

IN COLLABORATION WITH



KC Group of Institutions

MAHSA INTERNATIONAL CONFERENCE ON ACCOUNTING AND BUSINESS (MI-CAB 2023)

CONFERENCE THEME:

***SPEARHEADING DIGITAL TRANSFORMATION AND
INNOVATION FOR BUSINESS SUSTAINABILITY***

IMPORTANT DATES:

- ▶ **ABSTRACT SUBMISSION DEADLINE**
31 AUGUST 2023
- ▶ **NOTIFICATION OF ACCEPTANCE**
5 SEPTEMBER 2023
- ▶ **REGISTRATION DEADLINE**
20 SEPTEMBER 2023
- ▶ **FULL PAPER SUBMISSION DEADLINE**
10 SEPTEMBER 2023

★ **ALL THE CONFERENCE PAPERS WILL BE PUBLISHED IN
MAHSA INTERNATIONAL JOURNAL OF BUSINESS AND
SOCIAL SCIENCES (MJBSS)**

★ **SELECTED PAPERS WILL BE SUBMITTED TO SCOPUS
JOURNALS (Q1-Q4) FOR PUBLICATION***



CONFERENCE DATE:

22 & 23 SEPTEMBER 2023

MAHSA UNIVERSITY
BANDAR SAUJANA PUTRA,
SELANGOR, MALAYSIA

MI-CAB 2023
CONFERENCE
WEBSITE



CONFERENCE OBJECTIVE

Mi-CAB 22 aims to bring together industry experts, thought leaders, and practitioners to explore and discuss strategies, best practices, and emerging trends in digital transformation and innovation. The conference aims to provide a platform for sharing insights, experiences, and success stories, enabling participants to gain a deep understanding of how digital transformation can drive business sustainability in an ever-evolving technological landscape.

Through keynote speeches, panel discussions, and interactive sessions, the conference seeks to empower attendees with the knowledge, tools, and inspiration needed to navigate digital disruption, foster innovation, and harness the potential of digital technologies to create sustainable and competitive business models.

CONFERENCE SCOPE

The scope of this conference is to encourage research and innovative ideas in diverse areas from Medical, Nursing and Lifesciences perspectives towards sustainable health and also to align with the needs of the society and demands from the industry in the wake of the fourth industrial revolution and sustainable development goals and strategies.

RESEARCH TRACK

TRACK 1:

INNOVATIVE GENERAL MANAGEMENT STRATEGIES & ENTREPRENEURSHIP

- Corporate Social Responsibility and Corporate Governance
- E-Governance
- Business Ethics and Human Values
- Sustainable Innovation and Eco Entrepreneurships
- Spirituality in Organisation/Spiritual Empowerment
- Commercial Procurement and Innovative Strategies
- Quality Management
- Technology and Cyber Innovation
- Cross Culture Management
- Leveraging Digitalization for Organizational Success
- Situational Leadership

TRACK 2:

HUMAN RESOURCE MANAGEMENT & LEADERSHIP

- Leadership & Change Management
- Managing Workforce Diversity
- Behavioural Strategy for Competitive Advantage
- Employee Relationship Management
- Reward Management
- HR Outsourcing & Employee Leasing
- Leadership & Organizational Development
- HR Consulting
- Balanced Scorecards & HR Scorecard

TRACK 3:

INNOVATIVE MARKETING STRATEGIES IN ECONOMIC ENVIRONMENT

- Creating Business Value by meeting Consumer Expectations
- Price Instabilities & Economic Volatilities - Inflation & Recession
- Macroeconomics and Monetary Economics
- Innovative Economic Strategies for Emergence of New Market
- Online Business Model and Sustainable Economy
- Imparting Marketing Strategies for Business Sustainability
- Role of E-Marketing in creating New Employment Opportunities
- Economic Reforms and Frameworks



TRACK 4: INNOVATIVE FINANCIAL STRATEGIES

- Micro-Finance & Rural Development
- Green Investing & Accounting
- Innovative Economic Strategies for Financial Inclusion
- Financial Performance & Accounting Practices
- Financial Innovation, Engineering & Analytics
- Global Taxation Practices
- Crypto Currency & Block Chain
- Digital Banking Practices & E-Wallet
- Accounting Challenges
- Creative Accounting and Earnings Management
- Internet Banking and Emerging Markets
- Fintech
- Islamic Finance

TRACK 5: DISRUPTIVE INNOVATIONS

- Digital Government Innovations
- Digital Business Innovations
- Digital Entrepreneurship
- Case Studies on Innovation Hubs
- Innovation Policies & Instruments
- Innovations in Data Analytics
- Innovations in Health Informatics
- Innovations in Project Management
- Innovations in E-Learning & E-Health
- Innovations in Climate Change and Food Security

TRACK 6: SOCIAL INNOVATION IN IT, OPERATIONS & SCM

- Scheduling Problems in Manufacturing and Service Organizations
- Supply Chain Management & Reverse Logistics
- SCM Solutions in Retail Industry
- Quantity Control & Six Sigma Management
- Eco Design and Green Management
- Behavioural Operation Management & Industry 4.0
- Health-Care Management
- New Product & Service Management through Robotic
- Big Data Analysis for Supply Chain
- Social Media Analytics
- E-Governance
- Digital Transformation and Innovation Management

FEES

PAPER PRESENTER (INTERNAL / EXTERNAL)

USD 100 / RM 400

(Additional papers: USD 90 / MYR 400)

PAPER PRESENTER (MAHSA STUDENT)

USD 75 / MYR 250

(Additional papers: USD 58 / MYR 250)

LISTENER (EXTERNAL)

USD 50 / MYR 200

LISTENER (MAHSA STUDENT)

USD 30 / MYR 100

LISTENER (MAHSA STAFF)

USD 50 / MYR 200

PUBLICATION

All the conference papers will be published in

MAHSA International Journal of Business and Social Sciences (MJBSS).

Selected papers will be submitted to **SCOPUS Journals (Q1-Q4)** for publication.

**The publication charges will be borne by the author*

ENQUIRY / REGISTRATION

Please email at:

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Scan QR Code to
make payment
Kindly email the
receipt to the
conference
secretariat

