

## Invitation Letter

### **2018 MAG Scholar Conference in Business, Marketing & Tourism** ***Advancing Marketing and Tourism in the Digital Economy***

▪ June 22-25, 2018 ▪ Hilton Kuching, Malaysia ▪

Organizers

**MAG Scholar and Sarawak Research Society**

[www.magscholar.com](http://www.magscholar.com); [www.sarawakresearchsociety.org](http://www.sarawakresearchsociety.org)

Dear Delegates,

Welcome to 2018 MAG Scholar Conference on Business, Marketing, and Tourism organized by MAG Scholar and Sarawak Research Society!

We would like to invite you to attend this international conference, a meeting of minds on Advancing Marketing and Tourism in the Digital Economy which will be held at Hilton Kuching in the City of Kuching, which is dubbed as the City of Unity in Sarawak on the island of Borneo and at the eastern part of Malaysia on 22-25 June 2018. In addition to the 2-day conference, there will be two concurrent pre-conference workshops and a one-day cultural immersion trip after the conference. All accepted papers will be published in the MAG Scholar online proceedings with an ISBN and submitted for possible inclusion in Conference Proceedings Citation Index (CPCI). A selection of conference papers will also be considered for awards and publication in the indexed journals.

The conference aims to provide a conducive platform to enhance interactive exchange among academics, researchers, and industry players. Scholars from all over the world who are interested in the advancement of Marketing, Tourism and Global Business in the contemporary setting are all encouraged to attend the conference and submit their papers. Management, Economic and any Social Science papers which are related to Consumer and Organizational Behaviour as well as the development of digital economy are also welcome. Renowned and seasoned scholars and practitioners will be invited to share their knowledge and experience, via workshops, lectures, and presentation sessions, about the latest research developments in business to drive the digital economy.

Enclosed please find the conference flyer which contains the Call for Paper, Conference Topics/Tracks, Important Dates, Program and brief Registration information. Full information, including registration and payment, the profile of the invited scholars and practitioners, and awards and publication opportunities are available on the website of MAG Scholar ([www.magscholar.com](http://www.magscholar.com)) and Sarawak Research Society (SRS) ([www.sarawakresearchsociety.org](http://www.sarawakresearchsociety.org)). Please take note that while all registration and payment are to be done online at MAG scholar website, Malaysian and Asian delegates who wish to pay using Malaysian Ringgit are required to pay to SRS via bank transfer.

Should you have any queries, please do not hesitate to contact Dr. Hiram Ting ([hiramparousia@gmail.com](mailto:hiramparousia@gmail.com)) and Dr. Jacky Cheah ([jackycheahjh@gmail.com](mailto:jackycheahjh@gmail.com)). We look forward to seeing you in Kuching and your contribution to the discourse pertaining to business, marketing, and tourism in the digital economy.

Yours sincerely,

**Prof. Dr. Kim-Shyan Fam**  
**Dr. Hiram Ting**  
**Dr. Jacky Jun-Hwa Cheah**