The BAFE 2026 Opening Ceremony

14th International Conference on Business, Accounting, Finance and Economics (BAFE) 2026

21 October 2026, Wednesday
Hybrid (Online and Physical) Platform

Zoom Link:
https://us06web.zoom.us/j/84907273006?pwd=NIMOYIrgsjaewokFBEId0qsGrQPo16.1

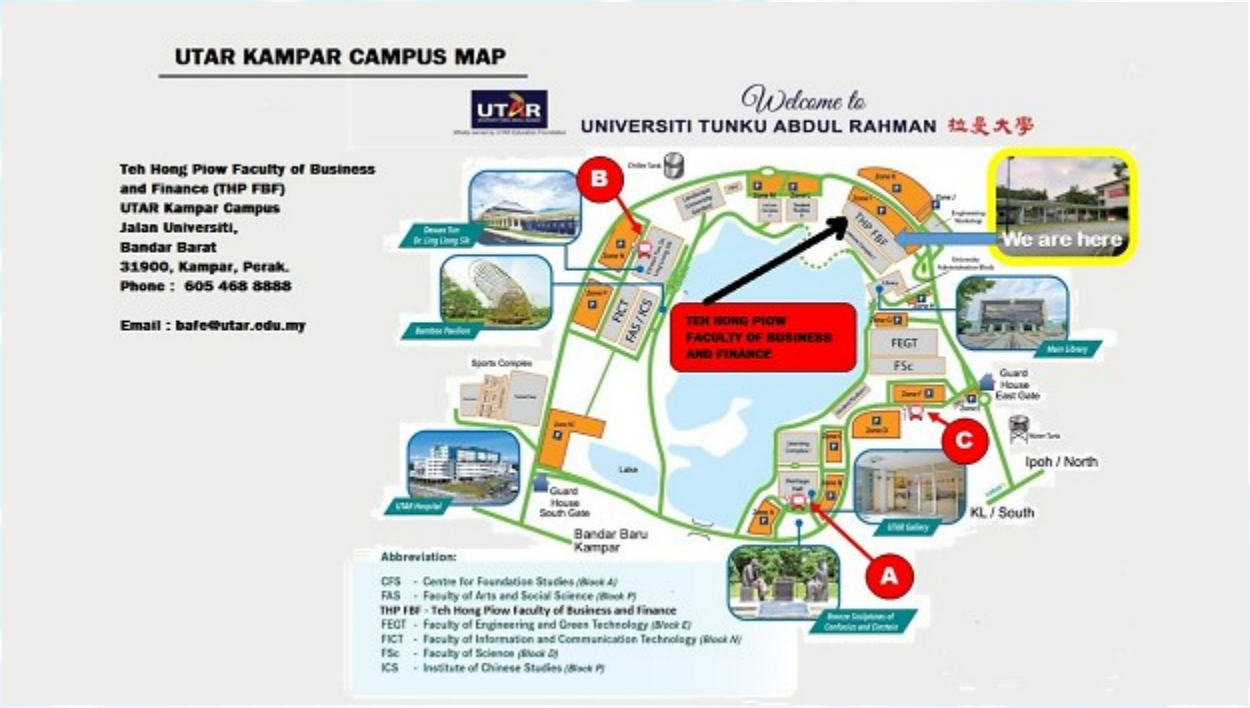
Meeting ID: 849 0727 3006
Passcode: 674432

Programme

(MYT)/(GMT+8)

08:45am	Participation of Presenters and Participants
09:00am	Welcome Remarks by Prof. Dr. Au Yong Hui Nee Dean of Teh Hong Piow Faculty of Business and Finance (THP FBF).
09.10am	Opening Speech by Prof. Dr. Zuraidah Binti Abd Manaf Vice President (R&D and Commercialisation). Universiti Tunku Abdul Rahman (UTAR)
09:20am	Souvenir Presentation to VIPs and Sponsors
09:25am	Acknowledgement of co-organisers and sponsors
09:30am	Photo Taking Session
09:40am	Tea Break
10:00am	Keynote Speech 1: Prof. Fadilah Puteh (Physical) Title: Bridging the Divide: Aligning Digitalisation and Innovation with Inclusive Growth in an Era of Uncertainty
10:40am	Keynote Speech 2: Prof Albert Teo (Online) Title: Managing and Measuring Social Impact to Optimize Social Sustainability
11.20am	Parallel Presentation Session 1
12.50pm	Lunch Break

02.00pm	Keynote Speech 3: Clara Arokiasamy OBE (Online) Title: Rethinking Creative and Cultural Industries: Towards Inclusive, Sustainable and Community-Led Policy
02.40pm	Keynote Speech 4: Prof. Dr. Jin Hooi Chan (Online) Title: Are We Studying the Wrong Economy? Creative Industries and the Future of Business Research
03.20pm	Parallel Presentation Session 2
04:50pm	Tea Break
05.10pm	Best Papers Awards & Best Presentations Awards
05.30pm	Closing Remarks



BAFE 2026 Conference Programme Schedule

21 October 2026 (Wednesday)		
Zoom Link: https://us06web.zoom.us/j/84907273006?pwd=NIMOYIrgsjaewokFBEId0qsGrQPo16.1 **Meeting ID: 849 0727 3006** **Passcode: 674432**		
Time ***(MYT)/(GMT+8)***	**Activities**	**Virtual Venue**
08.45 – 09.00	Registration	Block H108 & H109
09.00 – 09.40	Opening Ceremony	Zoom: Main Room (For Online Participants) Block H108 & H109 (For those participants attended physically)
09.40 – 10.00	Tea Break	Block H112 & H113
10:00 – 10.40	Keynote Speech 1: Prof. Fadilah Puteh (Physical) **Title:** Bridging the Divide: Aligning Digitalisation and Innovation with Inclusive Growth in an Era of Uncertainty	Zoom: Main Room (For Online Participants) Block H108 & H109 (For those participants attended physically)
10:40 – 11:20	Keynote Speech 2: Prof Albert Teo (Online) **Title:** Managing and Measuring Social Impact to Optimize Social Sustainability	Zoom: Main Room (For Online Participants) Block H108 & H109 (For those participants attended physically)
11.20 – 12.50	Parallel Presentation Session 1	Breakout Room: Room 1, 2 & 3(Online) Block H108, H109
12.50 – 14.00	Lunch Break	Block H112 & H113
14:00 – 14:40	Keynote Speech 3: Clara Arokiasamy OBE (Online)	Zoom: Main Room (For Online Participants)

	Title: Rethinking Creative and Cultural Industries: Towards Inclusive, Sustainable and Community-Led Policy	Block H108 & H109 (For those participants attended physically)
14.40 – 15.20	Keynote Speech 4: Prof. Dr. Jin Hooi Chan (Online) **Title:** Are We Studying the Wrong Economy? Creative Industries and the Future of Business Research	Zoom: Main Room (For Online Participants) Block H108 & H109 (For those participants attended physically)
15.20 – 16.50	Parallel Presentation Session 2	Breakout Room: Room 1, 2 & 3(Online) Block H108 & H109 (Physical)
16:50 – 17:10	Tea Break	Block H112 & H113
17.10 – 17.30	Best Papers Awards & Best Presentations Awards	Block H108 & H109
17.30	Closing Remarks	Zoom: Main Room (For Online Participants) Block H108 & H109 (For those participants attended physically)