

Speech by

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**The 8th International Conference of the Asian Academy of
Applied Business**

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Promenade Hotel, Kota Kinabalu

Assalamualaikum Warahmatullahi Wabarakatuh
and Salam Sejahtera.

Salutations (TBD)

First and foremost, I want to thank the Faculty of Business, Economics and Accountancy for inviting me to address and officiate The 8th International Conference of the Asian Academy of Applied Business.

This conference provides a platform to discuss different types of issue in business where it is in line with the theme of this conference "Sustaining the Performance of a Business in a Dynamic Economic Environment".

The time element occupies great importance in a concept of dynamic economic environment. All economic variables are related to different points of time.

The changes of population, capital increment, approaches that being used in production, changes in industrial organization, preferences of the people nowadays however have made the visibility of the element of expectation and uncertainty. This conference creates a platform for business practitioners, policymakers, academicians and students to come here to exchange their ideas and research findings on selected topics taking into account of the challenges we face nowadays,

and future prospects in a dynamic economic environment.

Sustaining the performance of the business activities nowadays is quite challenging where each industry has the leaders, followers, stragglers and innovators. Each field with different types of source exists like for example manufacturing, marketing, merchandising, supply chain, customer service, cost management and many more.

Instead in a different category, different types of approaches had been used by the industry and market to drive a strong performance and also to survive.

Ladies and Gentleman,

I am delighted to see that the 8th International Conference of the Asian Academy of Applied Business provides a platform for a discussion to all participants to have a better understanding of the aspects involved in the current debate on sustaining performance of the business and dynamic economic environment.

On behalf of the UMS, I would like to express my appreciation to the all committee members from the Faculty of Business, Economics and Accountancy for their hard work and commitment to make it possible to be happen today.

Do enjoy our hospitality and may a constructive and fruitful discussion for the betterment of the nation can be made here.

Thank you.