WELCOME TO THE 2012 INTERNATIONAL CONFERENCE ON ORGANIZATIONAL INNOVATION

On behalf of the International Association of Organizational Innovation, I welcome you to the 2012 International Conference on Organizational Innovation. It is an honor and a pleasure for me to interact with all of you distinguished scholars and business men & women at this conference.

It is the goal of The International Association of Organizational Innovation to have the ICOI become a world-class conference. The ICOI conference has entered its sixth year. The purpose of the Conference is to serve as a primary channel of knowledge sharing and the promotion of innovation internationally. The Conference encourages experts and scholars all over the world to share their research and best practice outcomes through the conference presentations and IAOI publications. An important goal of the conference is to promote learning from each other by exchanging innovative ideas and views, and building networks. We also hope to add to the knowledge base of innovation.

What is Innovation? Innovation, in all of it's many forms, is an important factor in making progress, be it for personal advancement or success in your organizations. Innovation is essential for many reasons:

- Advancing Technology,
- Changing the Environment,
- Changing Industrial Structures And Strategies,
- Evolving Society,
- Evolving Customer Desires,
- Because Competitors Improve Their Products, Processes And Services,
- Because Customers Stop Buying Your Old Products And Services So You Need To Replace Them And Add New Products And Services

Innovation is becoming more important every day because:

- Technology is changing fast, new products come from new competitors,
- Fast changing environment, product lifetimes shorter, need to replace products sooner
- Products are increasingly difficult to differentiate
- Customers are more sophisticated, segmented and demanding, and expect more in terms of customization, newness, quality and price
- Customers have more choice
- New technologies no-one understands
- Apparently separate technologies come together
Markets forming and changing fast
With markets and technology changing fast, and good ideas quickly copied, there is continual pressure to devise new and better products, processes and services faster

Innovation Sends A Positive Message!
If you tell people you are going to cut headcount, you lose their support!
If you tell people you are going to downsize, you lose their support!
If you tell people you are going to reengineer, 80% won't cooperate!
If you tell people you are going to be innovative, you win their enthusiastic support!!

Speaking of innovation; We are experimenting with a few new formats for presentations, including symposia focused on one topic, and poster sessions to highlight a particular idea. We also have some round Table sessions to encourage discussion of ideas. Let us know what you think of these sessions.

We are also continuing with awarding a few scholars for Outstanding Paper Presentations and Outstanding Articles in our journal this past year. The awards will be presented at our annual banquet tonight.

IAOI continues its' efforts in seeking the best universities to work cooperatively with on future conferences. We are considering holding two conferences each year – one in SE Asia, and one in Europe. Please let us know if you think that this is a good idea.

IJOI also publishes a professional journal entitled: The International Journal of Organizational Innovation. This is a peer reviewed journal that is distributed internationally by most of the respected electronic databases. For more information on the journal, please see: http://www.ijoi-online.org/ I encourage all of you to consider attending our conference and submitting the paper that you are presenting at this conference for publication in the journal.

I would like to thank all of the people who worked very hard to organize this conference. I know the effort that they had to use in getting this conference together. I especially thank the Siam University and its President for hosting this conference. I would also like to thank my colleague and protégé, Dr. Chich-Jen Shieh, and his university, Chang Jung Christian University, Taiwan, for the hard work organizing this conference. Thanks or also due to Dr. Muslich Anshori, Dean of Faculty of Economics and Business, Airlangga University, Surabaya, Indonesia, the host of this year’s conference.

The IAOI would like to thank the many experts and scholars who have participated in the Conference, serving as conference chairs, session chairs, and presenters, over the past five years. IAOI also offers thanks for the assistance of the Sponsoring Universities, especially the hosting universities.
For those of you who have published in the Journal or serve as an Assistant Editor, please come up and introduce yourself to me.

Please take the opportunity to explore this exciting city of Surabaya and country-side in east java. We also hope that you take the opportunity to travel to enchanting Bali, which is close nearby.

I look forward to meeting you all and working with you over the next few days. Enjoy the conference and take advantage of the opportunities it offers.

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