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

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MASTER KNOWLEDGE IN BUSINESS AND MANAGEMENT TO SPUR THE NATION'S DEVELOPMENT



UUM ONLINE: Kuala Lumpur - "Having sound knowledge in business and management is important in fostering a nation's development," said the Chairman of the Universiti Utara Malaysia Board of Directors, Tan Sri Siti Sa'diah Sheikh Bakir.

She said this during the launching of the International Business Management Conference (IBMC) organised by Universiti Utara Malaysia (UUM) Islamic Business School (IBS), this morning which also saw the Vice-Chancellor, Prof. Dato' Seri Dr Mohamed Mustafa Ishak in attendance.

According to her, Muslims had the obligation to seek knowledge and such an obligation must be continued throughout their life.

She further reiterated that in UUM, mastering knowledge in business and management was the very essence of UUM's establishment as emphasis was on developing and producing experts in management-related fields.

"The synergy of knowledge and the process of transferring knowledge will enable a deeper understanding of the business and management world.

"I fervently hope that this conference will provide opportunities for the institutions of higher education and industries to share ideas and continue strategic ties in order to achieve sustainable development of the country," she said.

According to her, Islamic banking institutions could appoint fellow academicians as their Shariah Advisors or Board Members and invite them to share their knowledge and expertise in discussions and knowledge sharing sessions that will greatly benefit both parties.

More than 100 participants from within and outside the country congregated at the Intercontinental Hotel to partake in the IBMC 2018 which will last for two days, starting from today.

The conference which was held for the second time, received cooperation from the Permodalan Nasional Berhad (PNB) became a platform for presenters comprising academics and members of the industry to present over 50 conference papers related to Islamic banking and finance, muamalat, Islamic business, Islamic economy, halal management, zakat, waqf and contemporary issues.

Meanwhile, the Dean of IBS, Prof. Dr. Asmadi Mohamed Naim, said the significance of the conference was the ability of the participants and speakers to understand the contemporary issues in Islamic banking and finance in particular.

According to him, IBMC afforded an avenue for the exchange ideas as well as the opportunity to collaborate and work together to build the nation other than becoming a platform for sharing of knowledge and research.

On the first day of the conference, a Memorandum of Understanding (MoU) was signed between UUM and the International Shari'ah Research Academy for Islamic Finance (ISRA) and Takaful Association of Malaysia.

It was then followed by the keynote address delivered by the Co-Chairman of the Islamic Finance Industry Council, American-Malaysia Chamber of Commerce, Dato' Noripah Kamso with the title, Impact Investing: Merging Profit and Purpose for Global Sustainability.'



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