
Message from the Advisors



Greetings to everyone & Assalamualaikum wt. bt.,

“You are the best of peoples, evolved for mankind, enjoining what is right, forbidding what is wrong, and believing in Allah.” (Qur’an 3:110)

“If we do not change our direction, we are likely to end up where we are headed.” (Old Chinese Proverb).

First and foremost we would like to bid a warm welcome to all delegates of the 8th. Asian Academy of Management Conference! On behalf of the organizing committee we would like to congratulate delegates who have been coming for the multiple times since the first conference. We would like to express our heartfelt thanks for your loyalty and belief in the Academy's course. It has been a viable vehicle for knowledge dissemination, particularly on issues pertaining to Asian economies and management. As the Chinese proverb says, “A journey begins with the first step”. It was 15 years ago when AAM was first established out of the interest to learn about Asian Management and of the need to reshape Asian Management in-line with its own core values. Over the years many intellectual discourse were organized in which new phenomena were discovered through research and publications. Other than the biannual conference, output from research was also published in two journals published by the association.

This year for the second time since 2003, the State Government of Pahang through its outfit Yayasan Pahang has again collaborated with the Asian Academy of Management and Universiti Sains Malaysia to organize the 8th AAM Conference. This year's theme is “Global Economic Meltdown: Managing Change for Sustainability”. This on-going effort by the State Government of Pahang shows its strong commitment towards intellectual discourse and the pursuit of knowledge. This is in line with the aspiration of the nation to create a knowledge-based economy, which eventually will create movements that could fast-track the current economic scenario. It was 12 years ago that the Asian economic crisis began with the devaluation of the Thai baht, where it marks the return of Hong Kong to China. Sufferings were huge at that point of time. Losses were huge and have taken a toll on businesses where big or small, national or multinational without any regard for its corporate status. Many of the so called tiger economy nations were ruined. Again a repeat story happens in the sub-prime case of the United States in 2007. Although it is now in the tail-end but its back lashes are now again affecting the Asian Economy if not at its worst. Henceforth, Asian businesses need to identify a new set of winning formulas and practices. We should ask ourselves whether the US Based Capitalistic System is still relevant or is it becoming decadent? Are there alternatives for us? Would the Islamic Financial & Banking System be a new alternative? For one the ethics of Islamic Business Concept stands on the premise of Tauhid. We do hope this opening statement of ours will be a curtain raiser for serious deliberation.

On behalf of the State Government of Pahang, Universiti Sains Malaysia and Asian Academy of Management we would like to congratulate the working committee under the leadership of Professor Dr. Yuserrie Zainuddin and Associate Professor Dr. Zamri Ahmad as Co-Chairs for their dedication and commitment to ensure the success of this conference. Thank you.

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