

Letter of Acceptance
8th International Conference on Business and Management Research
Seoul, South Korea

Dear Dr. Eddy Soeryanto Soegoto
Universitas Komputer Indonesia
Indonesia

I am pleased to inform that the paper titled "MARKETING ENVIRONMENT AND SOURCE OF COMPETITIVE ADVANTAGE IN TERMS OF FORMULATING MARKETING STRATEGY AND ITS INFLUENCE ON POSITIONAL ADVANTAGE, IMAGE AND MARKETING PERFORMANCE" submitted for the 8th International Conference on Business and Management Research, Seoul, South Korea, November 7th 2013 has been accepted to be presented in the conference. Please be advised that this acceptance is conditional to the submission of your full paper.

Please send your final full paper, including the abstract of approximately 200 words, by October 1st 2013 at the latest. Paper's length should not exceed 6,000 words or 15-20 single-spaced pages (including tables, figures, and references), paper A4, font Times New Roman 12, and should be submitted in soft copy (by e-mail as an attachment). The Conference Secretariat may contact you later for modifications if your paper format does not fulfil the requirement in the "submission of paper guidelines" specified. For your paper to be included into the conference proceedings, you must attend the conference

The conference organizer will provide laptops and LCD for the presenters in addition to the normal overhead projectors. However, we do understand that some presenters may be more comfortable with their own equipments. As such, if you do not need any of the above equipments, please let us know during the registration reception. Please note that the conference fee payment will be conducted on site during registration reception.

We look forward to meeting you at the conference. If you need further information, please contact the Management Research Center, Faculty of Economics University of Indonesia at (62-21) 7272425 ext. 503 with Mr. Imam / Mr. Arief via email: mrc@ui.ac.id / mrc.icbmr@gmail.com or you can visit our website http://fe.ui.ac.id/index.php/agenda/696 for the latest updates on the conference.

Best Regards,

Rofikoh Rokhim, Ph.D

Head of ICBMR 2012 Committee

PS: This Acceptance Letter can be used for Visa application