

Mohd Amirul Kasyful Nur bin Zulkifli

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Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia



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

Translated by Nur Ida Faradilla binti Aziz (nurida@uum.edu.my)

ICORE 2017 FOCUSES ON THE DEVELOPMENT AND ENTREPRENEURSHIP ISSUES IN THE RURAL AREAS



UUM ONLINE: Alor Setar - The fourth edition of the International Conference on Rural Development and Entrepreneurship (ICORE) 2017 continued to serve as a platform for scholars and stakeholders to interact and exchange ideas on the development and entrepreneurship issues in the rural areas.

The two-day conference, organised by the School of Economics, Finance and Banking (SEFB) in collaboration with the Hebei University, China and Universitas Jenderal Soedirman, Indonesia has brought together 200 participants who deliberated on issues related to the economic development, tourism and environment in the rural areas.

The Deputy Dean of SEFB, Assoc. Prof. Dr. Siti Aznor Ahmad said, the first ICORE was held in Kuching, Sarawak in May 2011, while the second conference was held in Purwokerto, Yogyakarta, Central Java, Indonesia in November 2013. The third conference was held in Hebei University, Baoding, China, in May 2015.

Assoc. Prof. Dr. Siti Aznor stated that, the main objective of ICORE is to identify effective solutions to issues related to rural development through the promotion of entrepreneurship.

"I hope the participants of this conference will benefit from the knowledge sharing session throughout this conference," she added.

Also present at the conference were the Dean of the Economics College, Hebei University, Prof. Yang Hui Liang and the Dean of the Faculty of Economics, Universitas Jenderal Soedirman, Sulyanto Sudaeto Santeja.



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