

THE SOUTH EAST ASIAN JOURNAL OF MANAGEMENT

Editor in Chief

Sari Wahyuni, *University of Indonesia*

Vice Editor

Rofikoh Rokhim, *University of Indonesia, and Bisnis Indonesia*

EDITORIAL BOARD

Zainal Ariffin Bin Ahmad,
University Sains Malaysia
Mohamed Ariff,
Monash University
Richard D. Arvey,
National University of Singapore
Kazuhiro Asakawa,
Keio Business School
Preet S. Auklah,
York University
Alain Chevalier,
ESCP-EAP, France
Arnoud De Meyer,
University of Cambridge
G.M. Duijsters,
Technische Universiteit Eindhoven
Avanti Fontana,
University of Indonesia
Pervez N. Ghauri,
University of Manchester
Ashok Gupta,
Ohio University
Adith Cheosakul,
Chulalongkorn University
Ahmad Syamil
Arkansas State University

Ben Paul B. Gutierrez,
University of the Philippines
Bambang Hermanto,
University of Indonesia
Suad Husnan,
Gadjah Mada University
Abdul Razak bin Ibrahim,
University of Malaya
Wang Jianguo,
Guanghua School of Management
Luchien Karsten,
University of Groningen
Rhenald Kasali,
University of Indonesia
Christian Koenig,
ESSEC
Jean-Pierre Laffargue,
University of Paris I Pantheon-Sorbonne
Jane Wenzhen Lu,
Singapore Management University
Felix Mavondo,
Monash University
Klaus Meyer,
Reading University
Teddy Pawitra,
Prasetya Mulya Business School

Ruslan Prijadi,
University of Indonesia
Roy Sembel,
Christian University of Indonesia
Budi W. Soetjipto,
University of Indonesia
Sucherly,
Padjadjaran University
Tresna P. Sumardi,
University of Indonesia
Vivien T. Supangco,
University of the Philippines
Ma. Gloria V. Talavera,
University of the Philippines
Jann Hidajat Tjakraatmadja,
Bandung Institute of Technology
Rosalie Tung,
Simon Fraser University
Viverita,
University of Indonesia
Albert Wijaya,
University of Indonesia
Ralf Zurbrugg,
Adelaide University
Julient Mint
Sung Chen University

The South East Asian Journal of Management (ISSN 1978-1989) aims to present the latest thinking and research that test, extend, or build management theory and contribute to the advancement of management practice. All empirical methods including, but not limited to, qualitative, quantitative, field, laboratory, and combination methods -- are welcome.

Published twice a year (April and October), by Graduate School of Management, Faculty of Economics, University of Indonesia, PAU- Building, University of Indonesia, Depok, 16424 Indonesia.

Phone: +62-21 7270164, 788849157, 7872588-9

Fax : +62-21 7270164, 78849155

Distributed by PT. Jasatama Teguh Jaya Buana, Menara Rajawali, Kawasan Mega Kuningan, Jakarta 12950, Indonesia.

The views expressed in SEAM are not necessarily those of the editorial staff nor the publisher. All articles in this journal, unless otherwise noted, have undergone a blind review process.

Copyright © 2007 Graduate School of Management, Faculty of Economics, University of Indonesia. All rights reserved.