

## **Note from the editor**

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## Note from the Editor

It is the University of Victoria's Bachelor of Commerce program's goal to provide our students with the essential skills and knowledge required to be a successful business leader in today's global economy. We also aim to ensure that our students are given many opportunities to support and develop business research. At the Peter B. Gustavson School of Business, we believe that international experience is essential for taking the lead in the interdependent and intercultural world market that we are now in.

Our international exchange program is the largest in Canada with 79 active partnerships at universities in over 37 countries currently, and we continue to develop agreements in more new areas of the world. In the 2011-12 academic year, 160 BCom students participated in an international exchange. By travelling to and being educated in these many countries, students develop an international management perspective through direct experience with issues in their host country's economy and organizations. During their exchange, many of our students enrol in the International Business Research course (COM 470), which is designed to broaden their knowledge of the nation and enhance their research and writing skills by analyzing a business issue related to this destination. They can also focus on a specific aspect that pertains to a particular private, public or not-for-profit organization.

Beginning with the 2007 cohort, we started choosing the top articles to showcase in a published collection of Best Business Research Papers. The topics range widely from global competition in tourism and the service industry to manufacturing and telecommunication strategies. Whatever the topic, these best in class papers continue to demonstrate the capacity for significant and thoughtful research from our students.

On behalf of the Gustavson School of Business, I am pleased to present this volume honouring a small group of students from the class of 2012. We thank the many people behind the scenes that make this multifaceted international exchange opportunity work, including the International Programs team of Dr. A.R. Elangovan, Director; Brian Leacock, Associate Director; Jane Collins, Manager, International Exchange; Shawna Hooton, Outgoing Exchange Student Advisor; Allen Sun, International Student Advisor; Jennifer Oakes, Academic Advisor, Donna Davis, Programs Clerk and to Shannon Perdigao, Academic Projects Officer, for coordinating and compiling this edition of the *Best Business Research Paper*.



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