



# 2<sup>nd</sup> Announcement

## INTERNATIONAL CONFERENCE ON MARKETING, ENTREPRENEURSHIP AND ECONOMICS 2024 (ICMEE 2024)

Navigating Global Markets: Strategies for Marketing Innovation, Entrepreneurial Growth, and Economic Resilience

8-10 October 2024 (Tuesday – Thursday)

The Waterfront Hotel, Kuching, Sarawak, Malaysia

Pre-Conference Workshop • International Conference • Bus Tour Visit

### KEYNOTE SPEAKERS



**Tan Sri Muhammad Bin Ibrahim**  
Former Governor of Bank Negara Malaysia



**Mr. Eg Kah Yee**  
Founder of Ucrest Berhad



**Prof. T Ramayah**  
Professor of Technology Management, Universiti Sains Malaysia

### CALL FOR ABSTRACTS/PAPERS:

The conference cordially invites academics, practitioners, scholars, researchers, policy makers, government agencies or any relevant parties to participate to present their oral or poster papers in ICMEE2024. Submission topics of interest are organized into below categories, but are not limited to:

#### Marketing Innovation

- Consumer Behaviors
- Product and Brand Management
- Marketing Channels
- Retailing Issues
- Business Communications and Advertising
- Customer Relationship Management
- Marketing Strategy
- International Marketing
- Technology Marketing
- Selling and Sales Management
- Research Methods in Marketing
- Business to Business (B2B) Marketing
- Ethical Issues in Marketing
- Environmental Marketing
- Non-Profit Marketing
- Business to Consumer (B2C) Marketing
- Innovations in Marketing
- Emerging Issues in Marketing
- Sports Marketing
- Fashion Marketing
- Arts Marketing
- Tourism Marketing
- Hospitality Marketing
- Branding and Destination Imaging
- Events Marketing
- E-Marketing
- Tools and Applications in Mobile Marketing
- Marketing and Social Media
- Marketing Analytics
- New ways of building Brands
- Digital marketing

#### Entrepreneurial Growth

- Digital Business
- Global Business
- Operation Management
- Supply Chain
- Halal Supply Chain
- Halal Business
- Entrepreneurship and Institutions
- Entrepreneurship, Growth and Competitiveness
- Entrepreneurship and regional development
- Policy Entrepreneurship
- International entrepreneurship
- Corporate and Strategic Entrepreneurship
- The role of universities in entrepreneurship
- Entrepreneurial finance and venture capital
- Innovation and technological entrepreneurship
- Entrepreneurship and governmental support
- Social and community entrepreneurship
- Green entrepreneurship
- Entrepreneurial culture
- Entrepreneurship and gender
- Entrepreneurial learning and communities of practice
- New businesses survival
- Social entrepreneurship
- Digital economics

#### Economic Resilience

- Gig economics
- Financial wellbeing
- Banking Sector Resilience
- Monetary Policy Impacts
- Financial Sector Development
- Fiscal Policy & Economic Growth
- Government Investment Strategies
- Human capital development
- Public-Private Partnerships
- Government Stimulus Measures
- Regulatory Frameworks
- Infrastructure Investment
- Regional integration and trade
- Agriculture development and food security
- Social well-being
- Ageing Population and wellbeing
- Economics of environment and sustainability
- Green economy and climate change resilience
- Inclusive growth and poverty reduction
- Islamic Economics
- MADANI Concept
- Sustainable Development Goals (SDGs)

### PUBLICATION OPPORTUNITY:

All registered and accepted submissions have the following publication opportunities:

- Conference Proceedings  
All accepted and registered abstracts will be published in the Conference Proceedings. The Conference Proceedings will be published with an eISBN Number.
- All accepted papers will be published in MYCITE/ERA Journals and selected papers will be published in SCOPUS Index Journals. Publication is also subject to satisfactory revision of papers as shall be required by the journal editors. Additional fee for publication will be required upon acceptance of paper. The list of confirmed Journal Publishers as follow:
  - MANAGEMENT AND ACCOUNTING REVIEW, <https://mar.uitm.edu.my>, ISSN: 2600-7975, eISSN: 2550-1895, Scopus indexed
  - JOURNAL OF ECONOMICS AND BEHAVIOURAL STUDIES (JEBS), <https://ojs.amhinternational.com/index.php/JEBS>, ISSN: 2220-6140
  - JOURNAL OF SOCIAL AND DEVELOPMENT SCIENCE (JSDS), <https://ojs.amhinternational.com/index.php/jsds>, ISSN: 2221-1152
  - JOURNAL OF EDUCATION AND VOCATIONAL RESEARCH (JEVR), <https://ojs.amhinternational.com/index.php/JEVR>, ISSN: 2221-2590
  - INFORMATION MANAGEMENT AND BUSINESS REVIEW (IMBR), <https://ojs.amhinternational.com/index.php/imbr>, ISSN: 2220-3796

### PRE CONFERENCE WORKSHOP

Please download the flyer from the following link:

<https://submit.confbay.com/thisconf/dwnl?view=download&acid=1493>

### IMPORTANT DEADLINE:

- |  |   |                  |
|--|---|------------------|
| 1. Abstract Submission Deadline          | : | 15th August 2024 |
| 2. Notification of Abstract Acceptance   | : | 17th August 2024 |
| 3. Full Paper Submission                 | : | 20th August 2024 |
| 4. Early Bird Payment Deadline           | : | 31st July 2024   |
| 5. Notification of full paper acceptance | : | 25th August 2024 |
| 6. Camera Ready                          | : | 30th August 2024 |
| 7. Full Payment Deadline                 | : | 31st August 2024 |

### CONFERENCE REGISTRATION FEE:

Category	Fee	
	Presenter	Participant
UniKL & Associates	RM 750.00	RM 600.00
Government	RM 900.00	RM 720.00
Private	RM 1,000.00	RM 800.00
Local Student	RM 600.00	RM 480.00
International Student	USD 250.00	USD 200.00
International	USD 350.00	USD 280.00

\* 10% discount for early bird payment

### TO REGISTER



### ICMEE 2024 Secretariat

Email: [secretariat.icmee@gmail.com](mailto:secretariat.icmee@gmail.com)

Phone: +603-8890 3062 (Office)

Address: 93C, Jalan Diplomatik, Presint 15, 62050 PUTRAJAYA, MALAYSIA

FOR DETAILS & REGISTRATION: <https://submit.confbay.com/conf/icmee2024>

MORE INFO: <https://bis.unikl.edu.my/icmee2024>

#### ORGANISER



#### COLLABORATOR



Cavangan Melaka



#### CONFERENCE MANAGER



#### SPONSOR/EXHIBITOR





## INTERNATIONAL CONFERENCE ON MARKETING, ENTREPRENEURSHIP AND ECONOMICS 2024 (ICMEE 2024)

**Navigating Global Markets: Strategies for Marketing Innovation,  
Entrepreneurial Growth, and Economic Resilience**

### ICMEE Sponsorship Prospectus

#### Sponsorship Packages:

CATEGORY	PACKAGES	PRICE
Gold	<ol style="list-style-type: none"> <li>1. Six (6) complimentary local delegates registration</li> <li>2. Full page advertisement and acknowledgement in conference programme book</li> <li>3. Display of company/organisation logo in the backdrop/ banner/ bunting/ flyers/ covers</li> <li>4. Website: logo and name in official website</li> <li>5. Inclusion of company/organisation brochures in conference kits</li> <li>6. Certificate of appreciation</li> <li>7. Company corporate video during breaks/lunches (7 minutes max)</li> <li>8. One (1) exhibition booth (4m x 2m)</li> </ol>	RM10,000.00
Silver	<ol style="list-style-type: none"> <li>1. Four (4) complimentary local delegates registration</li> <li>2. Acknowledgement in conference programme book</li> <li>3. Display of company/organisation logo in the backdrop/ banner/ bunting/ flyers/ covers</li> <li>4. Website: logo and name in official website</li> <li>5. Certificate of appreciation</li> <li>6. Company corporate video during breaks/lunches (5 minutes max)</li> <li>7. One (1) exhibition booth (2m x 2m)</li> </ol>	RM7,000.00
Bronze	<ol style="list-style-type: none"> <li>1. Two (2) complimentary local delegate registration</li> <li>2. Acknowledgement in conference programme book</li> <li>3. Certificate of appreciation</li> <li>4. One (1) exhibition booth (2m x 2m)</li> </ol>	RM4,000.00

#### Other Packages:

One (1) exhibition booth (2m x 2m) only with 1 lunch coupon	RM3,000.00
One (1) technical talk session (20 min)	RM2,000.00
<b>ADVERTISEMENT IN THE PROGRAMME BOOK</b>	
Outside Back Cover (color)	RM2,000.00
Inside Front Cover	RM1,500.00
Inside Back Cover	RM1,500.00
Full Page	RM1,000.00
Half Page	RM500.00

Please fill up the google form for Sponsorship Registration from the following link:

<https://forms.gle/zMHVHeatzqnGhUte8>