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FBM SUCCESSFULLY ORGANIZED THE 5TH ADVANCES IN BUSINESS RESEARCH INTERNATIONAL CONFERENCE (ABRIC 2023)

Faculty of Business and Management (FBM), Universiti Teknologi MARA (UiTM), successfully organized the 5th Advances in Business Research International Conference 2023 (ABRIC 2023) at Resorts World Langkawi on September 27, 2023. This conference, co-organized with Fakultas Ekonomika and Bisnis, Universitas Negeri Surabaya, Faculty of Business, Universitas Multimedia Nusantara, and Faculty of Business Management and Professional Studies Management and Science University (MSU), Shah Alam. ABRIC 2023 provided a platform for academicians, researchers, professionals, and postgraduate students to share new ideas in research, engage in global interactions and commercialization of ideas, and create an international research network. It was such an honor for ABRIC 2023 to receive support from their co-organizers to ensure the conference has regional and global visibility.

Anchored on the theme “Embracing Digital Transformation: Empowering Sustainable Business Practice”, this event attracted 160 submissions with 116 accepted articles presented at the conference, including 30 international articles from India, Indonesia, China, Nigeria, Palestine, and Uzbekistan. Six parallel sessions, two of which were hybrid, made up of eighteen tracks, namely Accounting, Banking, Islamic Banking, Business & E-Business, Communication, Digital Business, Economics, Islamic Economics, Entrepreneurship, Small and Medium Enterprise, Finance, Islamic Finance, Tourism and Heritage, Management, Marketing, Data Analytics, Digital Technology, and Artificial Intelligence. The conference also included a colloquium session for Postgraduate students to present their work and receive valuable feedback.



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The inauguration ceremony was officiated by the Deputy Health Minister, YB Tuan Lukanisman bin Awang Sauni representing YAB Dato' Sri Haji Fadillah Bin Haji Yusof, Deputy Prime Minister II and Minister of Plantation and Commodities, with welcoming remarks by YBhg. Professor Dr. Firdaus Abdullah, Dean of the Faculty of Business and Management, UiTM.



The keynote lecture was delivered by distinguished Professor Dr. Irwan Adi Ekaputra, Professor of Finance at Universitas Indonesia. He delivered an interesting speech based on his seminal work entitled "Is Being Accommodative More Important Than Being Polite to Achieve Crowdfunding Success?".





Thank You



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