

Message From the Chancellor

Welcome to the first edition of “ The South East Asian Journal of Management” (**SEAM**), the publication of Management Research Center, Graduate School of Management, Faculty of Economics, University of Indonesia. The main purposes of this journal are to disseminate the latest development of management thoughts, and to discuss these thoughts among academic scholar and broader community interested in the advancement of management knowledge and its application.

The launching of this journal is in line with the University of Indonesia’s vision to become “an autonomous-modern research university, and to gain an internationally reputable academic standard. “As a university, we must invest continuously in quality fundamental research to develop and expand our knowledge base and intellectual capital to build and maintain our competitiveness. Considering that nowadays the University of Indonesia is in the process toward a tradition of research excellence, I consider this publication will be one of the milestones of our endeavor to nurture this tradition.

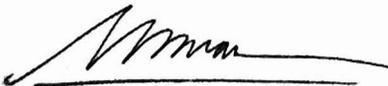
The readers should notice that **SEAM** is inseparable from the Management Research Center. The Center itself serves as an important link among scholars, practitioners and policy makers investigating the management and performance of corporates and public institutions, industries and markets, particularly in the South East Asia regions. The Center is expected to produce groundbreaking research, publications and international conferences on such issues as corporate strategy, innovation and learning; financial and banking re-engineering; integrated marketing communication and consumer behavior; leadership, culture and change in organization; and many other contemporary management issues.

I am extremely proud of the important and high quality research being published on this journal, and I am confident that they will be stimulating and productive, both in terms of the research developments presented, interactions among scholars, and its positive impact to the society.

To sustain the development of this Journal, I invite academics and educators—as well as—policy makers and managers, businessmen and industry analyst, to utilize this journal for the sharing of new theoretical, methodological and empirical knowledge to better understand and cope with managerial challenges at local, regional and global levels.

Getting something new like and academic journal of the ground is really a difficult task; maintaining it is even harder. Therefore, I would like to thank the Editorial Board members, as well as all secretarial staff who participate in the preparation of this journal. I hearty congratulate you for the excellent works and wish you to keep the high spirit for the long lasting publications of **SEAM**.

Sincerely,



Usman Chatib Warsa
Chancellor of the University of Indonesia