

## CONFERENCE FEE

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

## PROGRAMME TENTATIVES

<b>9.10.2019</b> (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
<b>10.10.2019</b> (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	
<b>11.10.2019</b> (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



Supported by

**IET** The Institution of  
Engineering and Technology

<https://connectusconference.net/>



5 Star  
QS Overall  
Rating

TOP 1%  
Universities  
in the World

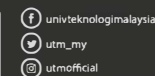
TOP 50  
Best  
Universities  
in Asia

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  
~~April 20, 2019~~ **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 ~~April 20, 2019~~ **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.