

MANAGEMENT ISSUES AND CHALLENGES IN THE CHANGING WORLD ECONOMY

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WARTAWAN SENIOR KOMPAS

ERA ASIA DAN TANTANGAN MANAJEMEN

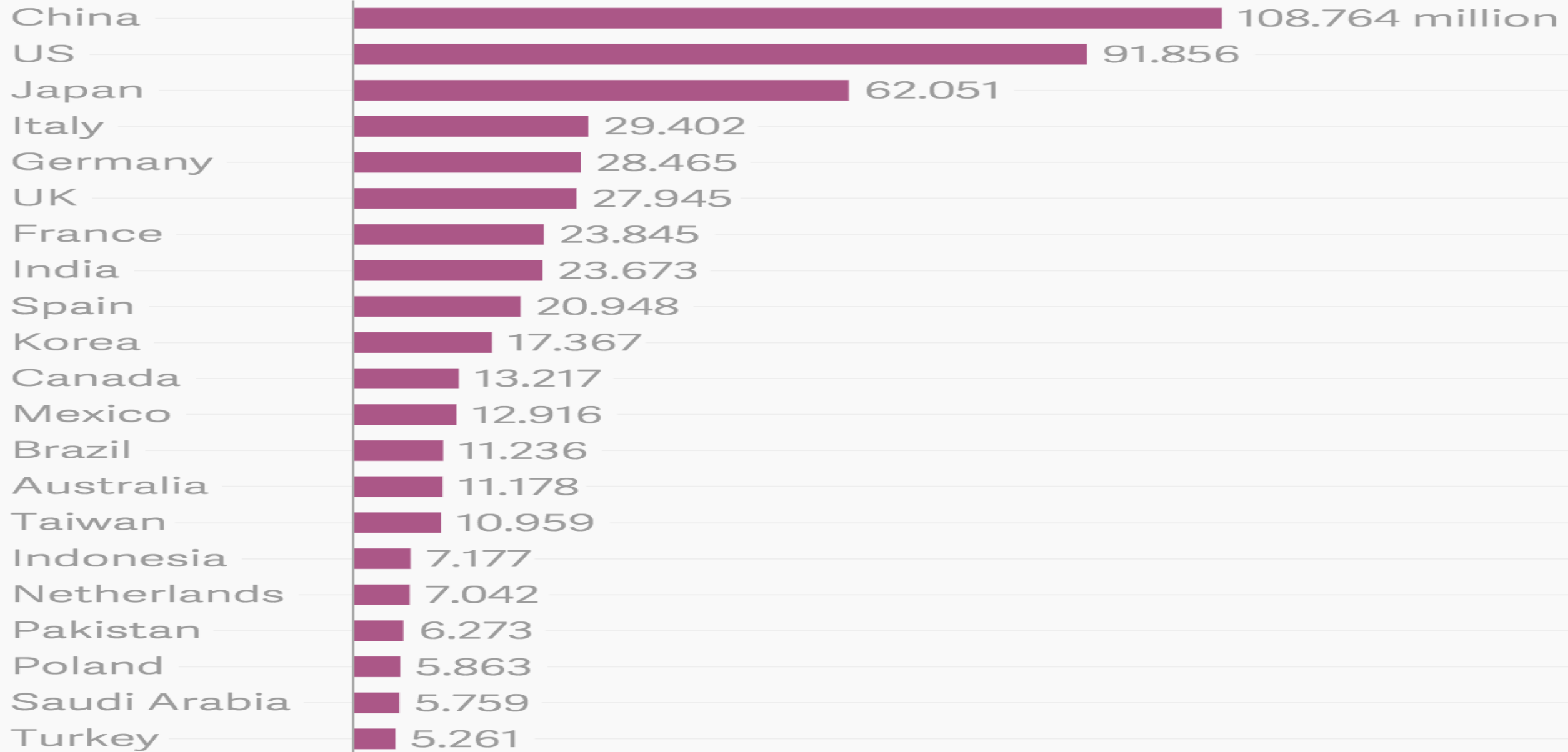
- ▶ Episentrum ekonomi dunia makin bergeser ke Asia
(John Naisbitt, JPMorgan, NII):
 - ❑ Penduduk muda (Direktur IMF Christine Lagarde)
 - ❑ Kesempatan investasi besar (PECC)
 - ❑ Kelas menengah (Credit Suisse)

BANYAK INDIKATOR PENGUAT ERA ASIA

- ❑ 40 persen keuntungan Wall Street berasal dari China
- ❑ Ford, GM relatif selamat dari penjualan 1 juta unit mobil masing-masing per tahun di China
- ❑ Merek-merek ternama dunia bertahan karena pasar China

China's middle class takes the lead

Total middle class adults in 2015



BANDARA TERSIBUK DUNIA (2015)

- | | |
|---------------------|----------------|
| 1. Atlanta | Atlanta (2000) |
| 2. Beijing | O'Hare |
| 3. Dubai | LAX |
| 4. Chicago O'Hare | Heathrow |
| 5. Tokyo, Haneda | Dallas FW |
| 6. London, Heathrow | Haneda |
| 7. Los Angeles | Frankfurt |
| 8. Hongkong | Paris CDG |
| 9. Paris CDG | SFO |
| 10. Dallas FW | Schiphol |

Catatan: CKG (18)

RUTE TERSIBUK DUNIA

- ▶ 1. Seoul - Jeju
- ▶ 2. Sapporo - Tokyo
- ▶ 3. Tokyo - Fukuoka
- ▶ 4. Melbourne - Sydney
- ▶ 5. Taipei - Hongkong
- ▶ 6. Mumbai - Delhi
- ▶ 7. Okinawa - Tokyo
- ▶ 8. Beijing Shanghai
- ▶ 9. Osaka - Tokyo
- ▶ 10. Rio de Janeiro - Sao Paolo
- ▶ 11. Surabaya - Jakarta
- ▶ 12. Ho Chi Minh - Hanoi
- ▶ 13. Sydney - Brisbane
- ▶ 14. Johannesburg - Cape Town
- ▶ 15. Jakarta - Singapura

Sumber: OAG

Global air traffic trends



New analysis by Amadeus reveals that:

- Asia still leads air travel growth with 9% increase in 2012 followed by Latin America with 6% increase.
- The Middle East is a rapidly growing hub. Dubai, Abu Dhabi and Doha have a collective growth rate of 20% when serving Europe and Asia traffic.

- Approximate full year passenger volume
- Annual growth in 2012 compared to 2011
- NEW Emerging Markets

2%
597 million

4%
680 million

9%
787 million



LOW COST CARRIER PENETRATION IN EACH REGION

Regions	Share of all traffic	
	2011	2012
Asia	16.5%	18.6%
Europe	36.5%	38.0%
North America	29.5%	30.2%
Latin America	26.6%	24.9%
Middle East	11.7%	13.5%
South West Pacific	35.5%	36.6%
Africa	9.4%	9.9%

Among the fastest growing countries in passenger traffic we find:

Peru **28%** Indonesia **22%** Philippines **14%** Colombia **11%** China **10%**

World's Busiest Longhaul Routes

Ranked by seats scheduled each way, for all airlines for the 12 months to June 2016, for routes more than 3,000 miles (Source: Diio Mi)

Route	Seats
London LHR-New York JFK	1,961,975
Dubai DXB-London LHR	1,722,720
Bangkok BKK-Dubai DXB	1,108,741
London LHR-Los Angeles LAX	965,345
Singapore SIN-Sydney SYD	956,582
Honolulu HNL-Tokyo NRT	955,604
London LHR-Hong Kong HKG	910,577
New York JFK-Paris CDG	872,301
Melbourne MEL-Singapore SIN	842,169

PELABUHAN LAUT TERSIBUK DUNIA (2013)

- ▶ 1. Shanghai
- ▶ 2. Singapura
- ▶ 3. Shenzhen
- ▶ 4. Hongkong
- ▶ 5. Busan
- ▶ 6. Busan
- ▶ 7. Ningbo
- ▶ 8. Guangzhou
- ▶ 9. Jebel Ali (UAE)
- ▶ 10. Tianjin

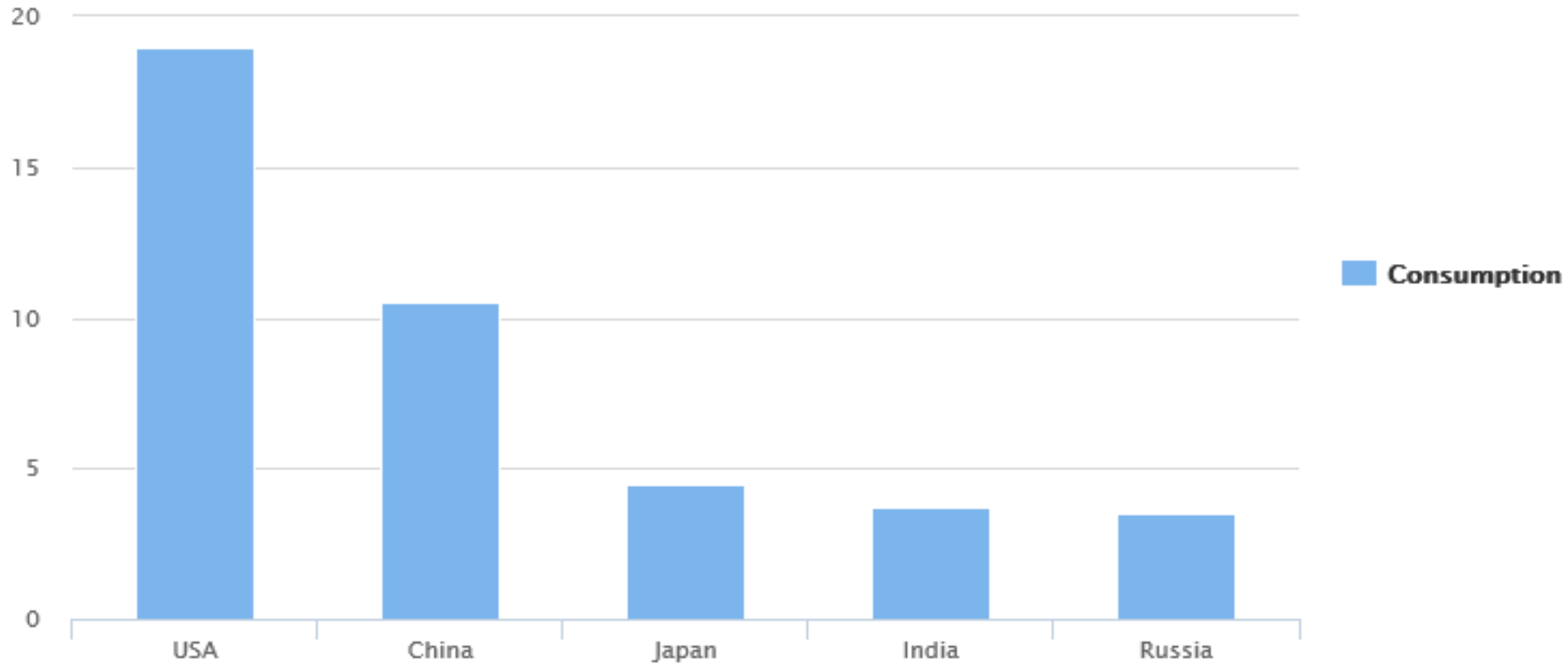
▶ Berdasarkan TEU

▶ Sumber: World Shipping Council

KONSUMSI MINYAK TERBESAR

Largest Oil Consuming Countries in the World

2013 (in Millions of Barrels Per Day)



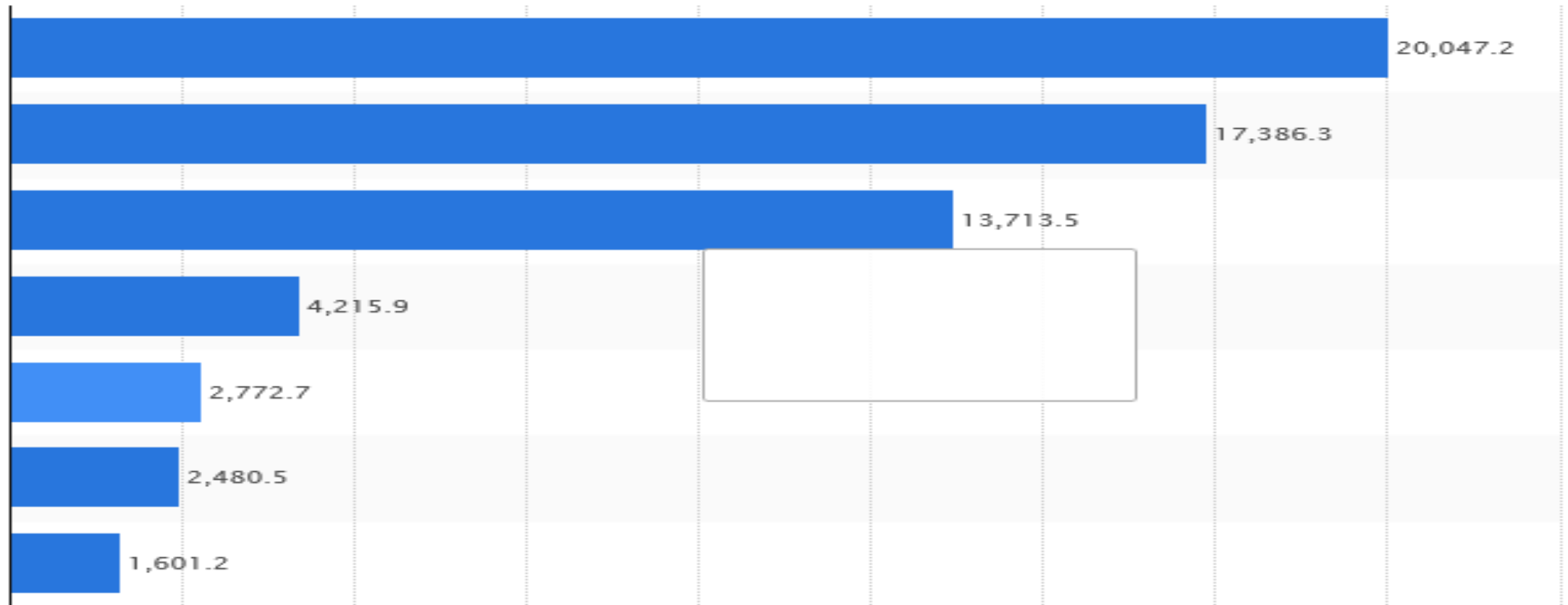
Highcharts.com

KONSUMSI BAJA

▶ Asia Oceania	65,2
▶ Middle East	3,7
▶ Afrika	2,7
▶ Central and South America	3,0
▶ NAFTA	9,4
▶ CIS	3,3
▶ Eropa lainnya	2,7
▶ Uni Eropa	10,0

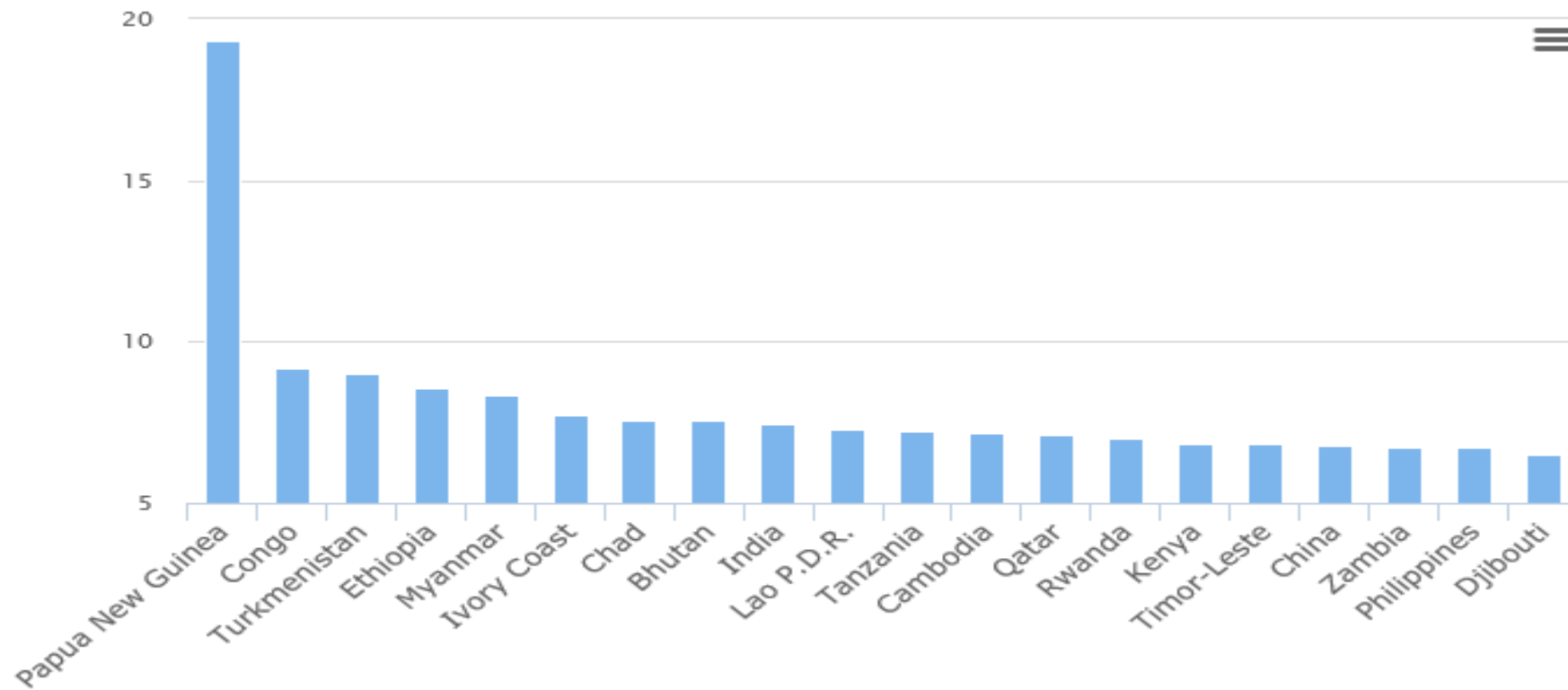
PENJUALAN MOBIL TERBESAR

China, AS, EU, Japan, India, Brazil, Rusia



New car registrations in thousands

Pertumbuhan Ekonomi Tertinggi Dunia, 2013



PERGESERAN MAKIN KENCANG

- ▶ Prof DR Kishore Mahbubani, Dosen Senior NUS - Pergeseran episentrum ekonomi makin kencang yang akan diikuti dengan konflik-konflik akibat ketidakrelaan menerima perubahan



INDONESIA MASUK RADAR

- ▶ Indonesia is experiencing a burst of unprecedented economic and political optimism. The world's fourth most populous country, with some 250 million people, is emerging as a powerhouse of Southeast Asia, at the dawn of an awakening that many compare to pre-boom China three decades ago.
- ▶ The Globe and Mail, 16 Oktober 2015

BUKAN TANPA SYARAT

- ▶ Hati-hati dengan *Middle Income Trapp*.
- ▶ Pengalaman Argentina dekade 1920-an dan Filipina dekade 1960-an

GLOBAL COMPETITIVENESS INDEX

Basic requirements subindex

- Pillar 1. Institutions
- Pillar 2. Infrastructure
- Pillar 3. Macroeconomic environment
- Pillar 4. Health and primary education

Key for
factor-driven
economies

Efficiency enhancers subindex

- Pillar 5. Higher education and training
- Pillar 6. Goods market efficiency
- Pillar 7. Labor market efficiency
- Pillar 8. Financial market development
- Pillar 9. Technological readiness
- Pillar 10. Market size

Key for
efficiency-driven
economies

Innovation and sophistication factors subindex

- Pillar 11. Business sophistication
- Pillar 12. Innovation

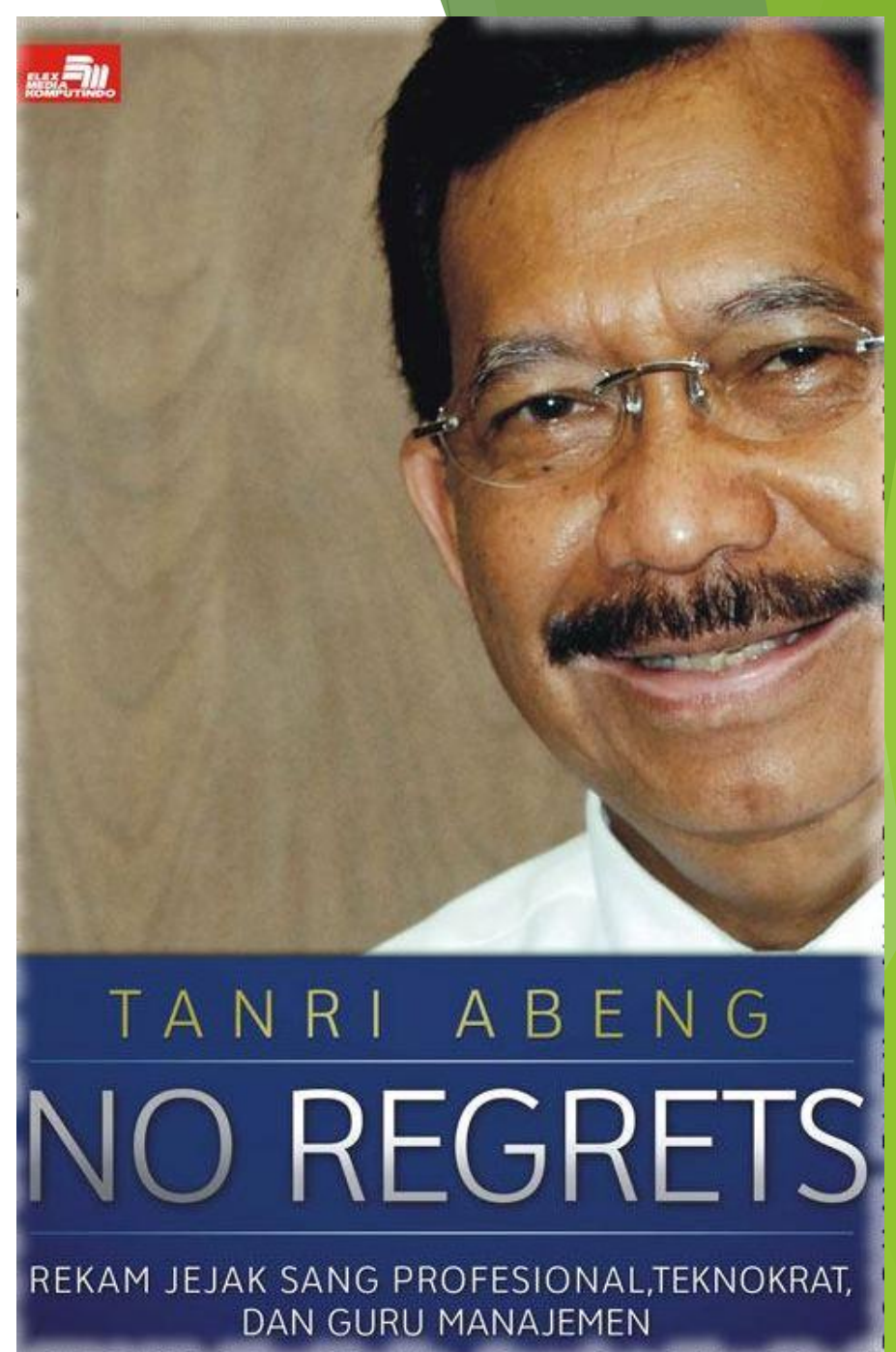
Key for
innovation-driven
economies

FAKTOR MANAJEMEN SANGAT KRITIS

- ▶ Ini menjelaskan mengapa studi-studi manajemen salah satu yang paling laris, diminati
- ▶ Prof DR Tan Teng Kee: Nanyang Technological University : It is not about the technology, it is about how to manage



SEMUANYA BERPULANG
PADA ARAHAN
PEMIMPIN TERTINGGI



GAYA MANAJEMEN TIDAK BERKESINAMBUNGAN?

- ▶ The right man in the right place
- ▶ Nepotism
- ▶ Family Business

Catatan: Bagaimana hal seperti ini diubah
menghadapi era baru

TANTANGAN BAGI STUDI MM

- ▶ Eksternalitas yang begitu dahsyat dan positif bagi perkembangan ekonomi. Ini sebuah jalan untuk memanusiakan manusia.
- ▶ Akan tetapi faktor manajemen begitu urgen

SELAMAT BERJUANG MM UNIVERSITAS SANATA DARMA

- ▶ UNIVERSITAS SANATA DHARMA MUNGKIN ADALAH SEBUAH STUDI KASUS MANAJEMEN YANG BAIK. LEMBAGA PENDIDIKAN YANG TETAP EKSIS. MENGAPA?