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# INTERNATIONAL CONFERENCE ON MODERN MARKETING & MANAGEMENT

*"Creating innovative management & modern marketing  
strategies for strategic social-economic growth"*

## KUALA LUMPUR 14<sup>th</sup> March 2020



### KEYNOTE

**Prof. Dr Huam Hon Tat**

**PUTRA**  
Business School  
Nurturing Human Leaders



### GUEST OF HONOUR

**Prof. Dr Sulaiman Sajilan**

Dean **UniKL** Business School



### KEYNOTE

**A.Prof. Dr Yuhannis Ab Aziz**

Deputy Dean (Graduate Studies)

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Universiti Putra Malaysia

**REGISTRATION**

**ONLINE  
Submission**



Registration: <https://easychair.org/conferences/?conf=icomm10>  
Online Form: <https://forms.gle/XcgJNAC4KdF9ZRRAA>

## IMPORTANT DATES

**Early Birds Registration**

**30 Dec 2019**

**Abstract Submission**

**18 February 2020**

**FULL Paper Submission**

**1 March 2020**

## FREE COACHING SESSION

*"Research Inspired Entrepreneurship"*

*Dr Affendy Abu Hassim*

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Integrated Marketing | Marketing Strategy | Organizational Leadership  
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