

TENTATIVE PROGRAMME

First Day : 19 August 2024 (Monday)

08:30 am - 09:30 am	Registration
09:30 am - 10:30 am	Opening Ceremony * Officiating Speech by Yang Berusaha Professor Dr. Mohd Fo'ad Sakdan Vice-Chancellor UUM
10:30 am - 11:00 am	Networking Break
11:00 am - 12:30 pm	Keynote Speech by Kolonel (Kehormat) Tan Sri Dato' Seri Dato' Paduka Profesor Dr Fng Ah Seng Managing Director, Epic Valley Holdings Sdn. Bhd
12:30 pm - 2:30 pm	Lunch Break
02:30 pm - 04:00 pm	Keynote Speech by Dr Havovi Joshi Director of Centre for Management Practice Singapore Management University
04:00 pm - 04:30 pm	Networking Break / Session Adjourned

Second Day : 20 August 2024 (Tuesday)

08:30 am - 10:30 am	Parallel Session 1
10:30 am - 11:00 am	Networking Break
11:00 am - 1:00 pm	Parallel Session 2
01:00 pm - 02:30 pm	Lunch Break
02:30 pm - 04:30 pm	Parallel Session 3
04:30 pm - 05:00 pm	Networking Break / Session Adjourned

Third Day : 21 August 2024 (Wednesday)

08:30 am - 10:30 am	* Business Case Competition with - Yang Mulia Tengku Tan Sri Dato' Paduka (Dr.) Mahaleel Tengku Arif Pro-Chancellor of Universiti Utara Malaysia * Case Study Workshop with - Prof. Dr. Zainal Abidin Mohamed President of Case Writers' Association of Malaysia (CWAM)
10:30 am - 11:00 am	Networking Break
11:00 am - 1:00 pm	Case Study Workshop with - Mr. William Loh Wui Lun Emerald Publishing (East Asia) and Mr. Elvin Cheah Emerald Publishing Limited
01:00 pm - 02:30 pm	Lunch Break
02:30 pm - 04:30 pm	Closing Ceremony / Prize Winner Award
04:30 pm - 05:00 pm	End of Programme



ORGANIZED BY:



Pusat Kajian Kes Pengurusan dan Kepimpinan
MANAGEMENT & LEADERSHIP CASE STUDY CENTRE
Universiti Utara Malaysia

Pusat Kajian Kes Pengurusan dan Kepimpinan (PKKPK)
Level 2, TISSA Building,
Universiti Utara Malaysia,
06010 UUM Sintok, Kedah, Malaysia
Email: pkkpk@uum.edu.my
Fax: +604 - 9287611
Website: <http://www.pkkpk.uum.edu.my>

FURTHER ENQUIRIES

Mdm. Nur Amirah Zakaria:
+604 - 9287606
(nur.amirah.zakaria@uum.edu.my)

Mdm. Aida Muslieana Mustaffa:
+604-9287609
(muslieana@uum.edu.my)

~~EDC-UUM, SINTOK, KEDAH~~
RAIA HOTEL & CONVENTION CENTRE
ALOR SETAR, KEDAH
19-21 AUGUST 2024



INTRODUCTION

Pusat Kajian Kes Pengurusan dan Kepimpinan (PKKPK), Universiti Utara Malaysia, takes great pleasure in announcing the International Case Study Congress (ICSC 2024). The resounding success of our previous international and national case study conferences has inspired us to organize our first congress. This congress will be held at Raia Hotel & Convention Centre Alor Setar, kedah.

The congress serves as a platform for scholars and experts to share their teaching and research cases in related fields, providing a pathway for industrial players to establish an invaluable university-industry link and contributing to global engagement.

We are delighted and honored to invite you to submit cases (teaching cases or research cases) and to participate in our upcoming congress. For more details, please visit: <http://www.pkkpk.uum.edu.my/icsc-2024>

OUR GOAL



To provide a platform for case writers, academics and practitioners to present and discuss contemporary issues, concepts and policies in the related fields



To provide a forum where academics and practitioners can share experiences on 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

OUR RESEARCH TRACKS

- Quality Management and Competitiveness
- Risk Management
- Corporate Reporting and Governance
- Innovation and sustainability
- Halal Industries and Arab Malaysian Business
- Business Leadership and Innovation
- Economics and Financial Analysis
- Entrepreneurship
- Consumer and Market Analysis
- Information and Media Management
- Business Resilience and Nation Building
- Governance
- International Studies
- Education
- Fraud
- Law
- Other related areas

CASE SUBMISSION

~~To enjoy Early Bird Rate, kindly submit the abstract with full payment before 15 June 2024~~

Please submit the abstract to: icsc@uum.edu.my

Full submission and payment should be done before ~~15 July 2024~~ **1 August 2024**

*Papers can be written either in Bahasa Malaysia or English.

All papers will be published as ICSC 2024 e-Proceeding with e-ISSN.

- Selected papers will have an opportunity to be considered for publication in our journal "Journal of Business Management and Accounting (JBMA)" (ISSN 2231-9298)

IMPORTANT DATES

FINAL DATE FOR FULL PAPER SUBMISSION, REGISTRATION & PAYMENT:
~~15 JULY 2024~~ **1 AUGUST 2024**



Rate	Local	International
Presenter (Early Bird)	RM500	USD150
Presenter	RM700	USD200
Participation	RM400	USD150
Student	RM400	USD150
Additional Paper	RM350	USD100
PKKPK's Grant	RM1000	

All payment should be made payable to:
epay.uum.edu.my/go.php?billcode=ICSC2024
OR

Scan and Pay Through QR Code



CANCELLATION POLICY

Any cancellation shall be communicated in writing to: icsc@uum.edu.my

Cancellations made before or on

1 August 2024: No charge

2 August - 18 August 2024: 60% of the fees will be charged**

19 August 2024: Full fees will be charged and not refundable**

** substitution is allowed