

2nd AICMBS Participants and Honorable Guest

Head of Master of Management Program

On behalf of the Master of Management program, we are greatly honored and pleased to welcome you all to the 2nd Conference on APMBA International Conference on Management and Business Science. Responding to this year our conference theme - as we know, business transformation is urgently needed in order to create innovative and competitive advantages. We, in the academic field need to respond to this issues. Such innovative and creative thinking in developing good research, we believe that results of this two day conference will in some how contribute to the business transformation, at least in the research terrain. We in the Master of Management program are continuously encourage our students to be an independent and creative reseacher that we believe will in turn contribute to the development of this nation.

It is our great pleasure and privilege to have Professor Jullian Ming-Sung Cheng from National Central University, Taiwan to join us for this conference. He has served in leadership roles in Business Administration Department in NCU and many professional societies and scholarly journals. Today he will give us a lecture on 'Does Creativity Pay Back'. There is no doubt that his lectures will bring us the latest progress both in marketing science, management and business development in general. Also Mr. Taufiq Amir, Ph.D as the Senior Lecturer of Bakrie University for sharing his experience in organizational innovation based on his practical experience and expertise, we appriacate your visit in this annual event.

With a number of participants, presenter and our students presents today, we are sure that this conference will be a memorable, highly educational, and "not-to-be-missed" event. We hope that this conference will help you better understand how the reserach terrain in business tranformation and innovation and also obtain the knowledge on the development of it. We truly value your participation and support for this conference. Thank you so much for coming and for your attention. Thank you!

Dr. Dodi Irawanto

Head of Master of Management Program

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