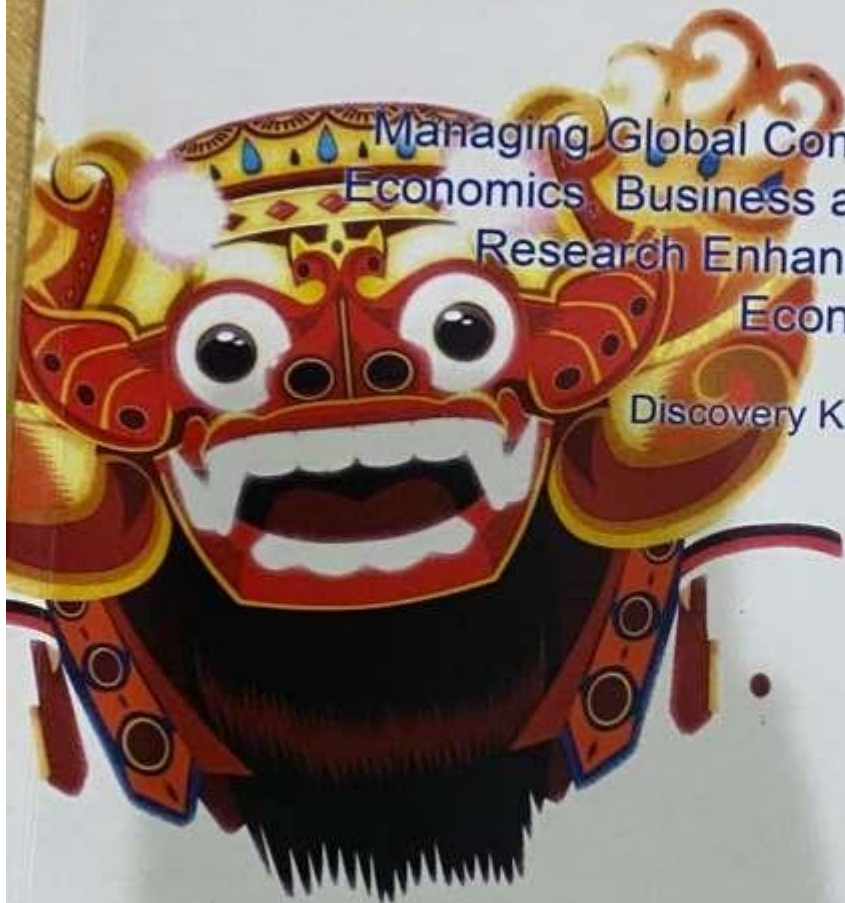


PROCEEDING

# ICBESS 2016

The 3<sup>rd</sup> International Conference on Business,  
Economics and Social Sciences



Managing Global Competition Issues on  
Economics, Business and Social Science  
Research Enhancing a Sustainable  
Economic Environment

Discovery Kartika Plaza Hotel, Bali  
10 – 11 August 2016



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The 3<sup>rd</sup> ICBESS 2016 – PROCEEDING  
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**ROLE OF STUDENT THROUGH  
ENTREPRENEURIAL ORIENTATION IN  
FACING THE CHALLENGES  
AND OPPORTUNITIES OF THE ASEAN ECONOMIC COMMUNITY  
IN 2015**

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**Abstract** - This study used a qualitative method with descriptive exploratory approach. Aims to determine how the role of students through the entrepreneurial orientation in facing the challenges and opportunities of AEC 2015 and the factors inhibiting. The subjects of this study is 8 student of S1 Business Administration, FISIPOL, Islamic University of Riau who has run a business more than one tahun usaha they do it is in the business of food, services and clothing online. Data Validation Focus Group Discussion (FGD). These methods rely on the acquisition of the data or information from an informant or responde interaction based on the discussion a focus group to conduct the discussion in solving certain problems Data or information obtained through this technique, in addition to an information group, is also the opinions and decisions of the group. Entrepreneurial orientation visits of three indicators: the ability to innovate, proaktifitas, and the ability to take risks.

**Keywords:** Role Of Students, Orientation Entrepreneurship, Entrepreneur

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\*Business, Economics and Social Sciences In The Era of Globalization : New Challenges and Opportunities-

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