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1st INTERNATIONAL CONFERENCE
Indonesian Management Scientist Association
(AIMI)

Theme :
Enhancing Indonesian Bussines
Competitive Advantage

PROCEEDING
1st INTERNATIONAL CONFERENCE
Indonesian Management Scientist Association (AIMI)
April 23 - 25, 2010 Inna Putri Bali Hotel, Nusa - Bali

PREFACE

The 1st International Conference Indonesian Management Scientist Association (AIMI) with the theme “Enhancing Indonesia Business Competitive Advantage”, and the sub theme are globalization at tourism, financial, manufacturing, CSR, good corporate governance, and knowledge management aspects. Through this conference is expected can show many ideas to improve Indonesian business competitive advantage at global market. The guidance book presented papers with sub topics in : Operation Management, Finance Management, Human Resource Management, Marketing Management, Strategic Management, Public Sector Management, Management Information System.

This Proceeding is published to give information about the result of The 1st International Conference Indonesian Management Scientist Association (AIMI) in INNA Putri Bali Hotel, Nusa Dua, Bali at 23- 25 April 2010. We hope the material in this book can give benefit and also recommendation to all of integrated institution in improving Indonesian business competitive advantage in future.

Committee

**Proceeding The 1st International Conference
Indonesian Management Scientist Association - AIMI**

Theme : Enhancing Indonesian Business Competitive Advantage

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