

Conference Programme

THE 13th AAM INTERNATIONAL CONFERENCE 2019

8th – 10th October 2019

UNIVERSITI SAINS MALAYSIA & THE WEMBLEY, PENANG

THEME:

**PROGRESSING BEYOND AND BETTER: LEADING BUSINESSES FOR A
SUSTAINABLE FUTURE**

TUESDAY – 8 th OCTOBER 2019	
0815	ARRIVAL AND REGISTRATION <i>Dewan Budaya, Universiti Sains Malaysia</i>
0900	THE 13th AAM INTERNATIONAL CONFERENCE OPENING CEREMONY <i>Dewan Budaya, Universiti Sains Malaysia</i>
	WELCOMING ADDRESS YBrs. Professor Dr. Noor Hazlina Ahmad President, Asian Academy of Management
	OPENING NOTE YBrs. Professor Dr. Faisal Rafiq Mahamd Adikan Vice-Chancellor, Universiti Sains Malaysia
0930	KEYNOTE SPEAKER YBhg. Dato' Sri Meer Sadik Habib Managing Director, Habib Jewels Sdn. Bhd.
1030	CEO FORUM THEME: PROGRESSING BEYOND AND BETTER: LEADING BUSINESSES FOR A SUSTAINABLE FUTURE Panelist : YBhg. Datuk Azman Ismail Managing Director, PLUS Malaysia Berhad Panelist : YBrs. Mr. Noor Azmi Mat Said Chief Executive Officer, SME Corporation Malaysia Panelist : YBrs. Mr. Al-Ishsal Ishak The Chairman, Malaysian Communications and Multimedia Commission (MCMC) Moderator: Dr Zubir Azhar. CA (M), CPA (Aust.), ACPA (ASEAN) Chairperson (Accounting) School of Management

1145	<p>PRESENTATION OF AWARDS CEREMONY</p> <ul style="list-style-type: none"> • DISTINGUISHED BUSINESS PERSON OF THE YEAR AWARD YBhg. Dato' Sri Meer Sadik Habib Managing Director, Habib Jewels Sdn. Bhd. • CELEBRITY ENTREPRENEUR LIFETIME ACHIEVEMENT AWARD YBhg. Dato' Sri Siti Nurhaliza Tarudin President, SimplySiti Sdn Bhd and Siti Nurhaliza Productions (M) Sdn Bhd • ASIAN ACADEMY OF MANAGEMENT LIFE MEMBERSHIP AWARD YBhg. Datuk Azman Ismail Managing Director, PLUS Malaysia Berhad • ASIAN ACADEMY OF MANAGEMENT LIFE MEMBERSHIP AWARD YBrs. Mr. Noor Azmi Mat Said Chief Executive Officer, SME Corporation Malaysia • DISTINGUISHED ALUMNI AWARD YBrs. Mr. Al-Ishsal Ishak The Chairman, Malaysian Communications and Multimedia Commission (MCMC) • CELEBRITY ENTREPRENEUR AWARD YBhg. Datuk Rosyam Nor Producer and Director, Suhan Movies and Trading Sdn Bhd
1215	CELEBRATION OF USM 50TH ANNIVERSARY, SCHOOL OF MANAGEMENT 30TH ANNIVERSARY AND ASIAN ACADEMY OF MANAGEMENT 25TH ANNIVERSARY
1230	LUNCH
TUESDAY – 8th OCTOBER 2019 – AFTERNOON SESSION	
1400	ARRIVAL AND REGISTRATION <i>Dewan Budaya, Universiti Sains Malaysia</i>
1430	SHARING SESSION - Sesi Bicara Santai - BERSAMA YBHG. DATUK ROSYAM NOR TITLE: “IMPIAN JUTAWAN BUDAK SETINGGAN” Speaker: YBhg. Datuk Rosyam Nor Producer and Director, Suhan Movies and Trading Sdn Bhd
1630	TEA BREAK
	END OF DAY 1

WEDNESDAY – 9TH OCTOBER 2019 – THE WEMBLEY, GEORGETOWN, PENANG

0820	Arrival and Registration				
0900	CONCURRENT SESSIONS				
Session 1.1: Accounting and Finance 1	Session 1.2: Accounting and Finance 2	Session 1.3: Marketing, Consumer Behaviour and Entrepreneurship 1	Session 1.4: Marketing, Consumer Behaviour and Entrepreneurship 2	Session 1.5: Organizational Behaviour and Human Resource Management 1	
Venue: Room 05	Venue: Room 06	Venue: Room 07	Venue: Room 08	Venue: Room 09	
1030	MORNING BREAK				
1100	CONCURRENT SESSIONS				
Session 2.1: Accounting and Finance 3	Session 2.2: Accounting and Finance 4	Session 2.3: Marketing, Consumer Behaviour and Entrepreneurship 3	Session 2.4: Marketing, Consumer Behaviour and Entrepreneurship 4	Session 2.5: Organizational Behaviour and Human Resource Management 2	
Venue: Room 05	Venue: Room 06	Venue: Room 07	Venue: Room 08	Venue: Room 09	
1230	Lunch				
1400	CONCURRENT SESSIONS				
Session 3.1: Accounting and Finance 5	Session 3.2: Marketing, Consumer Behaviour and Entrepreneurship 5	Session 3.3: Organizational Behaviour and Human Resource Management 3	Session 3.4: Organizational Behaviour and Human Resource Management 4	Session 3.5: Operations, Technology and Green Management 1	
Venue: Room 05	Venue: Room 06	Venue: Room 07	Venue: Room 08	Venue: Room 09	
1600	CONCURRENT SESSIONS				
Session 4.1: Accounting and Finance 6	Session 4.2: Marketing, Consumer Behaviour and Entrepreneurship 6	Session 4.3: Organizational Behaviour and Human Resource Management 5	Session 4.4: Organizational Behaviour and Human Resource Management 6	Session 4.5: Operations, Technology and Green Management 2	
Venue: Room 05	Venue: Room 06	Venue: Room 07	Venue: Room 08	Venue: Room 09	
2030	CONFERENCE GALA DINNER				
2300	END OF DAY 2				



THURSDAY – 10TH OCTOBER 2019 – THE WEMBLEY, GEORGETOWN, PENANG				
0900	CONCURRENT SESSIONS			
Session 5.1: Accounting and Finance 7	Session 5.2: Marketing, Consumer Behaviour and Entrepreneurship 7	Session 5.3: Marketing, Consumer Behaviour and Entrepreneurship 8	Session 5.4: Organizational Behaviour and Human Resource Management 7	Session 5.5: Operations, Technology and Green Management 3
Venue: Room 05	Venue: Room 06	Venue: Room 07	Venue: Room 08	Venue: Room 09
1030	MORNING BREAK			
1100	CONCURRENT SESSIONS			
Session 6.1: Accounting and Finance 8	Session 6.2: Marketing, Consumer Behaviour and Entrepreneurship 9	Session 6.3: Organizational Behaviour and Human Resource Management 8	Session 6.4: Organizational Behaviour and Human Resource Management 9	Session 6.5: Marketing, Consumer Behaviour and Entrepreneurship 10
Venue: Room 05	Venue: Room 06	Venue: Room 07	Venue: Room 08	Venue: Room 09
1230	LUNCH AND END OF CONFERENCE			