

Applied International Business Conference-2008

Labun School of International Business Finance, University of Malaysia Sabah

(6th to 8th November-2008)

222

Tariq Jalees

Associate Professor, Director CoMS
PAF-Karachi Institute of Economics and Technology, Pakistan
tariquej2004@yahoo.com

The Conference was organized by the Labuan School of International Business and Finance, University of Malaysia Sabah (UMS) at the Grand Dorset Hotel, Labuan, Malaysia. The theme of the conference was "Towards Enhancing International Competitiveness". The conference spanned three days during which 133 research papers were presented in 33 concurrent sessions by academicians belonging to 16 countries including Malaysia, United States, United Kingdom, India, Belgium, Indonesia, Australia, New Zealand, Thailand, Philippines, Iran, Iraq, Mauritius, Nigeria, Bahrain, and Pakistan. From Pakistan 9 papers were submitted by academicians belonging to International Islamic University, Quaid-e-Azam University, Riphah International University, and PAF Karachi Institute of Economics and Technology. It was heartening to see the participation of Pakistani Universities at an International Conferences.

The papers submitted for the conference were divided into the following five tracks:

Track A: Management and Marketing
Track B: Business

Track C: Economics
Track D: Banking/Finance/Accounting
Track E: Islamic Economics/Banking/Insurance/
Finance

The conference started with the Inaugural session which was chaired by the Minister of International Trade and Industry, Malaysia Mr. Tan Sri Muhyiddin Bin H. J. Mohd. Yassen. The inaugural session began with the welcome address by the Vice Chancellor University of Malaysia, Sabah in which he mentioned the aims and objectives of the conference which included the desire to bring together scholars and practitioners from around the world to discuss contemporary issues in various areas of international business. He also talked about the hope that the conference would pave the way for a better regional and international cooperation, and would help in enhancing future research for mutual benefit. He also noted his desire that the delegates would actively participate in all the session, and derive maximum benefit from the knowledge generated during the conference. The key note speaker for the conference was Minister of International Trade and Industry, Mr.

Tan Sri Muhyiddin Bin H.J. Mohd Yassin, who discussed the importance of research and the need for coordination between the teaching institutions and the industry.

Following the inaugural session, a Practitioner's Forum was held on the topic of "The Oil and Gas Industries: Current Issues and Challenges", in which panelist from Shell and PETRONAS deliberated on the opportunities created from the growth of oil and gas sector in Malaysia and the challenges ahead especially with reference to the Human Resource Management issues.

The actual conference began with four concurrent sessions with each session covering a different track. The conference continued over the next two days during which 133 papers were read in 33 concurrent sessions by academicians belonging to the developed as well as the developing world. PAF-KIET was represented by Mr. Tariq Jalees, Director College of Management Science and Dr. Manzoor A. Khalidi, Dean College of Management Science. Mr. Tariq Jalees presented his paper was on "Relationship on Brand Personification of Parent Brand and Brand Extension" in which he discussed the relationship between the

following brands and their brand extensions: Lifebuoy soap and Lifebuoy shampoo, Tapal tea and Tapal teabags, and Woodward's gripe water and Woodward's toothpaste. Dr. Khalidi's paper which was jointly coauthored with Amanullah was on the "Consumer Perception of Islamic Banking in Pakistan". The paper involved a critique of the Islamic Banking experiment initiated during the Zia era followed by a consumer survey regarding their perception of Islamic banking in Pakistan. The paper was able to generate lively discussion among the audience. It was very much appreciated by the audience because it was perhaps the first time that the Malaysians had heard someone from the academia criticizing Islamic Banking.

The Grand Finale of the event was the final day dinner and cultural show in which the awards for the best paper were presented. The research paper of the Dean of College of Management Sciences, Professor, Dr. Manzoor Anwar Khalidi on "Consumer Perception of Islamic Banking in Pakistan" was selected as the best paper in the category of Islamic Economics/Banking/Insurance/Finance.

(Refer page 224)