



1st Announcement

INTERNATIONAL CONFERENCE ON MARKETING, ENTREPRENEURSHIP AND ECONOMICS 2024 (ICMEE 2024)

Navigating Global Markets: Strategies for Marketing Innovation, Entrepreneurial Growth, and Economic Resilience

8-10 October 2024 (Tuesday – Thursday)

Kuching, Sarawak, Malaysia

Pre-Conference Workshop • International Conference • Bus Tour Visit

KEYNOTE SPEAKERS



Dr. Humayon Dar
Director General
Cambridge Institute of Islamic Finance
University of Cambridge



Mr. Kah Yee Eg
Chairman and Founder of UCrest
Berhad

CALL FOR ABSTRACTS/PAPERS:

The conference cordially invites academics, practitioners, scholars, researchers, policy makers, government agencies or any relevant parties to participate to present their oral or poster papers in ICMEE2024. Submission topics of interest are organized into below categories, but are not limited to:

Marketing Innovation

- Consumer Behaviors
- Product and Brand Management
- Marketing Channels
- Retailing Issues
- Business Communications and Advertising
- Customer Relationship Management
- Marketing Strategy
- International Marketing
- Technology Marketing
- Selling and Sales Management
- Research Methods in Marketing
- Business to Business (B2B) Marketing
- Ethical Issues in Marketing
- Environmental Marketing
- Non-Profit Marketing
- Business to Consumer (B2C) Marketing
- Innovations in Marketing
- Emerging Issues in Marketing
- Sports Marketing
- Fashion Marketing
- Arts Marketing
- Tourism Marketing
- Hospitality Marketing
- Branding and Destination Imaging
- Events Marketing
- E-Marketing
- Tools and Applications in Mobile Marketing
- Marketing and Social Media
- Marketing Analytics
- New ways of building Brands
- Digital marketing

Entrepreneurial Growth

- Digital Business
- Global Business
- Operation Management
- Supply Chain
- Halal Supply Chain
- Halal Business
- Entrepreneurship and Institutions
- Entrepreneurship, Growth and Competitiveness
- Entrepreneurship and regional development
- Policy Entrepreneurship
- International entrepreneurship
- Corporate and Strategic Entrepreneurship
- The role of universities in entrepreneurship
- Entrepreneurial finance and venture capital
- Innovation and technological entrepreneurship
- Entrepreneurship and governmental support
- Social and community entrepreneurship
- Green entrepreneurship
- Entrepreneurial culture
- Entrepreneurship and gender
- Entrepreneurial learning and communities of practice
- New businesses survival
- Social entrepreneurship
- Digital economics

Economic Resilience

- Gig economics
- Financial wellbeing
- Banking Sector Resilience
- Monetary Policy Impacts
- Financial Sector Development
- Fiscal Policy & Economic Growth
- Government Investment Strategies
- Human capital development
- Public-Private Partnerships
- Government Stimulus Measures
- Regulatory Frameworks
- Infrastructure Investment
- Regional integration and trade
- Agriculture development and food security
- Social well-being
- Ageing Population and wellbeing
- Economics of environment and sustainability
- Green economy and climate change resilience
- Inclusive growth and poverty reduction
- Islamic Economics
- MADANI Concept
- Sustainable Development Goals (SDGs)

PUBLICATION OPPORTUNITY:

All registered and accepted submissions have the following publication opportunities:

i. Conference Proceedings

All accepted and registered abstracts will be published in the Conference Proceedings. The Conference Proceedings will be published with an eISBN Number.

ii. Indexed (MyCite/ ERA/ Scopus) Publications

Full Paper Submissions for conference proceedings will be subjected to a double-blind review process. Selected papers will be published in MyCite/ ERA/ SCOPUS Journals. Publication is also subject to satisfactory revision of papers as shall be required by the journal editors. Additional fee for publication will be required upon acceptance of paper.

IMPORTANT DEADLINE:

1. Abstract Submission Deadline : 15th May 2024
2. Notification of Abstract Acceptance : 31st May 2024
3. Full Paper Submission : 30th June 2024
4. Early Bird Payment Deadline : 15th July 2024
5. Camera Ready and Payment Fee Deadline : 30th August 2024
6. Conference Date : 8th - 10th October 2024

CONFERENCE REGISTRATION FEE:

Category	Fee
UniKL & Associates	RM 750.00
Government	RM 900.00
Private	RM 1,000.00
Local Student	RM 600.00
International Student	USD 250.00
International	USD 350.00

* 10% discount for early bird payment

MORE INFO



ICMEE 2024 Secretariat

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FOR DETAILS & REGISTRATION: <https://submit.confbay.com/conf/icmee2024>

ORGANISER



COLLABORATOR



SUPPORTED BY



CONFERENCE MANAGER

