

8th INCOMaR

The International Conference on Marketing and Retailing
"Business Resilience: A New Normal Landscape"

24-25 August 2021



UNIVERSITI
TEKNOLOGI
MARA



<https://incomar.uitm.edu.my/>



"A Sustainability-Service Quality [SSQ] Framework: Implications for Researchers and Practitioners"

KEYNOTE SPEAKER:

Professor A. Parasuraman

Emeritus Professor of Marketing

&

James W. McLamore Chair Emeritus
University of Miami, USA

PROFILE:

Professor A. Parasuraman ("Parsu") is considered one of the most influential figures in the field of services marketing and service quality, and is widely known for his work on SERVQUAL, E-S-QUAL, and the Technology Readiness Index (TRI).

ABOUT THE CONFERENCE

Organisations have always been resilient in overcoming business trials and tribulations throughout centuries. Whenever facing a crisis, no solution is a guaranteed success. The only thing that is guaranteed for business survival is responsiveness. This 8th INCOMaR conference intends to harness various discussions on effective business strategies emboldened by the organisation's quandary in being resilient in fronting a pandemic with this magnitude that has not been seen for a few decades.

CONFERENCE PUBLICATION

All accepted papers will be published in the conference e-proceeding with ISBN number. Selected papers (with additional fees) will be recommended for publication in peer-reviewed journals indexed by SCOPUS, ERA, ASEAN Citation Index and MyCite.

- The Malaysian Journal of Consumer & Family Economics (MAJCAFE) – indexed in SCOPUS
- Academic Entrepreneurship Journal (AEJ) – indexed in SCOPUS
- Asia-Pacific Management Accounting Journal (APMAJ) – indexed in ERA
- Journal of Journal of Emerging Economies and Islamic Research (JEEIR) – indexed in ASEAN Citation Index
- Journal of International Business, Economics & Entrepreneurship (JIBE) – indexed in MyCite
- Advanced in Business Research International Journal (ABRIJ) – indexed in MyCite

CONFERENCE FEE

Conference Presenter :	Local	RM 300
	International	USD 100
Conference Listener :	Local	RM 100
	International	USD 50

Register NOW!



PAYMENT PROCEDURE

Payment should be made via Telegraphic Transfer (TT) or Direct Transfer or any suitable method to the following bank account details:

BANK NAME	: BANK ISLAM MALAYSIA BERHAD
ACCOUNT HOLDER NAME	: BENDAHARI UiTM
ACCOUNT NO	: 1217 7010 00 5698
SWIFT CODE	: BIMBMYKL
REMARKS	: INCOMaR2021

*For further details visit <https://incomar.uitm.edu.my/index.php/about-us/conference-fee>

IMPORTANT DATES

Abstract Deadline

~~30th June 2021~~

15th July 2021

Full Paper Deadline

11th August 2021

Payment Deadline

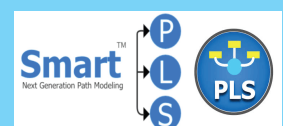
9th August 2021

Pre-recorded Video Clip

Submission Deadline

18th August 2021

COMPLIMENTARY WORKSHOP



Workshop Date : 25 August 2021

Workshop Time : 2.30 - 4.30pm

Workshop Link : <https://rb.gy/liohz9>



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Management Studies
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CALL FOR PAPERS

CONFERENCE TRACK

Topics to consider may include but are not limited to the following:

- Halal Marketing/ Retailing/ Logistics
- Retail Merchandising
- Customer Retention & Loyalty
- Marketing Communication
- Artificial Intelligence
- Big Data Management
- Digital Brand Management
- Business Resilience in Digital Era
- Business Economy and Technology Sustainability
- Consumer Behaviour and Technology
- Cross Culture Study
- Customer's Insights
- Data Analytics
- Digital Marketing
- Digital Talent Management
- Digital Entrepreneurship
- Digital Education
- E-Commerce
- E-Government
- E-Learning
- E-Service Quality Event Management and Technology
- Financial Technology
- Global Marketing and Retailing
- Global Supply Chain and Technology
- Halal Business and Marketing
- Hospitality and Tourism Business
- Human Resource Information System
- Information Systems and Technology
- IR 4.0
- Innovation
- Mobile Technology
- Multi-channel/Omni-channel
- Office System and Management
- Organisational Development and Technology
- Social Media Business and Marketing
- Transport and Technology

CONFERENCE PROGRAMME

Day 1: 24/8/2021 (TUESDAY)

8.30am - 9.00am	:	Registration of Participants The Arrival of Guests & VIPs
9.00am - 9.15am	:	Welcoming Speech and Opening by: Professor Dr Jaafar Pyeman Director, Institute of Business Excellence Universiti Teknologi MARA (UiTM) Shah Alam MALAYSIA
9.15am - 10.00am	:	Keynote Speaker: Professor A. Parasuraman Emeritus Professor of Marketing and James W. McLamore Chair Emeritus University of Miami, USA Title: "A Sustainability-Service Quality [SSQ] Framework: Implications for Researchers and Practitioner"
10.00am - 10.45am	:	Guest Speaker: Datuk Seri Haji Hasnol Zam Zam bin Haji Ahmad Secretary General Ministry of Domestic Trade and Consumer Affairs (MDTCA) Title: "Smart Consumerism"

10.45am - 11.30am	:	Guest Speaker: En Azmir Abdul Malek Head of Marketing Bank Islam Malaysia Berhad (BIMB) Title: "A Silver Lining in Every Cloud"
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11.30am - 1.00pm	:	Parallel Session 1
1.00pm - 2.30pm	:	Lunch
2.30pm - 5.00pm	:	Parallel Session 2

Day 2: 25/8/2021 (WEDNESDAY)

9.00am - 10.00 am	:	Parallel Session 3
10.00am - 10.30am	:	Break
10.30am - 11.45am	:	Parallel Session 4
11.45am - 1.15pm	:	Parallel Session 5
1.15pm - 2.30pm	:	Lunch
2.30pm - 4.30pm	:	Parallel Session 6 (Room 1) Complimentary Workshop on SmartPLS (Room 2)
4.30pm - 5.00pm	:	Award Ceremony & Closing
5.00pm	:	End of Event

SECRETARIAT INCOMaR 2021

Institute of Business Excellence (IBE)
Kompleks Al-Farabi, Aras 4, Akademik 2
Universiti Teknologi MARA (UiTM)
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SCAN ME

Official Online Meeting Platform



For more information visit:
<https://incomar.uitm.edu.my/>