ACKNOWLEDGEMENTS

The 2012 ICOI- International Conference on Organizational Innovation was held at Airlangga University, Surabaya, Indonesia. Surabaya city is the wealth of cultural landmarks and attractions in addition to its notorious entertainment venues has made it synonymous with exoticism. Its historic wealth coincides with its rapid modernization, reflected in the cityscape and the urban society. 2012 ICOI brings together the best of this city at Airlangga University to present and have academic discussion.

The 2012 ICOI conference papers were peer reviewed for technical and editorial content by a dedicated committee of referees. Nearly 155 papers were accepted for oral presentation at 2012 ICOI. These papers were presented in a single track of 30 sessions spanning two days, promoting extended interaction between the various Innovational disciplines. In addition to the contributed papers, 3 invited keynote address: 1. Dr. Eloiza Aparecida Silva Avila de MATOS, Brasil 2. Dr. Davorin Kralj, Maribor, 3. Dr Alex Maritz, Australian were given. I also thank all authors and participants for their contributions.

The 2012 ICOI cannot be successful without the full support from many institutes. I would like to thank International Association of Organizational Innovation, Chang Jung Christian University, College of Management, Taiwan, Chang Jung Christian University, Department of International Business, Taiwan, University Kebangsaan Malaysia, Malaysia, Nan Hua University, Department of Applied Art and Design, Taiwan, De La Salle University, Manila, Philippines, Nanjing Audit University, School of Economics, China, Southeastern Louisiana University, USA, Far East University, College of Hospitality and Leisure, Taiwan and Swinburne University of Technology, Master of Entrepreneurship and Innovation, Au

The city of Surabaya, Indonesia has grown to become the political, social and economic center of Indonesia and one of Southeast Asia ‘you can enjoy gourmet food and different cultures. Moreover ‘this is a city of order and efficiency. Finally I wish all of you to have a wonderful time in Surabaya, Indonesia. Please let us know if there is anything we can do to make your stay more enjoyable.

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