
Message from the Patrons

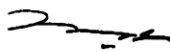


Our warm greetings to the distinguished speakers, delegates and participants of the 8th Asian Academy of Management International Conference! The State Government of Pahang and Universiti Malaysia Pahang (UMP) is honored to be the co-organizers of this Conference along with Yayasan Pahang, Asian Academy of Management, Universiti Sains Malaysia and United Engineers Berhad.

With the theme “Global Academic Meltdown: Managing Change for Sustainability”, the 8th Asian Academy of Management International Conference provides precious opportunities to policy makers and business leaders to find appropriate, proactive and sustainable solutions for the current crisis. Managing change for sustainability requires efficient governance, dynamic leadership and strong determination with realistic and practical actions.

The economic crisis that the world is facing currently does not only affect businesses and industries, but also the living conditions of common people. While developed countries suffer serious impacts from the financial and revenue losses, the fate of the less-advantaged classes in the developing and poor countries should not also be forgotten. Currency depreciation and inflation resulting from current economic crisis have led to other problems such as high unemployment percentage and price hike. Improper handling of the current situation and poor management of the limited resources may turn to serious humanitarian problems such as famine and civil war.

Hence, this conference should be able to address these issues effectively through interactive and thorough deliberations of the selected topics. This conference is the platform and avenue for academics, government officials and business leaders to exchange views and ideas to bring out possible solutions for a better future.



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