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ASSOCIATION OF ASIA-PACIFIC BUSINESS SCHOOLS (AAPBS)

ACADEMIC CONFERENCE 2023



UiTM recently hosted a prestigious academic conference in collaboration with The Association of Asia-Pacific Business Schools (AAPBS) on May 8, 2023. The conference, organized by the Faculty of Business and Management (FBM), focused on "Learned Values-Driven Talent: Towards Quality Education".

The event was graced by distinguished guests, including Professor Dr. Bai Choong En, AAPBS President and Dean of the School of Economics and Management at Tsinghua University, Professor Datuk Ts. Dr. Hajah Roziah Mohd Janor, Vice-Chancellor (VC) of UiTM, and Professor Dr. Firdaus Abdullah, the Dean of FBM. Representatives from approximately 40 business schools in Asia-Pacific universities also attended.

In her opening remarks, Vice-Chancellor Professor Datuk Ts. Dr. Hajah Roziah Mohd Janor emphasized the importance of learning from each other and establishing more robust networks among business schools committed to providing quality education. The conference served as a platform for exchanging ideas, discovering best practices, and fostering an ecosystem that supports entrepreneurship, innovation, and social responsibility.

The conference's keynote speaker and forum sessions focused on the social, economic, and environmental challenges universities face due to globalization and technological advancements. The aim was to foster connections between academics and industry experts internationally and facilitate sharing experiences in tackling these challenges.

The AAPBS conference received substantial support from various panels, including Dato' Sri Dr. Hj Irmohizam Ibrahim, the Group Managing Director of the World Trade Centre, and other prominent industry leaders. Panel discussions provided valuable insights into challenges faced by businesses in a rapidly changing global environment.

Overall, this conference contributed to AAPBS's mission of advancing business and management education in the Asia-Pacific region by bringing together industry experts and academic professionals.



Thank You

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