
Preface

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Biographical notes: Erie Febrian is an Associate Professor at the Faculty of Economics and Business, Universitas Padjadjaran, Indonesia, and currently serves as the Head of School of Management at the university. His research interest is in strategic management and finance.

This special issue is a set of empirical studies on management and business. It covers practical and theoretical discussions on strategic management, marketing management, human resource management, operation management, and banking and finance. Most of the studies investigate the applicability of particular management and business issues on some businesses in Indonesia, especially in the face of Asian integration challenge.

As the integration involves developed and developing economies, business entities in the Asian region cope with more complex management and business contest. Some business fields in a particular country may require different strategy in other country. Market variety in the region needs well-adjusted treatment in every aspect of management and business. We hope that research findings shared in this issue may help enrich perspective of business actors in the region.

The articles are derived from selected papers presented at the *Global Advanced Research Conference on Management & Business Studies (GARCOMBS) 2015* in Bali, which had been jointly organised by the DIM Universitas Padjadjaran Indonesia, Durakij Pundit University Thailand; and KEDGE Business School France. On behalf of GARCOMBS 2015 committee, I would like to express our great gratitude to the *International Journal of Business and Globalisation* management for this great publication cooperation.