





# **RECENT ADVANCES in BUSINESS ADMINISTRATION**

**5th WSEAS International Conference on BUSINESS  
ADMINISTRATION (ICBA '11)**

**Puerto Morelos, Mexico  
January 29-31, 2011**

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**Preface**

This year the 5th WSEAS International Conference on BUSINESS ADMINISTRATION (ICBA '11) was held in Puerto Morelos, Mexico, January 29-31, 2011. The conference remains faithful to its original idea of providing a platform to discuss accounting, agribusiness, agricultural economics, business communications, business education, business ethics, business law, conflict negotiations, conflict resolution, decision sciences, economics, finance, hospitality industry, human resource management, industrial engineering, international business, management information systems, manufacturing engineering, marketing, public administration, real estate, supply chain management, taxes etc. with participants from all over the world, both from academia and from industry.

Its success is reflected in the papers received, with participants coming from several countries, allowing a real multinational multicultural exchange of experiences and ideas.

The accepted papers of this conference are published in this Book that will be indexed by ISI. Please, check it: [www.worldses.org/indexes](http://www.worldses.org/indexes) as well as in the CD-ROM Proceedings. They will be also available in the E-Library of the WSEAS. The best papers will be also promoted in many Journals for further evaluation.

A Conference such as this can only succeed as a team effort, so the Editors want to thank the International Scientific Committee and the Reviewers for their excellent work in reviewing the papers as well as their invaluable input and advice.

The Editors





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