
FOREWORD

The maiden issue of De La Salle Lipa's Journal of Management is a clear manifestation and animation of the noble vision of the College of Business, Economics, Accountancy and Management to be a school of choice for a world class business education. The college offers this research journal to encourage all faculty members and students to do research and use the output to help the community they serve.

In this issue are two research outputs from faculty members of Widyatama University in Indonesia and four research outputs from CBEAM's faculty roster. The collaborative effort is intentional as we approach the beginning of globalization not only in research but in all aspects of educational services. We look into the future when this journal becomes a sought-after journal for publication of more research outputs from our counterpart faculty members in the different universities in Asia.

We appreciate the efforts of all contributors in this issue. May the next issue be as bountiful as this one as we look forward for more faculty members joining us in this quest to be the best management journal in this part of the world.

Amelito M. Castillo

Editor in Chief
