

MAG Scholar Conference

in Business, Marketing & Tourism

Hilton Kuching, Sarawak, Malaysia
22nd - 25th June 2018



2018 MAG Scholar Conference Program

Date : 22-24 June 2018
 Venue : Hilton Kuching, Sarawak
 Theme : Advancing Marketing and Tourism in the Digital Economy
 Directors : Prof. Dr. Kim-Shyan Fam, Dr. Hiram Ting & Dr. Jun-Hwa Cheah
 Secretariat : 2018magconference@gmail.com

22 June (Friday): Two Concurrent Workshops

Time : 8:30 am – 5:00 pm (Lunch, morning and afternoon teas are provided)
 Note : The delegates could only register for one workshop (35 persons max capacity)

- (1) The In's and Out's of Academic Publishing – Prof. Dr. Christopher Griffith, UK
- (2) Hidden Value of Digital Marketing: Marketing Analytics – Dr. James Richard, NZ

23-24 June (Saturday and Sunday): Two-day Conference and Gala Dinner

Time	Programs
0730 – 0830	Registration
0830 – 0900	Opening Ceremony Welcoming Address
0900 – 1000	Keynote Speech (1) by Prof. Dr. Kim-Shyan Fam, NZ <i>Title: Chopstick Business in Asia</i>
1000 – 1030	Morning Break and Network
1030 – 1200	Keynote Speech (2) by Prof. Dr. Christopher Griffith, UK <i>Title: Travellers' Diarrhoea: A Brand Experience Your Tourism Industry Does Not Want</i>
1200 – 1330	Lunch Break and Network
1330 – 1500	Parallel Paper Presentation Session (1) <i>Track topics and chairs to be decided*</i>
1500 – 1530	Afternoon Break and Network
1530 – 1700	Parallel Paper Presentation Session (2) <i>Track topics and chairs to be decided*</i>

*Chairs are Scientific or Editorial Committee members

Time	Programs
0900 – 1030	Parallel Paper Presentation Session (3) <i>Track topics and chairs to be decided*</i>
1000 – 1030	Morning Break and Network
1030 – 1200	Keynote Speech (3) by Mr. Chris Weaver, USA <i>Title: Strategizing Digital Platform in Business, E-commerce, Education and Hospitality (TBA)</i>
1200 – 1300	Lunch Break and Network
1300 – 1400	Special Topic Discussion <i>Title: The Changing Face of Food Safety in Hotel and Culinary Management</i>
1400 – 1500	Parallel Paper Presentation Session (4) <i>Track topics and chairs to be decided*</i>
1500 – 1530	Afternoon Break and Network
1530 – 1630	Expert Talks moderated by Dr. Jun-Hwa Cheah, MAS <i>Title: Contemporary Economic Challenges and the Way Forward for Academics and Practitioners in Asia</i>
1900 – 1930	Arrival of Guests
1930 – 1945	Welcoming Address by Dr. Hiram Ting
1945 – 2115	Gala Dinner
2000 – 2020	Cultural Dance
2030 – 2045	Award-giving Ceremony

25 June (Monday): One-day Cultural Immersion Tour

9:00 am – 5:00 pm (Programs TBA)
 Transportation, tickets and lunch are provided