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WORLD
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BUSINESS & MANAGEMENT STUDIES 1079
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FBM Highlights

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NAZURAH ABDUL MALEK

6th Advances in Business Research International Conference (ABRIC) 2024: A Success in Penang



The 6th Advances in Business Research International Conference (6th ABRIC 2024) was successfully held on May 30, 2024, at DoubleTree Resort By Hilton Penang, Malaysia. A total of 145 papers were presented involving presenters from 10 countries, which are Malaysia, Indonesia, the Philippines, China, India, the United Arab Emirates, Oman, Saudi Arabia, Hong Kong, and Nigeria. This conference has witnessed a total of 39 research papers presented in a hybrid format and 106 research papers presented physically.

The Pro-Chancellor of UiTM, YBhg. Datuk Haji Abdul Wahab Bin Aziz inaugurated the opening ceremony, while, the welcoming speech was delivered by YBhg. Professor Dr. Firdaus Abdullah, the Dean of the Faculty of Business and Management, UiTM. The keynote address was delivered by Mr Neil Harris, Senior Vice President and Managing Director of Higher Education, McGraw Hill. This conference has also managed to successfully attract collaboration from Middlesex University Dubai, Universiti Malaya, Universitas Multimedia Nusantara Indonesia, and Universitas Medan Area Indonesia as co-organisers.

The organization of this conference has also received contributions from several strategic and corporate partners which are McGraw Hill, Pearson Education, Unbound Malaysia Sdn. Bhd., Malaysian Palm Oil Board (MPOB), Co-opbank Pertama, Etta Globe Enterprise, He & She Coffee, and ChaTime Malaysia Sdn. Bhd. This conference has also witnessed the exchange of a Memorandum of Understanding (MoU) and a Memorandum of Agreement (MoA) between the Faculty of Management and Business, Universiti Teknologi MARA, and several strategic partners, namely McGraw Hill and Unbound Malaysia Sdn. Bhd., Malaysia Digital Economy Corporation (MDEC) and RSA Services.

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