



**ORGANISING COMMITTEE:** (Top row from left) Ghazali, Michael, Sharizal, Ernest and Kueh; (bottom row from left) Miss Nordiana, Rabaah, Fathan, Shazali, Abu Hassan, Alifah, Irma and Kartinah.

## Unimas to hold marketing conference

TUES. 15 May 07 14

**KUCHING:** Members of the public are invited to participate in the Asia Pacific Marketing Conference 2007 organised by the Faculty of Economics and Business (FEB), Universiti Malaysia Sarawak (Unimas).

The conference, to be held here on Nov 2 and 3 this year, is the continuation of conferences organised by Unimas to provide opportunities for Asia Pacific marketing professionals, practitioners and academicians to share their insight on the development and challenges in all areas related to the field of marketing.

The theme of the conference is "Creative Marketing in Asia Pacific: Issues and Challenges".

Topics of interest that are to be presented include Advertising / Marketing Communication Issues, Buyer Behavior, Conceptual and Theoretical Papers, Supply Chain Management/Pricing, Market

Orientation and Relationship Marketing, Marketing in International and Cross Cultural Environments, Research Methodologies / Empirical Generalizations, Personal Selling and Sales Management, Services Marketing, Strategic Issues, Marketing and Information Management, Ethics and Social Responsibility, Entrepreneurship/Innovation and Creativity/New Product Development, E-Business Marketing/Internet Marketing/E-Commerce.

The best five-conference papers will be asked to submit a full paper to be reviewed and published in special publication by the International Journal of Business and Society (IJBS).

Another five papers of interests will be reviewed and published in the working series by Faculty of Economics and Business, Unimas. All papers selected for this seminar will be reviewed and published in

the seminar CD-ROM proceedings.

The closing date for submission of conference papers is July 13, 2007. The standard closing date to register as a participant is Oct 15, 2007. The cost of the conference varies from RM300 to RM850 in accordance with hotel conference packages.

The advisor for the conference is Professor Dr Shazali Abu Mansor and the chairperson is Fathan Soetrisno and Professor Dr Abu Hassan. Other Committee members include Associate Professor Dr Ernest Cyril De Run, Dr Ghazali Ahmad, Dr Rabaah Tudin, Michael Tinggi, Sharizal Hasyim, Jerome Kueh, Kartinah Ayupp, Alifah Adnan, Audrey Liwan, Irma Yazreen Md Yusoff, Nordiana Ahmad Nordin and Nor Afiza Abu Bakar.

Programme details and registration form can be obtained from the official website <http://www.unimas.my/APMC2007/> or email to [drernest@feb.unimas.my](mailto:drernest@feb.unimas.my).