



EVENT BOOKLET

International
Microeconomics
Competition
2017



The Microeconomics for
E-business Corporation Development

September 23rd-25th 2017

PREFACE

The internet and web-based technology have reshaped the business world at an unprecedented pace. E-business has dramatically changed how business processes are designed, implemented, enhanced, altering industry structure and shifting the balance of power between corporation and their supplier and customer (Jeffrey Chang, 2015). The use of Information and Communication Technology (ICT) in business - the most expansive definition of e-business - is transforming the world.

The company's performance and the welfare of consumer and labor in microeconomics level of retail, wholesaler, labor market have been effected by ICT. The gain in effectivity and efficiency in microeconomic level exert influence all the way up to macroeconomic level of GDP. The economic gains from e-business not only from using resources more efficiently, but also from increasing growth and creation from new product. The rapid growth of internet and technology has made a way for organization in all types and sizes to utilize e-technologies to enhance business processes and functions.

One of output resulted by e-business is sharing economy. The 'Sharing' in the Sharing Economy refers to the use and access of shared physical or human resources or assets, rather than the fact that there is no monetary exchange.

E-business technology, whereby business transaction are conducted remotely using the Internet, present unique opportunities and challenges for business. E-business can be seen as a mechanism that are able to breakdown the barriers of distance and to business to move to market without having physical presence. Interaction between consumers and firms in e-business allow better matching of consumers to products and services.

THE IMPACT OF ELECTRONICAL BUSINESS CORPORATION

Technological development proposed very broad possibilities in various sphere. One of them is e-business. E-business is not just buying and selling but is also about servicing the customer and collaborating with business partners. In e-business, information, communication and technologies (ICT) are used to develop and enhance business processes of any organizations, either for a profit, non-profit or governmental entity, operating over a computer-aided network. The economics of e-business are shaped by the way that ICT lowers the cost of transferring, storing, and processing information. When the cost of information falls, there are profound consequences for how firm conduct business with each other, with consumers, and with workers.

Improved matching with customer to products has impact on market outcomes. In some markets, e-commerce primarily lowers prices. Prices in some market will fall, particularly those for homogenous goods, when any competing retailer become the cheapest for consumer to search among the other retailers.

Other retailers must compete more directly with each other on price, and price fall. Price also drop due to disintermediation. When e-commerce cuts middlemen out of the sales channel, such as shopping online, without visiting the physical store, then cost from wholesaling are avoided. Interaction between business to consumer practice reduce labor costs through the elimination of retail floor sales help, reduce the need to carry inventory at multiple retail sites and reduce real-estate rental cost.

E-business will also raising the productivity of firm in the short run by deepening the capital available to workers. For example, Finnish firm find that equipping all employees with computers in particular increases labor productivity by 18 percent in manufacturing and 28 percent in service. E-business as a modern economy have many impacts to the firm either firm to firm, firm to customer, or firm to worker. That is all correlated to each other and give a great effect to business world.

THEME LIMITATION

The theme of International Microeconomics Competition 2017, "The Microeconomics for E-Business Corporation Development" specifically about Sharing Economy, will only be used in Semifinal Round. For the rest of competition round, the participant will face the general microeconomics problem which will be explained in Competition Guideline.

International Microeconomics Competition wants to see how participant analyze the issue related to the theme of this event, **E-business Corporation**, using microeconomics theory.

EXPECTED OUTPUT

- Raising the conceptual conceiving of impact in advancement of information, communication and technology to company
 - Improve the solutive way of thinking towards the economic problem that might be caused by technology advancement

MAIN EVENT

SEMINAR

Seminar will be held before Gala Dinner at the night before the competition. Each speaker will talk for one hour consist of forty-five minutes presentation and fifteen minutes question and answer session. The topic that being discussed by speakers in Seminar will be relevant to the theme of International Microeconomics Competition 2017: "The Microeconomics for E-Business Corporation Development" specifically about Sharing Economy. Seminar discussion will also be relevant to the study case that being questioned in Semifinal Round. Therefore, all participant are expected to attend the seminar.

Participant are expected to wear casual formal clothes for this event

WELCOMING DINNER AND TECHNICAL MEETING

Welcoming Dinner will be held after Seminar, in the same night. This event is for officially welcome the participants. This event is also the way for the participant to get to know each other, along with each of team's Liaison Officer, with whom they will work with for the next two days. Not only that, there will also be Technical Meeting in which the committees will explain about the entirety of the event. (i.e how the competition works, the rules, the rundown, etc.)

Participant are expected to wear formal attires (suit & ties and dress) for these events.

MICROECONOMICS COMPETITION

Microeconomics Competition will be held in two days. The first day will consist of Placement Test, Preliminary Round, and Elimination Round. The second day will consist of Semifinal Round and Final Round. Competition plot will be more explained in Competition Guideline.

Participant are expected to wear formal dress for this event.

COMPETITION GUIDELINE

The competition will be held in two days, in which there will be several different rounds and several different system of competition:

1 PLACEMENT TEST

Placement Test is the very first test that will be given to each individual in each team. The participant have to do fifty general microeconomics problem in 60 minutes then the score from each individu will be accumulated as the team score. The score will be ranked and be divided into 3 big groups (next will be refered to as Big Groups) with different level of score. The team in the same big groups will compete with each others in Preliminary Round.

This is done so that no stronger teams will only defeat other stronger teams, and vice versa. For an easier understanding, see the figure below:

	A	B	C
R a n k	1	2	3
	6	5	4
	7	8	9
	12	11	10
	13	14	15
	18	17	16
	19	20	21
	24	23	22
	25	26	27
	30	29	28
	31	32	33
	36	35	34

2 PRELIMINARY ROUND

Preliminary round is the the time for the participant collect as much as score they can. It will be held in three round. Each round, six teams from the same big groups will compete with each other in the same room. There will be two sets of problem in each of the round in preliminary round: Compulsory Question, which has to be answerd by each team, and Optional Question, which can be answered by any team.

3 ELIMINATION ROUND

After the Preliminary Round, the collected score of each team will be ranked. The top eighteen teams that get the highest score will proceed to Elimination Round.

Elimination round is the additional round for the eighteen teams. The system and the process of the elimination round are the same with the preliminary round, but there is no more Big Group. The problem given to participant will be a lot harder and more complicated. The scores of the teams that have collected in Preliminary round will be accumulated for the results of elimination round.

4 SEMIFINAL ROUND

The scores that each team gets from Elimination Round and Preliminary Round will be used to determine whether or not the team gets into the semifinal round. After the elimination round, the team scores will be ranked, and the top six teams will proceed to the semifinal round.

The semifinal round will be a study case. The case given to the participants will issue The E-business Corporation. Each team will be given two hours to prepare their presentation regarding the case, and thirty minutes to present their case (consist of fifteen minutes presentation and fifteen minutes question and answer session).

The semifinal round will end with three teams proceeding to the Final Round.

5 FINAL ROUND

The collected score of each team in Semifinal Round will be ranked and the top three will be the finalists. The finalists will compete with each other in Final Round. The system in Final Round will be the same as Preliminary Round and Elimination Round, but the problem sets given to the finalist will be a lot harder and far more complicated.

SCORING SYSTEM

a. Placement Test

Each participant will do individual test consisted of 50 general micro economics problem, worth 1 point each.

b. Preliminary Round

There will be two sets of problems:

- **Compulsory Question** : 7 problems, worth 10 point each.
- **Optional Question** : 13 problems, worth 15 point each.

c. Elimination Round

There will be two sets of problems:

- **Compulsory Question** : 7 problems, worth 10 point each.
- **Optional Question** : 18 problems, worth 15 point each.

d. Semifinal Round

The problem given is a study case related to the theme of this event. The teams in semifinal round will be scored (range from 0-10 points) based on several things:

- **Preparation:** How prepared is their presentation?
- **Presentation:** How well are they presenting their case?
- **Answer:** How well do they respond to the questions given?
- **Solution:** How significant and feasible is their solution regarding the case?

e. Final Round

There will be two sets of problems for the elimination round:

- **Compulsory Question** : 10 problems, worth 10 point each.
- **Optional Question** : 20 problems, worth 15 point each.

• **Compulsory Question**

These are rules of this session:

- Each of team will be given a question about general microeconomic.
- If they answer correctly, they will get 10 points; if the answer wrongly, their score will not be lessen. But another team will have a chance to answer the question.
- The remain five teams will have a chance to answer depends on how fast they push the bell.
- If the faster team answer it correctly, they will get 10 points; if they answer wrongly, their score will be lessen 5 points and there will be one more chance to another teams to answer the question with the same rule as point 3.
- If the last team answer it correctly, they will get 10 points; if they answer wrongly, their score will be lessen 5 points and there will be no more chance to another team to answer the question.

• **Optional question**

These are rules of this session:

- Every single team will have a chance to answer depends on how fast they push the bell.
- If they answer correctly, they will get 15 points; if they answer wrongly, their score will be lessen 5 points and they are not allowed to answer the next optional question but they are allowed answer the optional question after that.

If they answer wrongly, there will be no more chance to another teams to answer the question.

JUDGES



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Economics and Business,
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Lincolin Arsyad*

Lecturer in Faculty of
Economics and Business,
Gajah Mada University



Miryam Bellina Lilian Sri Kurniawati Wijaya*

Lecturer in Faculty of
Economics and Business,
Parahyangan Catholic University

NOTABLE SPEAKER



1st Speaker

Junanto Herdiawan*

Head of Financial Technology
Bank of Indonesia



2nd Speaker

Alan Jiang*

General Manager
of UBER

PRIZE

Microeconomics winner will receive:

1st Place

US\$ 800 + Certificate + Medals

2nd Place

US\$ 500 + Certificate + Medals

3rd Place

US\$ 350 + Certificate + Medals

PLACE AND TIME

1

SEMINAR

Day : Saturday, September 23rd 2017

Time : 01.30 p.m - 04.00 p.m (WIB)

Place : Graha Sanusi Hardjadinata



Jl. Dipatiukur No.35 Lebakgede
Bandung, West Java 40132

2

WELCOMING DINNER AND TECHNICAL MEETING

Day : Saturday, September 23rd 2017

Time : 06.30 p.m. onward (WIB)

Place : Ruby Hotel



Jl. Dr. Rubini No.4 Pasirkaliki
Bandung, West Java 40171

3

IMC DAY 2

Day : Sunday, September 24th 2017

Time : 07.30 a.m. onward (WIB)

Place : Faculty of Economics and Business,
Padjadjaran University



Jl. Dipatiukur No.35 Lebakgede
Bandung, West Java 40132

4

IMC DAY 3

Day : Monday, September 25th 2017

Time : 07.30 a.m. onward (WIB)

Place : Ruby Hotel



Jl. Dr. Rubini No.4 Pasirkaliki
Bandung, West Java 40171

IMPORTANT DATES

Registration Open : June 18, 2017

Registration Due : September 6, 2017

HOW TO APPLY

1. The participant can register from June 18, 2017 to September 6, 2017
2. The participant must fill the registration form on website <http://iesc.feb.unpad.ac.id>
3. Registration fee:
 - National participants :**
 - Rp500.000,00 (June 18th, 2017 - July 21st, 2017)
 - Rp600.000,00 (July 22nd, 2017 - September 6th, 2017)

International participants :

- US\$ 38 (June 18th, 2017 - July 21st, 2017)
- US\$ 45 (July 22nd, 2017 - September 6th, 2017)

Via transfer to:

Account Name : Asri Ainun Putri
 Bank Name : BNI Perguruan Tinggi Bandung
 Bank Account Number : 0558511737
 Swift code : BNINIDJAXXX

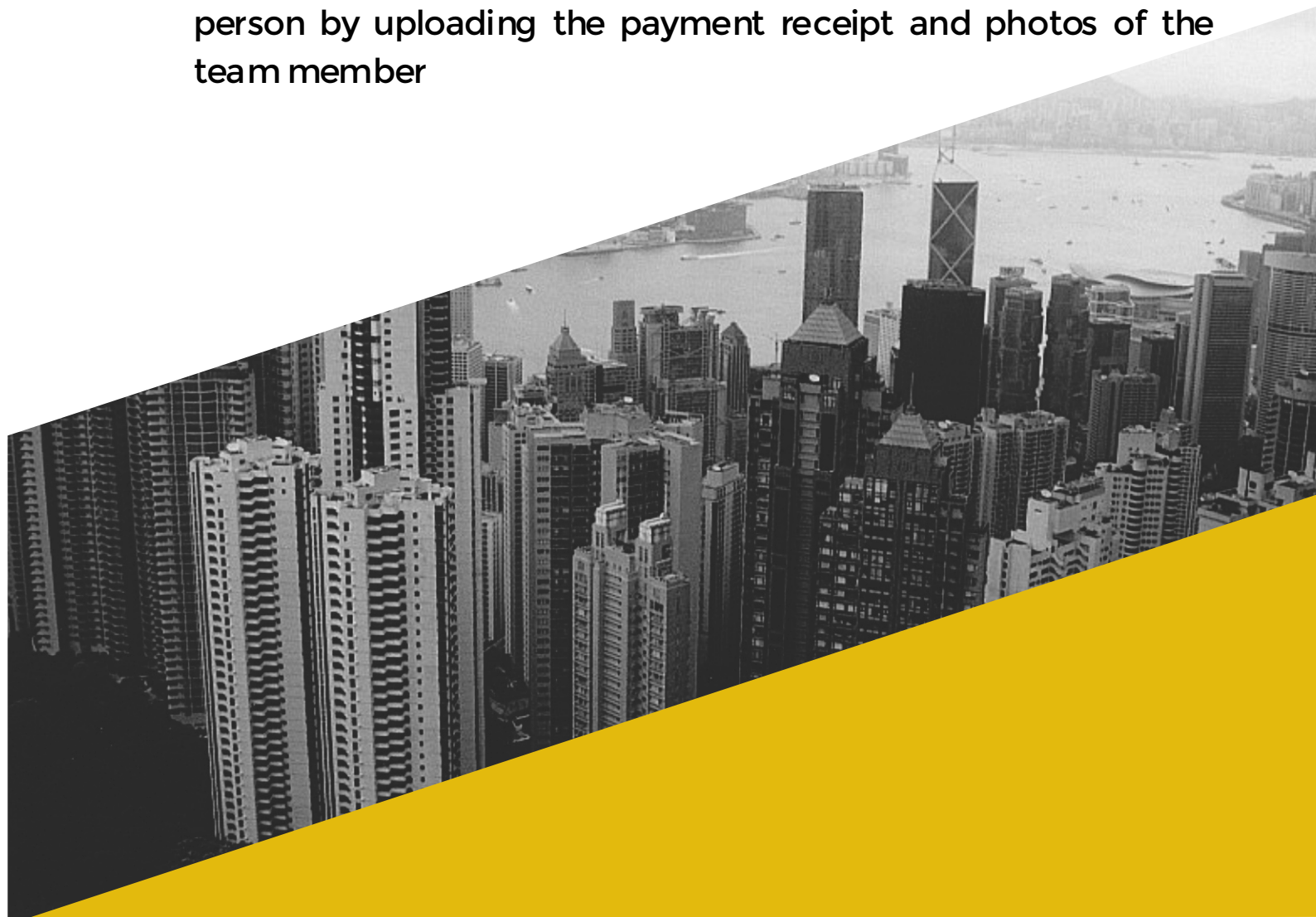
*the registration fee include: Welcoming Dinner, Lunch, Dinner, Snack, Competition Kit, and Transportation in Bandung

*the registration fee exclude the accommodation

4. The participant must submit payment receipt and photo with ratio 3x4 for each team members (jpg or png) to imc.iesc@fe.unpad.ac.id
5. Please confirm often uploaded the payment receipt and photo to our contact person:
 Rio Putra H divatama
 +628180 6145346
rio16002@mail.unpad.ac.id / rioputrahdivatama@gmail.com
 LINE ID : rioh divatama

HOW TO PAY (INTERNATIONAL PARTICIPANT)

1. Go to the nearest bank to pay the fee. Payment can only be done via Teller since BNI in Indonesia does not provide international payment via transfer
2. To make the payment, use the swift code of BNI Indonesia (BNINIDJAXXX) before entering the account number (Branch Office: BNI Perguruan Tinggi Bandung/BNI Bandung College)
e.g:
BNINIDJAXXX0558511737
3. Pay the exact amount of registration fee. The amount of registration fee will be divided into two cloters (see the how to apply procedures)
4. Don't forget to fill the record of transfer with IMC 2017 registration fee
5. After you make the payment, please confirm to the contact person by uploading the payment receipt and photos of the team member



RULES, TERMS AND CONDITION

1. This competition is open to all undergraduate students enrolled in any recognized college or university.
2. Members of team must come from the same university or college.
3. Each team consists of 3 people.
4. Each university or college can send up to 4 teams.
5. The same person can not compete in different teams.
6. All members of 1st winner last year, are not allowed to follow International Microeconomics Competition 2017.
7. Once you have made payment to the committee, the registration fee can not be refunded.
8. The committee will only take responsibility for illness or any accident that may occur during the competition.
9. We highly recommend Ruby Hotel as participants' hotel because almost of all main event will be held in Ruby Hotel.
10. Participants are obliged to come no later than 15 minutes before each event starts.
11. Participants wear the dress code set by the committees.
12. Participants are obliged to participate in every event of the International Microeconomics Competition 2017.
13. The decisions of the judges are final.
14. Any acts of violating the rules will face severe consequences.

CONTACT PERSON

For further information, you can contact our public relation which have been divided into 5 regions. Those are:

1. Sumatera, West Java. Kalimantan

Arniaty Kristina

082283311292

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kristinaarniaty@gmail.com

Sarah Nurfadilah

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sarahnurfadilah30@gmail.com

2. Jabodetabek

Daneira Diaji

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dnrxx50@gmail.com

3. DI Yogyakarta, Central Java, East Java

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LINE ID: fdyff

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Vanisa Mulia Lintang

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LINE ID:vanisavm

vanisamulialintang@yahoo.com

4. East Indonesia Region

Militcyano Samuel Sapulette

081293661145

LINE ID: militcyano

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5. International

Dinda Ayu Maharani

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LINE ID: dnursatrio

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Riyanti Monalisa Siregar

085603987174

LINE ID: riyantisiregar

siregariyanti@gmail.com

ACCOMMODATION



Bandung Railway Station

Jl. Stasiun Barat, Kebon Jeruk, Andir,
Bandung City West Java 40181, Indonesia
PIC: Bayu Rizky Prasetyo
0812 97194677



Husein Sastranegara Airport

Jl. Pajajaran No.156, Husen Sastranegara, Cicendo,
Bandung City, West Java 40174, Indonesia
PIC : Alwan Fadhlurrohman
089520065597



Kiaracondong Railway Station

Jl. Jembatan Opat, Kebonjayanti, 40284
Bandung City, West Java 40274, Indonesia
PIC: Farhan Safrieudin
0812 19388648



Leuwi Panjang Bus Terminal

Jl. Soekarno Hatta No. 205 Situsaeur Bojongloa Kidul,
Bandung City, West Java, Indonesia

PIC: Adik Cahyo

085717131634



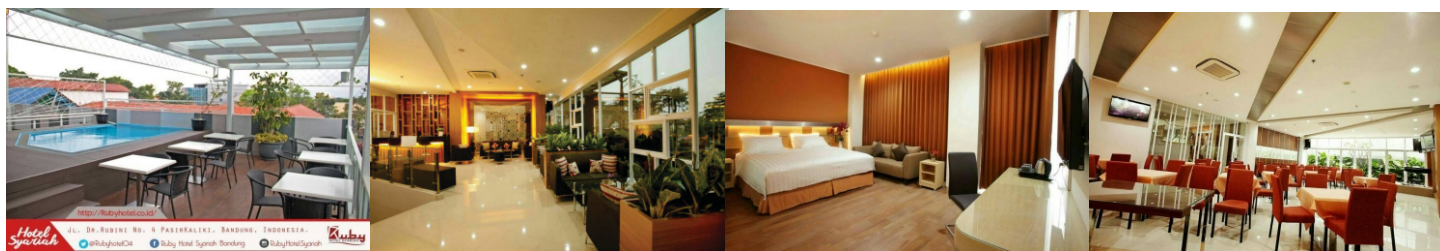
Travel Pool

(Pasteur & Dipatiukur Area)

PIC: M Afif Azhari

081310745947

RECOMMENDED HOTEL



The committee recommended a hotel :

Ruby Hotel

Jl. Dr. Rubini No.4 Pasirkaliki, Bandung, West Java - Indonesia 40171

Telp. +62 22 - 4265020, +62 812 2000 6900

FAX. +62 22 - 4231563

Email. mail@rubyhotel.co.id

www.rubyhotel.co.id

HOTEL PACKAGE

Here we offer you a special package including registration fee + accommodation. Hopefully this would help you to stay in Bandung during the event.

Facilities	18 June-21 July		22 July-6 September	
	One Night	Two Night	One Night	Two Night
Person	3	3	3	3
Breakfast	V	V	V	V
Price	Rp 850.000	Rp 1.200.000	Rp 950.000	Rp 1.300.000
	US\$ 64	US\$ 91	US\$ 72	US\$ 98



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