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Recent Advances in Management, Marketing, Finances

**Proceedings of the 8th WSEAS International Conference on
Management, Marketing and Finances (MMF '10)**

Penang, Malaysia, March 23-25, 2010

Supported by

Universiti Kebangsaan Malaysia



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Preface

This year the 8th WSEAS International Conference on MANAGEMENT, MARKETING and FINANCES (MMF '10) was held in Penang, Malaysia, March 23-25, 2010. The conference remains faithful to its original idea of providing a platform to discuss organisational behaviour, group dynamics, organisational design, financial accounting, decision analysis, human resources management, quality management, managerial accounting, multinational business design and development, business ethics, risk management and risk analysis, marketing, security problems, manufacturing and logistics, business law, legal aspects of electronic transactions, stock exchange analysis and prediction, crisis management, history of economics and business science 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 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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