
Message from the Conference Chairs



Warm Greetings!

Welcome to the 8th AAM International Conference. We would like to thank everyone for making this important event a success. We would also like to extend our appreciation and gratitude to our co-hosts and sponsors who have provided tremendous support in organizing this auspicious event. We hope this gathering will leave you with fond memories of your stay in Kuantan.

This eighth edition of the AAM conference continues the tradition of past conferences which has delved into issues affecting Asian as well as global businesses. As Asia and the whole world are still grappling with the current economic crisis, we believe the theme of "Global Economic Meltdown: Managing Change for Sustainability" would be an appropriate point of discussion for academicians, researchers, and practitioners alike. This financial crisis has really shaken the foundations of our markets and acutely demonstrated its truly interdependent and connected nature and operations. This has undoubtedly triggered the panic button among practitioners and policymakers across the globe that has resulted in the heightened search for the "survival toolkit" to get through this turbulent time.

Hence, we envisage that this conference is the right platform where ideas, suggestions, recommendations and solutions could be generated to help us maneuver through this rough economic episode. Let not these remain sheer academic rhetoric and exercises. Insights and resolutions derived from this scholarly discourse should be translated into action plans and policies that could assist businesses and policy makers to formulate appropriate strategies in managing change for sustainability. It is indeed our hope that this conference provides an avenue for academics and practitioners to share their experiences, knowledge, and research findings that can be eventually channeled towards a better tomorrow.

Finally, we wish to record our utmost appreciation and sincere thanks to Professor Tan Sri Dato' Dzulkifli Abdul Razak, Vice Chancellor, USM for his relentless support and interest in the development of AAM and the school. Our heartiest gratitude goes to Professor Dato' Dr Daing Nasir Ibrahim, Vice Chancellor, Universiti Malaysia Pahang, for his support and encouragement and to Associate Professor Dato' Dr Ishak Ismail, the President of AAM and the Dean of the School of Management for his excellent leadership and untiring efforts to ensure the success of this conference.

Thank you and Best regards.

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