Welcome to ICOM2012!

With the vision of being in the forefront of business education among members of the upcoming ASEAN Economic Community (AEC), Dean Pasu Decharin instigates the first International Conference on Contemporary Business Management (ICOM). This conference aims to promote the sharing of research, knowledge and wisdoms from academicians, students and practitioners from all over the world. Although Chulalongkorn Business School has organized numerous international conferences in the past, this is the first that the school is embarking on its own without being just a local host organizer of other renowned international conferences. Hence, members of ICOM 2012 organizing committee have worked very hard and we are very grateful to have participants from various countries including, for example, India, Indonesia, Malaysia, Qatar, South Africa, Taiwan, Turkey, United Kingdom, and United States of America.

We were honored to have two distinguished speakers on timely topics like Asian Economic Community and Business Transformation Management Methodology. Their miraculous knowledge and experiences should fuse interesting dialogs among our conference participants and top executives from different business sectors in Thailand.

Beside four concurrent sessions of paper presentations, we are proud to present a showcase of research outputs from the Business Visualization Research Group (BVRG) in an exclusive poster and interactive tools demonstration session. The group received the funding from “Integrated Innovation Academic Center: IIAC” Chulalongkorn University Centenary Academic Development Project which has been initiated as part of the research roadmap of the university toward 100 years old celebration of academic excellence in 2017. During the three years of block grant with one year extension (2009-2012), the BVRG has become a research nucleus for networks of faculty members, undergraduate and graduate students. Hence, this must-stop-and-see session show the past and future roadmap of research effort in business visualization, one of the most promising fields of contemporary business research.

Uthai Tanlamai
ICOM2012 Conference Chair
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