

## PREFACE

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The International Conference of Marketing and Management Sciences 2008 (ICMMS 2008) has been scheduled to take place in Athens Greece, between 23th and 25th May 2008.

### **1. Topics of general interest are:**

Business Administration, Business Law and Ethics, Decision Sciences and Operations Management, E-Business, E-Government, and E-Society, Economics, Finance and Banking, Human Resource, Innovation and Learning, International Business, Knowledge Management, Negotiation, Management and Organizational Behavior, Management and Sustainable Development, Management Information Systems, Marketing, Online Learning and Management in Education, Operational Research and its applications to industry and economy, Research Methods, Small Business and Entrepreneurship, Social Issues in Management, Strategic Business, Technology and Innovation.

### **2. Aims and scope of the conference**

The distinctive feature of the conference is its focus on global transition and the aspiration to provide diverse perspectives on the process of change and evolution on regional and local level. The aim is to discuss and publish research on change in societies, cultures, networks, organizations, teams, and individuals as well as the processes that are most effective in managing transitions from dominant structures to more evolutionary, developmental forms.

Transition from central planning to a market economy was one of the challenging subjects in the emerging market economies in all over World. However, transition is an ongoing process not only in terms of human development and history but also in the perspective of an ever changing world – and its current events. Man tries to understand, anticipate and manage these transitions. During the last decade these changes are associated not only with globalisation, but also with significant regionalisation and localisation in social and economic development.

Transition, globalisation, regionalisation and localisation are challenging economic, business, management, sociological, ethical and political questions. Due to their complexities and engagement of different social, economic and political actors, there is still limited knowledge, lack of evidence and suitable solutions to manage these processes. The conference participants with their written contributions and oral presentations are expected to contribute to the sharing of new theoretical, methodological and empirical knowledge to better understand and manage these contemporary economic and social processes at local, regional and global level.

### **3. Symposia**

In addition to the general programme the Conference offers an impressive number of Symposia. The purpose of this move is to define more sharply new directions of expansions and progress for Marketing and Management Science.

### **4. Papers peer review**

More than 250 papers have been submitted for consideration for presentation in ICMMS 2008. From these papers we have selected 122 papers after peer review by at least two independent reviewers. These accepted papers have been presented at ICMMS 2008.

### **5. Thanks**

1. The Scientific Committee of ICMMS 2008 for their help and their important support. We must note here that is a great honor for the Conference Editors that all that famous scientists have accepted to participate in the Scientific Committee of ICMMS 2008.
2. The Organizers of the Symposia for their excellent editorial work and their effort for the success of ICMMS 2008.

3. The Organizer Committee for their help and activities for the success of ICMMS 2008.
4. Mrs Eleni Ralli-Simou for her excellent secretarial job.
5. Special thanks to the organizer of the Conference, Professor T.E. Simos, for his excellent job in the organization of the conference.