

PREFACE

In today's globalized world of business, every organization, small or big, needs to compete globally to survive and grow. Effective Management equipped with advanced technology is widely accepted to be a key factor in making organizations successful. Technology and Management both are truly two pillars of success not just for business, for all organizations, government, public sector, non-profit, and others.

This conference is organized jointly by International Forum of Management Scholars, SZABIST Dubai and AIMS International.

The Conference proceedings consist of 74 papers organized in 14 categories: Agriculture Management, Corporate Social Responsibility, E-business, Finance, Gender Issues, Globalization, HRM, Marketing, Operations Management, Organizational Behavior, Service Industry, Software Issues, Strategy and Technology Management. We hope these proceedings will serve as a valuable reference to managers and academics for many years to come.

Several people have worked hard behind the scene to organize this conference and produce the proceedings. We wholeheartedly thank the Conference Patron and Head of SZABIST Dubai Dr. A Faiz M Ishaq, Conference Co-Chairs Ms. Nabila Arif and Dr. Anita Mirchandani for their support. We are also grateful to Mrs. Minaxi Agrawal, Mukund Pimplaskar and Ronak Thakur for their valuable contribution in the preparation of the proceedings.

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