

OFFICIATING SPEECH

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**The 5th Advances in Business Research
International Conference (ABRIC 2023)**

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Resorts World Langkawi, Kedah

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Yang Berbahagia

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Yang Berusaha

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**Respected participants, distinguished guests, and
esteemed scholars.**

Salutations

**(To be confirmed by the organiser on the day of the
event)**

Assalamualaikum Warahmatullahi Wabarakatuh. Salam sejahtera. Salam Malaysia Madani. Good morning, everyone.

1. *Alhamdulillah*, praise be to Allah S.W.T. for His endless blessings which enable us to gather on this momentous morning.
2. It gives me great pleasure to address you today at the **5th Advances in Business Research International Conference (ABRIC 2023)** organised by the **Faculty of Business and Management, UiTM** on the beautiful and culturally rich island of Langkawi, Malaysia.
3. I would like to extend a warm welcome to everyone from near and far congregating for this special academic event focused on the theme "**Embracing Digital Transformation: Empowering Sustainable Business Practice**".

4. My heartfelt congratulations to the organisers and everyone involved in the making of this impactful event.

Ladies and gentlemen,

5. Our world is changing at an unprecedented rate. The evolution of the digital economy has enormous potential to alter our future in fundamental ways.
6. Artificial intelligence (AI), the Internet of Things (IoT), virtual reality (VR), big data, blockchain, self-driving cars, and countless more technologies have become the foundation of our digital landscape.
7. In the face of such rapid technological change, our vision for **Malaysia MADANI** – a civilised, skilled, and inclusive society – is firmly based on six **(6)** key values: **sustainability, prosperity, innovation, respect, trust, and compassion.**

8. These values serve as guiding principles for us as we strive for a more progressive and equal future. When used successfully, digital transformation may create unparalleled potential for enterprises, governments, and societies alike.
9. It is not merely a catalyst for long-term growth and development but also a technological revolution.

Ladies and gentlemen,

10. Digital innovation is undoubtedly welcome yet we must keep in mind its potential to benefit our society, economy, and environment.
11. In order to ensure long-term future readiness, we must hold in-depth talks about how to best exploit the possibilities of digital change while guaranteeing inclusion and social equality.

12. In other words, we must look for ways to use technological advances to overcome gaps and empower marginalised communities.
13. With its rich cultural heritage and diverse economic landscape, I believe that Malaysia understands the importance of embracing digital transformation while safeguarding **Malaysia MADANI** principles.
14. We understand the importance of technology in fostering economic growth, social progress, and environmental stewardship. Our dedication to sustainability, profitability, and innovation is inextricably linked to our embracing of digital innovations.
15. Hence, to build a sustainable and empowered future, we must encourage collaborations among academia, industry, and governments to find the answers to global concerns and promote sustainable business practices through such collaborations.

Ladies and gentlemen,

16. All in all, we must stay firm in our quest for a future that exemplifies trust, respect, and compassion as we traverse the difficulties of the digital world.
17. Let us embark on this transformational journey together, where digital tools empower human potential and sustainable practices serve as the foundation of our progress.
18. On that note, once again, I would like to congratulate all the outstanding individuals who have worked tirelessly to ensure the success of this event. Well done, **UiTM** and the organising committees of **ABRIC 2023**, for putting together this important meeting of minds.
19. I wish you all the best in your deliberations and may our discussions at this conference produce the power of digital transformation to create a more

sustainable and inclusive future for the advancement of humanity.

**Without further ado,
with *Bismillahirrahmanirrahim*,
I declare the 5th Advances in Business Research
International Conference open.**

Thank you.

***Wabillahi Taufiq Walhidayah Wassalamualaikum
Warahmatullahi Wabarakatuh.***