

end, the current characteristics of the textile and clothing industry were analysed together with the content of the selected YouTube channels focused on the slow fashion concept. The proposed solutions seem relevant for the environment, promoting recycling and the reuse of items, as well as affecting transport and the education of the consumer. Factories to transform clothing for reutilization need to be built, more shops selling second-hand clothing need to be opened, and packaging needs to be more ecological. Consumers need to be geared towards using second-hand clothes and need more education and awareness in this direction. Slow fashion is a new concept, which we would like to see introduced as opposed to fast fashion proving that it is possible to innovate in our production and consumption patterns, while aiming for profit in a more balanced way and while respecting employees, society and the environment. Slow fashion emphasizes quality and not quantity, while also slowing down production and purchasing habits.

Keywords: Fashion, environment, scarce resources, responsible behaviour.

Teamwork and Innovation: The Moderating Role of Reward in the Fashion Industry

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Abstract: One of the industries that is quite vulnerable to the changes of consumer demand is fashion industry. In the fashion industry, the life cycle of a product is short, and differentiation advantages are built on brand image and product style, which can be imitated immediately. The importance of innovation for small and large firms in the developed and developing countries has provoked an immense interest of social scientists and practitioners to scrutinize this topic from many perspectives. In this study, we suggest that to propel innovation in the fashion industry, instead of individual work, teamwork is an ideal frame to foster the successful of new products development. Previous study stated that teamwork is essential to sustain the realization of the new product since it involves many areas of section. Thus, in this study, we try to explore to which extend teamwork may augment innovation in SMEs fashion industry in Indonesia. Moreover, even though a fashion industry is a business driven by art and passion, we also argue that reward is an essential factor for driving innovation. Hence, we also explore to which extend reward may strengthen the relationship between teamwork and innovation. According to the authors knowledge, despite a few of literature studies about teamwork and reward to innovation, but the teamwork and reward have been analyzed separately. Since all the team can get reward

from the success of innovation, and it gives them more motivation to innovate, thus we proposed that reward could strengthen the impact of teamwork to innovation. Using ordinary least squares (OLS)- regression analyses, 50 designers from SMEs in distro- fashion district in Bandung - Indonesia were asked to complete the questionnaires. The result shows the impact of teamwork on innovation is moderated by reward, but in a negative way and the result has advanced the prior studies on innovation.

Keywords: innovation, teamwork, reward, SMEs and fashion industry

Entrepreneurship for All: An Exploration of the Impact of Entrepreneurship Education across Disciplines

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Abstract: Increasingly, international entrepreneurship education policy has been attracting research attention (Smallbone & Welter, 2010). Entrepreneurship education has been pushed to the top of socio-economic and political agendas, and is currently a high priority imperative for government policy makers (Mitra and Matlay, 2004). It is widely recognised that the benefits of entrepreneurship education are not limited to the creation of new business ventures and subsequent new jobs, but will also develop key competencies of students, encourage innovative mind sets and as a consequence enable them to be more creative and self-confident in whatever they undertake. It has been highlighted by (Hytti & Kuopusjärvi, 2004, p.6) that there is also a distinction between preparing people to be enterprising/entrepreneurial and preparing them to be entrepreneurs. Additionally, there is an increasing role for entrepreneurship in a complex world where there are constantly changing needs of a very diverse population due to changes in society, technology and the economy. The design of specific entrepreneurship modules for non-business disciplines are key to making students more employable, giving them skills and knowledge required across all disciplines (Hamouda and Ledwith, 2016). The aim of this paper is to investigate the impact of the integration of entrepreneurship across third level programmes and explore its impact on the development of entrepreneurial mind-sets amongst undergraduate students. The findings are based on results of 137 surveys from graduates from across ten programmes in the Schools of Business and Humanities, Engineering and Applied Science and Nursing at Dundalk Institute of Technology, Ireland. The findings indicate that an entrepreneurship programme specifically designed for non-business students has had an overwhelming positive impact on their entrepreneurial attitudes and intentions. In particular, they have