

CONFERENCE FEE

	PAPER/POSTER PRESENTATION	PARTICIPANT/LISTENER
EARLY BIRD BY 15 AUG 2019	USD 200 (RM800.00)	USD 150 (RM600.00)
NORMAL REGISTRATION BY 30 SEPT 2019	USD 250 (RM1000.00)	USD 200 (RM800.00)
LATE REGISTRATION BY 30 SEPT 2019	USD 300 (RM1200.00)	USD 250 (RM1000.00)
STUDENT	USD 150 (RM600.00)	USD 100 (RM400.00)

PROGRAMME TENTATIVES

9.10.2019 (Wednesday)	08:00-08:30	Conference Registration
	08:30-09:00	Opening Ceremony
	09:00-10:00	Keynote Speaker 1
	10:00-10:30	Photo Shooting and Coffee Break
	10:30-12:00	Contributed Papers 1
	12:00	Lunch
	13:30-13:50	Student Speech and Presentation
	14:00-15:30	Contributed Papers 2
	15:30-16:00	Tea/Coffee Break
	16:00-17:00	Panel Discussion 1
10.10.2019 (Thursday)	17:00-18:00	Networking High Tea
	19:30-21:00	Conference Gala Dinner
	09:00-10:30	Contributed Papers 3 or Parallel Session
	10:30-11:00	Tea/Coffee Break
	11:00-12:00	Panel Discussion 2
	12:00-14:00	Round Table Lunch Discussion
	14:00-15:30	Contributed Papers 4
	15:30-16:00	Tea/Coffee Break
16:00-17:00	Keynote speaker 2	
11.10.2019 (Friday)	17:00-17:00	Closing
	09:30	Cultural Excursion
	12:00	End of Conference



Connect-Us Conference 2019

Digital Transformation Opportunities & Challenges

9-11 October 2019
Menara Razak
UTM Kuala Lumpur



<https://connectusconference.net/>



5 Star
QS Overall
Rating

TOP 1%
Universities
in the World

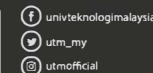
TOP 50
Best
Universities
in Asia

TOP 20
Universities
under
50 years of
establishment

RANKED
53
World Best
University
in Engineering
& Technology

5
Subjects
RANKED
TOP 100

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CALL FOR PAPERS

Swiss-ASEAN Learning and Teaching is launching the call for papers for the **Connect-Us Conference (CuC) 2019**. The Conference is focusing on the topic **Digital Transformation – Challenges and Opportunities** and welcomes related papers in the field of Education, Business and Trade, Innovation and Technology, Society and Ethics, and others.

More information about the topic is available on Conference website :

(<http://razak.utm.my/cuc2019/>)

IMPORTANT DATES

Deadline of Short Abstract
Submission
May 15, 2019

Announcement of
Short Abstract Acceptance
May 31, 2019

Deadline of Extended
Abstract/Full Paper Submission
June 30, 2019

Announcement of Extended
Abstract/Full Paper Acceptance
August 15, 2019

Deadline of Registration
August 31, 2019



SHORT ABSTRACT SUBMISSION AND REVIEW

- Short abstract should be submitted by **May 15, 2019**
- Short abstracts should **not exceed 200 words**. Short abstracts should be self-contained and citation-free. Short abstracts should state the purpose, approach, results and conclusions of the work. Thus, a short abstract should be intelligible and complete in it-self (no numerical references)
- Authors are kindly invited to submit their short abstract electronically through **the CuC 2019 online submission system**. We do not accept email submissions
- At submission, authors must **indicate their preference for oral presentation or poster presentation**
- Submitted short abstracts will be evaluated by blind reviewers and the decision of the Scientific Committee will be sent to the author(s) by **May 31, 2019**. Reviewers will be asked to consider the quality of ideas, methodology, (potential) theoretical contribution, clarity of presentation and potential interest to other participants

CONFERENCE WEBSITE

<https://connectusconference.net/>

www.



PANEL DISCUSSION

Panel Discussion 1
October 9, 2019



DIGITAL FREE TRADE ZONES – A NEW OPPORTUNITY FOR PROMOTING TRADE?

In 2017, Malaysia and the world's largest online retailer Alibaba launched a digital-free-trade-zone at the Global Transformation Forum. This digital-free-trade-zone (DFTZ) seeks to establish Malaysia as a leading logistics centre for global market places by opening opportunities for companies both in Malaysia and other ASEAN countries. It should facilitate cross-border trade and enable local businesses to increase exports by reducing non-tariff barriers. Malaysia is supported to become a regional e-fulfilment centre as well as a regional hub for SMEs for inter- and intra-ASEAN trade. The hub especially features Alibaba-owned Lazada, Southeast Asia's largest online marketplace, which is made up of a mix of small merchants and big-name brands. Consequently, there have also been concerns that DFTZ mainly promotes imports from China and threatens the business of local SMEs in Malaysia. Furthermore, DFTZ strengthens the role of Alibaba and there are worries that the tech giant holds too much control over the process and will increasingly dominate e-commerce in Southeast Asia.

Panel Discussion 2
October 10, 2019



TECHNOLOGY AND INNOVATION – ACCELERATING DEVELOPMENT SOPHISTICATION OF BUSINESS MODEL (VALUE CREATION)

Even successful emerging economies face the middle-income trap. The focus on factor and volume driven business models is being justified by reduction of poverty and a general rise in welfare. However, there is a natural upper limit, a ceiling for welfare based on such structures. Entrepreneurs, particularly technology driven entrepreneurs, are a key ingredient to break through that ceiling: their sophisticated business models create the demand for a new skill set, thus putting pressure on policymaking and education to provide the framework in which an innovation driven economy can and will develop. Innovative entrepreneurship is the ferment to change the economy in escaping the middle-income trap.

PUBLICATIONS



All presented papers will be included in the conference e-Proceedings. The authors will be given an opportunity after the conference to submit the revised version of their papers to SCOPUS indexed journals for publication.