



**ASIA-PACIFIC MANAGEMENT ACCOUNTING ASSOCIATION
16TH ANNUAL CONFERENCE
(APMAA 2020)**

Call for Papers

**“Staying Relevant: Finance and Management Accounting in a Digital Era”
1st - 4th November, 2020**

**CONCORDE HOTEL, SHAH ALAM, SELANGOR, MALAYSIA
Hosted by Universiti Teknologi MARA (UiTM), Shah Alam, MALAYSIA**

Email address: apmaa2020@gmail.com

Website: <https://apmaa2020.uitm.edu.my>

CONFERENCE THEME AND TRACKS

The main theme of the conference will be “Staying Relevant: Finance and Management Accounting in a Digital Era”. We invite all research papers covering areas in the conference tracks. Papers in the forms of practice-oriented, theoretical and teaching-based are also accepted.

The APMAA 2020 conference will expose participants to practical and theoretical developments in management accounting, finance and challenges towards the New Digital Era.

Track 1: Strategic Management Accounting (SMA)

Chair: Associate Professor Dr Tuan Zainun Tuan Mat

- SMA techniques in Organisations (e.g. SMEs, MNCs and Not-for-profit organisations)
- Big Data, Data Analytic and SMA
- SMA and Organizational Change
- Value Creation and Sustainability (Includes Integrated Reporting)
- Management Accounting in the Digital Economy
- Strategic Change

Track 2: Roles of Management Accounting in Modern Business and Economic Environment

Chair: Associate Professor Dr Aliza Ramli

- Management Accounting for Multinational Enterprises
- Management Accounting for Public Sector and Non-profit Organizations
- Management Accounting for State-owned Companies
- Management Accounting for Small-Medium Enterprises
- Digital Leadership for Management Accountants, CFOs and CEOs

Track 3: Islamic Accounting and Finance

Chair: Associate Professor Dr Sharifah Norzehan Syed Yusuf

- Islamic Financial Reporting
- Islamic Finance/ banking
- Islamic Financial Instrument
- Islamic Social Finance (Zakat, Sadaqah, Waqf)
- Islamic Finance Technology and Innovation
- Digital Islamic Economy

Track 4: Financial Criminology and Irregularities

Chair: Associate Professor Dr Zaini Ahmad

- Financial Fraud
- Anti-money Laundering
- Fraud Detection and Prevention
- Fraud in Public Sector
- Cyber Security and Cyber Crime
- Corruption and Bribery

Track 5: Performance Management System

Chair: Associate Professor Dr Zarinah Abdul Rasit

- Performance Measurement Systems
- Strategic Planning and Performance Measurement
- Performance Appraisal and Incentives
- Performance Management System in Public Sector

Track 6: Corporate Governance, Risk Management and Ethics

Chair: Associate Professor Dr Azizah Abdullah

- Issues in Corporate Governance
- Enterprise Risk Management
- Business Ethics and Integrity
- Internal Control and Accountability
- Enterprise Governance
- Cyber Risk

Track 7: Financial Market & Economic Growth

Chair: Associate Professor Dr Norashikin Ismail

- Digital Finance
- Financial Market Regulation in the Digital Age
- Digital Marketing

Track 8: Other Issues in Accounting and Finance

Chair: Associate Professor Dr Halil Paino

- Current Issues in Public Sector Accounting
- Current Issues in Financial Reporting Standards
- M&A and Valuation

IMPORTANT DATES FOR AUTHORS (CONFERENCE AND DOCTORAL COLLOQUIUM PAPERS):

Registration and manuscripts submission open – 1st February, 2020

Deadline for manuscripts submission – 15th August, 2020

Notification of acceptance/rejection of manuscripts – 1st September, 2020,

Registration & payment deadline – 15th September, 2020

Conference's program ready - 1st October, 2020

The Paper Submission Deadline is scheduled for **August 15th, 2019**. The submitting authors will be notified of the acceptance decision by **September 1st, 2019**. All submissions are subject to a double-blind review process organized by experienced Review Committee scholars.

GUIDELINES FOR AUTHORS

Manuscript Formatting

- All manuscripts should be in Times New Roman, font size 12, single-spaced.
- Abstract of 200-300 words, include up to 5 keywords.
- An abstract should be on a separate page immediately preceding the text.
- Manuscripts should be as concise as the subject and research method permit.
- The length of text should be over 5,000 but not exceed 10,000 words.
- Referencing should follow the APA style (Refer to <http://www.apastyle.org>).

Additional Information for Authors

- All papers will be double blind reviewed.
- To promote anonymous review, authors should not identify themselves directly or indirectly in their paper. Single authors should not use the editorial “we”.
- The cover page should contain the title of the paper (all bold capitals), the author’s name (first name, initial (s), and family name), title and affiliation, fax and phone numbers, and email address.
- Please indicate clearly the corresponding author.
- All submitted articles should report original, previously unpublished research results, experimental or theoretical.
- The final papers must be submitted before the deadline and the version of your submission must be in the requested format.
- Official language is in English.
- At least one of the authors should register (and pay the conference fee) and present the paper for the conference.

If you have any enquiries, please contact:

Associate Professor Dr. Sharifah Norzehan Syed Yusuf (shari893@uitm.edu.my).

PUBLICATION OPPORTUNITIES

All abstracts will be published in the conference proceeding (with eISBN). Accepted papers will be thoroughly reviewed. The papers must be satisfactorily amended according to the reviewers' comments. Chief Editors of journals will determine the suitability of paper for publication. Accepted papers will be published in any of the following indexed journals:

1. Asia-Pacific Management Accounting Journal (ESCI Web of Science/ABDC/ERA)
(Selected papers will be included in Special Issues)
2. Management and Accounting Review (ABDC/ERA)

As for the following journals, Accounting Research Institute (ARI) will try to re-apply similar permissions to be extended to 16th APMAA Conference 2020. This will allow the conference paper committee through its track chairpersons to identify potential papers which can be published in the following journals.

1. International Journal of Business and Globalisation (special issue, Inderscience publisher, SCOPUS Q3, ABDC, ERA)
2. International Journal of Learning and Change (special issue, Inderscience publisher, SCOPUS Q3, ABDC, ERA)
3. International Journal of Agricultural Resources, Governance and Ecology (regular issue, Inderscience publisher, SCOPUS Q4, ERA, ABDC)

4. International Journal of Postharvest Technology and Innovation (regular issue, Inderscience publisher, SCOPUS Q4, ERA)
5. International Journal of Environment and Sustainable Development (regular issue, Inderscience publisher, SCOPUS Q4, ISI ESCI, ERA)

APMAA 2020 DOCTORAL COLLOQUIUM CALL FOR PAPERS

The main objective of the APMAA 2020 Doctoral Colloquium is to offer an opportunity for Doctoral students to gain feedback from external reviewers and to directly interact with peers, exchange ideas, discuss concepts, and establish (in) formal cooperation with various research groups. Doctoral students and candidates at any stages are welcomed to submit a paper from their doctoral work.

Participants will be expected to present their work during the colloquium and followed by discussion. Interested participants can submit a paper in PDF format consisting of:

- A one-page research statement in the field you pursue and your stage of study (proposal development or passed proposal defense)
- Your paper should be about 4,000 - 6,000 words.

Submission for Doctoral Colloquium must include:

- Background of research
- Research issues and problems
- Theoretical framework and methodologies
- Preliminary results (if any)
- The Expected contributions / novelty

The colloquium chairs will arrange the selection of the accepted papers using a peer review process. The accepted papers will be published in the Doctoral Colloquium proceedings. The author should register and pay for the Doctoral Colloquium fee before 15th September, 2020. The author should attend and present in the colloquium for the paper to be included in the conference program and Doctoral Colloquium proceeding. In addition, Doctoral Master Class will be conducted which covers both qualitative and quantitative research methods.

If you have any enquiries, please contact:

Associate Professor Dr. Zarinah Abdul Rasit (zarinah371@uitm.edu.my)

CP=Competitive Paper Sessions (15 min. presentation, 10 min. discussion, 5 min. Q&A) DP=Development Paper Sessions (15 min. presentation, 10 min. discussion, 5 min. Q&A) DC=Doctoral Colloquium (20 min. presentation, 15 min. discussion, 5 min. Q&A)

TENTATIVE APMAA BOARD MEETINGS, PHD COLLOQUIUM & CONFERENCE PROGRAMME

**APMAA 2020 MEETINGS
(APMAA BOARD DIRECTORS & STEERING COMMITTEE)**

1st NOV 2020 Sunday (VENUE: Accounting Research Institute (ARI), UiTM)	8.30 am	Registration	40 participants
	9.00 am	Welcome Address by Prof Ueno, Chairman APMAA Board	
	9.15 am	APMAA Board of Directors Meeting I	
	10.15 am	Refreshment	
	10.30 am	APMAA Board of Directors Meeting II	
	11.30 pm	Next Conference Organizers Meeting	
	12.30 pm	Lunch	
	14.00 pm	APMAA Research Projects Committee Meeting	
	15.00 pm	APMAJ Meeting	
	16.00 pm	Refreshment	
	17.00 pm – 19.00 pm	Welcome Reception at Hotel UiTM	

**APMAA 2020 DOCTORAL COLLOQUIUM
CONCURRENT SESSIONS**

1st NOV 2020 SUNDAY VENUE: STAR ROOM, LEVEL 7, ARI MENARA SAAS, UiTM	8.30 am	Registration	80 participants
	9.00 am	Opening Remark by APMAA 2020 Chair	
	9.10 am	Doctoral Master Class Speaker: Professor Dr Marijn Janssen, Delft University of Technology, Netherlands	
	11.10 am	Break and Refreshment	
	11.30 am	Doctoral Colloquium Parallel 1 (2 sessions)	
	13.00 pm	Lunch	
	14.00 pm	Doctoral Colloquium Parallel 2 (4 sessions)	
	16.30 pm	Tea Break	
		Ends of Doctoral Colloquium	

APMAA 2020 CONFERENCE PROGRAMME

	8.00 am	Registration	
DAY 1 2nd NOV 2020 MONDAY VENUE: CONCORDE HOTEL, SHAH ALAM	8.30 am	Opening Remark by Professor Susumu Ueno, APMAA Chair of the Board of Directors	200 participants
	8.40 am	Speech by UiTM's Vice Chancellor	
	8.50 am	Opening Ceremony & Launching of Management Accounting Book	
	9.00 am	Keynote Address: University-Industry Strategic Partnership in Driving Business Excellence in The Digital Era. Speaker: Professor Dr Marijn Janssen, Delft University of Technology, Netherlands Moderator: Professor Dr Normah Omar, ARI, UiTM, Malaysia	
	10.00 am	Group Photo	
	10.15 am	Refreshment	
	10.45 am	Parallel Session 1 (2 sessions)	

	11.45 am	Session Break	
	12.00 pm	Parallel Session 2 (2 sessions)	130 – 150 participants
	13.00 pm	Lunch	
	14.15 pm	Parallel Session 3 (2 sessions)	
	15.15 pm	Session Break	
	15.30 pm	<p>FORUM (Plenary One)</p> <p>Future of Finance and How Management Accounting Can Play A Significant Role in A Digital Era: From Practitioner, Professional Body and Academician Perspectives</p> <p>Speakers:</p> <ol style="list-style-type: none"> 1. Representative from Top Glove Berhad 2. Mr Venkkat Ramanan - Regional Vice President - Asia Pacific, Association of International Certified Professional Accountants 3. Dato’ Professor Dr. Daing Mohd Nasir bin Daing Ibrahim, Malaysia <p>Moderator:</p> <p>Professor Dr Maliah Sulaiman, IIUM, Malaysia</p>	
	17.30 pm	Refreshment Ends	


<p>DAY 2 3rd NOV 2020 TUESDAY</p> <p>VENUE: CONCORDE HOTEL, SHAH ALAM</p>	8.30 am	Parallel Session 4 (4 sessions)	130 – 150 participants
	10.30 am	Refreshment	
	10.45 am	<p>FORUM (Plenary Two)</p> <p>APMAA’s Asia-Pacific Accounting School Series: Accounting Education Learning Transformation and Bridging the Digital Divide in Asia-Pacific Accounting Schools</p> <p>Potential Identified Speakers:</p> <ol style="list-style-type: none"> 1. Representative from UiTM, Malaysia 2. Representative from University of Chulalongkorn Thailand 3. Representative from SMU, Singapore 	150 – 180 participants

		4. Representative from UWA, Australia Moderator: Professor Dr Ibrahim Kamal Abdul Rahman, UNiKL, Malaysia	
	12.45 pm	Lunch	
	14.00 pm	Parallel Session 5 (3 sessions)	130 – 150 participants
	15.30 pm	Session Break	
	15.45 pm	Parallel Session 6 (3 sessions)	
	17.15 pm	Refreshment	
	19.30 pm	Cultural Dinner	100 – 150 participants

DAY 3 4th NOV 2020 WEDNESDAY VENUE: TOP GLOVE BERHAD & CENTRAL MARKET	9.00 am	Industry Visit to Top Glove Berhad	100 participants
	11.30 am	Refreshment	
	12.00 am	Cultural Visit: Free & Easy Trip to Central Market, Kuala Lumpur	
	16.00 pm	Visits End	



SPEAKERS

Keynote Speaker and Doctoral Colloquium – Professor Dr. Marijn Janssen

	<p>PROFESSOR DR. MARIJN JANSSEN is Full Professor in "ICT and Governance" and head of the ICT section of the Technology, Policy and Management Faculty of Delft University of Technology, The Netherlands. His research is focused on ICT-architecting and design science in situations in which multiple public and private organizations need to collaborate, in which ICT plays an enabling role, there are various ways to proceed, and socio-technical solutions are constrained by organizational realities and political wishes. His research interests are in the field of design science, orchestration, shared services, smart cities, algorithms and open and big data and infrastructures. He has been involved in more than 8 EU and NWO funded project. He is Co-Editor-in-Chief of Government Information Quarterly (CiteScore of 6.97 in 2018), chair of the IFIP WG8.5 in ICT and public administration, conference chair of IFIP EGOV-CeDEM-ePart series. He was ranked as one of the leading e-government researchers in surveys in 2009, 2014 and 2016. He was nominated in 2018 by Apolitical as one of the 100 most influential people in the Digital Government worldwide https://apolitical.co/lists/digital-government-world100 He has published over 500 refereed publications, his google H-index score is 57 having over 13,000 citations.</p>
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Plenary One – Potential Identified Speakers

<p>To be identified by Top Glove</p> 	<p>Top Glove was established in 1991 as a small factory with three production lines, but it has since grown exponentially to become the largest rubber glove manufacturer in the world (Top Glove, 2013). It was listed on Bursa Saham Kuala Lumpur on 27th march, 2001 and promoted to Main Market of KLSE in 16th may 2002. The company have shareholder funds worth RM1.28b with annual turnover of RM2.31 billion at financial year ended on 31st August 2012. The company's current headquarters is located in Malaysia at Jalan Meru Klang, Selangor. The company currently has sales offices in China, Thailand, USA, and Germany.</p> <p>In order to capture more global market share, the company has taken a rapid expansion of its capacity. The company's manufacturing facilities which are located at Malaysia, Thailand, and China grew to 24 from only 5 when it was listed in BSKL on 2001. Top Glove Corporation Berhad wholly-owned subsidiary of Top Glove in Thailand and China. The company represents 26 percent of the market share worldwide (Tan Sri Dato Sri Lim, 2008). Currently, the company exports to its 1,800</p>
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	<p>customers in more than 185 countries around the world (Top Glove, 2013). The company’s products are exported and available in most countries in North America, Latin America, Europe, Middle East and Asia region (Tan Sri Dato Sri Lim, 2011).</p> <p>The vision of Top Glove is ‘to strive to be the world’s leading manufacturer with excellent quality glove products that enrich and protect human lives’ while the mission statement is ‘to be a world class glove manufacturer providing top quality products with excellent services through continuous improvement and innovation</p>
	<p>MR VENKKAT RAMANAN (FCMA, CGMA) is Regional Vice President Asia Pacific, Association of International Certified Professional Accountants. The Association of International Certified Professional Accountants (the Association) is the most influential body of professional accountants, combining the strengths of the American Institute of CPAs (AICPA) and the Chartered Institute of Management Accountants (CIMA) to power opportunity, trust and prosperity for people, businesses and economies worldwide. It represents 657,000 members and students in public and management accounting and advocates for the public interest and business sustainability on current and emerging issues. With broad reach, rigor and resources, the Association advances the reputation, employability and quality of CPAs, CGMA designation holders and accounting and finance professionals globally.</p>
	<p>DATO' PROFESSOR DR. DAING MOHD NASIR BIN DAING IBRAHIM, is a Professor in Accounting, Universiti Malaysia Pahang (UMP). He is a renowned academic, researcher and administrator. His previous accolades have included being appointed as a senior Professor of Accounting at the Graduate School of Business, Universiti Sains Malaysia; Vice Chancellor of a public university, Universiti Malaysia Pahang; Guest Professor of the College of Management, Hebei University, Peoples Republic of China; and Guest Professor, College of Industrial Management, King Fahd University of Petroleum and Mineral (2008, 2010). He received the 2010 AGBA Lifetime Achievement Award for his Contribution in the advancement of Management Education and Scholarship in Accounting, recognised at the 7th at the Academy for Global Business Advancement (AGBA) World Congress, 1-3 Dec 2010, Putrajaya, Malaysia.</p>

Plenary Two – Potential Identified Speakers

	<p>PROFESSOR DATIN DR SUZANA SULAIMAN (FCMA, CGMA, CA) is a Full Professor in Management Accounting, Faculty of Accountancy and Head of Asia Management Accounting Research Center (AMARC), Accounting Research Institute (ARI) UiTM, Malaysia. Suzana has almost 30 years of lecturing experience which includes teaching at the Diploma, undergraduate, professional and postgraduate programmes. She is the first academic invited from Asia to be part of CIMA UK’s Research Board. The Research Board is a group of academics with an interest in management accounting, financial management and other areas of relevance for CIMA’s activities. Besides teaching she also actively involved in research, consultancy and external appointments. Her research interests and publications are in the areas of evolution of management accounting and value management.</p>
	<p>ASSOCIATE PROFESSOR DR KANIBHATTI NITIROJNTANAD, Associate Professor of Accounting & Information Systems at Chulalongkorn University, Thailand. To cope with rapid changes in business, Chulalongkorn Business School keeps innovating and welcoming all new challenges. The School is driven by the strong aim to become a chief business school perceived as the flagship for life. Accordingly, the rigorous research, premier quality teaching, academically practical business wisdom, and digital sustainable mindset are combined to develop generations of students and executives and to serve the local and international business arenas.</p>
	<p>ASSOCIATE PROFESSOR DR CHENG NAM SANG is an Associate Professor of Accounting (Practice) at the School of Accountancy (SoA), Singapore Management University (SMU), Singapore. Since the inception of the SoA, it has built a reputation for its significant contributions to accounting research and accounting education. With the onset of technological revolution in the accounting industry, SoA is prepared for the next phase of accounting education and research. Today, it counts world-class scholars and business leaders as part of their team. The faculty members have been gaining international recognition for research productivity. Their research productivity in archival research is ranked 1st in Asia and 5th in the world.</p>



PROFESSOR DR VINCENT K. CHONG, is a Professor of Accounting and Deputy Head of Department (Accounting & Finance) Business School at the **University of Western Australia (UWA), Australia**. UWA is ranked in the world's top 100 for Accounting and Finance in the 2018 QS World University Rankings. They are a leader in providing innovative education and a strong emphasis on developing research within the field, to not only stay ahead of industry development but also influence developments. UWA's strong connections with industry leaders and global research collaborations provide students and graduates with a critical edge now and throughout their career. The corporate partners influence their course structures and teaching practices to stay at the forefront of industry trends and developments. They examine changing practices within employer requirements from recent graduates to ensure these are incorporated into the student journey.

INDUSTRY VISITS TO TOP GLOVE BERHAD



Founded in 1991, Top Glove has grown from a modest business with a single factory, to emerge as the world's largest rubber glove manufacturer, covering 25% of the global market share. Today, the company boasts 27 factories, 464 production lines and a capacity of 42 billion gloves per annum.

Top Glove is a one-stop glove sourcing center, producing consistently high-quality gloves at an efficient, low cost. Its comprehensive glove range comprises latex, vinyl, and nitrile examination gloves, surgical gloves, cleanroom gloves, household gloves, industrial gloves, cast polyethylene (CPE) gloves and thermoplastic elastomer (TPE) gloves. Top Glove's products are an essential item in the healthcare industry, ensuring human safety and helping to save lives. They are committed to continuous improvement, and are constantly looking for ways to improve their products and keep them cost effective.

Top Glove has grown exponentially over the years. Today the company exports to over 2,000 customers across 195 countries in Asia, Europe, the Middle East, Africa and the Americas. Their complete range of quality gloves enables them to meet the needs of the company's ever-expanding customer base. Their glove products cater to the medical profession, surgeons, cleanrooms, and industrial usage, as well as the food and beauty industry.

Gloves manufactured by Top Glove are associated with quality and efficient low cost and meet internationally recognized standards such as ASTM, EN and ISO.

Consumers appreciate the wide range of products available and the low-cost solutions that help customers enjoy top quality without having to pay top price.

<https://www.topglove.com/>

CULTURAL VISIT: FREE & EASY TRIP TO CENTRAL MARKET, KUALA LUMPUR



Central Market Kuala Lumpur is a centre for Malaysian culture, art and craft located in the heart of the city. As a building with significant historical value Central Market Kuala Lumpur has come a long way from its early beginning as a wet market built in 1888 to a delightful destination for tourists, shoppers and art lovers.

Today, Central Market Kuala Lumpur is a must-visit destination offering visitors a unique shopping opportunity where they can relish not just a retail experience but also a heritage experience offering a wonderful visual treat and appreciation of Malaysia heritage and architecture in a glance as they step into its doors.

Under its stunning art-deco structure, you will find more than 300 shops featuring local handicrafts, textiles, souvenirs, collectibles and restaurants. With its distinctive Malaysian flavor, Central Market Kuala Lumpur offers an excellent place to showcase the true Malaysian culture and heritage values attracting both locals and foreign tourists to its doors.

<https://www.centralmarket.com.my/about.php>

VISIT MALAYSIA 2020

This APMAA conference event is in conjunction with Visit Malaysia 2020. Visit Malaysia 2020 brings out the best of what Malaysia has to offer to the world in a single, event-packed year. The year 2020 holds a special place in the heart of all Malaysian as we reflect and celebrate all our successes and challenges in transforming a once colonial land, into a thriving, multi-cultural and dynamic country.

<https://www.tourism.gov.my/campaigns/view/visit-truly-asia-malaysia-2020>

CONFERENCE FEES

Categories	Local Fees	International Fees
Conference Presentation <ul style="list-style-type: none"> • Presenters • Students • Additional paper 	RM 1,300	USD 350
	RM 450	USD 120
	RM 300	USD80
<i>*Fees include Cultural Dinner</i>		
Conference Participants <ul style="list-style-type: none"> • Non-students • Students 	RM 450	USD 120
	RM 250	USD 70
<i>*Fees do not include Cultural Dinner</i>		
Doctoral Colloquium <ul style="list-style-type: none"> • Presenters • Participants 	RM 450	USD 120
	RM 150	USD 50
<i>*Fees do not include Cultural Dinner</i>		

- There will be an extra charge of RM120.00/pax for accompanying guests to join the Cultural Dinner. Please register.
- There will be NO extra charge for accompanying guests to Industry and Cultural Visits. Please register.

CONFERENCE VENUE – CONCORDE HOTEL, SHAH ALAM, SELANGOR, MALAYSIA



Concorde Hotel Shah Alam

<https://shahalam.concordehotelsresorts.com/about-us>

Concorde Hotel Shah Alam is 45 minutes' drive from Kuala Lumpur International Airport.

There are 5 options to get from Kuala Lumpur International Airport (KLIA) to Concorde Hotel, Shah Alam, Selangor either by bus, train, taxi or car

<https://www.rome2rio.com/s/Klia-T2/Concorde-Hotel-Shah-Alam>

About 10 minutes' drive to Universiti Teknologi MARA (UiTM), Shah Alam, Selangor, Malaysia

* 16th APMAA Organising team will arrange for possible special rates. However, it is first come first serve basis. Please mention “**APMAA 2020**” when booking.

OTHER RECOMMENDED NEAR-BY HOTELS

<https://www.booking.com/city/my/shah-alam>

Near-by Hotels within 10 minutes from the Conference venue



Near-by Hotels within 30 minutes from the Conference venue



APMAA 2020 CONFERENCE ORGANIZING MAIN COMMITTEES

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Keynotes speakers	Associate Professor Dr Tuan Zainun Tuan Mat tuanz693@uitm.edu.my

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