



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

2024

ANNUAL REPORT

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AiCoBM 2024: ADVANCING GLOBAL DIALOGUE IN BUSINESS AND MANAGEMENT

The 4th AAGBS International Conference on Business Management (AiCoBM 2024) was successfully held, marking another significant milestone in AAGBS's commitment to advancing global discourse in business, management, and leadership. The conference brought together academics, industry leaders, policymakers, and international partners to engage in meaningful discussions on navigating uncertainty, innovation, and sustainable business strategies in a rapidly changing global environment.

AAGBS extends its sincere appreciation to its strategic partners, Yamaguchi University (Japan) and Cardiff University (United Kingdom), as well as its valued collaborators, UiTM Perpustakaan Tun Abdul Razak (PTAR) and Penerbit UiTM, whose strong support contributed greatly to the successful organisation of the conference. The School also gratefully acknowledges the generous sponsorship of FWD Takaful Berhad and Maybank Islamic, which played a vital role in enhancing the overall quality and impact of the event. AiCoBM 2024 was further strengthened by the presence of distinguished keynote speakers who brought diverse perspectives from academia and industry.

Tan Sri Bashir Ahmad Abdul Majid, Chairman of Mass Rapid Transit Corporation (MRT Corp) Malaysia, delivered a compelling keynote on "Navigating Uncertainty: Strategies for Thriving in the Dynamic Business Landscape," offering strategic insights on leadership and resilience in times of disruption.



Professor Rick Delbridge of Cardiff Business School and Board Director of the Social Science Research Park (SPARK) shared his expertise through his keynote, “Developing Collaboration and Innovation: The Case of Social Science Research Park (SPARK),” highlighting the importance of research ecosystems in driving innovation.

The conference concluded with an inspiring keynote by Dato' Sri Dr. Hj Irmohizam Ibrahim, Group Managing Director of World Trade Centre Kuala Lumpur and Board Director of the World Trade Centers Association (WTCA), who spoke on “Best Strategies for Leading Through Uncertainty,” emphasizing adaptive leadership and strategic foresight in today’s volatile business environment.

AiCoBM 2024 also welcomed special international delegates from Yamaguchi University (Japan), Chiang Mai University (Thailand), Institut Teknologi Bandung – School of Business and Management (Indonesia), and Tokyo University of Agriculture and Technology (Japan). Their participation significantly enriched the intellectual exchange and strengthened AAGBS’s international academic and research networks.

The conference provided a dynamic platform for the presentation of research papers, exchange of ideas, and development of new collaborations across institutions and countries. The active engagement of participants, together with the dedication of the organising committee, ensured that AiCoBM 2024 was not only academically rigorous but also highly impactful.





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