

PREFACE FROM EDITORS

Business competitiveness depends on various different aspects, with quality of human resources, quality of products, quality of the management systems, financial resources, logistics, to name a few. In addition to the multifaceted challenges, a business entity itself usually consists of many different interacting components. Such high complexity makes increasing business competitiveness an elusive goal to achieve.

Integration reduces complexity since it combines different parts into an efficient working system. It removes the unnecessary barriers as well as any duplication and produces a new system that could perform better than the sum of its components. Therefore, an integrated system is one of the preferred ways to increase competitiveness.

In light of the need to address the challenges, Widyatama University collaboration with De La Salle Lipa Philippine conduct this **INTERNATIONAL SEMINAR ON BUSINESS AND MANAGEMENT 2011** to provide forum of communication and exchange of progress and information among researchers, practitioners, and academicians. Within the global theme of “**Improving Business Competitiveness through Integrated System**”, the seminar encourages the professionals and researchers to meet and share the latest development in the fields of business and management. The interaction professional and academic in this seminar is expected to generate some ideas that could improve businesses competitiveness in the South-East Asian region.

The papers are related to business and management in general. Any disciplines closely related to business and management are welcome, from Social Sciences to Engineering. The seminar invites conceptual, empirical, and literature research presentations. Delegates are invited to present completed research projects or work in progress.

We hope that this collection of papers will assist all parties concerned to take benefit of multiple perspectives provided at the local, regional, and international levels. It is also believed that the papers will provide knowledge and insights that will assist the readers to adapt to changes and to place their institution/organization in the best position to gain competitive advantages.

Finally we would like to express our gratitude to all participants who have contributed to the development of Business and Management knowledge and best practices.

Warm regards

Editors