

WELCOME ADDRESS

Yang Berbahagia
Prof. Datuk Dr Hajah Roziah Mohd Janor
Vice-Chancellor
Universiti Teknologi MARA

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

27 September 2023

Resorts World Langkawi, Kedah

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Yang Amat Berhormat
Dato' Sri Haji Fadillah bin Haji Yusof
Deputy Prime Minister of Malaysia

Yang Berbahagia
Prof. Dr Firdaus Abdullah
Dean of the Faculty of Business and Management, UiTM

**Distinguished delegates, esteemed colleagues, and
honourable guests**

Salutations

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

Assalamualaikum Warahmatullahi Wabarakatuh and greetings to all.

1. *Alhamdulillah*, praise be to Allah S.W.T. for His grace and blessings that made this momentous occasion possible.
2. A warm welcome I bid to all esteemed guests and participants gathered here today for the **5th Advances in Business Research International Conference (ABRIC 2023)**, set against the backdrop of the breath-taking landscapes of Langkawi, Malaysia.
3. It is with utmost delight and an overwhelming sense of honour that I humbly address you today for this distinguished conference with the profound theme

"Embracing Digital Transformation: Empowering Sustainable Business Practice."

Ladies and gentlemen,

4. **Malaysia MADANI** is a manifestation of our collective aspirations towards a society that is advanced, inventive, and all-encompassing.
5. The remarkable progress in technology, consisting of **Artificial Intelligence (AI), Internet of Things (IoT), Virtual Reality (VR), Big Data, Blockchain, Self-driving Cars,** and other **cutting-edge innovations**, undoubtedly propels us towards a future that is both sustainable and equitable.
6. We cannot ignore the profound and far-reaching influence of digital transformation on our esteemed society. It is incumbent upon us to effectively leverage its immense potential to foster and enable sustainable business practices.

7. Hence, to foster a sustainable ecosystem in which businesses can flourish in harmony with the environment, it is imperative that we harness the potential of digital technologies.
8. By strategically leveraging these technologies, we can pave the way for a future where economic growth and environmental preservation go hand in hand.

Ladies and gentlemen,

9. In order to adequately prepare our students and future leaders for the challenges of the digital era, we must equip them with the requisite knowledge and skills to navigate the intricate digital landscape while upholding steadfastly the fundamental principles of **sustainability**.

10. These crucial undertakings are aligned with the university's mission of producing **Globally Marketable** graduates who are not just products of **Quality Education** but are individuals who are highly adaptable, multi-skilled, innovative, and above all, possess **integrity**.
11. It is important to recognise that the concept of **Malaysia MADANI** is evident in the incorporation of digital solutions that has indeed facilitated significant strides in socio-economic advancement and fostered a culture of innovation.
12. Moreover, our unwavering dedication to sustainable development is exemplified by our resolute commitment to utilising technology as a catalyst for forging a path towards a more promising future.

13. Therefore, It is timely to strategically align digital transformation with sustainable practices, thereby guiding our enterprises and society towards a future that encompasses both economic prosperity and environmental stewardship.

Ladies and gentlemen,

14. I would like to express my utmost appreciation to the esteemed organisers and participants, whose commitment and tireless efforts have been instrumental in bringing about the realisation of this remarkable conference.

15. Let us seize the opportunity to foster collaboration, drive innovation, and wholeheartedly embrace the immense potential of digital transformation in order to

empower sustainable business practices not only in Malaysia but also in the wider global landscape.

16. May our combined endeavours ignite a transformative movement of advancement, subsequently establishing an enduring heritage for future generations.
17. In closing, I wish everyone a productive time at the conference, and I look forward to hearing your insights and ideas.

Thank you.

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