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ARSHAD AYUB

GRADUATE BUSINESS SCHOOL  
*Connect . Engage . Advance*



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Arshad Ayub  
Graduate  
Business School

**AAGBS**

**Annual Report**

**2021**



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## Research & Publications

# 08

## CONFERENCE |

# CONFERENCE PROCEEDINGS

AiCoBM 2021

**THE 3<sup>RD</sup> AAGBS  
INTERNATIONAL CONFERENCE  
ON BUSINESS MANAGEMENT 2021  
-VIRTUAL** | Advancing Business Knowledge Towards a Sustainable  
Future: Harmonizing Academic & Applied Practices



5<sup>th</sup> - 6<sup>th</sup> October 2021

AiCoBM 2021 was organised by Arshad Ayub Graduate Business School (AAGBS) of Universiti Teknologi MARA (UiTM), Shah Alam, Malaysia. This virtual conference was held recently on the 5th and 6th of October 2021. It was attended by close to 60 local and international participants comprising distinguished guests and keynote as well as guest speakers, paper presenters, faculty members, students and conference organizers. The conference, whose theme was "Advancing Business Knowledge towards a Sustainable Future: Harmonizing Academic & Applied Practices", was officiated by Prof. ChM. Dr. Hadariah Bahron, the Assistant Vice Chancellor (Internationalization) UiTM Global.

AiCoBM2021 brought together scholars, professionals and postgraduate students from the business and management field. Over the two days, participants of the virtual conference engaged in an intellectual discourse where theories and practices were discussed and debated, ideas and experiences in areas of business and management were shared and research findings were presented. There were three parallel sessions in which a total of 39 papers were presented. The papers were sorted according to the following tracks:

- Marketing, Consumer Behavior and Entrepreneurship
- Management, Organizational Behavior, Human Resource Management and other related business studies
- Finance, Accounting and Economics
- Islamic Finance and Islamic Banking
- Quality, Operations, Technology and Green Management

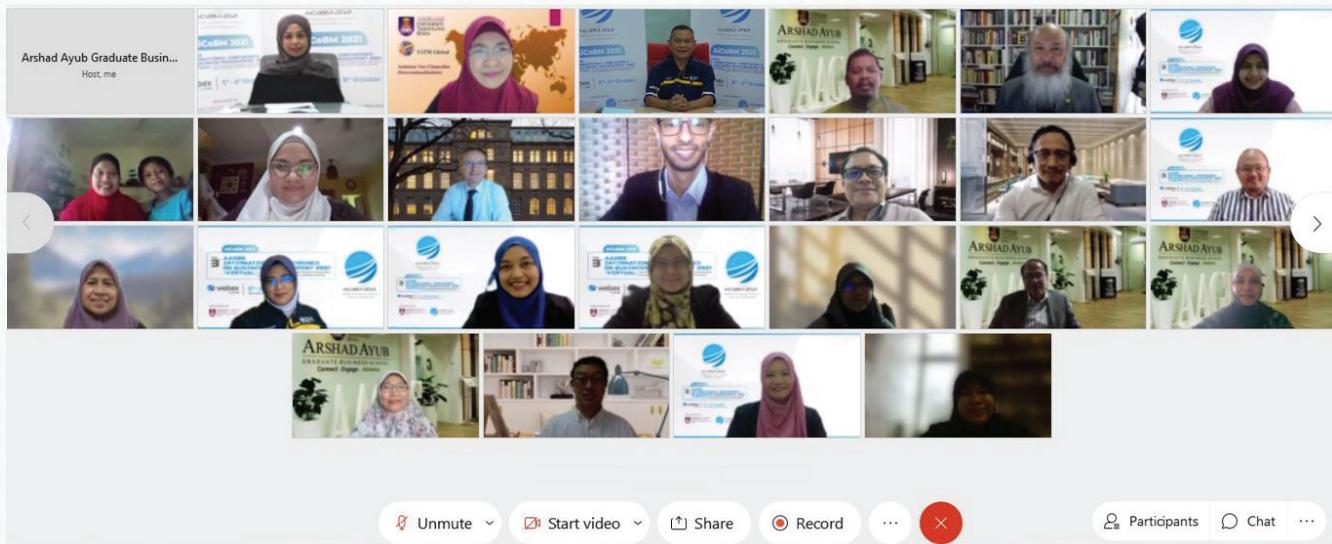


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ORGANIZED BY:



Arshad Ayub  
Graduate  
Business School



AiCoBM 2021  
AAGBS International Conference  
on Business Management





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Business School

### ARSHAD AYUB GRADUATE BUSINESS SCHOOL

Universiti Teknologi MARA,  
40450 Shah Alam,  
Selangor Darul Ehsan, MALAYSIA

### GET IN TOUCH

+603 5544 4721  
aagbs@uitm.edu.my



Arshad Ayub  
Graduate Business School



@aagbs\_official



@AAGBSOfficial