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AN INTERNAL BULLETIN OF FBM

FACULTY OF BUSINESS AND MANAGEMENT



January - June 2023
eISSN: 2636-9656
Volume: 6(1), 2023



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



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ASSOCIATION OF ASIA-PACIFIC BUSINESS SCHOOLS (AAPBS)

FIESTA RAYA AAPBS



On May 9, 2023, the Faculty of Business and Management (FBM) hosted the magnificent 'Fiesta Raya' event, exclusively arranged for the esteemed delegates of the Asia-Pacific Business Schools (AAPBS) academic conference.

The primary objective was to offer the delegates an immersive experience, allowing them to partake in the joyous celebration of authentic Eid al-Fitr, complete with an array of delectable delicacies such as beef rendang, chicken satay, ketupat, and lemang.



Moreover, they had the opportunity to witness captivating demonstrations showcasing the preparation of the distinctive Raya dishes. The distinguished guests were enthralled by the scrumptious cuisine and enthused by the outstanding performances delivered by the talented students of FBM.



ASSOCIATION OF ASIA-PACIFIC BUSINESS SCHOOLS (AAPBS)

AAPBS @ FBM PUNCAK ALAM CAMPUS

The third day of the Association of Asia-Pacific Business Schools (AAPBS) Academic Conference on May 9, 2023, began with a warm welcome to all delegates at UiTM Puncak Alam Campus's Faculty of Business and Management.

The day kicked off with a session filled with valuable ideas and an engaging sharing session by renowned speakers who contributed to the innovation of business schools in the region. This was followed by the showcase of the AAPBS case committee working group, updates on the general meeting and town hall, as well as the council meeting.

During the forum titled "Business School Innovation Eco-system: Obstacles and Solutions," moderated by Prof. Dr. He Ping from Tsinghua University, prominent speakers including AAPBS President Prof. Dr. Bai Chong-En, Prof. Dr. Robin Gauld from the University of Otago, and Prof. Dr. Xuanwei Cao from Xi'an Jiaotong-Liverpool University shared their insights.

The event also featured the presentation of the case winner on "How Asian-Pacific Companies Respond to Covid-19" by the AAPBS Case Committee Working Group. Additionally, there were updates on the council meeting and a presentation on AAPBS President Bai's vision. The attendees were also informed about the upcoming AAPBS Annual Conference, scheduled to take place at NTU from November 8th to 10th, 2023.



Thank You

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