APMMMC attracts academics, practitioners

BY DESMOND MARKUS

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

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

According to Vice Chancellor of Unimas, Professor Dato' Dr Mohamad Kadim Hj Suaib, the theme "The Dynamics 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 economies, 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-gained 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 6th APMMMC is chaired by Senior Lecturer at FEB, Dr Mahani Mohamad Abdul Shukur who, as advisor is the Dean of the FEB.

"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 and management, quality oriented study, finance and economics.

"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 I2I.