

Preface

The Chinese Society for Management Modernization (CSM), established in 1978, is the official body of China's National Management Association which contains all schools or colleges of management at universities around China as its associate members. The mission of CSM is to exchange and disseminate the academic findings and/or practical experiments in all aspects of management for promoting and developing China's management research and skills. CSM is also a platform for management researchers, practitioners, business leaders as well as governmental officers to communicate and share their common interests of management. In December 2006, CSM has held its first national annual conference at Beijing with Guanghua School of Management, Beijing University as the local host where over 1,000 scholars, CEOs and entrepreneurs attended. In November 2007, the second national annual conference was held in Nanjing by the School of Management, Nanjing University. There were over 600 attendees.

During November 1–2, 2008, the third CSM national annual conference was held at the School of Business, Central South University, Changsha, Hunan, China. The total number of attendees for this conference was more than 700. A number of well-known international scholars in management and CEOs of multi-national and national corporations have been invited and they delivered keynote or plenary speeches. There were more than 11 parallel sessions covering strategic management, organizational behaviors, accounting, finance, operations, marketing, management science, information management, public affairs, innovations, and technology management at the conference. The aim of the conference is to seek the solutions to deal with management challenges from both China's reality and global concerns. This book presents the highlight of the third CSM national annual conference. The papers were either based on keynote speeches or selected from the submissions that have been peer reviewed. The purpose of the

book is to disseminate the cutting-edge findings of management research in China, through this conference, to the rest of the world given the fact that the Chinese economy is one of the fastest growing in the world.

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