

VIRTUAL CONFERENCE

ICOBSS2021

INTERNATIONAL CONFERENCE ON BUSINESS & SOCIAL SUSTAINABILITY
SOLIDARITY IN THE SPHERE OF IR 4.0

3rd JUNE 2021

Organized by:
CENTRE FOR POSTGRADUATE STUDIES UiTM CAWANGAN
KELANTAN, UiTM KOTA BHARU CAMPUS & FACULTY OF BUSINESS
AND MANAGEMENT, UiTM CAWANGAN KELANTAN

ABOUT

International Conference on Business and Social Sustainability (ICOBSS2021) is organized by Centre of Postgraduate Studies Universiti Teknologi MARA (UiTM) Cawangan Kelantan in collaboration with UiTM Kota Bharu Campus and Faculty of Business and Management (FBM) UiTM Cawangan Kelantan. With the theme of SOLIDARITY IN THE SPHERE OF IR4.0, the conference will serve as a research-sharing platform among researchers, industry and graduate students either local or abroad to share the latest research findings in the issues of sustainability in business and social context. The relevant ideas and results are presented in the form of a recorded video presentation and paper publication.

TRACK

MANAGEMENT & MARKETING

- Agile Supply Chain Management
- Crisis Management
- Change management
- Human Resource Management
- Information Management
- Leadership & Strategy
- Lean Supply Chain Management
- Operations Management
- Organizational Behaviour
- Organizations and Technology Management
- Public Administration
- Purchasing & Supply Chain Management
- Prophetic Leadership & Management
- Production and Operations Management
- Project & Quality Management
- Strategic Management
- Tourism Management
- Marketing Management
- Advertising
- Buyer Behaviour
- Business to Business Marketing
- Brand Management
- Direct Marketing
- Halal Tourism
- Halal Marketing & Management
- Halal Supply Chain Management
- Health Marketing
- Integrated Marketing Communication
- Marketing Strategy
- Relationship Marketing
- Retail Management
- Services Marketing
- Other related fields

SUSTAINABILITY

- Corporate Social Responsibility
- Civic and Political Studies
- Cultural Studies
- Environmental Studies
- Environmental Finance
- Environmental Accounting
- Environmental Marketing
- Educational Studies
- Green Economics
- Green Supply Chain Management
- Sustainable Supply Chain
- Social and Community Studies
- Sustainability in Communication
- Sustainable Marketing
- Sustainable Tourism
- Waste Management

BUSINESS & TECHNOLOGY

- Business Analysis
- Business Intelligence
- Business Administration
- Business Policy and Strategy
- Business Research Methods
- Blockchain in Business
- Cyber Security
- Digital Entrepreneurship
- E-Accounting
- Electronic Commerce
- E-Business/E-retailing
- Internet Marketing/Digital Marketing
- Other related fields

ACCOUNTING

- Accounting Analysis
- Accounting Ethics
- Accounting Information System
- Auditing
- Corporate Governance
- Forensic Accounting
- Financial Frauds
- Lean Accounting
- Project Accounting
- Management Accounting
- Money Laundering
- Other related fields

FINANCE & ECONOMIC

- Applied Finance
- Behavioural/Psychological Finance
- Banking Regulations & Standard
- Capital Markets
- Corporate Finance
- Corporate Governance
- Derivatives and Structured Products
- Ethical Investing
- Financial Crisis
- Financial Inclusion
- Finance & Investment
- Financial Intermediation
- Financial Markets
- Financial Regulations
- Financial Risk Management
- Financial Services
- Hedge Funds
- Insurance
- International Finance
- Islamic Finance
- Halal Financing
- Market Risk
- Micro Finance
- Mutual Funds
- Personal Finance
- Portfolio Management
- Managerial Finance
- Project Finance
- Venture Capital Financing
- Business Dynamics
- Developmental Economics
- Economic Growth and Job Creation
- Emerging Economies and Economic Development
- Family Economics
- Global Economic Crisis
- Globalization and Trade
- Health Economics
- International Economics
- Investment Climate
- Public Economics
- Regulatory and Tax Environment
- Other related fields

FEES

	LOCAL	INTERNATIONAL
Presenter	RM 300	USD 80
Early Bird	RM 200	USD 60
Participant	RM 100	USD 30

*The fees include participation in conference workshop (online)
Payment Method: Online (Payment via CDM is not accepted)
Payment should be made to: UiTM KAMPUS KOTA BHARU
Bank: Bank Islam (M) Bhd
Account No: 03036010038291
Swift Code : BIMBMYKL

PUBLICATION

All accepted papers will be published in selected indexed journals

- Scopus
- ERA
- MyCite
- Other Refereed Journal

**For SCOPUS/ERA indexed journal, additional publication fees will be charged to the author according to journal publication fees.

IMPORTANT DATES

Full paper deadline	31 March 2021
Camera ready	2 May 2021
Early bird deadline	15 March 2021
Registration and payment deadline	15 April 2021

Notification of acceptance

A week after paper submission



SCAN ME



CONTACT US

QUESTIONS?
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