

(Bahagian Perancangan Dan Komunikasi Korporat)

Surat khabar: New Sarawak Tribune (TribuneHome)  
Hari/Tarikh: 17/3/2016  
Muka surat: 8

Tajuk : APMMC attracts academics, practitioners

# APMMC attracts academics, practitioners

BY DESMOND MARKUS

**KOTA SAMARAHAN:** Universiti Malaysia Sarawak (Unimas) is hosting the 6<sup>th</sup> Asia Pacific Marketing and Management Conference (APMMC) organised by the Faculty of Economics and Business (FEB) from yesterday until tomorrow.

The conference continues the varsity's tradition of promoting interdisciplinary business and economics research.

According to Vice Chancellor of Unimas, Professor Dato' Dr Mohamad Kadim Hj Suaidi, the theme "The Dynamism of Sustainable and Responsible Marketing and Management in Asia Pacific Region" reflects the current reality and challenges as well as directly addresses the increasing concerns among the related people.

"It is indeed relevant in the context of Asia Pacific region as the business market in the region now is facing increasing global pressures,

"These global pressures such as lower oil prices, asynchronous monetary policies and exchange rate divergence in major economics, shifting financial conditions,

vulnerability of business are due to climate change effects and others," Kadim said while officiating the ceremony at Dewan Seminar, Pusat Islam Tun Abang Salahuddin (PITAS) at Unimas here yesterday.

On business opportunities, he said, the growing halal market in this region should also be factored in so that organisations undertaking sustainable and responsible marketing and management practices would recognise the exponential growth and demand of halal products.

"Attracting customers from this market segment, no doubt, will require different approaches because religious aspects and values are deeply in-grained in the mind of this segment of customers when making their purchasing decisions.

"Malaysia in particular has made substantial investments to promote growth in the halal industries, and heavily promotes Malaysian small and medium enterprises to take advantage of this sector," he pointed out.

The 6<sup>th</sup> APMMC is chaired by Senior Lecturer at FEB, Dr Mahani Mohamad Abdul Shakur while the advisor is the Dean of the FEB,



**PROFESSOR** Dato' Dr. Mohamad Kadim Hj Suaidi (front, second right) together with Dr Mahani Mohamad Abdu Shakur (left), Associate Professor Dr Rohaya Mohd Nor (right) and Datuk Eric Chong (second left) posing with the participants of the conference.

Associate Professor Dr Rohaya Mohd Nor.

The keynote speaker of the conference is the founder of Erican Group of Companies as well as the President of Branding Association of Malaysia, Datuk Eric Chong.

The conference serves as an

international forum and platform for academics and practitioners to gather and disseminate current research work relevant to the conference theme.

During the conference, there will be over 50 submissions from various business, marketing, economics and finance sectors.

There are altogether four concurrent sessions arranged according to the following themes, namely, strategy and performance, brand and image, demography, culture and technology in marketing & management, Islamic marketing and management, quality oriented study, finance and eco-

nomics.

Presenters of selected outstanding papers at the conference will be invited to submit their full papers to be reviewed and published in the International Journal of Business and Society (IJBS) that is indexed by SCOPUS and Thomson Reuters ESCI.