

STRATEGIC MAP OF INCUBATION CENTER: A CASE OF YOGYAKARTA STATE UNIVERSITY AND CHAOYANG UNIVERSITY OF TECHNOLOGY

by Nahiyah Jaidi, Setyabudi Indartono, Siswantoyo, Jane S.C. Liu

ABSTRACT

This study is aimed to investigate the Strategic Map of Incubator center in term of the contribution of business incubator to increase quality and quantity of tenant business. The concept of "incubator" is often used in organizations to create a conducive environment when "hatching" and developing new companies. The business incubation process can vary from one incubator to another, because it is influenced by the goals to be achieved, the characteristics of the region in which the incubator is located and several other factors. This research topic is the extension of previous works that have been done shows that business incubator problems in Indonesian need to be improved their competitive advantages heading to global market compare to the Taiwan cases. This study investigates the different type of business incubator strategies for Indonesia and Taiwan cases. This study used quantitative and qualitative with the primary that had been collected through surveys and observations. The Result shows that Chaoyang Business Incubation Center (CBIC) and Business Incubator LPPM UNY have a quite different pattern of their strategies. The Business Support Model Represent CBIC is program demand: Entrepreneur-initiated, whereas LPPM one is program supply: Incubator-initiated. The Business Incubator LPPM UNY is likely to more active rather than BCIC. However, CBIC seems to promote entrepreneur more active rather than Business Incubator LPPM UNY.

Kata Kunci: *STRATEGIC MAP, INCUBATION CENTER, INDONESIA, TAIWAN*