



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

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

The Waterfront Hotel, Kuching, Sarawak, Malaysia
8 – 10 October 2024 (Tuesday – Thursday)

OPENING CEREMONY, 9 th October 2024, Ranyai Ballroom	
8:00am	Arrival of Invited Guests
8:40am	Arrival of Assoc. Prof. Ir. Dr. Azman bin Senin President and Chief Executive Officer Universiti Kuala Lumpur
8:50am	Lagu Negaraku, Amanah Rakyat and Nakhoda Kemajuan Recitation of Doa
9:00am	Welcoming Speech by Prof. Dr. Naziruddin Abdullah Dean, UniKL Business School
9:10am	Opening Speech and Launching of ICMEE2024 by Assoc. Prof. Ir. Dr. Azman bin Senin President and Chief Executive Officer Universiti Kuala Lumpur
9:30am	Launching of the International Conference on Marketing, Entrepreneurship and Economics 2024 (ICMEE 2024) Opening Montage
9:40am	Photo Session for All Conference Participants Sape Performance Exhibition Booth and Poster Visit
10:am	Refreshment

ORGANISER



COLLABORATOR



SUPPORTED BY



CONFERENCE MANAGER



ICMEE 2024 Secretariat

Email: secretariat.icmee@gmail.com

Phone: +603-8890 3062 (Office)

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



ICMEE 2024 PROGRAM SCHEDULE

8 OCTOBER 2024 (TUESDAY)

TIME	PROGRAM
1:30pm	Registration
2:00pm	Pre-Conference Workshop <i>Bibliometrics Techniques and Applications</i> by Assoc. Prof. Ts. Dr. Aidi Ahmi Author of the books bibliometric analysis for beginners, bibliometric analysis using R for non-coders, bibliometric analysis using biblioMagica and mastering bibliometric analysis with ChatGPT
6:30pm	Pre-Conference Workshop Adjourn

9 OCTOBER 2024 (WEDNESDAY)

8:00am	Registration Light Refreshment
9:00am	Opening Ceremony: Ranyai Ballroom <ul style="list-style-type: none"> • Welcoming Speech by Prof. Dr. Naziruddin Abdullah Dean, UniKL Business School • Opening Speech and Launching of ICMEE2024 by Assoc. Prof. Ir. Dr. Azman bin Senin President and Chief Executive Officer Universiti Kuala Lumpur • Opening Montage • Group Photo • Sape Performance • Exhibition Booth and Poster Visit
10:00am	Morning Break
10:30am	Ranyai Ballroom Keynote 1 Tan Sri Muhammad Bin Ibrahim Former Governor of Bank Negara Malaysia
11:10am	Keynote 2 Mr. Eg Kah Yee Founder of Ucrest Berhad
11:50am	Keynote 3 Prof. T Ramayah Professor of Technology Management, Universiti Sains Malaysia

ORGANISER



COLLABORATOR



SUPPORTED BY



CONFERENCE MANAGER



ICMEE 2024 Secretariat

Email: secretariat.icmee@gmail.com

Phone: +603-8890 3062 (Office)

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



TIME	PROGRAM		
12:30pm	Lunch Break		
	Oral Presentation Schedule		
	Oral Presentation Schedule: Physical Session		
2:00-5:15pm	Symposium I Ranyai Ballroom	Symposium II Room 1	Symposium III Room 3
	Oral Presentation	Oral Presentation	Oral Presentation
	Oral Presentation Schedule: Online/Virtual Session		
2:00-5:15pm	Symposium I Room 1	Symposium II Room 2	Symposium III Room 3
	Oral Presentation	Oral Presentation	Oral Presentation

Closing Ceremony: Ranyai Ballroom

- Awards Presentation
- Closing Remarks by

5:30pm

Dr. Haslina Hassan

Chairman, ICMEE2024

Cum Deputy Dean, UniKL Business School

Evening Break & Adjour

10 OCTOBER 2024 (THURSDAY)

TIME	PROGRAM
8:00am	Post-Tour Visit Kuching Place of Interest
1:00pm	Lunch & End

ORGANISER



COLLABORATOR



SUPPORTED BY



CONFERENCE MANAGER



ICMEE 2024 Secretariat

Email: secretariat.icmee@gmail.com

Phone: +603-8890 3062 (Office)

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