
Message from the Vice-Chancellor of Universiti Sains Malaysia



Warm Greetings!

First and foremost, I wish to welcome the delegates of the 8AAM conference and thank everyone for the continuous support in making this conference a successful event. I am indeed very honoured to be a part of this auspicious event that endeavours to address and further delve into the current issues of importance in the business world, as reflected in the theme, “Global Economic Meltdown: Managing Change for Sustainability”. This conference is obviously the right platform to engage and interact with academicians, researchers, and practitioners alike to deliberate on the issues and challenges impacting the Asian as well as the global management scene in the 21st century.

The current adverse economic landscape has profoundly changed the way businesses operate. More than ever, businesses especially in the emerging economies are struggling to navigate the current rough economic ocean. The slowdown in the economic transactions, coupled with stiff competition, both internally and externally, has forced organisations to consider drastic measures to remain afloat, with many eventually resorting to conventional solutions of cost reduction that may to some extent derail the efforts toward enhancing social sustainability. It is more easily said than done, but if we could only view the constraints through the lens of opportunity, perhaps the threats and challenges could be transmuted into great opportunities for innovation in business. Businesses could instead, embrace the “business unusual” credo and “think out of the box” to create value and turn challenges into profitable and beneficial outcomes.

Concomitantly, the rise in the awareness of the “triple bottom line” demands organisations worldwide to mull over the economic, social, and ecological agenda. With the surge of global interest pertaining to the attainment of not only the economic, but also the social and ecological bottom lines, the businesses should be cognizant of the fact that past economic success is no longer a guarantee of future success, given that social and ecological motives are now being put in the business spotlight. In order to sail smoothly through the era of multiple bottom lines, the identification of, possibly, the “silver bullet” for sustaining the organizational competitiveness, by taking into account the abovementioned considerations, is of paramount importance. On that note, deliberate foresight and discourse on the issues of managing change for economic, social and ecological sustainability is deemed timely.

Finally, the pursuit of sustainable business practices via change management and transformation initiatives as reflected in the conference theme, should not be merely lip service--the talk must be walked. This vision is definitely worth fulfilling and it is a legacy that the society should be proud of to pass on to the next generation. It is about time that we blaze new trails, transform, and change for the betterment of all.

With that, I sincerely wish to congratulate the team for organizing this conference. This event is a remarkable scholarly effort to expand our horizon as well as to paint a clearer picture of how to manage change for sustainability. Thank you.

‘Ensuring a Sustainable Tomorrow’



DZULKIFLI ABDUL RAZAK, PROFESSOR TAN SRI DATO’
Vice-Chancellor and AAM Conference Patron