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From: Unit Komunikasi Korporat
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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*)

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SEFB-LIU BEIRUT LoI FOCUSES ON RESEARCH COLLABORATION



UUM ONLINE: Lebanon - UUM through its School of Economics, Finance and Banking (SEFB) signed a Letter of Intent (LoI) with the Lebanese International University (LIU) Beirut, recently.

The LoI was signed by the Deputy Vice-Chancellor (Academic and International) , Prof. Dr. Yusnidah Ibrahim who represented the Vice-Chancellor while attending the 1st International Conference on Economics, Business and Social Science. Meanwhile, LIU was represented by its Vice-President (Student Affairs), Prof. Dr. Ali Tarabay.

The signing of the LoI was a continuation of the Memorandum of Understanding (MoU) previously

signed between UUM and Beirut's Lebanese International University (LIU).

Prof. Dr. Yusnidah said that with the existence of the Lol it was expected that SEFB and LIU would be able to establish cooperation in the field of research through matching research grants.

Prof. Dr. Yusnidah who also delivered a keynote address at the conference said that the cooperation between SEFB and LIU was the best agenda to further plan activities and other joint ventures between UUM and the universities in the region.

The conference, aptly themed 'Sustainable development: Connecting Business & Society in Emerging Economics' was a collaborative effort with the Centre for Sustainability Research and Consultancy (CSRC) and LIU.

The seminar which was chaired by Assoc. Prof. Dr. Sallahuddin Hassan, was the first activity undertaken in collaboration between SEFB and LIU.



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