



Book of Abstract

ICIBMAH2017

INTERNATIONAL CONFERENCE ON
INTERNATIONAL BUSINESS, MARKETING AND
HUMANITIES

26 - 27 AUGUST 2017
HOLODAY VILLA ALOR SETAR CITY CENTRE
KEDAH, MALAYSIA

Organised by:



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INTERNATIONAL BUSINESS, MARKETING AND
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BOOF OF ABSTRACT

Edited by:

Azrizal Mansor

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PREFACE

Assalamualaikum and Greetings,

First of all, I would like to welcome all presenters and participants of our inaugural International Conference on International Business, Marketing and Humanities (ICIBMAH2017). It is a great honour for me and my team from AiBMA Management to have academicians and practitioners together at this event.

AiBMA Management is a company that focussed on event management, training and consultations and ICIBMAH2017 is our maiden project. The objective of ICIBMAH2017 is to provide a platform for academicians to present and disseminate and share their intellectual works with others. At the same time, it also provides an opportunity for academicians to publish their manuscripts through collaboration with a SCOPUS indexed journal and also refereed journals. AiBMA Management will also published its own journal which is Journal of Advance Research in Business, Marketing and Supply Chain (JARIMS). The first issue is expected to be published in December 2017 with papers are mostly from ICIBMAH2017.

I would like to express my gratitude to the committee members from AiBMA Management who have contributed their efforts in organising this conference. In addition, my deepest gratitude also goes to the presenters, participants, technical committee members, journal editors and also the management of Hotel Holiday Villa Alor setar City Centre for their support towards this conference.

I hope that everybody will enjoy the conference and have a fruitful parallel sessions, together with some valuable knowledge to bring home.

Thank you.



AZRIZAL MANSOR

ICIBMAH2017 Director

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