

Preface

Business and technology are meant to satisfy the needs of humanity in general and consumer in today's global economy and diverse global markets. The management of business, optimization and technology in an objective manner play a key role in both the manufacturing and service sectors and that too in the era of globalization, privatization and liberalization. The worldwide business and technology schools have also accepted the importance of the objective and applied concepts of innovative business styles, advanced technology and optimization in productivity in their curricula at the graduate or undergraduate level. That is why a lot of emphasis has been laid on comparatively newer topics of customer relationship management, supply chain management, optimization along with reliability and redundancy and decision-making in the organizations with the use of latest technology. Similarly, industry has also realized the importance of ever-changing technology to survive and prosper in its business. Keeping pace with the updated technology and innovations in business management for effective decision-making and strategic planning has provided a competitive edge to the organizations.

The present book on the proceedings of the Conference on "Business Management and Technology" organized by Fairleigh Dickinson University, Vancouver, on its 10th-year celebration has four sections, namely, Business, Optimization, Technology and Management. Each section has different but related chapters consisting of various practical, empirical and exploratory studies. These studies and papers thereby discuss in great detail the innovative researches on the respective fields.

The book is the result of amalgamation of vast industrial, research and academic experience of the various authors in their fields. This book is an attempt of bridging the gap between theory and practice. It is an outcome of innovative ideas which emerged out of theoretical studies, real research in the respective fields of the study and practical industrial exposure, which further resulted into latest models to boost the growth and reach to the pinnacle on the performance parameter. We are confident that the results of the various research papers presented in this book would be highly appreciated by international researchers and experts. The organization of the book itself has been made in a unique style. The whole book has been spread into 4 sections and 17 chapters and organized in a flow with a rhythm and continuity.

The main emphasis of the present book is to meet the increasing requirements to keeping abreast on innovations in the respective fields of studies concerning the research papers contributed by professionals and researchers. The planners and decision-makers involved would be benefited by this book to fill the gap between the potential and actual performances in international business with the involvement of latest technology. The main objective of the book is to provide the understanding of latest updates in various related fields which may improve the real and actual performance of business with the concepts of optimization and ever dynamic technology. This book can prove to be a great help and can serve the purpose of a reference book to the researchers, academicians, industrial professionals and students. The results of various research papers presented in this book may act as a big milestone to further practical research, framing new theoretical concepts and bridging the gap between theory and practice in the real professional life. We hope the present book would be able to serve the decision-makers, planners and professional executives for an enhanced performance in global business, if followed in its true spirit.

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