

From: UUM CORPORATE COMM.
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Subject: ICMC 2019 Tackles Issues Pertaining To Business, Communication, Quality Management And The Island Of Borneo



UUM Corporate Comm.
Universiti Utara Malaysia

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

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ICMC 2019 TACKLES ISSUES PERTAINING TO BUSINESS, COMMUNICATION, QUALITY MANAGEMENT AND THE ISLAND OF BORNEO



UUM ONLINE: Universiti Utara Malaysia Kuala Lumpur (UUMKL) successfully organised the International Conference on Management and Communication (ICMC 2019) on 4 September 2019 in Kuching, Sarawak.

A total of 150 participants and presenters attended the conference which was aptly themed, "Management of Integrity and Governance: Transforming towards IR 4.0 and Beyond". The conference looked into issues covering topics ranging from Business, Communication, Quality Management and the Island of Borneo.

The conference was officiated by Datuk Talib Zulpilip, Minister in the Chief Minister's Department (Integrity & Ombudsman), Sarawak.

In his opening speech, Datuk Talib stressed that integrity and governance were both complex human issues. Both integrity and governance can be highly affected by the dynamic business and social environment.

He further reiterated that conventional means of enforcement, punishment or reinforcement in coping with the issues were no longer effective.

“The ICMC 2019 can be regarded as a significant event that gathers all stakeholders and set them to rethink, refine and reinvent substantial and substantive strategies to better manage the issues.”

Meanwhile, Prof. Dr. Shahimi Mohtar, the Director of UUMKL extended his heartiest congratulations to the organising committee for their exceptional hard work and teamwork in realising the successful organisation of the conference.

He also extended his heartfelt appreciation and gratitude to the Sarawak State Secretary, Sarawak Government, Islamic Business School UUM, Pharmaniaga Berhad, Sarawak Convention Bureau, RTM Sarawak and other organisations for their cooperation and support.



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