



The 11TH INTERNATIONAL CONFERENCE
ON SOCIAL RESPONSIBILITY, ETHICS AND
SUSTAINABLE BUSINESS (iCSR)
5 - 7 SEPTEMBER 2024
ZENITH HOTEL, PUTRAJAYA



CONFERENCE ITINERARY

DAY 1

5 September 2024 (Thursday)

- 9.00am – 9.45am : Registration and Breakfast
- 10.00am – 10.20am : Arrival of Her Royal Highness Queen Tunku Azizah Aminah Maimunah Iskandariah binti Almarhum Sultan Iskandar Al-Haj
- 10.20am – 10.30am : Doa Recital & National Anthem
- 10.30am – 10.40am : Welcoming Address by YBhg. Professor Dato' Seri Ir. Dr. Abdul Rahman bin Mohamed, Vice Chancellor, Universiti Sains Malaysia
- 10.40am – 11.00am : Officiating Ceremony and Royal Keynote by Her Royal Highness Queen Tunku Azizah
Title: Royal Social Responsibility: Insights and Inspiration
- 11.00am – 12.30am : **Industry Keynote**
- Dato' Seri Syed Mohamad Aidid Syed Murtaza
Executive Chairman of Master-Pack Group Berhad (PLC),
Chairman of the Penang Port Sdn Bhd,
Chairman of Yayasan Bumiputra Pulau Pinang Bhd
Title : Navigating Ethics for Sustainable Success: Insights From Malaysia
- Academic Keynote 1**
- Professor Dr. Azlan Amran
Deputy Vice Chancellor, Industry and Community Network
Universiti Sains Malaysia
Title: Successful Factors for Impactful Community Development Projects: USM's Experience
- Academic Keynote 2**
- Professor Dr. Bartolomé Marco-Lajara
University of Alicante, Spain
Title: CSR and Sustainability: Challenges for The Tourism Business Environment
- 12.30pm – 2.15pm : Departure of Her Royal Highness Queen Tunku Azizah Aminah Maimunah Iskandariah binti Almarhum Sultan Iskandar Al-Haj
- Lunch Break
- 2.15pm – 2.45pm : **Academic Keynote 3**
- Dr. Esther Poveda-Pareja, University of Alicante, Spain
Title: CSR in Agglomeration Environments: A Tourism District Approach
- 2.45pm – 3.45pm : **Conference Presentation**
- Theme : Artificial Intelligence (AI) & Corporate Social Responsibility (CSR)
- Chaired By : Assoc. Prof. Dr. Georgiana Grigore (Founder of iCSR)
University of Leicester, United Kingdom
Assoc. Prof. Dr. Mike Molesworth
University of Birmingham, United Kingdom
- Venue : Silk Ballroom

- 3.45pm – 4.00pm : Tea Break
- 4.00pm – 5.00pm : Publication Opportunities & Conference Way Forward Sharing Session
 Chaired by : Assoc. Prof. Dr. Izzal Asnira Zolkepli (iCSR Convener)
 Universiti Sains Malaysia
- Briefed by:
- i. Professor Dr. Alin Stancu (Founder of iCSR) - *Studies in Governance, Leadership, and Responsibility published by Palgrave*
 - ii. Assoc. Prof. Dr. Georgiana Grigore (Founder of iCSR) - *European Journal of Interdisciplinary Studies (Scopus)*
 - iii. Professor Bartolomé Marco-Lajara - *Investigaciones Turísticas (Scopus)*
 - iv. Dr. Paolo D'Anselmi - *CSR in Public Administration published by Palgrave*
 - v. Dr. Suriati Saad - *Kajian Malaysia (Scopus) – Special Issue*
 - vi. Dr. Ng See Kee - *Pertanika (Scopus) – Special Issue*
 - vii. Dr. Mahadevan Krishnan - *Global Business Management Review*
 - viii. Dr Rehan Tariq - *Journal of Entrepreneurship and Business*
- Q&A Session
- Venue : Silk Ballroom
- 5.00pm : End of Conference Day 1
- 6.15pm – 6.30pm : Registration for Boat Cruise Dinner, Putrajaya (*only for the participants paid for Dinner*)
- 6.30pm – 8.30pm : Boat Cruise Dinner, Putrajaya

DAY 2

6 September 2024 (Friday)

- 9.00am – 9.15am : Day 2 Registration
- 9.15am – 10.30am : **Conference Presentation – Parallel Session 1**
 Theme : Business & Ethical Leadership in CSR
 Chaired by : Assoc. Prof. Dr. Georgiana Grigore (Founder of iCSR)
 University of Leicester, United Kingdom
 Venue : Silk Ballroom
- Conference Presentation – Parallel Session 2**
 Theme : Storytelling for Impact: Evolving Narratives in CSR
 Communication
 Chaired by : Assoc. Prof. Dr. Heba Abou-El-Sood
 United Arab Emirates University, United Arab Emirates
 Venue : Zenith 2
- Conference Presentation – Parallel Session 3**
 Theme : Digital Accountability: The New Frontier in Sustainability
 Reporting
 Chaired By : Assoc. Prof. Alina Andrea Miron
 Academia de Studii Economice din București, Romania
 Venue : Zenith 3
- Conference Presentation – Parallel Session 4**
 Theme : Engaging Stakeholders: Strategies for Effective Communication
 Chaired by : Dr. Nuria Astagini
 Universitas Multimedia Nusantara, Indonesia
 Venue : Zenith 4
- 10.30am – 10.45am : Tea Break
- 10.45am – 12.00pm : **Conference Presentation – Parallel Session 5**
 Theme : Marketing with Purpose: Aligning Campaigns with Societal
 Values
 Chaired by : Professor Dr. Mitja Ruzzier
 University of Primorska, Slovenia
 Venue : Silk Ballroom

Conference Presentation – Parallel Session 6

Theme : Communication Strategies for Resilience
Chaired by : Assoc. Prof. Dr. Zeti Azreen Ahmad
International Islamic University Malaysia
Venue : Zenith 2

Conference Presentation – Parallel Session 7

Theme : Integrating Governance, Social and Environment Factors
Chaired By : Dr. Hameed Rezapouraghdam
Eastern Mediterranean University North Cyprus
Venue : Zenith 3

Conference Presentation – Parallel Session 8

Theme : PR for the Planet: Crafting Sustainable Communication Strategies
Chaired by : Dr. Francesca Farache
University of Leicester, United Kingdom
Venue : Zenith 4

12.30pm – 2.45pm : Lunch Break & Friday Prayer

2.45pm – 4.00pm : Conference Presentation – Parallel Session 9

Theme : Sustainable Practices in Action
Chaired by : Professor Dr. Dimiter Lalnazov
University of Kyoto, Japan
Venue : Silk Ballroom

Conference Presentation – Parallel Session 10

Theme : Sustainable Advertising: Crafting Campaigns for a Greener Future
Chaired by : Professor Barry Ackers
University of South Africa, South Africa
Venue : Zenith 2

Conference Presentation – Parallel Session 11

Theme : Reputation Matters: The Strategic Role of CSR in Brand Trust
Chaired By : Dr. Suriati Saad
Universiti Sains Malaysia
Venue : Zenith 3

Conference Presentation – Parallel Session 12

Theme : Cross-Cultural CSR: Bridging Global and Local Perspectives
Chaired by : Dr. Ng See Kee
Universiti Sains Malaysia
Venue : Zenith 4

4.00pm : Closing Ceremony

DAY 3**7 September 2024 (Saturday)**

7.00am – 7.15am : Tour Registration

7.15am – 12.00pm : Kuala Lumpur Half Day City Tour

The tour starts with a panoramic view of the city's vibrant landscape, offering a glimpse into its rich history and culture. First, visit the **National Monument**, a tribute to fallen soldiers, before heading to the **King's Palace** for a photo stop and a deeper understanding of **Malaysia's Sultanate monarchy**. Next, you'll arrive at the iconic **Petronas Twin Towers** for a memorable photo session, capturing stunning shots of these architectural marvels in the morning light. Continue to **Dataran Merdeka (Independence Square)**, where you'll learn about Malaysia's independence and witness historic landmarks such as the **Sultan Abdul Samad Building, the Royal Selangor Club, St Mary's Church, and a glimpse of Kuala Lumpur's oldest mosque – Jamek Mosque**. From here, walk to your final stop at **Central Market**, passing the confluence of two rivers where Kuala Lumpur was founded. Central Market, which was once Kuala Lumpur's largest wet market, has transformed into a vibrant bazaar showcasing local handicrafts and souvenirs from all over Malaysia. It's the perfect place to pick up unique gifts.

12.00pm : Return to Zenith Hotel, Putrajaya