



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL



ANNUAL REPORT 2023



<https://aagbs.uitm.edu.my>

NEWS & EVENTS 2023

20 - 21 NOVEMBER 2023

INTERNATIONAL MASTER IN MANAGEMENT APPLIED RESEARCH AWARDS (IMMARA 2023)

From 20th to 21st November 2023, Arshad Ayub Graduate Business School of Universiti Teknologi MARA Malaysia, Universitas Airlangga and Universitas Paramadina of Indonesia together co-hosted the annual IMMARA program. This year's IMMARA theme was 'Business Sustainability in Transformational and Digital Era'. The one and a half day seminar was held in hybrid mode. The program was officiated physically at AAGBS UiTM, attended by AP Dr Gancar C Premananto and AP Dr Masmira Kurniawati, both from Universitas Airlangga. Several distinguished guest speakers were invited to deliver talks in their areas of expertise such as Mr Irwan Shahrezza Mohd Razali (keynote speaker, Federation of International Civil Servants' Associations, United Nations, Geneva), Mr Janoe Arijanto (Senior VP Dentsu Corporate Indonesia), Dr Mohamad Yushak Anshori (VP Marketing, Prime Plaza Hotels & Resorts) and AP Dr Gancar C Premananto (Head of Management Department, UNAIR, Indonesia). The annual program offers an avenue for MBA and Master of Management students from the three institutions to present their applied business research findings on an international platform. This year's IMMARA received more than 100 paper submissions and participations from the postgraduate students.



INTERNATIONALIZATION

INTERNATIONAL PARTNERS



ARSHAD AYUB

GRADUATE BUSINESS SCHOOL

ARSHAD AYUB GRADUATE BUSINESS SCHOOL

Kompleks Al-Farabi, Blok D, Jalan Ilmu / 1,
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