



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

8-10 October 2024 Kuching, Sarawak, Malaysia



"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	







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ICMEE 2024 PROGRAM SCHEDULE

8 OCTOBER 2024 (TUESDAY)		
TIME	PROGRAM	
1:30pm	Registration	
2:00pm	Pre-Conference Workshop Bibliometrics Techniques and Applications 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 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







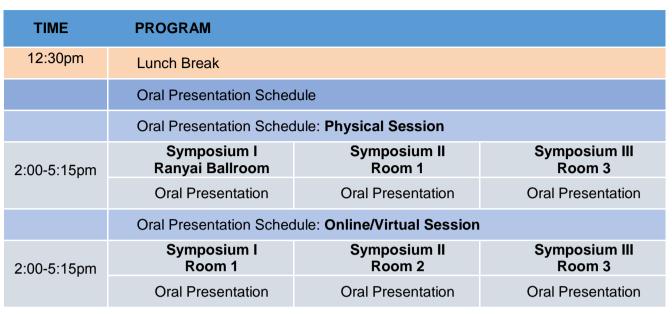




INTERNATIONAL CONFERENCE ON MARKETING, ENTREPRENEURSHIP AND ECONOMICS 2024 (ICMEE 2024)

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Closing Ceremony: Ranyai Ballroom

Awards Presentation

Closing Remarks by

5:30pm

Dr. Haslina Hassan Chairman, ICMEE2024

Cum Deputy Dean, UniKL Business School

Evening Break & Adjourn

10 OCTOBER 2024 (THURSDAY)

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











