

# Malaysia Indonesia International Conference on Economics Management and Accounting

**MIICEMA 2019**  
Malaysia Indonesia International Conference  
on Economics, Management and Accounting  
Website: <http://miicema20.feb.unimal.ac.id/> Email: [miicema@unimal.ac.id](mailto:miicema@unimal.ac.id)

FACULTY OF ECONOMICS AND BUSINESS,  
UNIVERSITAS MALIKUSSALEH  
ACEH - INDONESIA

**Theme :**  
Opportunities and Challenges of Industry 4.0  
in Economics, Management Accounting

**Hermes Hotel**  
Banda Aceh, 20-21 November 2019

**Keynote Speakers**  
• Prof. Dr. Zulkifli Husen, M.Sc  
• Prof. Dr. Fauzias Mat Nor

**Sub - Themes:**  
1. Corporate Governance in Disruptive Settings  
2. Strategic Human Resources  
3. Marketing, Advertising and Branding of Innovative Products  
4. Managerial Decision and Organizational Performance

Prof. Dr. Fauzias Mat Nor  
Prof. Dr. Zulkifli Husen

**UNIMALNEWS | Banda Aceh** - The Faculty of Economics and Business of Universitas Malikussaleh (FEB Unimal) will be holding the Malaysia Indonesia Conference on Economics, Management, and Accounting (Miicema) on November 20-21, 2019 in Banda Aceh. The activity will welcome 28 Deans of Faculty from the Economics Department from various universities across Indonesia and Malaysia. The theme of this year's conference is "Opportunity and Challenges of Industry 4.0 in Economics, Management, and Accounting".

The Dean of Faculty of Economics and Business of Universitas Malikussaleh, Dr. HendraRaza, said that this annual event will be held in Aceh for this year and FEB Unimal will be the organizing committee. Previously, in 2018, Miicema was held by Faculty of Economics and Business of Universitas Tanjungpura Pontianak while Universiti Kebangsaan Malaysia will host the next year's event.

In accordance with the theme, Miicema will discuss the opportunities and challenges of the industry 4.0 in the fields of economics, management, and accounting which are also related to the strategy of resources, marketing, advertising, brands, and product innovation, leadership, innovation and management challenges, financial stability, economy and Islamic finance, startup companies, and so on.

"At least, there are 17 sub themes that will be discussed at the conference," HendraRaza told *Unimalnews* on Monday, August 26, 2019.

All information regarding Miicema can be accessed on the website [MIICEMA](#) and [REGISTRATION](#). For further information, you can contact Dr Darmawati at +62812 1265 8216.

Following the conference, 30 selected articles will be published in *Jurnal Pengurusan* and *Jurnal Ekonomi Malaysia* which are indexed by Scopus. Whereas all other accepted papers will be published in conference proceedings and other journals indexed by Scopus.

Miicema was initiated in 1993 by the Faculty of Economics of UniversitasSyiah Kuala, Faculty of Economics and Commerce of Universiti Kebangsaan Malaysia (UKM). Two dean founders of Miicema, Prof. Dr. Fauzias Mat Nur and Prof. Dr. ZulkifliHusen, will also be present as keynote speakers at Miicema in Banda Aceh, Indonesia.[kur]

**Tanggal:** 26 August 2019

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