

10th INCOMaR

The 10th International Conference on Marketing and Retailing

***“Artificial Intelligence and Service Innovation
to Drive Business Digital Transformation”***



UNIVERSITI
TEKNOLOGI
MARA



PROGRAMME

8.30am – 9.00am : Registration of Participants

Welcoming Speech and Opening by

9.00am – 9.15am : President
Kuala Lumpur Tourism Association

9.15am – 9.30am : Director
Institute of Business Excellence

9.30am – 10.00am : Keynote Address
CEO Malaysia External Trade
Development Corporation

10.00am – 10.30am : Coffee Break
10.30am – 11.30am : Parallel Session 1
11.30am – 1.00pm : Parallel Session 2
1.00pm – 2.30pm : Lunch Break
2.30pm – 5.00pm : Parallel Session 3
5.00pm – 5.30pm : Closing ceremony

Organized by:

Institute of Business Excellence (IBE), UiTM
Kuala Lumpur Tourism Association (KLTA)

With

International Collaborators:

Fakultas Vokasi, Universitas Brawijaya, Malang, **Indonesia**

Lyceum of the Philippines Laguna, **Philippines**

Alagappa University, **India**

Huizhou University, **China**

Guilin University of Technology, **China**

West Visayas State University, **Philippines**

IMPORTANT DATES

**Abstract Submission Deadline
30th June 2025**

**Abstract Acceptance Notification
30th June 2025**

**Full Paper Submission Deadline
30th July 2025**

**Full Paper Acceptance/
Rejection Notification
15th August 2025**

**Payment Deadline
31st August 2025**

**Conference Day
1st October 2025**

FEE

PAPER PRESENTER

**LOCAL : RM400
INTERNATIONAL : USD100**

PAPER PRESENTER (STUDENT)

**LOCAL : RM200
INTERNATIONAL : USD75**



SCAN ME

SECRETARIAT 10th INCOMaR 2025

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