

UUM PAPER PRESENTATIONS AT INTERNATIONAL CONFERENCES

Unit Komunikasi Korporat

Telah Dihantar: 29 Julai 2010 12:05

Kepada: UUM - All Staff; UUM All Student

29 JULY 2010/17 SYAABAN 1431H

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

UUM ONLINE: THE lecturers representing Universiti Utara Malaysia (UUM) are as follows:



Dr. Sharifah Fazliyatun Shaik Ismail, a senior lecturer at UUM CAS will be presenting a paper entitled ***Judging a book by its cover: Paratextual devices employed in Blyton's books in Malay*** at an International Conference on Translation and Multiculturalism at Kuala Lumpur. The conference will be held at the University of Malaya, Kuala Lumpur from July 23 to July 25.



Zurina Adnan, a lecturer at UUM COB will be presenting a paper entitled **Relationship between Strategic Human Resource Management and Firm Performance: A study of R&D Companies in Malaysia** at the 2010 International Conference on Asia Pacific Business Innovation and Technology Management, Beijing, China from 25 to 27 July 2010.



Edora Ismail, a lecturer at UUM COB will be presenting a paper entitled **The Influence of Trainees, Characteristics and Environmental Factors on the Effectiveness of Training among Matsushita Group of Companies in Malaysia** at the 2010 International Conference on Asia Pacific Business Innovation and Technology Management, Beijing, China from 25 to 27 July 2010.



Tan Fee Yean a lecturer at UUM COB will be presenting a paper entitled **Career Planning as Predictors of Insurance Agents' Career Satisfaction** at the 2010 International Conference on Asia Pacific Business Innovation and Technology Management, Beijing, China from 25 to 27 July 2010.



Dr. Asmat Nizam Abdul Talib, a senior lecturer at UUM COB will be presenting a paper entitled **The Influence of Customer-Defined Market Orientation on Satisfaction and Loyalty** at the 10th International Conference on Knowledge and Change in Organization, Montréal, Canada from 26 to 28 July 2010.

All the best and thank you for keeping the UUM flag flying in the international fora.

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