

the Asian Journal of Technology Management

ISSN: 1978-6956
Vol. 7 No. 1 2014

Indexed by

INDEX COPERNICUS
INTERNATIONAL



DOAJ DIRECTORY OF
OPEN ACCESS
JOURNALS



THE ASIAN JOURNAL OF TECHNOLOGY MANAGEMENT

Editor in Chief

Akbar Adhiutama, Ph.D

Vice Editor in Chief

Yuliani Dwi Lestari, Ph.D

Circulation and Distribution

Supri Haryanto, S.Sos

Ady Nugroho, SP

EDITORIAL BOARD

Prof. Che Sobry Abdullah

School of Business and Management
University Utara Malaysia

Prof. Ramaswami Sridharan

School of Management
RMIT University

Dr. Razli Che Razak

School of Business and Management
University Utara Malaysia (UUM)

Prof. Bill Watson

Department of Anthropology
University of Kent

Dr. Hasan Akpolat

Faculty of Engineering and Information Technology
University of Technology Sidney

Prof. Kiyoshi Dowaki

Department of Industrial Administration
Tokyo University of Science, Japan

Prof. Richard W Moore

Department of Management
College of Business and Economics
California State University

Dr. Dermawan Wibisono

School of Business and Management
Insitut Teknologi Bandung

Prof. Kyoichi Kijima

Department of Value and Decision Science
Tokyo Institute of Technology, Japan

Prof. Basheer M. Khumawala

Bauer College of Business
University of Houston

Dr. Gatot Yudoko

School of Business and Management
Insitut Teknologi Bandung

Prof. Hiroshi Deguchi

Department of Computational Intelligence and
System Science
Tokyo Institute of Technology, Japan

Prof. Rushaimi Zien Yusoff

School of Business and Management
University Utara Malaysia (UUM)

Prof. Sudarso Kaderi Wiryono

School of Business and Management
Insitut Teknologi Bandung

Dr. Chuda Basnet

Waikato Management School
The University of Waikato

Dr. Pri Hermawan

School of Business and Management
Insitut Teknologi Bandung

Prof. Takeshi Arai

Department of Industrial Administration
Tokyo University of Science, Japan

Ahmad Syamil, Ph.D.

Department of Computer and Information Technology
College of Business
Arkansas State University

Prof. Jann Hidajat Tjakraatmadja

School of Business and Management
Insitut Teknologi Bandung

Prof. Togar M Simatupang

School of Business and Management
Insitut Teknologi Bandung

Copyright : Authors publishing in the Journal will be asked to sign an Exclusive License Form. In signing the form it is assumed that authors have obtained permission to use any copyrighted or previously published material. All authors must read and agree to the conditions outlined in the form, and must sign the form or agree that the corresponding author can sign on their behalf. Article cannot be published until a signed form has been received. Authors can download the form from the journal web-page.

Offprints : A Free PDF offprint will be supplied to the corresponding author. An additional paper offprints will be provided.

Sponsorship : The Asian Journal of Technology Management is sponsored by School of Business and Management Indonesia .

Published : Twice a year (June and December), by School of Business and Management, Institut Teknologi Bandung, Jl. Ganesha 10 Bandung 40132 Indonesia

Web-page : <http://journal.sbm.itb.ac.id>

Email : journal@bm-itb.ac.id

Phone : +62 22 253 1923

Fax : +62 22 250 4249

Copyright © 2014. School of Business and Management, Institut Teknologi Bandung. All rights reserved.

The Asian Journal of Technology Management

Volume 7 Number 1 2014

**1 **Potensial of the Usage of Compressed Natural Gas for Competitiveness
in Service Delivery Industries****

Gazi Muhammad Hasan Jamil and Fuad Hasan

**9 **Linking Technology Capabilities to Marketing Requirements:
Case of Indonesian Aircraft Industry****

Yulianto Suharto

19 **Attitudinal Explanation on Virtual Shopping Intention**

Ritzky Karina M.R. Brahmana and Rayendra Khresna Brahmana

31 **An Analytical Study of Tools and Techniques for Movie Marketing**

Garima Malik and Ch. Abhinav Guptha

**45 **Financing Small and Medium Enterprises in Bangladesh-
Issues and Challenges****

Fuad Hasan and Gazi Muhammad Hasan Jamil

Unit Research and Knowledge
School of Business and Management
Institut Teknologi Bandung
Jl. Ganesha No. 10 Bandung 40132

Phone : +62 22 253 1923

Fax : +62 22 250 4249

Web-page <http://journal.sbm.itb.ac.id>

E-mail : journal@sbm-itb.ac.id



The Asian Journal of Technology Management

Print ISSN: 1978-6956; Online ISSN: 2089-791X

EDITORIAL POLICIES THE ASIAN JOURNAL OF TECHNOLOGY MANAGEMENT

Aims and Scope

The Asian Journal of Technology Management aims to promote interdisciplinary research regarding the special problems and opportunities related to technology management fields in Asia and its effects beyond.

As we are facing a fast changing Asia, where old customs and tradition meet technology adoption and the government, industry, corporations; the journal intends to take part in the swift change and is filling a niche in management publications. It views the intersection of Technology and Management in a fashionable and unique way in creating competitive advantage of corporations and nations in Asia.

Further, the journal is intended as an instrument for individuals conducting research on technology management at both micro and macro levels of analysis as well as its relationship with other managerial functions such operations, marketing, finance, and human resource. It publishes papers by worldwide scholars, practitioners, and those interested in Asian technology development under one of these classifications research paper, viewpoint, conceptual paper, case study, literature review.

The subject coverage of AJTM includes all aspects of technology management such as:

- National innovation system
- Creativity and innovation
- Product development
- Research and development
- Cross cultural and technological change
- Technology and competitiveness
- Technology policy and strategy
- Technology transfer
- Technology in economics
- Technology in finance
- Technology in marketing
- Technology in human resources
- Technology in operations and supply chain
- Technology in decision making and negotiation
- Technology and community development

Section Policies

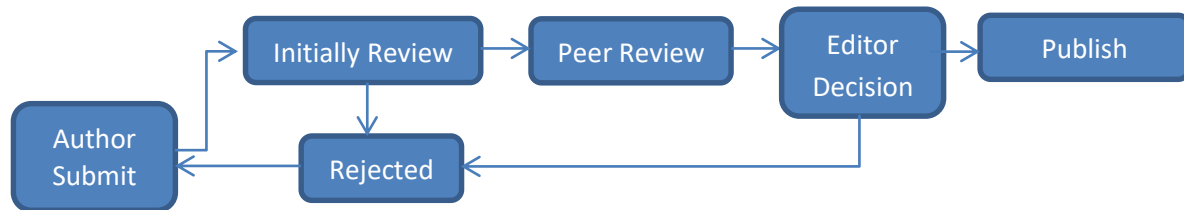
Article

✔ Open Submissions

✔ Indexed

✔ Peer Reviewed

Peer Review Process



AJTM journal peer reviews all the material it receives. We examine the manuscript including its relevance to our topics, format and content, which will be completed within two or three weeks of submission. For original articles which need improvement on its format and content, our Editor-in-Chief will return the manuscripts along with their comments and provide about two weeks to make an improvement and resubmit the article.

Once we decide the manuscript passes the peer review, our Editor-in-Chief will inform that the manuscript will be further processed for double-blind review with an estimated time between 1-3 months. After the double-blind review process, the authors are promptly informed of the acceptance/revision/rejection of the manuscript. The reviewer's comments are also sent to the authors as the guidance for improvement, and authors need to resubmit again the revised manuscript based on the deadlines set (only for revision manuscript).

Once the author gets an acceptance for publication, we will edit the layout, figures, tables, charts, and ask for approval from the corresponding author. We also send a form as a Microsoft Word document, which the authors can request for any changes required in the manuscript. After the final version of the manuscript is ready, we will process for publication.

Open Access Policy

This journal provides immediate open access to its content on the principle that making research freely available to the public supports a greater global exchange of knowledge.

Archiving

This journal utilizes the LOCKSS system to create a distributed archiving system among participating libraries and permits those libraries to create permanent archives of the journal for purposes of preservation and restoration.

Index

The Asian Journal of Technology Management (AJTM) has been registered in the CROSSREF system with Digital Object Identifier (DOI) and distributed by PROQUEST. The Journal has been indexed by **DIRECTORY OF OPEN ACCESS JOURNALS (DOAJ)**, **GOOGLE SCHOLAR**, **INDEX COPERNICUS**, **INDONESIAN PUBLICATION INDEX (IPI)** and **INDONESIAN SCIENTIFIC JOURNAL DATABASE (ISJD)**

Publication Frequency

The Journal is published bi-annually in June and December. Current section closing dates in view of Announcement.

Author Fees

The Asian Journal of Technology Management (AJTM) does not charge for Article Processing Charges (APCs) or submission charges.

Plagiarsm Checker

To ensure that the articles are free from plagiarism, The Asian Journal of Technology and Management (AJTM) using plagiarism software by Turnitin.com. More detail visit: http://turnitin.com/en_us/home

Publishing Code of Ethics

This publishing code of ethics is derived from COPE's Best Practice Guidelines for Journal Editors with aims to regulate the publishing activities and ethics in the Asian Journal of Technology management involving the authors, editors, and the publisher (School of Business & Management ITB).

Publishing ethics

The publication of an article in a peer-reviewed the Asian Journal of Technology management is an essential building block in the development of a coherent and respected network of knowledge. It is a direct reflection of the quality of the work of the authors and the institutions that support them. Peer-reviewed articles support and embody the scientific method. It is therefore important to agree upon standards of expected ethical behavior for all parties involved in the act of publishing: the authors, the journal editors, the peer reviewers, the publisher and the society or sponsored journals.

School of Business and Management, Institut of Teknologi Bandung (SBM ITB) as the publisher of the articles is committed to uphold the ethics throughout the publication processes. We commit to ensuring that advertising, reprint or other commercial revenue has no impact or influence on editorial decisions. In addition, SBM ITB and editorial board of AJTM will assist in communications with other journals and/or publishers where this is useful and necessary.

Duties of editors

- *Publication decision*

The editor in chief of AJTM is responsible for deciding articles that will be published. The decision is based on the articles compliance with AJTM standard, and recommendation from the journal's editorial board members and reviewers. The journal abides by legal requirements as shall then be in force regarding libel, copyright infringement and plagiarism. The editor confers with the editorial team and reviewers in making this decision.

- *Fairness*

AJTM upholds for fairness. The editors and reviewers evaluate articles for intellectual content without regard to race, gender, sexual orientation, religious belief, ethnic origin, or political philosophy of the authors.

- *Confidentiality*

AJTM ensure the confidentiality of all data and information related to publications. The editor, reviewers, and editorial staff must not disclose any information about a submitted article to other parties who have no relations to our publication processes.

- *Disclosure and conflicts of interest*

Unpublished materials disclosed in a submitted article must not be used by any of the editorial board members and reviewers in their own research.

Duties of Reviewers

- *Contribution to Editorial Decisions*

AJTM uses double-blind review process. The reviewers review articles content and advise the editor-in-chief in making the editorial decision. Further, editor-in-chief communicates with authors, and sends the comments from reviewer to improve the quality of their manuscripts.

- *Promptness*

AJTM journal editor commit to provide sufficient time in reviewing the author's article, thus we involve reviewers from various countries. When a reviewer does not submit the review report in a timely manner, the article will be immediately sent to another qualified reviewer.

- *Confidentiality*

We enforce enclosed process where only editor-in-chief and reviewers can discuss articles submitted thus we ensure its confidentiality.

- *Standards of Objectivity*

AJTM upholds objectivity to all articles submitted. Our editors and reviewers evaluate articles based on its content, provide recommendation for improvement, and the review comments must be respectful.

- *Acknowledgement of Sources*

Reviewers should identify relevant published work that has not been cited by the authors. Any statement that an observation, derivation, or argument had been previously reported should be accompanied by the relevant citation. A reviewer should also call to the editor's attention any substantial similarity or overlap between the manuscript under consideration and any other published paper of which they have personal knowledge.

- *Disclosure and Conflict of Interest*

Privileged information or ideas obtained through peer review must be kept confidential and not used for personal advantage. Reviewers should not consider manuscripts in which they have conflicts of interest resulting from competitive, collaborative, or other relationships or connections with any of the authors, companies, or institutions connected to the papers.

Duties of Authors

- *Reporting standards*
Authors should present their work clearly. An article should contain sufficient detail, clear tables and figures, and references. Fraudulent or knowingly inaccurate statements constitute unethical behavior and are unacceptable.
- *Data Access and Retention*
Authors may be asked to provide the raw data in connection with a paper for editorial review. They should be prepared to provide such data within reasonable time.
- *Originality and Plagiarism*
The authors should ensure that the article submitted to AJTM must be an original work. Authors are not allowed to submit the same article to other journals while the article is being under review by AJTM. Further, articles must be free of any plagiarism falsification, fabrications, or omission of significant material. Articles found with such problems will be automatically rejected.
- *Multiple, Redundant or Concurrent Publication*
Multiple, redundancy or self-plagiarism is unacceptable. Further, when submitting an article, authors should make a written statement mentioning that the article has not been published and is not currently under publication to any other journal.
- *Acknowledgement of Sources*
Proper acknowledgment of the work of others is required. Authors must cite publications that have led to the authors' current research.
- *Authorship of the Paper*
Authorship should be shared properly and only for those who have actually made contributions. The corresponding author who submits the article should list all co-authors. If accepted, all authors are required to give a signed statement that the research work is their original research work.
- *Hazards and Human or Animal Subjects*
If the work involves chemicals, procedures or equipment that have any unusual hazards inherent in their use, the author must clearly identify these in the manuscript.
- *Disclosure and Conflicts of Interest*
All authors should disclose any financial support in their article, and should avoid conflicts of interest that might be construed to influence the results or interpretation of their manuscript.
- *Fundamental errors in published works*
When an author discovers a significant error or inaccuracy in his/her own published work, it is the author's obligation to promptly notify the journal editor or publisher and cooperate with the editor to retract or correct the article.