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THE 7th GLOBAL RESEARCH NETWORK - BELT AND ROAD INITIATIVE (BRI) CONFERENCE 2023

The Faculty of Business and Management, FBM UiTM proudly served as a conference partner for the 7th Global Research Network - Belt and Road Initiative (BRI) Conference 2023.

The conference, organized by the University of Nairobi (UoN) in collaboration with the University of Johannesburg, Zhejiang University, Ocean College, and RMIT University, took place in hybrid mode from February 7 to 9, 2023, at the University of Nairobi, Kenya.

The conference aimed to facilitate the exchange of insights among researchers, practitioners, and industry professionals along the Belt and Road regarding the challenges and opportunities of the initiative.

UiTM was a significant conference partner, promoting the event and participating in paper evaluation through its representatives, Prof. Ts. Dr. Veera Pandiyan and Assoc. Prof. Ts. Dr. Melissa Shahrom from the Department of Technology and Supply Chain Management Studies, FBM.

During the opening remarks, Prof. Dr. Firdaus Abdullah, the Dean of FBM, highlighted the potential for long-term collaborations between UoN and UiTM, emphasizing the importance of moving beyond individual projects. The institutions are exploring opportunities not only in organizing conferences but also in fostering research and academic partnerships.

This collaboration signifies a collective effort by universities to shape their future and is in line with UiTM's aspiration to achieve the status of a Globally Renowned University by 2025.



Thank You



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