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FACULTY OF BUSINESS AND MANAGEMENT

eISSN : 2636 – 9656 | volume 7(1) 2024



2024
JANUARY – JULY

**An Internal
Bulletin of FBM**



WORLD
UNIVERSITY
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2024
BUSINESS & MANAGEMENT STUDIES 1079
ECONOMICS & ECONOMETRICS 2181

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FBM Highlights

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NAZURAH ABDUL MALEK

FBM EMBRACING GLOBAL HORIZONS with The European Marketing and Management Association



The European Marketing and Management Association hosted a special meeting that promised to forge new bonds and unlock the door to a world of possibilities. Representatives from the Faculty of Business and Management, headed by Professor Dr. Firdaus Abdullah (Dean of FBM) following by Professor Dr Mile Vasic (President of the European Marketing and Management Association) and seven prestigious universities in Europe crossed continents to engage in a collaborative dialogue aimed at exploring potential cooperation and exchange programs.

The meeting discussed and paved the way for collaboration on various fronts, with a special focus on European projects, including (but not exclusive to) the Erasmus and Horizon Europe programs.

Research collaboration has also emerged as a cornerstone of the discussion, emphasising the prospect of pooling intellectual capital and creating a collaborative research hub in Europe and Southeast Asian regions.

Nonetheless, the meeting discussed the nuts and bolts of inbound-outbound programs, exploring ways to facilitate seamless transitions for students and faculty members between UiTM and European universities. The emphasis on creating an environment that nurtured mutual understanding and appreciation for diversity was at the forefront.

The outcomes of this meeting mark the beginning of promising partnerships, laying the foundation for a future of collaborative initiatives that transcend geographical boundaries and enrich the academic landscape.

Full List of Delegates:

Professor Dr. Firdaus Abdullah, Universiti Teknologi MARA, Malaysia	»
Dr. Nor Farradila Abdul Aziz, Universiti Teknologi MARA, Malaysia	»
Dr. Ahmad Rais Mohamad Mokhtar, Universiti Teknologi MARA, Malaysia	»
Dr. Azlin Zanariah Bahtar, Universiti Teknologi MARA, Malaysia	»
Professor Dr. Mile Vasic, President of the European Marketing and Management Association	»
Professor Dr. Nino Enukidze, Business and Technology University, Georgia	»
Professor Dr. Gilles Rouet, University of Versailles Saint-Quentin-en-Yvelines, Université Paris-Saclay, France	»
Professor Dr. Yioula Melanthiou, Cyprus University of Technology, Cyprus	»
Professor Dr. Mircea Duică Valahia, University of Targoviste, Romania	»
Professor Dr. Janka Tábořecká, Faculty of Economics, Matej Bel University, Slovakia	»
Professor Dr. Irina Gabriela Radulescu, Petroleum-Gas University of Ploiești, Romania	»
Professor Dr. Lidija Weis, B2 Ljubljana School of Business, Slovenia	»

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