

It is our pleasure to present to you the proceedings of our 2nd Annual International Conference on Accounting and Finance (AF 2012) and Qualitative and Quantitative Economics Research (QQE 2012).

All the papers presented at these conferences were professionally refereed. A “double blind” paper evaluation method was used. To facilitate this process, the authors were kindly requested to submit the full paper without any reference to the authors. Also, we provided each presenter a question and answer (Q&A) session for feedbacks from the audience—some scholarly criticisms, some heated technical discussions and some wise suggestions—all aimed to help the authors improve their works.

We were indeed honored to have **Prof. the Hon. Dr. Stephen Martin**, Member, Board of Governors, Global Science & Technology Forum (GSTF). He is the former speaker of the Parliament of Australia, former Deputy Vice Chancellor (Strategy and Planning) Curtin University of Technology and former Pro Vice Chancellor International, Victoria University, as well as other invited speakers, each an eminent researcher in his or her own right, here at the conference. It was the collaborated effort of these great minds combined with our talented conference participants’ that made our conference unique and successful.

Looking ahead, we are still facing some very daunting tasks such as the much publicized “sovereign debt crises,” the “China slow-down” and the looming “financial cliff”. The rapid globalization of markets, politics and everything else has continuously not only presented the world many new challenges, but also provided our fellow researchers ample opportunities to utilize our expertise to give back to the society. Our conferences serve as forums for researchers, academics, experienced professionals and business people to present and exchange new ideas on researches that study accounting, finance, qualitative and quantitative economics and other related business topics. The intended result is that after the many scheduled presentation and the accompanying Q&A sections, we will be able to identify many imminent problems and possibly find some practical solutions. That is the beauty of competitive collaboration--the best way to maximize our talent and effort. These conferences may also be of great interest to business school educators, especially those interested in reviewing, revising and rewriting the courses and the curriculum for higher education.

Finally we like to thank all review committee members, partner universities, organizing committee members and especially all the talented conference participants for making this conference a huge success.

We hope you will enjoy reading the proceedings and provide the authors and/or editors some cordial and helpful feedbacks. We are sure many of these articles will be very useful in your future research endeavors.

Editors:

N.V. Muralidhar Rao, Anton Ravindran and Jianing Fang



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