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Proceedings of the
6th Global Conference on Business and Social Sciences on
"Contemporary Issues in Business and Social Sciences Research"
(CIBSSR – 2017)

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Bangkok, Thailand

Global Academy of Training and Research
(GATR)
Kuala Lumpur, Malaysia

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Acknowledgment

Welcome to proceeding of the 6th Global Conference on Business and Social Sciences 2017, with the theme of "Contemporary Issues in Business and Social Sciences Research".

It was pleasure to edit the conference proceeding which contains all accepted abstracts that were presented and considered for publication at the 6th GCBSS, held on 4th and 5th December, 2017 in Bangkok, Thailand in cooperation with international and national universities, institutes and publishers, namely, Cairo University (Egypt), Kalasalingam University (India), Brawijaya University (Indonesia), Asia Pacific Institute of Dispute Management (Australia), Elsevier (UK), Inderscience (Switzerland) and UPM Press (Malaysia).

6th GCBSS received a great number of abstracts for presentation, many of which high-quality scholarly works. As a result, the selection panel had to make decisions with considerable care. We are highly grateful to the authors for their enthusiasm, and to the reviewers for their painstaking work. Some of the accepted papers were selected for publishing in the Polish Journal of Management Studies (ISI & Scopus), Pertanika Journal of Social Sciences and Humanities (ISI & Scopus), International Journal of Economics and Management (Scopus), and in GATR Journals: Global Journal of Business Social Sciences Review (GJBSSR), Accounting and Finance Review (AFR), Journal of Business and Economics Review (JBER), Journal of Finance and Banking Review (JFBR), and Journal of Management and Marketing Review (JMMR) and all full paper publications are sponsored by Global Academy of Training & Research (GATR), the leading organizer of this conference.

The conference provided a platform for sharing novel ideas and inspiring research outcomes of the academics from different countries, including the USA, UK, Australia, UAE, Poland, Latvia, The Netherland, Newzeland, South Africa, Malaysia, Iran, India, Indonesia, Iraq, Georgia, Pakistan, Phillipine, Sri Lanka, Saudi Arabia, Austria, Thailand, Vietnam, Hungary, China, Taiwan, Nigeria, Italy, Norway, Lebanon, Mauritius, Slovakia, Japan, Korea, Czech Republic and Morocco. It was also attended by three prominent keynote speakers: Professor Danture Wickramasinghe, University of Glasgow, UK and Professor Gabriël A. Moens, Curtin University, Australia and Professor Bjoren Willy Aamo, University of Norland, Norway, we are grateful to them for their invaluable contribution.

We hope this conference will contribute to meaningful paradigm shifts in business and social sciences research, in general, and the delegates' career development, in particular. Finally, we would like to thank everybody who contributed in many ways to the success of the conference, especially to session chairs and the members on organizing committee.

We wish to see you all in 6th GCBSS in Bangkok, Thailand.

Editors:

Dr. Kashan Pirzada, Chairman Advisory, Global Academy of Training and Research, Malaysia

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Professor Dr. Danture Wikramasinghe, University of Glasgow, UK

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‘Haven for Counterfeit International Branded Bags’: Challenges for Trademark Protection in Batam City, Indonesia

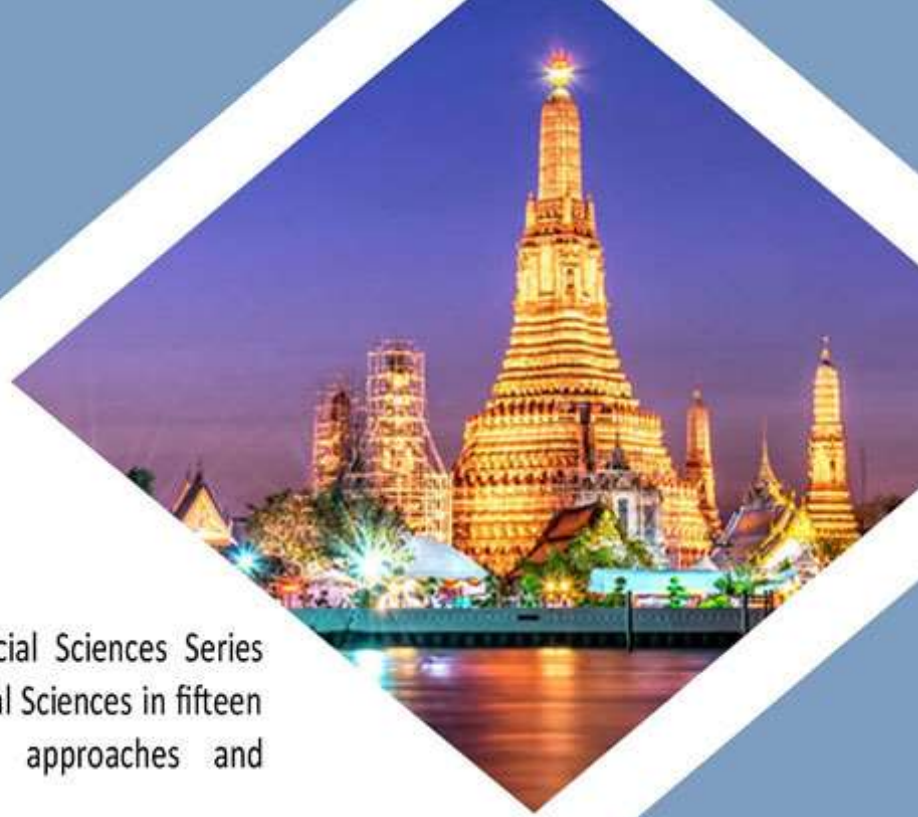
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ABSTRACT

This research aims to analyze the effective implementation of the Trademark Law in Batam City by adopting two legal theories as a platform, namely: the Effectiveness of Law Theory by Soejono Soekanto and the Legal Protection Theory by Phillipus M. Hadjon. It adopted a socio-legal research method by collecting primary data through observation, in-depth interviews and distribution of questionnaires 35 respondents (10 sellers and 25 buyers). Secondary data used by this research consisted of primary and secondary legal materials. Interviews and secondary data were analyzed based on their content (content analysis) using the qualitative approach. Questionnaires were analyzed statistically using the Chi-square. The research found that KW bags have legally imported to Batam City from China since 2005 because they have met all the required documents for import. Batam City polices have no authority to investigate the KW bags because a trademark infringement is qualified as a complaint offense under the Trademark Law. It also found that most of respondents have bought the KW bags because their cheaper price and their appearance is very much the same as the genuine ones. Yet, they mostly understand that the KW bags violate the Trademark Law and disadvantage the owner/holder of the marks. Hence, it is suggested that to effectively implement the Trademark Law against KW bags, law enforcers, educators, NGOs have to educate people in Batam City to not support the trademark infringement by buying them. The owner/holder of the trademarks should register their trademarks in Indonesia to gain protection.

Keywords: Trademark, Counterfeit Bags, Batam City, Indonesia



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