

Mohd Amirul Kasyful Nur bin Zulkifli

From: UUM Kuala Lumpur - UUMKL
Sent: 10 Ogos 2016 16:31
To: 'uumkl_stud@student.uum.edu.my'; UUM - All Staff; UUM - All Students
Cc: Dr. Ruzita binti Azmi; Fazilah bt. Mohd. Othman
Subject: CALL FOR PAPERS : ICMC 2016

Importance: High



UUM Kuala Lumpur
Universiti Utara Malaysia

"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

CALL FOR PAPERS : ICMC 2016

Assalamualaikum w.b.t and Good Day,

YBhg. Dato' Seri/Datuk/Dato'/Datin/Y.Brs. Prof/Prof. Madya/Dr./Tuan/Puan,

UUMKL would like to cordially invite you to the **1st International Conference on Management and Communication (ICMC) 2016**, with the theme "*Management Integrity and Governance for Global Sustainability*". This conference is a collaboration with the Melaka State Government and is scheduled to take place from **20–21 August 2016, in Swiss Garden Hotel, Melaka.**

The conference details are as below :-

KEYNOTE ADDRESS



CHIEF MINISTER OF MELAKA

Datuk Seri Ir. Haji Idris Haron is a Malaysian politician and current Chief Minister of Melaka. He graduated with B.Sc. in Electrical Engineering from the University of Texas in 1989 and secured an Association of Overseas Technical Scholarships (AOTS) from the Kensyu Centre, Japan in 1993. He was a member of the Malaysian Parliament from 2004 to 2013 and became a Deputy Minister in the Ministry of Higher Education in 2008. Under his leadership, Melaka State Government is committed to fight corruption as he advised civil servants to regard the issue of integrity seriously. Apart from promoting integrity, Datuk Seri is also prominent in the area of management and communication. Among other accomplishments, he spearheaded TNBD towards 5 Star Excellence & Distinction in 2000. On the international scene, Datuk Seri is currently the President of World Assembly of Youth since 2014.

TENTATIVE PROGRAMME

DAY 1 20 AUGUST 2016	
08.00 am – 09.00 am	Registration
09.00 am – 09.30 am	Arrival of VIP
09.30 am – 10.00 am	Opening Remark Vice Chancellor of UUM
10.00 am – 11.00 am	Opening Ceremony and Keynote Chief Minister of Melaka
11.00 am – 11.30 am	Tea Break
11.30 am – 01.00 pm	Parallel Sessions
01.00 pm – 02.30 pm	Lunch Break
02.30 pm – 04.30 pm	Parallel Sessions
04.30 pm – 05.30 pm	Tea break
08.00 pm – 11.00 pm	Conference Networking Dinner
DAY 2 21 AUGUST 2016	
08.00 am – 09.00 am	Registration
09.00 am – 10.00 am	Parallel Sessions
10.00 am – 10.30 am	Tea break
10.30 am – 11.30 am	Parallel Sessions
11.30 am – 12.30 pm	Closing Ceremony
12.30 am – 02.00 pm	Lunch Break

****Dress Code for Opening Ceremony : Lounge Suit**

****Dress Code for Networking Dinner : Batik**

CONTACT

For further enquiries, please contact:

1. Prof. Madya Dr. Norlena Hasnan - +603 2610 3013
2. Dr. Jasmani Mohd Yunus - +603 2610 3033
3. Dr. Ruzita Azmi - +603 2610 3017
4. Ms. Wan Fatimah Solihah
Wan Abdul Halim - +603 2610 3027
5. Ms. Fazilah Mohd Othman - +603 2610 3037

Email : icmc2016.secretariat@uum.edu.my

Website : www.icmc.uum.edu.my

ICMC 2016

**1ST INTERNATIONAL CONFERENCE ON
MANAGEMENT AND COMMUNICATION
(ICMC) 2016**

*"Management Integrity and Governance
for Global Sustainability"*

20 - 21 AUGUST 2016
SWISS-GARDEN HOTEL, MELAKA



**MELAKA WORLD HERITAGE CITY
GREEN TECHNOLOGY CITY STATE**

www.icmc.uum.edu.my

Organised by:



Universiti Utara Malaysia Kuala Lumpur

In collaboration with:



Melaka State Government

THE 1ST INTERNATIONAL CONFERENCE ON MANAGEMENT AND COMMUNICATION (ICMC) 2016

BACKGROUND

ICMC 2016 is collaboration between UUMKL and the State Government of Melaka, Malaysia. This smart partnership aims to engage academicians, researchers, independent scholars and practitioners from around the world to meet and exchange ideas and views in this intellectual discourse platform.

Melaka is chosen as it is well-known for its prominent attractions. There are many historical sites to visit that give us a glimpse of Melaka's glorious past. This is balanced with other modern attractions such as water theme parks and cultural parks. Melaka was declared a UNESCO World Heritage site in 2008 and is also home to a smorgasbord of great food. It is hoped that this conference will gain support from eminent colleges and various organisations in Management and Communication and attract a large number of participants from both academic and professional sectors.

CONFERENCE OBJECTIVES

- To share knowledge and insights in the field of Management and Communication.
- To provide platform for networking between academia and practitioners.
- To stimulate opportunities for collaboration between UUMKL and industry in research or continuous education.

WHO SHOULD ATTEND

Academicians
Students
Government Sectors
Corporate Sectors
Industry
Practitioners
Researchers
NGOs

CONFERENCE THEME

Management Integrity and Governance for Global Sustainability

AREAS OF INTEREST

- Accounting and Finance
- Business
- Communication
- Development Planning/Management
- Entrepreneurship and Innovation
- Environmental Management
- Ethics and Law
- Governance
- Health Care Management
- Human Resources
- Integrity
- Management and Strategy
- Marketing and Sales
- Organisational Behavior
- Organisational Theory
- Supply Chain Management
- Total Quality Management
- Tourism and Hospitality Management

SUBMISSION GUIDELINES

- The paper must be sent in MS Word with the following format:
 - written in English/Bahasa Malaysia
 - maximum 10 single-spaced pages (including abstract & references)
 - submitted through the conference email (icmc2016.secretariat@uum.edu.my)
- Accepted papers will be published in the conference proceeding with ISBN. Selected papers will be reviewed for publication in the following journals:
 - Scopus Index
 1. Gadjah Mada International Journal of Business (GAMA IJB)
 2. Jurnal Pengurusan (UKM Journal of Management)
 3. Journal of Sustainability Science and Management (JSSM) (Special edition)
 - Peer-reviewed
 1. International Journal of Management Studies (IJMS)

2. Malaysian Management Journal (MMJ)
3. The International Journal of Banking and Finance (IJBF)

IMPORTANT DATES

- CLOSING DATE FOR ABSTRACT AND FULL PAPER SUBMISSION : 15TH JULY 2016
- CONFIRMATION OF ATTENDANCE : 31ST JULY 2016
- REGISTRATION DEADLINE : 1ST AUGUST 2016

FEES

PARTICIPANT/ PRESENTER	LOCAL	INTERNATIONAL
Student	RM 750	USD 250
Non-Student	RM 1000	USD 350

PAYMENT

ACCOUNT NAME : UNIVERSITI UTARA MALAYSIA

BANK NAME : BANK ISLAM MALAYSIA BERHAD

BANK ADD : CAWANGAN UNIVERSITI UTARA MALAYSIA, 06010 UUM SINTOK, KEDAH

ACC.NO : 02093010000010

SWIFT CODE : BIMBMYKL

* Kindly provide a copy of your proof of payment on the conference registration day (bank-in slip/ printed online banking transaction details)

Please visit our website, www.icmc.uum.edu.my for further details. We look forward to meeting you.

P/s : Last call

Full paper submission deadline is extended until 17th August 2016

For further enquiries, please contact our secretariat at :

+603-26103013

+603-26103033

+603-26103037

Thank you.

UUM Kuala Lumpur | Unit Akademik | 41-3, Jalan Raja Muda Abdul Aziz | 50300 Kuala Lumpur | Malaysia
Tel: +603 2610 3000/3012/3046 | Fax: +603 2694 9228 | Email: uumkl@uum.edu.my | website: uumkl.uum.edu.my

