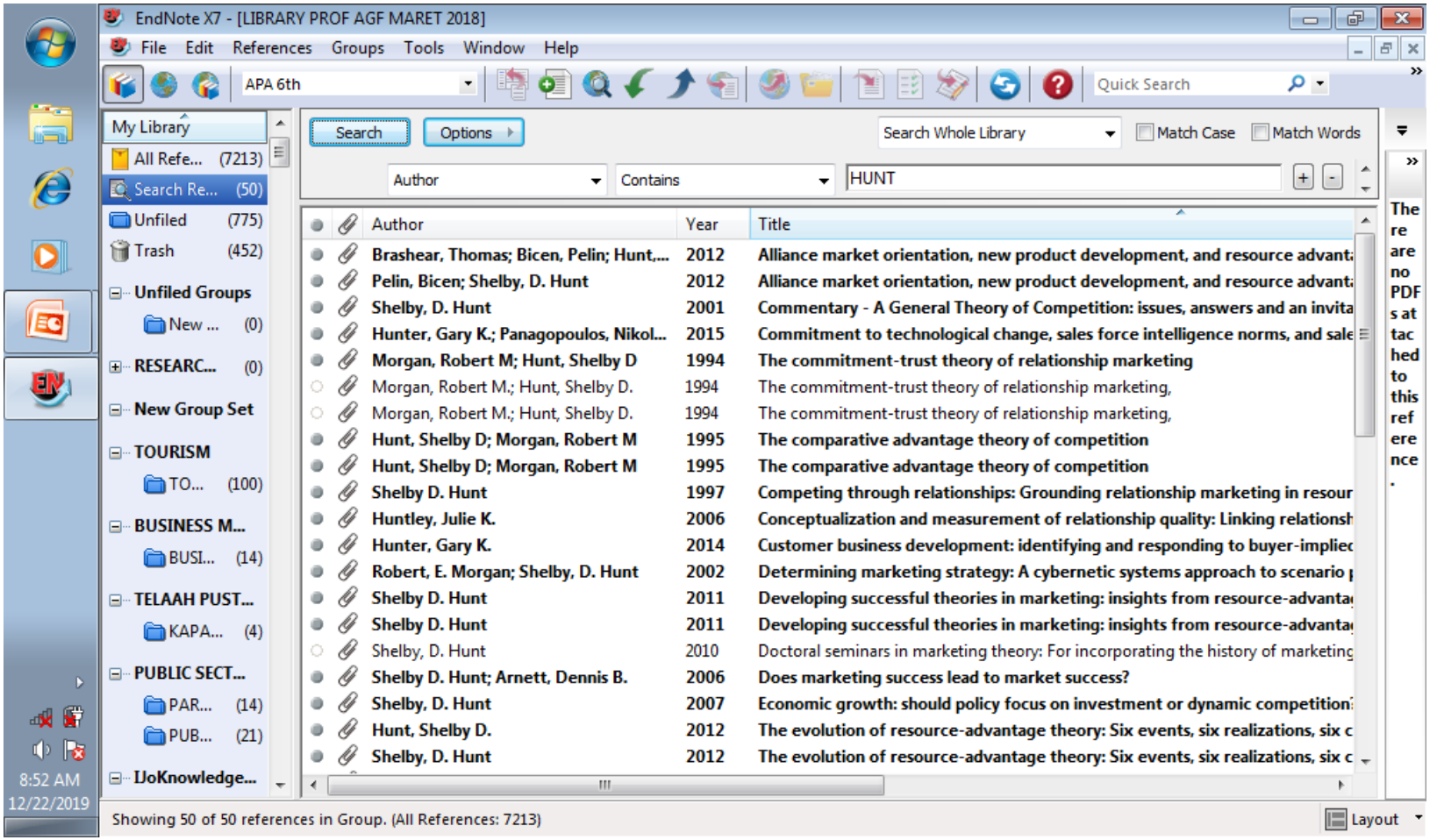
SELECT STYLE – APA 6TH



KETIK NAMA AUTHOR"HUNT" DAN KLIK "SEARCH"



MUNCUL SEMUA- 50 MANUSCRIPT DENGAN NAMA AUTHORS “HUNT”



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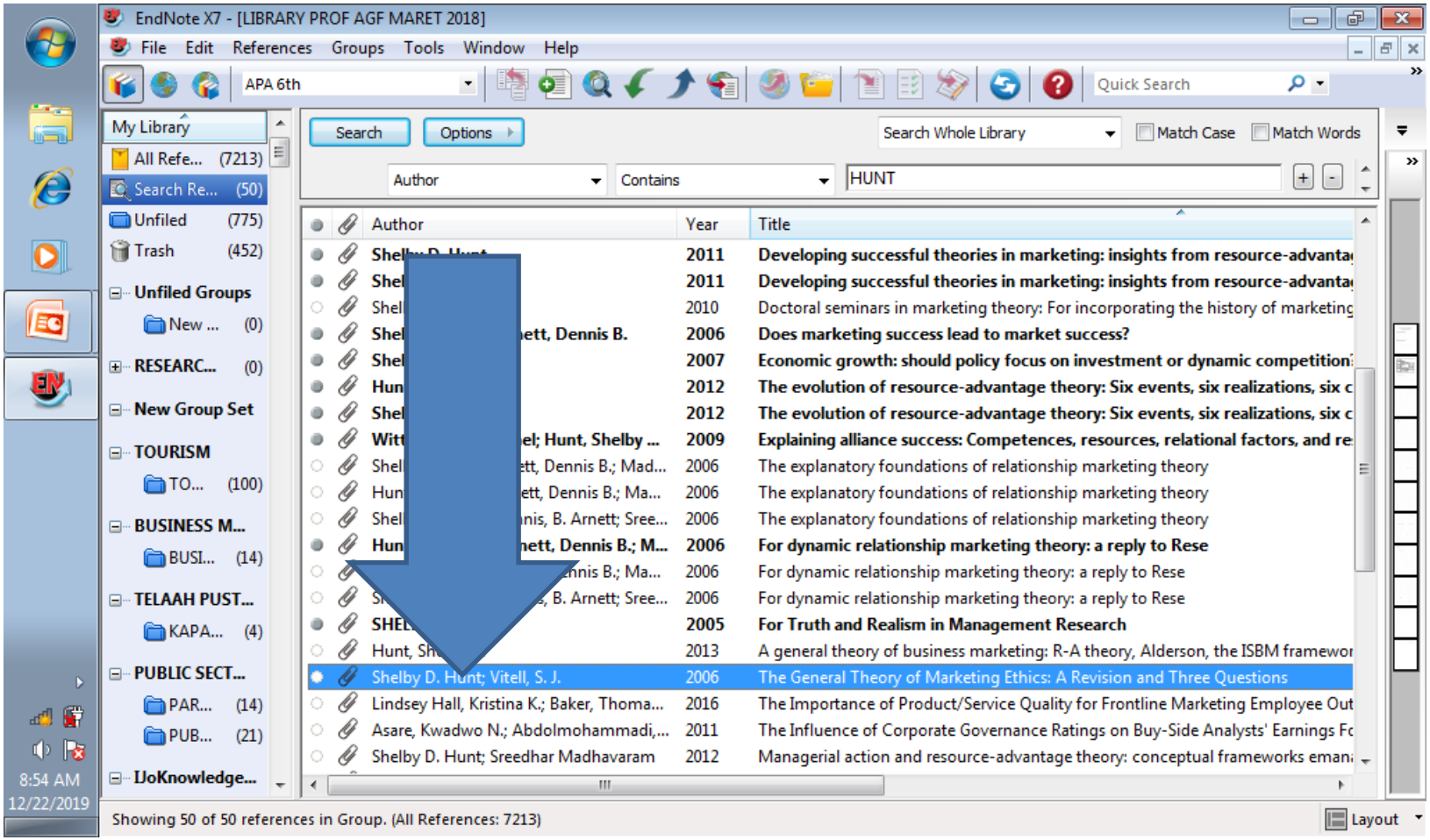

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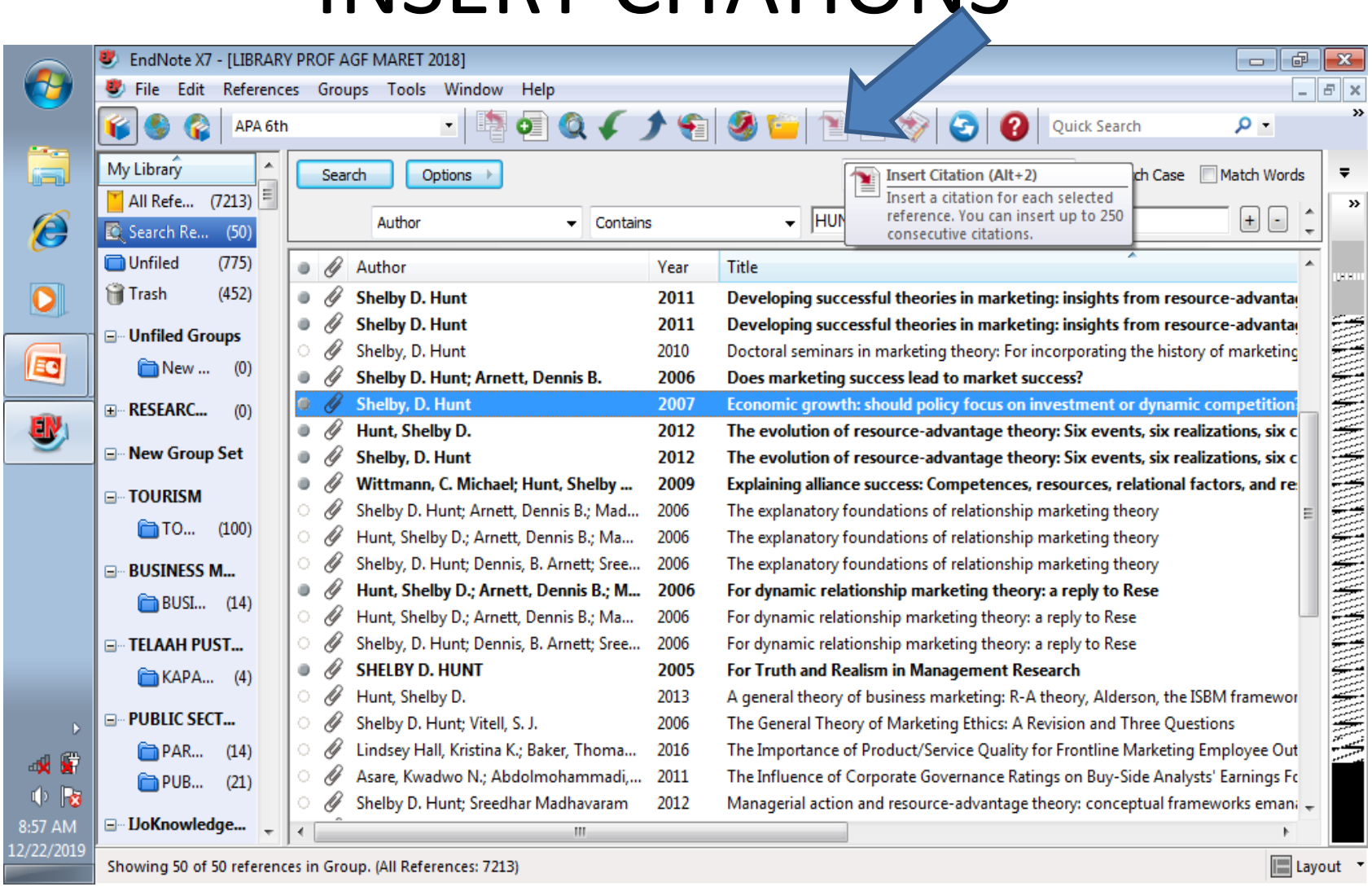

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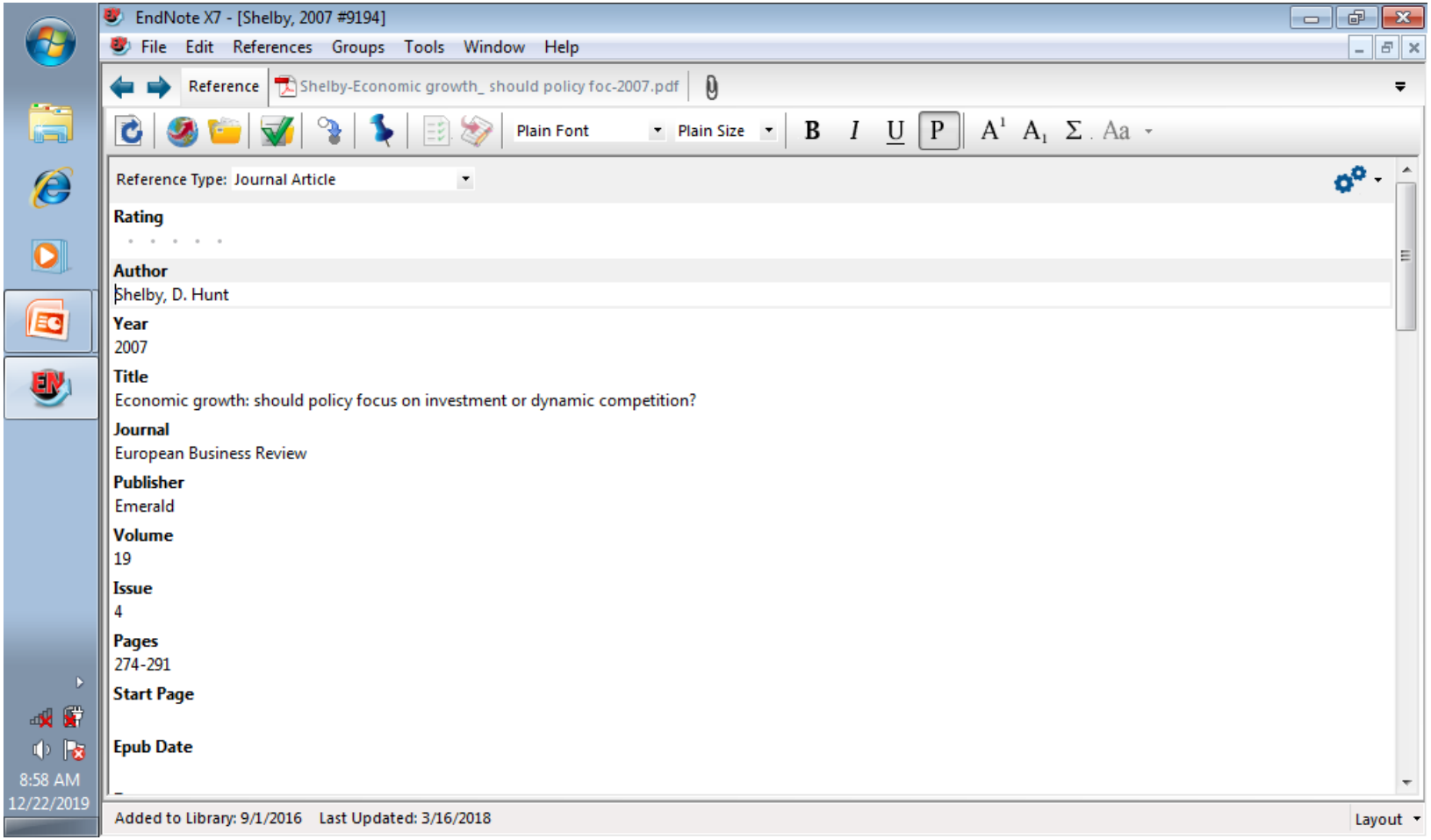

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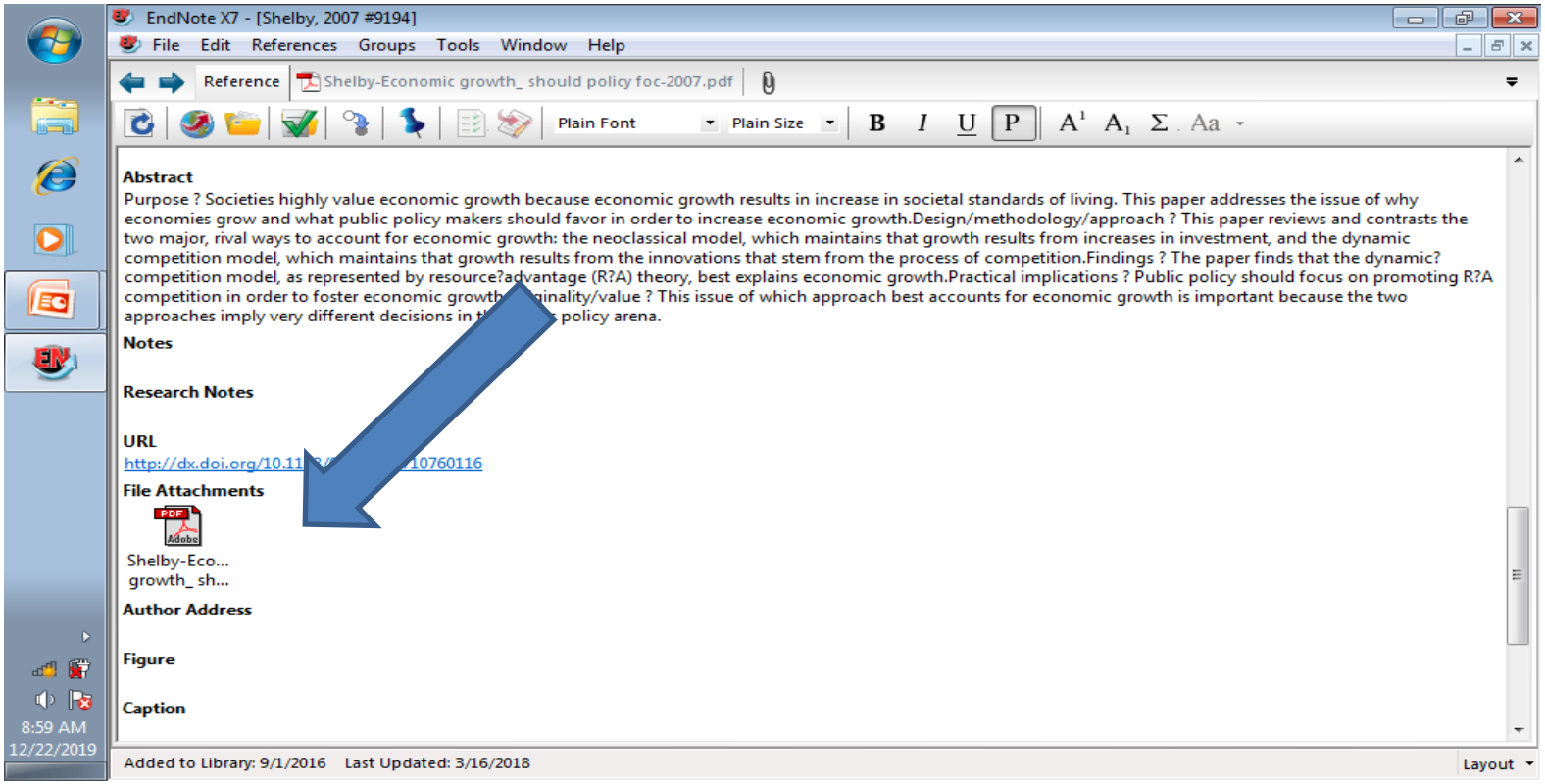

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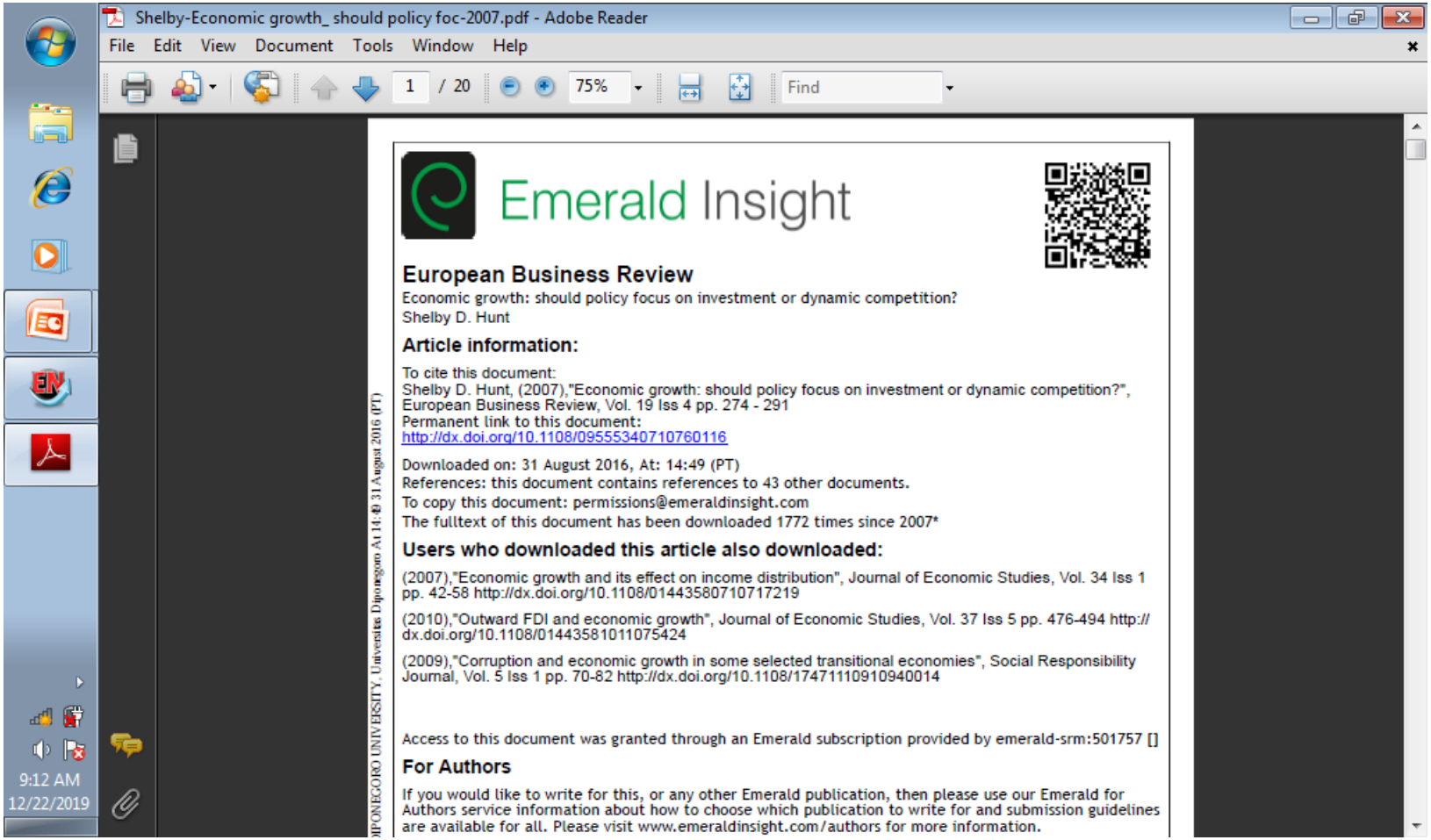

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The Pursuit for Brand Usage Intent: Insight in Higher Education which Used the Compatible Computer

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Abstract

The brand usage intent would conduct the market position with competitive advantage that could be bridge the right tract for the corporate for not making misguide in the heterogeneous industrial competitiveness and the customer brand engagement determined. This study was inquiry of fulfillment the research gap with the more resonance of the brand with halo effect then the brand equity. Furthermore, the research methods conducted with quantitative methods and design with descriptive correlation also used the confirmed strategy in structural equation modeling. The area sampling was fit with the 107 students in different situations and the result research was entire hypothesis' were confirmed and the marginal fit research model on the market-based managementresearch. The corporate should building best interaction within the compatible smart-computer user with digitalize platform.

Keywords: the brand equity, brand usage intent, higher education.

JEL Classifications: I23, M3

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The research model

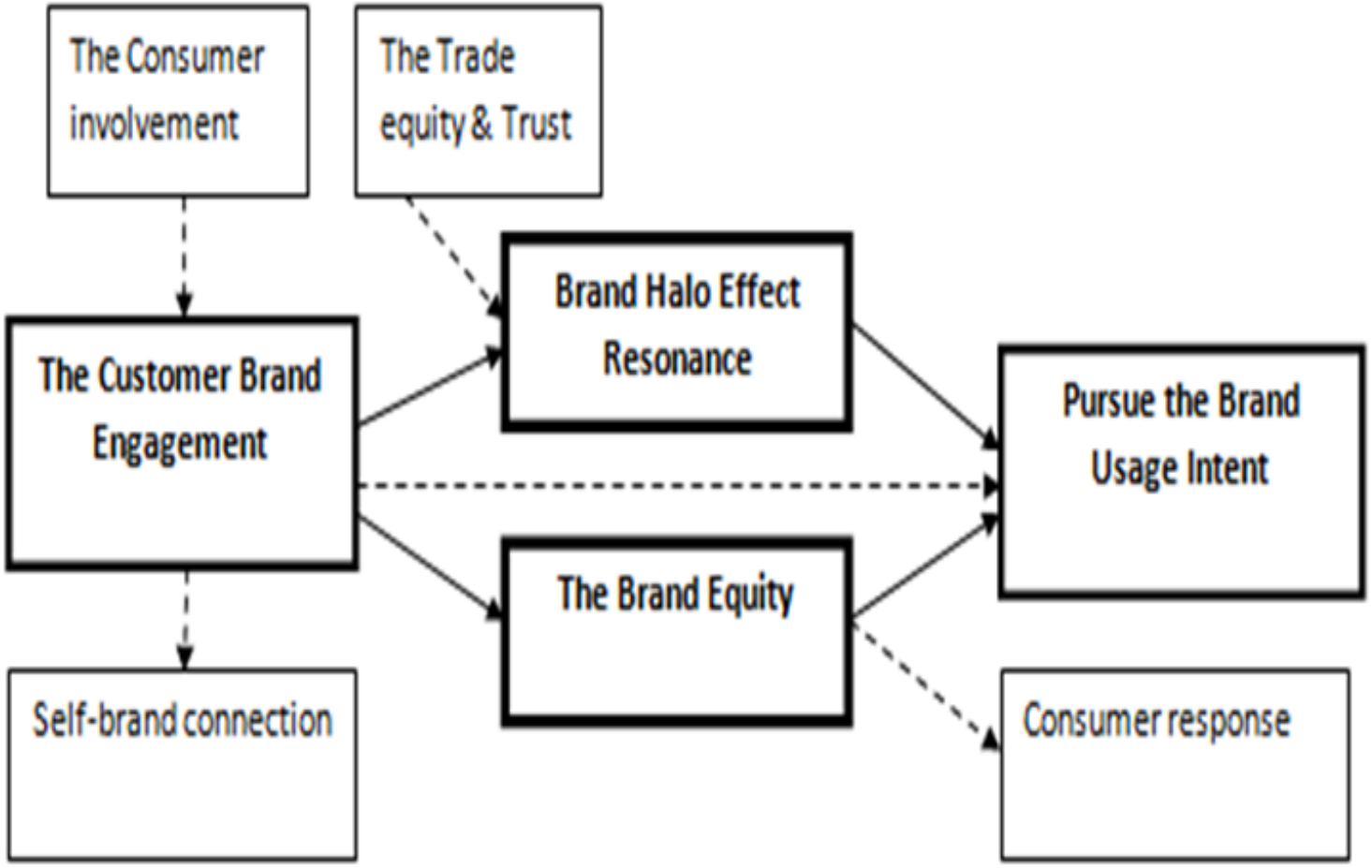
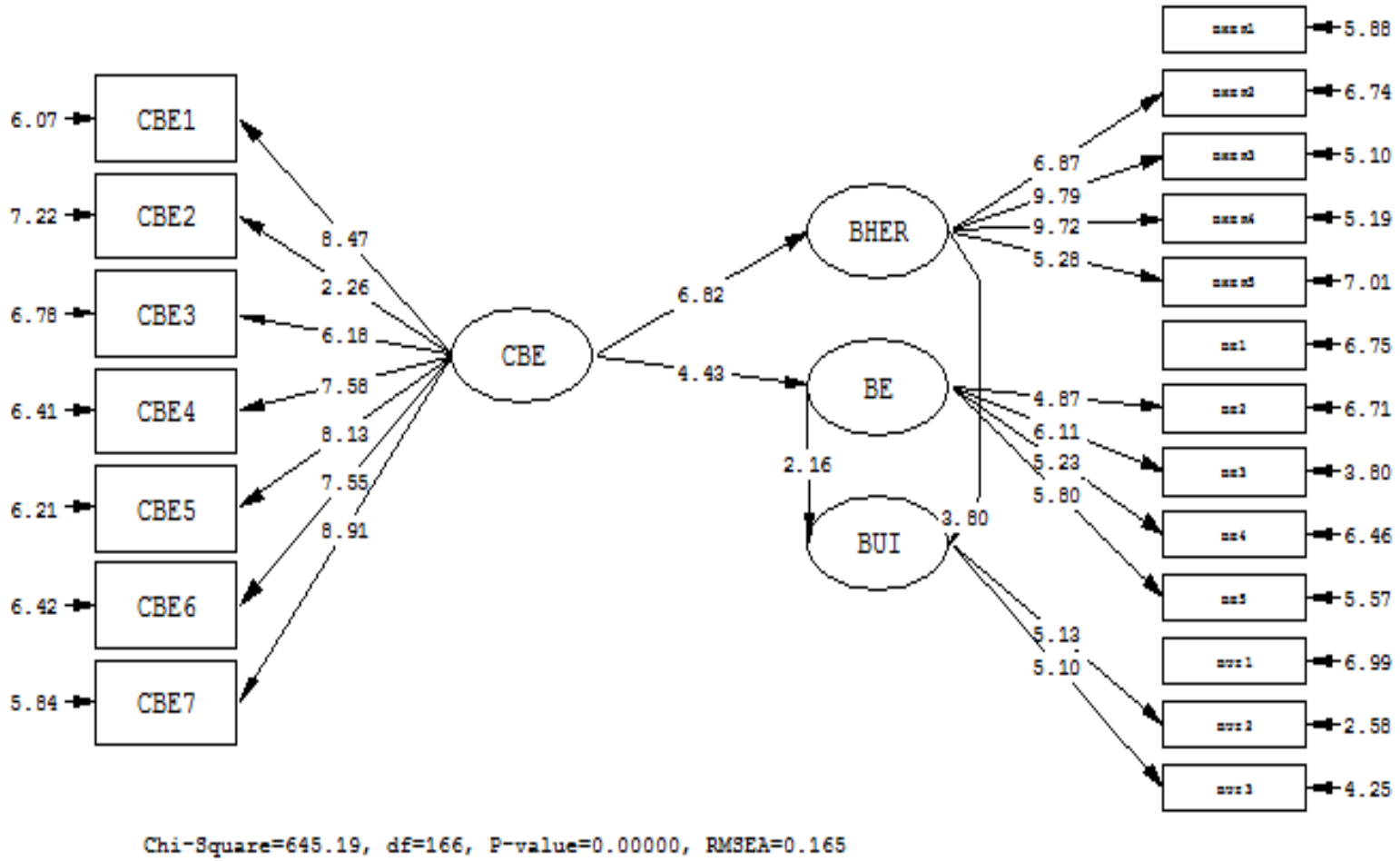


Fig.1. The Research Model to Pursue the Brand Usage Intent

The result conducted within sem-lisrel



Test of hypothesis

Table 4. The Hypothesis Testing with t test within Structural Model

No	Hypothesis	T_{table}	T_{value}	$Estimate_{value}$	Remarks
1	H_1. The customer brand engagement is positively related to brand halo effect resonance.	1.96	6.82	0.73	The entire hypotheses were confirmed (the t value > 1.96). The greatest estimate value for the prediction was 0.73, in the hybrid full model was the customer brand engagament leads to the brand halo effect resonance and implication to best affect to pursue the brand usage intent (0.55)
2	H_2. The customer brand engagement is positively related to the brand equity.		4.43	0.59	
3	H_3. The brand halo effect resonance is positively related to pursue the brand usage intent.		3.80	0.55	
4	H_4. The brand equity is positively related to pursue the brand usage intent.		2.16	0.25	

(Source: Prime data)

THE GOFI

Table 3. The Fitting Hybrid Full Model

The measurement of GOF	The Targeted	Output	Level of Fitting Model
Chi Square & P	Chi Square / df < 3	607.78/166= 3.66 0.00<0.05	Marginal Fit
Root Mean Square Error Of Approximation RMSEA P (close fit)	RMSEA ≤ 0,08	0.17	Marginal Fit
Normed Fit Index (NFI)	NFI ≥ 0,9	0.81	Marginal Fit
Non Fit Index (NNFI)	NNFI ≥ 0,9	0.83	Marginal Fit
Comparative Fit Index (CFI)	CFI ≥ 0,9	0.85	Marginal Fit
Incremental Fit Index (IFI)	IFI ≥ 0,9	0.85	Marginal Fit
Relative of Fit Index (RFI)	RFI ≥ 0,9	0.78	Not Fit
Goodness Of Fit Index (GFI)	GFI ≥ 0,9	0.62	Not Fit
Adjusted Goodness of Fit Index (AGFI)	AGFI ≥ 0,9	0.52	Not Fit

(Source: Prime data)

THE EQUATIONS FOR PREDICTING

The structural equations of hybrid model:

BHER = 0.73*CBE, Errorvar.= 0.46 , R^2 = 0.54.....(1)

- (0.11) (0.11)
- 6.82 4.12

BE = 0.59*CBE, Errorvar.= 0.66 , R^2 = 0.34..... .....(2)

- (0.13) (0.22)
- 4.43 2.97

BUI = **0.55*BHER** + 0.25*BE, Errorvar.= 0.52 , R^2 = 0.48 (3)

- (0.14) (0.11) (0.21)
- **3.80** 2.16 2.49

THE CONCLUSIONS

Conclusions, research contribution and direction for future research

- Conclusions:

- Indeed, our research result were successfully to confirmed entire hypothesis', and the greatest value was the customer brand engagement affect to brand halo effect resonance that impact to pursue the brand usage intent. The fulfillment model was effectively to building effect resonance and the corporation within compatible smart computer should have building the connection with compatible computer user both in off line and on line platform.

THE RESEARCH CONTRIBUTIONS

- Research contribution:

The research contributions were within 2 (two) area that pertain; first, the contributions for theoretical implications, indeed the conducted with social exchange theory as the explanations and predicted the relationship for the customer brand engagement to brand halo effect resonance and brand equity also an implication to pursue the brand usage intent, could confirmed and be useful for the compatible smart computer markets research. Actually, the result finding shows that the indicators have greats impacts with the best standardized loading factors value were included;(1). The customer brand engagement: CBE4 (0.87), CBE5 (0.83), (2). Brand halo effect resonance: BHER3 (0.88), BHER4 (0.84), (3). Brand Equity: BE2 (0.87), BE1 (0.86). (4). Brand usage intent: BUI2(0.90) and BUI3(0.86).

NEXT

The contribution of the finding results in this study to the body of knowledge

- The contribution of the finding results in this study to the body of knowledge for the social exchange theory in interactions others aspect and R-A theory in resources dimensions were pertains; the consumers perceived were would convenience and proudly for use the product that could making well engage the corporate with consumers and also loyal with the computers brand and always happy to doing word of mouth with each other people. Moreover, the consumers were always considering the computer brand in daily used and they were thought for the brand of the compatible smart- computers. Finally, the pursue the brand usage intent with the indicators consumers always used the smart computers although they were other within the same feature and the consumers always utilize for long-life.

NEXT

The second contributions were for managerial implications,

- The second contributions were for managerial implications, the corporate were could determining from the result of this study for making strategic planning and action plan for attempt the corporate goals. The corporate could increase the pursue the brand usage intent conducted with to facilitated the off line and on-line setting as the platform for customers making interaction with other and corporate itself, so the customers interrelation would have the bigger halo effect resonance for the smart computers brand. The corporate was always production the compatible smart computer for making customers convenience and proud while used the computers and could increase the customer brand engagement.

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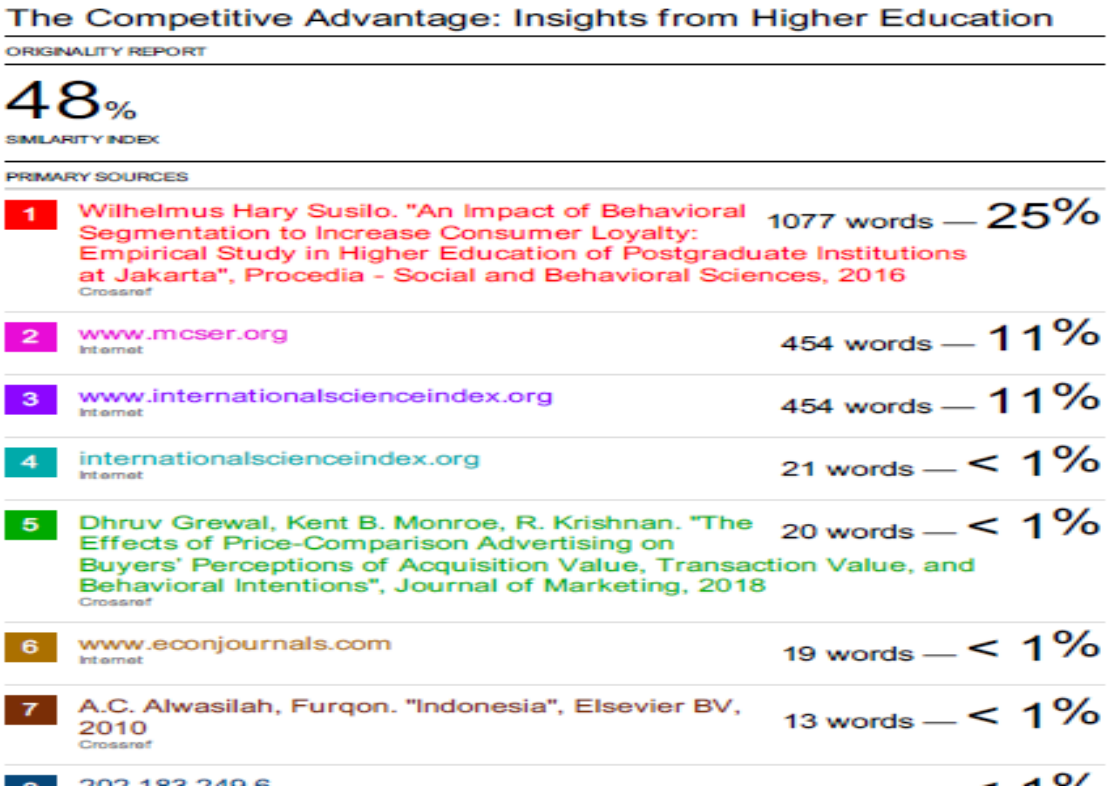

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