

5th AAAB CONFERENCE, PHNOM PENH, CAMBODIA

School of Business and Economics of Universiti Malaysia Sabah and the Asian Academy of Applied Business (AAAB) jointly organized the 5th Asian Academy of Applied Business (AAAB) Conference on the 9th- 10th of June 2011 in Phnom Penh, Cambodia. The theme of this conference is "Strengthening Networking & Competitive of Asian Economies" which was chosen in view of its relevance to the current economic environment.

Approximately 25 committee members and their family members flew from Kota Kinabalu to Cambodia. A day after arrival in Phnom Penh, the committee members made a courtesy visit to the Malaysian Embassy in Phnom Penh and attended the welcoming dinner hosted by the H.E. Malaysian Ambassador to Cambodia.

The conference was officiated by the Dean, School of Business and Economics, UMS, Assoc. Prof. Dr. Hj. H. Arsiah Hj. Bahron on behalf of UMS's VC. The plenary session was chaired by Assoc. Prof. Dr. Hj. H. Arsiah Hj. Bahron and the invited speakers were Emeritus Prof. Dr. Mohamed Bin



Sulaiman from Universiti Islam Antarabangsa, Malaysia and Prof. Dr. Syed Azizi Wafa Syed Khalid Wafa from UMS.

Seventy seven papers were submitted and presented throughout this conference at Sunway Hotel, Phnom Penh with five concurrent sessions and seven tracks. The Best Paper Award is presented during the welcoming dinner.

After the second day of the conference, the committee members and the participants left Phnom Penh for 2 days conference tour to Seam Reap.



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