



**Editors**

Nikos E. Mastorakis  
Michael N. Katehakis



## **Advances in Business and Economic Development**

**Proceedings of the 9<sup>th</sup> International Conference on  
Business Administration (ICBA '15)**

**Dubai, United Arab Emirates, February 22-24, 2015**

**Advances in Business and Economic Development**

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University of Naples  
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**Editors:**

Prof. Nikos E. Mastorakis, Technical University of Sofia, Bulgaria

Prof. Michael N. Katehakis, Rutgers University, USA

**Committee Members-Reviewers:**

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**Preface**

This year the 9th International Conference on Business Administration (ICBA '15) was held in Dubai, United Arab Emirates, February 22-24, 2015. The conference provided a platform to discuss global business and economic, applied management science, business and emerging markets, corporate governance, electronic business, strategic business alliances 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 sent to international indexes. They will be also available in the E-Library of the WSEAS. Extended versions of the best papers will be promoted to many Journals for further evaluation.

Conferences 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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