

Preface

With the intention to create the network of academics and practitioners (industry players or the managers) for the purpose of sharing knowledge, ideas and best practices, this book has become the main agenda of the conference. From the 2nd Advances in Business Research International Conference that was organized on 16 and 17 November 2016, several articles were chosen to be included in this book based on the quality and the novel contribution in their respective fields of studies. Since conference proceedings are limited in their circulation, having this book published is expected to increase the readership so that the sharing of knowledge can be optimized.

Since the articles in this book address the contemporary issues, theories and models in business and other related fields, disseminating this knowledge to the interested parties is a must. Some people including the academics, students and practitioners are in doubts in identifying the right theories, models and practices to be applied in their work because they cannot find the resources required to assist them. By having this book, academics, research students and practitioners are able to get the latest knowledge so that they can use it to obtain the optimum benefits in their effort to contribute to the betterment of life in their respective fields.

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