

Economics Marketing and Management II

Edited by
Yan Han

Economics Marketing and Management II

Selected, peer reviewed papers from the
2013 2nd International Conference on Economics,
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(ICEMM 2013)
January 19-20, 2013, in Dubai, UAE

Edited by

Yan Han



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Welcome

Welcome to 2013 2nd International Conference on Economics Marketing and Management. At first, we are so glad to see the progress of this conference both in terms of quality and quantity. Based on the success of the previous conferences by IEDRC, The number of the submissions for this conference has increased largely and many more scholars such as the leading researchers, engineers and scientists in the domain of interest from around the world, participate actively in and start to enjoy this conference. We trust deeply that we will step on a higher floor of this conference this year in Dubai, UAE.

As a global academic symposium on Economics Marketing and Management, the aim of ICEMM 2013 is to facilitate the communication of academe between domestic and foreign, to construct international communication platform, and also to exhibit the new fruits of new advances of Economics Marketing and Management.

At this moment, our sincere thanks give to organizers and program committee who deeply contributed to the success of the conference in this year by organizing a technical track for the ICEMM 2013. Special thanks are due to the authors who contributed to this conference.

We hope and believe that everybody here will have an academic enjoyment during this conference in Dubai, UAE.

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