

## **PREFACE**

Organized by the Business Cluster of the College of Arts and Sciences, San Beda College, the 2012 International Conference on Business, Entrepreneurship and Management is the institution's rite of passage in the international stage of academic exchanges. The Conference aims to showcase the unique Asian business flavour that is generated by the melange of spirituality, ethics, values and culture of this region. This conference brings together about 400 researchers, academics, scientists, and scholar students to exchange and share their experiences, new ideas, and research results in the theoretical, experiential and applied realms of Business, Accountancy, Finance, Information Technology, Marketing, Entrepreneurship and Management.

The conference proceedings feature invited papers from the UK, Brunei Darussalam, Thailand, Singapore, Indonesia and the Philippines, and contains 41 papers from both overseas and local regional delegates. The papers cover a broad range of topics clustered as Higher Education Trends and Challenges/Scientific Papers, Country-Specific Perspectives and Corporate and Business Experiences.

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