

INTERNATIONAL ³⁰ UUM CASE STUDY CONFERENCE ICSC 2014

• AUGUST 18 - 20, 2014 •

• PUTRA WORLD TRADE CENTRE (PWTC), KUALA LUMPUR •



“Sustainable Management Practices Through
Research and Innovative Learning”

Organized by:



In association with:



INTRODUCTION

The Institute for Management and Business Research (IMBRE), Universiti Utara Malaysia is organizing an International Case Study Conference (ICSC) 2014 which will be held at Putra World Trade Centre (PWTC), Kuala Lumpur on 18-20 August 2014.

The conference is a platform for scholars and experts in the fields of management and business to share issues on teaching and research cases.

IMBRE cordially invites scholars and experts to submit their teaching and research cases for this conference.

This conference is held in conjunction with the 30th anniversary of Universiti Utara Malaysia, ICSC 2014 which will be held as part of the UUM's High Impact Conference 2014.

Year 2014 also coincides with the “Visit Malaysia Year”. This is the perfect time for all delegates to personally experience Malaysia.

OBJECTIVES

- To provide a platform for case writers, academics and practitioners to present and discuss contemporary management issues, concepts and policies.
- To provide a forum where academics and practitioners can share experiences on management practices in industry through the development of case studies
- To establish international network towards global research excellence
- To foster research culture and innovative learning in promoting student creativity

CONFERENCE TRACK

- Economic & Financial Analysis
- Business Leadership & Innovations

Other related tracks on management and business:

- Halal Industries and Arab Malaysian Business
- Quality Management and Competitiveness
- Risk Management
- Corporate Reporting and Governance
- Innovation and Sustainability
- Entrepreneurship
- Consumer and Market Analysis
- Information and Media Management
- National Resilience and Nation Building
- Islamic Development and Management
- Governance
- International Studies
- Small and Medium Enterprise
- Education
- Law
- Other related areas

IMPORTANT DATES

Full paper submission: 15th April 2014
(Please submit full paper to imbre@uum.edu.my or <https://www.easychair.org/conferences/?conf=icsc14>)
Final date for early bird payment: 15th June 2014
Final date for registration & payment: 15th July 2014
Registration as delegates: 17th August 2014
Conference date: 18th August 2014

FURTHER INQUIRY

Mr. Azhar: +604 - 928 7605 (azhar@uum.edu.my)
Mdm. Hasliza: +604 - 928 7604 (lyza@uum.edu.my)
For more details and information, please visit our website at www.icsc2014.uum.edu.my

TENTATIVE PROGRAM

Day One: 18th August 2014 (Monday)

8:00 am - 9:00 am	Registration
9:00 am - 10:30 am	Keynote Speech I
10:30 am - 11:00 am	Tea Break
11:00 am - 12:30 pm	Guest Speaker
12:30 pm - 2.30 pm	Lunch
2:30 pm - 4:00 pm	Guest Speaker Dialogue Session
4:00 pm - 4:30 pm	Tea Break
4:30 pm - 6:00 pm	Parallel Session 1
8:00 pm - 10:30 pm	Opening Ceremony / Keynote Address

Day Two: 19th August 2014 (Tuesday)

9:00 am - 10:30am	Keynote Speech II
10:30 am - 11:00 am	Tea Break
11:00 am - 12:30 pm	Parallel Session 2
12:30 pm - 2:30 pm	Lunch
2:30 pm - 4:00 pm	Parallel Sessions 3
4:00 pm - 4.15 pm	Tea Break
4:15 pm - 5.45 pm	Parallel Session 4

Day Three: 20th August 2014 (Wednesday)

8:30 am - 10:00 am	Parallel Session 5
10:00 am - 10:30 am	Tea Break
10:30 am - 12:30 pm	Resolution Closing
12:30 pm - 1:30 pm	Lunch
2.00 pm	End of conference

FEES & PAYMENT

	Participation Types	Early Bird* Rate	Normal Rate
Local	Standard	RM 1,200	RM 1,500
	Student	RM 1,200	RM 1,200
International	Standard	USD 400.00	USD 500.00
	Student	USD 400.00	USD 400.00
Additional Paper Costs		30%* off from the Standard Rate	30%* off from the Standard Rate

* Payment received before 15th June 2014

Notes:

- Registration fees (participants and presenters) include conference admission, conference set (proceedings and materials), lunches, dinner (closing) and refreshments.
- All travelling and accommodation expenses will be borne by participants. Participants need to arrange their own accommodation and transportation. Participants are encouraged to stay at a nearby hotel, where the conference is held.
- **Accompanying persons:** The conference is not offering an accompanying person's registration fee. Any person wishing to attend any part of the conference must register as a participant. If however a guest is accompanying you to the conference dinner, you may purchase additional ticket by emailing us at imbre@uum.edu.my. The cost of conference dinner is USD50 (RM150) per person. Please note this payment provides access to the conference dinner only.
- The fee is based on per person per case basis. Co-authors desirous of participation are required to register and pay full registration fee.
- For payment method please refer to our website: www.icsc2014.uum.edu.my
- A deduction via the department's VOTE will be done for participants who failed to turn up for the conference (UUM staff only).
- No refund for cancellation but substitution is allowed.

(Please provide/fax proof of payment together with your registration form)

Please return completed form to:
Institute for Management and Business Research
(IMBRe)
Level 2, Accounting Building
Universiti Utara Malaysia
06010, Sintok
Kedah, Malaysia
Email: imbre@uum.edu.my
Office: +604-928 7608 / 7609
Fax: +604 - 928 7611

REGISTRATION FORM

Registration as: Presenter Participant

Standard Student*

*Please provide recent student card as a proof

Salutation: _____

Full Name: _____

Gender: Male Female

Institution / Organization: _____

Address : _____

Contact Number

Mobile: _____

Office: _____

Fax: _____

Email: _____

Type of case:

Teaching Case Research Case

Title: _____

Would you agree to be a session chair:

Yes No

Other additional need: Food

No specification Vegetarian