

Asia-Pacific Management Accounting Association



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1. PRESIDENT'S MESSAGE

Message from APMAA President!

The 2011 Annual Conference will be held from Thursday November 17th through Saturday the 19th at the Shah Alam Convention Centre, Shah Alam, Malaysia. Have you registered for the conference? If you haven't yet, please register today. You can get a registration form on the last page of this letter.

The 7th APMAA Conference in Malaysia: November 17th to 19th, 2011

With only weeks to go, the preparation of the 7th APMAA Conference 2011 hosted by the Universiti Teknologi MARA (UiTM) is now in high gear under the creative leadership of Prof & Dr. Ibrahim Kamal Abdul Rahman, the Chair of the Conference Organizing Team, with the support by Prof. & Dr. Normah Omar, the Director of the Accounting Research Institute of Universiti Teknologi MARA.

The main theme of the conference is "Management Accounting: A Value Creation Tool for Sustainability." The main goal of the conference is to provide a unique global platform to facilitate the exchange of leading edge ideas for advancement of knowledge in management and accounting, that is, management accounting. This will be achieved through multi-disciplinary presentations of papers and discussions of current issues in the area. The 7th APMAA Conference will see a medley of programs catering to the needs of academics, PhD students and accounting professionals. We are very happy to say that the conference will be preceded by our first PhD Colloquium. In addition to paper presentation sessions, there will be a forum, plenary sessions and an informal summit meeting for invited leaders (heads) of

accounting associations from the Asia-Pacific region.

On 16th: PhD colloquium

On 17th: (1) Plenary Session and (2) Panel Session, "The Direction of Future Management Accounting Research in the Asia-Pacific Region" in the morning; (3)FORUM: Management Accounting: CURRENT ISSUES & CHALLENGES and (4)High Tea /SUMMIT Meeting in the afternoon and early evening.

On 18th: (1) Parallel sessions in the morning, (2) Visit to Putrajaya in the afternoon.

On 19th: (1) Parallel sessions in the morning; (2) Business meetings (for the Steering committee members and Editorial board members) in the afternoon.

Our homepage is updated regularly to provide you current information about the 2011 conference; i.e., program, hotel and transportation information, etc. If you have any question about the 2011 conference, please ask Dr. Wee Shu Hui (wee.shu.hui@gmail.com), Universiti Teknologi MARA, Malaysia.

New Members and New Activities

After inauguration of the president on January 1, 2010, several initiatives were begun to recruit new members to APMAA and to assure its survival. The initiatives have enabled APMAA to enhance its visibility not only in Asia Pacific region, but also in the rest of the world.

It is time for APMAA to establish steady governance with a clearly-defined organization structure so that we can sustain organized growth. Thus, this tentative proposal for 2012 APMAA operations (see the APMAA website) relies on each of you assuming a bigger role. The focal point is an introduction of committees to share APMAA's diversified functions among us. The committee system will enable us to work more smoothly towards hosting annual conferences and challenging new events, new seminars, etc. I hope that all of you will engage in multiple committee activities. Let's work together to transform the above ideas into reality.

I look forward to seeing you at the 2011 conference soon.

Best regards,

Susumu Ueno

President, APMAA

ueno@konan-u.ac.jp

October 1, 2011

7th APMAA Conference

2. ANNOUNCEMENT OF THE 7TH APMAA ANNUAL CONFERENCE

The 7th APMAA Conference

- Management Accounting: A Value Creation Tool for Sustainability -

November 17th to 19th, 2011

Venue: Shah Alam Convention Centre, Shah Alam, Malaysia

FEE PER PERSON

Registration Fee	USD 300
Group Registration (10 persons and above)	USD 250

Annual conference registration fee includes: USD 50 APMAA membership fee, Program and Proceedings, A copy of APMA Journal, 3 lunches (Thursday, Friday, and Saturday), Thursday high tea, Friday tour to Putrajaya, followed by dinner that evening.



Putrajaya, an "Intelligent Garden City", is the federal administrative capital of Malaysia and is located 25km south of Kuala Lumpur. The seat of government was shifted in 1999 from Kuala Lumpur to Putrajaya, due to overcrowding and congestion in the Kuala Lumpur areas. In Malay, the words "putra" or "putera" means "prince", and "jaya" means "success" or "victory".

IMPORTANT DATES

Final paper plus registration and payment	15 October 2011
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7 TH APMAA CONFERENCE at a Glance		
	MORNING	AFTERNOON
16 Nov (Wed)	PhD Colloquium Presentation Session	PhD Colloquium Presentation Session
17 Nov (Thurs)	Opening Ceremony Keynote Address 1 - Management Accounting: Value Creation Tool for Sustainability	Presentation Session Forum 1: Management Accounting Current Issues and Challenges Forum 2: International Collaboration of Research Activities High Tea
	Plenary Session	Summit Meeting for invited leaders of accounting associations
	Lunch	
18 Nov (Fri)	Keynote Address 2 - Management Accounting: Value Creation Tool for Sustainability	Visit to Putrajaya Dinner in the evening
	Concurrent sessions – paper presentation Lunch	
19 Nov (Sat)	Concurrent sessions – paper presentation	APMAA & APMAJ business meetings
	Lunch & end of conference	



**Detailed Program
Wednesday, November 16**

PHD COLLOQUIUM

A PhD Colloquium is arranged on 16th November for PhD candidates at no extra charge. There will be a Best Paper Award for the best paper submitted to the PhD Colloquium.

**PhD Colloquium
Golden Lounge, UiTM, SHAH ALAM, MALAYSIA**

Programme Schedule

8.00AM -8.30AM FOYER-Golden Lounge	Registration
8.30AM – 8.45 AM	Welcome speech
8.45AM – 9.30AM Meeting room-Golden Lounge	Keynote address
9.30AM – 10.00AM FOYER-Golden Lounge	Tea Break
10.00AM – 12.50PM Meeting room-Golden Lounge	PhD Colloquium Session 1 5 presentation : 30 minutes each presenter
12.45PM -2.00PM FOYER-Golden Lounge	Lunch
2.00PM – 4.40PM Meeting room-Golden Lounge	PhD Colloquium Session 2 5 presentation : 30 minutes each presenter
4.40PM – 5.00PM FOYER-Golden Lounge	Tea Break

Session 1 :10.00am – 12.50pm (Meeting room-Golden Lounge)

10.00AM - 10.30AM	Maziana Zakaria
10.35AM -11.05AM	Nazirah Aziz
11.10AM- 11.40 AM	Yosef Kalefa Hosen
11.45 AM – 12.15 PM	Norazlina Alias
12.20 PM -12.50 PM	Elly Suzan A
SESSION 2 (2.00 PM -4.50 PM)	
2.00 PM - 2.30PM	Laila
2.35 PM – 3.05 PM	Hussain
3.10 PM – 3.40 PM	Ilmiah Ibrahim
3.45 PM – 4.15 PM	Sofiawati
4.20 PM – 4.50PM	Thailand

TENTATIVE PROGRAMME 7TH APMAA CONFERENCE, 17 – 19TH NOVEMBER 2011			
DAY 1	17 Nov	DAY 2 18 Nov	DAY 3 19 Nov
9.00	Opening (10min) Host, Prof Dr Ibrahim Kamal & President APMAA, Prof Dr Susumu Ueno	Keynote Address (40 min) MANAGEMENT ACCOUNTING: VALUE CREATION TOOL FOR SUSTAINABILITY II Speaker: En Mustafar, Assistant GM, Bank Rakyat	PARALLEL SESSION 2 (for details, please visit APMAA web-site)
9.15	Keynote Address (40 min) MANAGEMENT ACCOUNTING: VALUE CREATION TOOL FOR SUSTAINABILITY I Speaker: Datuk Bazlan Osman (CFO Telekom)		
10.00	BREAK	BREAK	BREAK
10.30	PLENARY SESSION 1 Chairperson, Roger Willett T.S. Ahn (Korea) NTU	PARALLEL SESSION 1 (for details, please visit APMAA web-site)	10.30 PARALLEL SESSION 3 (for details, please visit APMAA web-site)
11.30	Discussion Panel “Direction of Management Accounting Research in Asia-Pacific Region” Chair: Prof Tsay Susumu Ueno (ueno@konan-u.ac.jp), Konan University, Japan Management accounting research in Japan: Evolution, current status and way forward Tae-Young Paik (typaik@skku.edu), Chief editor of Korean management accounting journal, Sungkyunkwan University(SKKU), Korea Management Accounting Research in Korea: Past and Future Grahita Chandrarin (grahitac@yahoo.com), University of Merdeka Malang, Indonesia The Direction of Management Accounting research in the Asia Pacific Region: a Critical Review Wila-sini Wongkaew (wilasini@acc.chula.ac.th), Chulalongkorn University, Thailand Management Accounting Research in Thailand: Current State and Its Future Gu Liang Tang (tangguliang@263.net), University of International Business and Economics, China Innovations in Management Accounting Practices and the Evolution of Management Accounting Research in the Chinese Context		12.00 Plenary Session 2 Chairperson, Akira Nishimura Paul Scarbrough (Canada) Kenji Yasukata (Japan)
			12.45 1. Appreciation to Past President, Prof Akira 2. Appreciation to Chair & Prof Normah 3. Present President, Prof Ueno 4. Closing Speech from Prof Ueno
13.10-14.30	LUNCH (Masitah)	LUNCH (Masitah)	LUNCH (Masitah)

DAY 1	17 Nov	DAY 2 18 Nov	DAY 3 19 Nov
14.30	FORUM: MA CURRENT ISSUES & CHALLENGES Venkaat (Moderator) <ul style="list-style-type: none"> • Jeremy (MAHB) • Jimmy Tsay, NTU • En Shukrie Mohd Salleh. GCOO Pos Malaysia Berhad • En Peer Mohamad. CFO Bank Muamalat • Mr Terence Soo Thean Hin. COO Hicom Teck See Sdn Bhd 	Visit to Putrajaya	14.30 -15.45 APMAA Steering Committee Meeting Chairperson – Prof Ueno]
			15.45-17.00 APMAJ Meeting [Chairperson – Prof Ueno]
17.00	High Tea	-	High Tea for APMAA & APMAJ Committee
	High Tea – All participants	High Tea/SUMMIT Meeting for all invited heads of associations Chairperson: Prof Ibrahim	
19.45			Dinner at Holiday Inn Glenmarie, Shah Alam.
			1. Best PhD Paper 2. 2012 APMAA Conference 3. 2013 APMAA Conference

HOTEL**ACCOMMODATION**

The conference will be held at Shah Alam Convention Centre (SACC) in Shah Alam. Special rates for APMAA conferees at the following nearby hotels: Grand Bluewave, Quality Inn, Concorde Hotel. Please book directly with the hotels. You may want to stay at other hotels in Shah Alam e.g. Hotel UiTM.

Hotel	Room Types	Room Rates
Concorde Shah Alam	http://shahalam.concordehotelsresorts.com/ Superior (single occupany with breakfast)	RM230 nett
	(double occupancy with breakfast)	RM241 nett
Grand Bluewave	www.bluewavehotels.com Deluxe (single occupancy with breakfast)	RM186 nett
	(double occupancy with breakfast)	RM209 nett
Quality Hotel	www.quality.com.my/SA Deluxe (single occupany with breakfast)	RM185 nett
	(double occupancy with breakfast)	RM185 nett

TRANSPORTATION

Taxis are easily available at Kuala Lumpur International Airport (KLIA). Pay for your taxifare first at the Taxi Kiosk, and you will be given a coupon. Upon getting into the taxi, pass your coupon to the taxi driver, who will tear off his portion and return you the other portion. The charge is by distance. It ranges from USD30-50 from KLIA to Shah Alam, and the journey takes about 1 hour.

Any question, suggestion or comment is welcome and can be directed to the 7th Conference Chair, Professor Dr Ibrahim Kamal Abdul Rahman at dibra571@salam.uitm.edu.my or dibra571@yahoo.com

Professor Dr Ibrahim Kamal Abdul Rahman
Dean
Faculty of Accountancy
Level 12, Menara SAAS
UiTM
40450 Shah Alam
Malaysia

**3. ANNOUNCEMENT OF THE 8TH APMAA ANNUAL CONFERENCE****The 8th APMAA Conference(Nov. 8-10, 2012)**

Planning for the 8th APMAA conference is now underway. The center for accounting studies and school of management and Institute for Finance and Accounting, Xiamen University in China will host this conference. The international conference will

welcome papers covering various management accounting issues.



Chairman of **The 8th APMAA Conference**

Yuanlue Fu, Professor & Ph.D.

Vice Director of the Center for Accounting Studies

Xiamen University in China.

(Conference commission members:

Prof. Xiaohui Qu; Prof. Yuanlue Fu; Prof. Shaohua Chen, etc.)

CALL FOR PAPERS

8th ASIA-PACIFIC MANAGEMENT ACCOUNTING ASSOCIATION (APMAA) CONFERENCE

NOVEMBER 8 -10, 2012

MANAGEMENT ACCOUNTING: the Optimization of Management Control System

The general theme for this conference is “Management Accounting: **The Optimization of Management Control System**”. However, papers focusing on other areas in management accounting are also welcome.

CONFERENCE CALL FOR PAPERS

APMAA invites academicians, doctoral students, and practitioners interested in any area of management accounting to submit papers for presentation at the 8th APMAA Conference, which will be hosted by Xiamen University in China.

Manuscripts may encompass any topical area of management accounting and management control systems and they can be theoretical, teaching-based or practice-oriented. Papers can be qualitative or quantitative in nature

All manuscripts should be in Times New Roman, font size 12, double-spaced, with an abstract of about 100-150 words. Referencing to follow the APA style.

- Papers published elsewhere are not eligible for submission. Preference will be given to recent papers that have not previously been presented at major conferences.
- Papers will be double-blind reviewed. Author(s) of accepted papers must register for the conference, and at least one author must attend the meeting to present the paper.
- Submission of titles and abstract must be completed during March 1 through 15 March, 2012
- Round one paper submission deadline is May 31, 2012. The deadline for full paper submissions is August 31, 2012.

Selected papers presented at the session will be considered for publication in ASIA-PACIFIC MANAGEMENT ACCOUNTING JOURNAL (APMAJ), a journal listed in Ebscohost, Cabell Directory, and currently under consideration for listing in Scopus. It is among the ranked journals in ERA.

HOW TO SUBMIT

All submission should be made in Word document via email attachment. Please email to the Secretariat at CAS@xmu.edu.cn

FEE PER PERSON

Registration Fee

USD 300

On site payment (*full payments upon arrival*)

IMPORTANT DATES (Tentative)

Round one :

Submission of titles and abstract

March 1 to March 15, 2012

Round one paper submission deadline.

May, 31 2012

Round one notification of acceptance.

June 6, 2012

Round two:

Full paper submission

June 1 to 20 August, 2012

Acceptance notification

September 1, 2012

Final paper for the Proceedings and Registration

10. September 2012

Conference

8-10 November 2012

4. PROFILES OF STEERING COMMITTEE MEMBERS



Yasuhiro Monden is Professor Emeritus at the University of Tsukuba, Japan. He also currently serves as Visiting Professor, at the Graduate program of the Nagoya University of Commerce and Business, Japan. Monden held the position of Professor at Tsukuba University from 1983 to 2004.

He received his Ph.D. in Management Science and Engineering from the University of Tsukuba, where he also served as dean of the Graduate Program of Management Sciences and Public Policy Studies and as chairperson of the Institute of Policy and Planning Sciences. He received his MBA from Kobe University, Japan, and his Bachelor of Economics from Kwansai Gakuin University, Japan.

Dr. Monden was instrumental in introducing the JIT production system to the world. His book *Toyota Production System* is recognized as a JIT classic, and was awarded the 1984 Nikkei Prize by the Nikkei Economic Journal. His recent research includes “Management of Inter-Firm Networks based on Incentive Prices.”

Dr. Monden’s international activities have included visiting professorships at the State University of New York at Buffalo (1980-1981), California State University in Los Angeles (1991-92), Stockholm School of Economics in Sweden (1996), and Linnaeus University in Sweden (2011). He also acted as international director of the Management Accounting Section of the American Accounting Association (AAA). In the business world he served as a Japan International Cooperation Agency (Part of the Japanese Ministry of Foreign Affairs) expert in Singapore for guiding Toyota Production System in 1987 and in Thailand for guiding Target Costing, in 1998. Dr. Monden also served as Second Examination Committee Member of the Japan Certified Public Accountant (2000-2003).

He founded the Japan Society of Organization and Accounting, and currently serves as its editor-in-chief for the English-written book series entitled *Japanese Management and International Studies*, under the editorial board. (The book series are published by World Scientific Publishing Company in Singapore.)



Michael Shih is an associate professor at NUS Business School, National University of Singapore. He received a Ph.D. from University of Minnesota in 1989. Before he joined NUS, he taught at University of Wisconsin and University of Toronto. His research interests include topics in both financial and managerial accounting. He has published papers in *The Accounting Review*, *Journal of Accounting Research* and *Contemporary Accounting Research*. Michael and his wife live in Singapore. They have two young boys.



Frederick H. Wu, Ph.D., CMA received his Ph.D. from Texas Tech University with Concentrations in accounting, statistics, and computer science. Professor Wu began his teaching career at Wichita State University in 1974 and became chairman/director of the School of Accountancy at Southern Illinois University at Carbondale. In 1993 he moved to the University of North Texas and served as chair of the Department of Accounting. He went back to full-time teaching in 1997 until 2006 when he retired. He served twice, under the financial support of the National Science Academy of Taiwan, to teach at National Cheng Kung University and was nominated, as a candidate, to be the president of the university.

Professor Wu's teaching and research interests are in the areas of information systems and management accounting. The courses he taught in the past include Accounting Information Systems, Decision Support/Expert Systems, Management Control Systems and Information Technology, Strategic Information Systems, and Cost/managerial Accounting. As the mentor, he chaired several doctoral dissertations of international students from Egypt, Japan and Taiwan.

He has published three textbooks in accounting information systems and 30 plus articles in various academic and professional journals. He was awarded with Certificates of Merit for outstanding articles published in *Management Accounting* in 1974 and 1975. He also presented papers at numerous conferences in Taiwan, Hong Kong, China, Japan, Mexico, France, Canada, and Egypt. He served on the editorial boards of the *Journal of Information Systems*, *the Journal of Accounting Education of the AAA*, *the International Journal of Applied Quality Management*, and *Applications of fuzzy Sets and the Theory of Evidence to Accounting, Information Systems and Change management, Journal of Accounting and Corporate Governance*.

Professor Wu was a member of the American Accounting Association, Institute of Management Accounting, Financial Executives Institute, and Information Systems Audit and Control Association. Professor Wu's business experience includes working as accounting manager and controller of Pfizer International and systems auditor of Fox Company. E-Mail: wu@unt.edu



Kenichi Suzuki is a Professor of Management Accounting and a head of the Business Administration Major at the Graduate School of Business Administration, Meiji University (Tokyo, Japan). He received his Ph.D. in Economics from the Graduate School of Economics, Osaka University. He is currently a Director of the Japanese Association of Management Accounting and a Director of the International Academy of Strategy Management (in Japan.)

He is the co-editor of 'Fixed Revenue Management' (in Japanese, Chuo-keizai-sha, 2005) and 'Project & Program Balanced-Scorecard' (in Japanese, 2004); also, the co-author of "Implementing ABM with Hoshin Management" (Management Accounting, Vol. I, No. 2, pp.6-11, 2000, winter), for which he got 2000 Annual Lybrand Awards. Professor Suzuki is developing a framework of management control systems for executing innovational strategies by using projects and programs, with empirical research among Japanese companies as well as marketing strategies based on analysis of financial data from Japanese companies. Also, currently, he has started studying the informal management control systems.

5. Organization Map of APMAA Steering Committee

Steering Committee (December 2010 – November 2011)

Executive Council

Susumu Ueno, President of APMAA (ueno@konan-u.ac.jp), Konan University, Japan

Akira Nishimura (akiran@nm.beppu-u.ac.jp), Past President of APMAA, *Professor Emeritus* at Kyushu University, Beppu University, Japan

Yang Tzong Tsay (yttsay@ntu.edu.tw), Vice President-Strategic Planning, Chair of Taiwan Chapter, National Taiwan University, Taiwan

Ibrahim Kamal Abdul Rahman (dibra571@salam.uitm.edu.my), Vice President-Forum, Chair of 7th Conference Organizing Committee, Universiti Teknologi MARA, Malaysia

Normah Omar (normah645@salam.uitm.edu.my), Vice President-Research, Universiti Teknologi MARA, Malaysia

Roger Willett (Roger.Willett@utas.edu.au), Vice President-Publications, Chair of Oceania Chapter, University of Tasmania, Australia

Steering Committee Members (in Alphabetical order by country)

Australia

Roger Willett (Roger.Willett@utas.edu.au), University of Tasmania, Australia

Canada

Paul Scarbrough (pscarbrough@brocku.ca), Editor of APMAA News, and Chair of Canada Chapter, Brock University

China

Xiao Chen (chenx@sem.tsinghua.edu.cn), Tsinghua University (清華大學)

De Ming Dai (deming_dai@263.net), Renmin University of China (中國人民大學)

Yuan Lue Fu (ylyfu@xmu.edu.cn), Chair of 8th Conference Organizing Team, University of Xiamen(廈門大學)

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Liyan Wang (lywang@gsm.pku.edu.cn), Peking University (北京大學)

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Yasuhiro Monden (yasuhirom@mail2.accsnet.ne.jp), University of Mejiro (目白大學)

Akira Nishimura (akiran@nm.beppu-u.ac.jp), Past President of APMAA, Beppu University(別府大學)

Johei Oshita (oshita@en.kyushu-u.ac.jp), Kyushu University(九州大學)

Susumu Ueno (ueno@konan-u.ac.jp), Konan University(甲南大學)

Korea

Taesik Ahn (ahnts@snu.ac.kr), Chair of 10th Conference Organizing Team, Chair of the Korea Chapter, Seoul National University

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Maliah Sulaiman (maliah@iiu.edu.my), International Islamic University

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USA

Kung H Chen, University of Nebraska

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Fredrick H. Wu (FrederickWu@my.unt.edu), Professor Emeritus at University of North Texas, USA

Secretary

Wee Shu Hui (wee.shu.hui@gmail.com), Joint-Chair of Malaysian Chapter, Universiti Teknologi MARA, Malaysia

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Hannu Kurunsaari (kurunsaari@hotmail.com), Osaka City University (Visiting Scholar from Finland) , Japan

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Wee Shu Hui (wee.shu.hui@gmail.com), in charge of the 7th Annual Conference section.

Yang Tzong Tsay (yttsay@ntu.edu.tw) in charge of the 8th Annual Conference section.

Susumu Ueno (ueno@konan-u.ac.jp)

Submission Deadlines of Articles and Essays

January 10, 2012 edition (Vol. 9): 10 December 2011

May 1, 2012 edition (Vol. 10): 10 April 2012

September 20, 2012 edition (Vol. 11): 1 September 2012

January 10, 2013 edition (Vol.12): 15 December 2013

Conference Registration Form

PERSONAL DATA

Title

Last Name

.....

....

First

Name

Affiliation

.....

.....

Address

Zip/Postal Code

Town/City State / Province Country

.....

E-mail Phone

..... Fax

TRAVEL AND ACCOMODATION

Arrival Date and Time

.....

.....

Airline Flight Number

Name of Hotel in Malaysia

Number of Nights You will be staying in Malaysia [including check-in and check-out date]:

.....

.....

OPTIONAL TOUR (no extra charge)

If you would like to participate in the optional tour to Petronas Twin Tower, please tick

PHD COLLOQUIUM (no extra charge)

If you would like to be a discussant at the PhD Colloquium, please tick

If you would like to present your PhD proposal at the PhD Colloquium, please tick

METHOD OF PAYMENT

Payment can be made by Telegraphic Transfer, an **International Money Order** or a **Certified Bank Draft** sent before the conference, or can be **paid in cash upon** arrival at the conference.

If paying in advance, please make draft/money order payable to 'Bendahari UiTM' and mail it to:

Ms Nor Suhailati Abdul Manan
Faculty of Accountancy
Level 11, Menara Sultan Abdul Aziz Shah
Universiti Teknologi Mara
40450 Shah Alam, Selangor
Malaysia

Telegraphic Transfer can be made to:

Bank Name and Address: Affin Bank Berhad UiTM Branch
Menara Sultan Abdul Aziz Shah
Universiti Teknologi Mara
40450 Shah Alam, Selangor

Bank Account Number: 105140003299

Bank Account Name: Kumpulan Wang Perundingan

Pay to: Bendahari UiTM

Swift Code: PHBMMYKL

Please indicate your form of payment by checking the appropriate box.

International Money Order *Certified Bank Draft* *Will Pay Upon Arrival*