



Cawangan Sabah



Bank Muamalat



Fakulti Pengurusan dan Perniagaan

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



# 9<sup>TH</sup> INCOMaR

"Industry-Academia Linkages for Business Sustainability"

## INTERNATIONAL CONFERENCE ON

# MARKETING AND RETAILING

### DATE

1-2 March 2023

### VENUE

Promenade Hotel  
Kota Kinabalu, Sabah  
MALAYSIA



### IMPORTANT DATES

Abstract Deadline

23 December 2022

Full Paper Submission

Deadline

2 January 2023

Payment Deadline

3 February 2023

Pre-recorded Video Clip

Submission Deadline

17 February 2023

### ABOUT THE CONFERENCE

The International Conference on Marketing and Retailing (INCOMaR) will retain its excellence in providing a platform for global participants to share their research findings, ideas and experiences with academics, scholars, researchers and industry players from different parts of the world through its Ninth event (9th INCOMaR 2023). Today, organisations are embracing the predisposition of incorporating sustainability into their overall strategic approach, realising that doing good may help them succeed and accomplish the reputation that is highly regarded among various stakeholders.

### CONFERENCE PUBLICATION

Prospective researchers and authors are invited to submit their original and unpublished empirical or conceptual manuscripts. All accepted full papers will be peer-reviewed and the publication decisions in the indexed conference proceedings (WoS) will be made by the conference reviewing committee based on the quality and content of the papers submitted. Please note that authors must pay additional fees for publication in the indexed conference proceedings (European Proceedings of Social and Behavioral Sciences).

1. The Malaysian Journal of Consumer & Family Economics (MAJCAFE) – indexed in SCOPUS
2. Asia-Pacific Management Accounting Journal (APMAJ) – indexed in ERA
3. Journal of Emerging Economies and Islamic Research (JEEIR) – indexed in ASEAN Citation Index
4. Journal of International Business, Economics & Entrepreneurship (JIBE) – indexed in MyCite ... (check website for more detail)

### SECRETARIAT INCOMaR 2023

Institute of Business Excellence (IBE) Kompleks Al-Farabi, Aras 4, Akademik 2  
Universiti Teknologi MARA (UiTM) 40450 Shah Alam, Selangor, MALAYSIA.

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## CONFERENCE PROGRAMME

### Day 1: 1/3/2023 (WEDNESDAY)

8.30 am - 9.00 am	Registration of Participants
9.00 am - 9.10 am	Welcoming Speech: <b>YBhg. Prof. Madya Dr Wan Edura Wan Rashid</b> Director Institute of Business Excellence
9.10 am - 9.20 am	Opening Speech: <b>Y. Berhormat Tuan Phoong Jin Zhe</b> Menteri Pembangunan Perindustrian Sabah
9.20 am - 10.00 am	Keynote Speaker: <b>Dr. Drs. Ec. H. Muh. Syarif, M. Si.</b> Dosen Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura Indonesia
10.00 am - 10.30 am	Break
10.30 am - 11.45 am	Parallel Session 1
11.45 am - 1.00 pm	Parallel Session 2
1.00 pm - 2.30 pm	Lunch
2.30 pm - 3.45 pm	Parallel Session 3
3.45 pm - 5.00 pm	Parallel Session 4

### CONFERENCE DINNER

7.00 pm - 7.30 pm	Registration and Arrival of Guests
7.30 pm - 9.00 pm	Dinner Speech by: <b>- Rector, UiTM Sabah</b> <b>- Invest Sabah Bhd</b>
	Dinner Live Band Performance : D'enforcen Batalion 17 PGA Lucky Draw
	Photo Session

### Day 2: 2/3/2023 (THURSDAY)

8.00 am - 9.00 am	Keynote Speaker: <b>YBhg. Datuk Madiyem Layapan</b> CEO, Invest Sabah Bhd
9.00 am - 10.15 am	Parallel Session 5
10.15 am - 10.45 am	Break
10.45 am - 12.00 pm	Parallel Session 6
12.00 pm - 1.15 pm	Parallel Session 7
1.15 pm - 2.30 pm	Lunch
2.30 pm - 4.30 pm	Complimentary Workshop: <b>Prof Ts. Dr Imbarine Bujang</b> <i>"Business Research: Methods and Types in the 21st Century"</i>
4.30 pm - 5.00 pm	Awards Giving Ceremony and Closing
5.00 pm	End of Event



### SECRETARIAT INCOMaR 2023

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### COMPLIMENTARY WORKSHOP

**Prof Ts. Dr Imbarine Bujang**  
*"Business Research: Methods and Types in the 21st Century"*

**Workshop Date : 2 March 2023**  
**Workshop Time : will be provided**  
**Workshop Link : will be provided**

### SECRETARIAT INCOMaR 2023

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