## CENTER FOR RESEARCH AND COMMUNITY SERVICES

The Universitas Hayam Wuruk Perbanas Center for Research and Community Services provides usable knowledge, education, training and services that enhance the ability of organizations and communities to promote social and economic justice. The main goals of this Research Center are as follows:

- 1. To support lectures and students in planning, financing, conducting, and reporting their research and community services

- To conduct research in partnersip with government and private agencies
   To offer training to public, agency managers dan providers in the community service
   To contribute to the development and improvement of community services
   To provide training for lectures and students, which are relevant to the delivery of community services
- 6. To secure funding for conducting research
- 7. To enhance the involvement of civitas academica in public discussion and publication.

Universitas Hayam Wuruk Perbanas has built a strong reputation in research, especially in the fields such as banking, finance, marketing, human resource, and accounting. In 2014, Universitas Hayam Wuruk Perbanas received 13 research grants from DIKTI (the Directorate General of Higher Education) under the categories: Junior Lecturer, Fundamental, *Stranas, Hibah Bersaing, Hibah Disertasi, dan Hibah Pascasarjana*. Some of research results have been presented in the SEAAIR (South East Asian Association for Institutional Research) (Conference, ICBB (International Conference on Business and Banking), FMI (Forum Manajemen Indonesia, and SNA (Accounting National Sumposium) Symposium).

In addition, Universitas Hayam Wuruk Perbanas collaborates with industries to conduct applied research. One of the most significant partners in research collaboration is with Bank Indonesia to examine the impact of various policies and regulations on commercial banks, other financial institutional and community as a whole as well as to gain information that is important for policy making.

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# Ventura

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The Effect of Halal Certification and Entrepreneurial Marketing on the Successful Small and Medium-sized Enterprises of Food Products Hibatul Hasanah\*, Ma'mun Sarma, Jono Mintarto Munandar

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