

UNIMAS HOSTS ASIA PACIFIC MARKETING AND MANAGEMENT CONFERENCE

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Kadim (second right, front row) with conference participants and Unimas staff.

KOTA SAMARAHAN: Universiti Malaysia Sarawak (Unimas) hosted the sixth Asia Pacific Marketing and Management Conference (APMMC) being held from yesterday to March 18.

It was organised by the Faculty of Economics and Business (FEB) as a continuum of its tradition of promoting interdisciplinary business and economics research.

According to a press statement to The Borneo Post yesterday, the conference, first known as Asia Pacific Marketing Conference, was first held in Universiti Malaysia Sarawak in 2005. Ever since then, the conference was held every two years.

In 2011, the conference's name was changed to Asia Pacific Marketing and Management Conference (APMMC).

The Sixth APMMC will be a platform for academicians, researchers, industry practitioners and policy makers to interact and exchange viewpoints and research findings on contemporary issues in business and economics.

Over the years, the APMMC has grown as Unimas in-house leading international conference dedicated to marketing, management, business and economics research.

Vice-Chancellor of Unimas, who is also the conference's patron, Professor Dato' Dr Mohamad Kadim Suaidi, officiated at the event.

The conference was chaired by Dr Mahani Mohamad Abdu Shakur, a senior lecturer at the Faculty of Economics and Business and the conference advisor is Dean of the Faculty of Economics and Business, Associate Professor Dr Rohaya Mohd Nor.

The conference has attracted participants and researchers from various research backgrounds and discipline.

This conference serves as an international forum and platform for academics and practitioners to gather and disseminate current research works relevant to the theme, 'The Dynamism of Sustainable and Responsible Marketing and Management in Asia Pacific Region'.

The conference proceedings would bring together over 50 submissions from various business, marketing, economics and finance disciplines.

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

Presenters of 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), indexed by Scopus and Thomson Reuters ESCI.