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WORLD
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2024
BUSINESS & MANAGEMENT STUDIES 1079
ECONOMICS & ECONOMETRICS 2381

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FBM Highlights

AUTHORS:

DR. SHARULSHAHIDA SHAKREIN SAFIAN

NAZURAH ABDUL MALEK

FBM @THE ASSOCIATION OF ASIA-PACIFIC BUSINESS SCHOOLS (AAPBS) ACADEMIC CONFERENCE HELD AT YONSEI UNIVERSITY, SOUTH KOREA



From May 30th to June 1st, the Deputy Dean of Industry and Community, Dr. Nor Farradila, and Associate Professor Dr. Zarina Denan attended the Association of Asia-Pacific Business Schools (AAPBS) Academic Conference held at Yonsei University, South Korea.

The AAPBS Academic Conference 2024, hosted by Yonsei Business School, featured insightful lectures from industry leaders such as Lotte Biologics, Doosan Robotics, McKinsey & Company, CJ CheilJedang, Amorepacific, and LG Science Park. The conference was truly enlightening. The gala dinner in the President's Garden at Yonsei University, featuring BBQ and a performance by 'The Koong,' was enchanting, and the atmosphere was simply incredible. Participants included deans from economics and business faculties from countries such as Australia, New Zealand, the USA, Russia, Taiwan, Thailand, Singapore, China, Hong Kong, India, Indonesia, Japan, Korea, and Malaysia.

FBM's presence at this conference underscores its membership in AAPBS. Participation in AAPBS aims to enhance networking and connectivity activities with the business and management school community in the Asia-Pacific region.

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