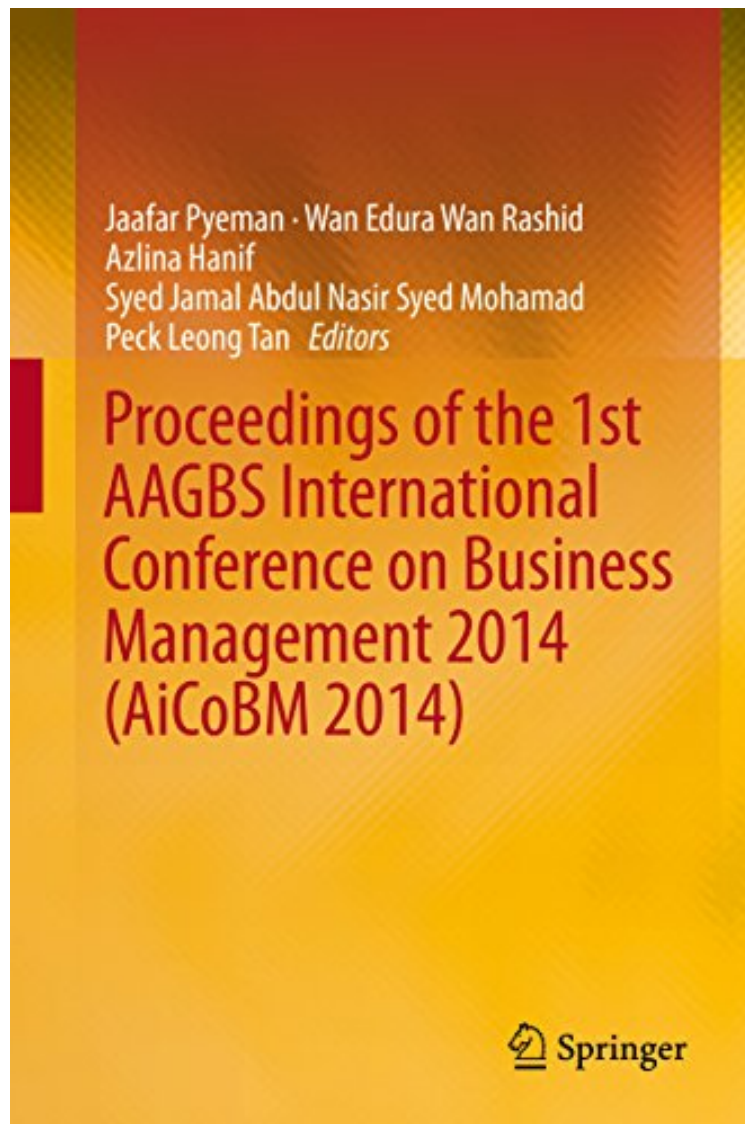


[Mobile book] Proceedings of the 1st AAGBS International Conference on Business Management 2014 (AiCoBM 2014)

## Proceedings of the 1st AAGBS International Conference on Business Management 2014 (AiCoBM 2014)

*From Springer*

*ePub | \*DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



READ ONLINE

2015-07-30 2015-07-30 File Name: B01327F28C | File size: 51.Mb

**From Springer : Proceedings of the 1st AAGBS International Conference on Business Management 2014 (AiCoBM 2014)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Proceedings of the 1st AAGBS International Conference on Business Management 2014 (AiCoBM 2014):

The proceedings of the 1st AAGBS International Conference on Business Management 2014 (AiCoBM 2014), held in Penang, Malaysia, gathers 57 refereed papers. They cover areas relating to various aspects of business management and reflect the conference's three main themes (management and marketing, economics and finance, and entrepreneurship) and present original papers contributed by researchers, scholars, professionals and postgraduate students. They address a range of disciplines that encompass each of the main themes. Using basic and applied research findings together with case studies they provide valuable information on current research trends in business management, international business, marketing, economics, finance, Islamic finance and economics, and entrepreneurship.

From the Back Cover  
The proceedings of the 1st AAGBS International Conference on Business Management 2014 (AiCoBM 2014), held in Penang, Malaysia, gathers 57 refereed papers. They cover areas relating to various aspects of business management and reflect the conference's three main themes (management and marketing, economics and finance, and entrepreneurship) and present original papers contributed by researchers, scholars, professionals and postgraduate students. They address a range of disciplines that encompass each of the main themes. Using basic and applied research findings together with case studies they provide valuable information on current research trends in business management, international business, marketing, economics, finance, Islamic finance and economics, and entrepreneurship.

About the Author  
Associate Professor Dr. Jaafar Pyeman is a Director of Arshad Ayub Graduate Business School (AAGBS), Universiti Teknologi MARA (UiTM), Malaysia. He obtained his MBA from University of Hull, United Kingdom and PhD from UiTM. He has broad experiences in leading the organizations as he was previously appointed as Deputy Dean of the Faculty of Business Management UiTM, Head of Professional Offshore Program at AAGBS and Head of Postgraduate Studies at Malaysia Institute of Transport (MITRANS). He is a Fellow of Institute of Business Excellence (IBE) and MITRANS as well as a Secretary General of Malaysian Association of Learning and Development (MyLeaD). He is an active researcher, presented numerous research papers and he has published many papers in national and international journals. He has also involved as a reviewer for international conferences such as International Conference on Science and Social Research and 2nd Terengganu International Business and Economic Conference.

Wan Edura is a Senior Lecturer of Faculty of Business Management, Universiti Teknologi MARA (UiTM), Shah Alam, Malaysia. She is also the Head for Center of Integrated Information and Publication, Institute of Business Excellence at UiTM, Shah Alam.

Azlina Hanif is the Deputy Director (by Research) and a Senior Lecturer at Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Shah Alam, Malaysia.

Syed Jamal Abdul Nasir is an Associate Professor at Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Shah Alam, Malaysia.

Tan Peck Leong is a Senior Lecturer at Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Shah Alam, Malaysia.