



ANGEL
ERASMUS+ CBHE



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R5.7 ANGEL International Conference

WP 5. Dissemination and Exploitation





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Executive Summary

The AIC 2024 (ANGEL Erasmus+ CBHE International Conference), held in Kuala Lumpur, served as a dynamic platform for international collaboration, innovation, and sustainability. With participation from academic institutions, industry leaders, and government agencies across Europe and Asia, the conference successfully aligned its agenda around green entrepreneurship, sustainable leadership, and the promotion of evidence-based business solutions.

AIC 2024 provided a venue for more than 23 case study presentations, diverse plenary sessions, and specialized workshops, where attendees explored emerging trends in fields such as renewable energy ventures, sustainable business practices, digital marketing, leadership, and technology for good. One of the standout events at AIC 2024 was the ANGEL Innovation Competition, which provided a platform for students from participating universities to demonstrate their innovative thinking, particularly in sustainable business and green entrepreneurship. This competition underscored the importance of fostering young talent and innovative ideas as part of the ANGEL project's broader objectives. The AIC 2024 Closing Ceremony marked a celebratory conclusion to the conference, with representatives from key industries, government, and academia coming together to commemorate the event's success. Special recognition was given to the ANGEL project and the various industry partners who played an instrumental role in the conference's achievements.

In conclusion, AIC 2024 not only provided a venue for knowledge sharing and partnership-building but also inspired actionable steps toward addressing real-world business and sustainability challenges. By aligning academic research with industry needs, the conference fostered lasting networks and partnerships that will continue to drive sustainable innovation and entrepreneurship.





1. Introduction

The ANGEL Erasmus+ International Conference (AIC) emerges as a pivotal event, marking the culmination of the ANGEL project's dissemination activities. Hosted by UTM Kuala Lumpur, from 10th to 12th June 2024, the conference focuses on fostering sustainable innovation and knowledge exchange, symbolizing the successful collaborative efforts between ASEAN and EU partners. With the theme "**Act to Impact, Transform to Reform,**" the event stands as a beacon of international cooperation aimed at advancing green entrepreneurship and leadership across the ASEAN region.

As the grand finale of the ANGEL project's dissemination journey, the conference showcases the project's achievements, highlights key insights gained, and reflects on its substantial impact in enhancing cross-regional cooperation and innovation. Drawing together participants from ASEAN and EU partners, the conference serves as a platform for a rich exchange of perspectives, knowledge, and best practices, promoting future collaborations between the two regions.

A highlight of the event includes case study presentations, which was subsequently published as book chapters, ensuring the sustainability of knowledge transfer. These publications will preserve the project's impact and extend its reach beyond the conference itself.

The conference offered a diverse program, catering to the varied interests of its participants. From case study presentations and workshops to the ANGEL CBHE Innovation Competition and networking dinners, attendees had the opportunity to engage in multifaceted discussions, learning experiences, and valuable networking sessions, further strengthening the collaborative spirit between ASEAN and EU institutions.





2. Conference Management

This section outlines conference objectives, the committees involved and other logistic information to materialize the conference.

2.1 Conference Objectives

- **Support Green Entrepreneurship and Leadership:** Highlight sustainable practices in entrepreneurship and leadership, particularly in the context of green innovation, involving diverse stakeholders such as international partners and policymakers.
- **Facilitate Cross-Disciplinary Collaboration:** Bring together professionals from multiple fields, including business, environmental sustainability, and technology, to share knowledge and collectively work towards transformative reforms in both research and industry.
- **Bridge Europe-Asia Educational Networks:** Strengthen educational and research partnerships between Europe and Asia, particularly through the Erasmus+ ANGEL program, to foster innovation in sustainable business and leadership.

2.2 Conference Themes and Tracks

The conference theme is ACT to IMPACT, TRANSFORM to REFORM. Case Study tracks for AIC include:

1. Innovations in Sustainable Agriculture
2. Renewable Energy Ventures
3. Circular Economy Initiatives
4. Sustainable Business
5. Community-Based Green Initiatives
6. Tech for Good
7. Waste Management Entrepreneurship





8. Entrepreneurship (conventional and social)
9. Consumer behaviour
10. Human Resource Management
11. Organizational Behaviour
12. Leadership
13. Digital marketing
14. Disaster management
15. Healthcare management/marketing
16. Sustainable Wealth Creation

2.3 Conference Committee

The Scientific Committee of the conference consists of all steering committee members of ANGEL Erasmus+ consortium. The committee is headed by Rosmini Omar, the project coordinator.

The Organizing Committee team of the conference was led by Haliyana Khalid, the dissemination lead of ANGEL Erasmus+ Consortium. The team consists of academic staff in Azman Hashim International Business School. The office of Corporate Affairs of UTM also was also part of the organizing team to assist with the communication and to ensure protocol and procedures were observed.



Figure 1: Organising Committee





Students' volunteers were selected among the postgraduate students in Azman Hashim International Business School. In total we have 15 students' volunteers who have helped in supporting the conference management.



Figure 2: The Students' Volunteers

2.4 Conference Location

The conference was held at the Universiti Teknologi Malaysia, Kuala Lumpur campus. It is situated at the heart of the capital city of Malaysia.



3. Conference Agenda

The 3 days conference was packed with activities such as plenary session, paper presentation, case study presentation, industry workshop and grand dinner.

3.1 ANGEL Innovation Competition

The ANGEL International Innovation Competition serves as a platform for students from ANGEL partners' institutions to demonstrate their innovative thinking, particularly in sustainable business practices, as part of preparing for a greener future. It was held on the first day of the conference.

The competition featured participation from 12 teams representing institutions such as Universiti Teknologi Malaysia (UTM), Universiti Malaysia Kelantan (UMK), Universiti Tun Hussein Onn Malaysia (UTHM), Gadjah Mada University (UGM), Indonesian Islamic University (UII), University of South-East Asia, Institute of Technology Cambodia, Royal University of Phnom Penh, Savannakhet University, Champasack University, Can Tho University, and Ha Noi University of Mining and Geology.



Figure 3: ANGEL Innovation Competition



Figure 4: Group photo of ANGEL Innovation Competition

3.2 Opening Ceremony

The opening ceremony of the conference was officiated by Dato' Dr. Mohd Sharil bin Abdullah, the Acting Deputy Director General of Higher Education (Research and Academic), Ministry of Higher Education. The event was graced by prominent figures including Mr. Timo Goosmann, Deputy Head of the European Union Delegation to Malaysia, YBrs. Prof. Ts. Dr. Abd Latif bin Saleh, Pro-Vice-Chancellor of UTM Kuala Lumpur Campus, YBrs. Assoc. Prof. Dr. Mohd Ariffin Abu Hassan, Director of UTM International, UTM top management, and ANGEL partners.





Figure 5: The distinguished guests

In his officiating remarks, Dato' Dr. Mohd Sharil commended and congratulated UTM and the ANGEL Erasmus+ partners, both from Europe and ASEAN, for organizing the event. He emphasized that the ANGEL Erasmus+ CBHE International Conference (AIC 2024), along with the International Action Research Conference (IARC 2024) as part of AHIBS-ACT 2024, exemplifies the kind of collaborative and innovative approaches needed to tackle today's global challenges. By focusing on green entrepreneurship, leadership, and actionable research, these conferences demonstrate how international partnerships can drive meaningful solutions to real-world problems.



Figure 6: Speech by Dato' Dr. Mohd Sharil and Mr. Timo Goosmann



The AIC 2024, with its emphasis on green entrepreneurship and leadership, aligns with the nation's priorities on sustainability. The ANGEL Erasmus+ CBHE project is vital in advancing the sustainable development agenda. By bringing together international partners, industry experts, academic scholars, and marginalized communities, this conference embodies the collaborative spirit necessary to address global sustainability challenges.



Figure 7: Group Photo

3.3 Plenary Session

The plenary sessions of AIC 2024 featured panel discussions on key topics aligned with the conference theme. These sessions were designed to offer participants a shared platform to engage with experts, facilitating discussions and debates on pressing global industry challenges. The plenary sessions are considered the highlight of the conference, providing attendees the opportunity to hear from prominent leaders and innovators while gaining fresh insights into the latest developments in the field.

AIC 2024 hosted two plenary sessions, Plenary 1 and Plenary 2.

Plenary 1

The theme for Plenary Session 1, titled **‘Act to Impact’**, took place immediately after the opening ceremony on June 11, 2024. The session was moderated by Prof. Dr. Rosmini Omar, ANGEL Project Coordinator. The keynote address was delivered by Datuk Captain Izham bin Ismail, Executive Director of Malaysia Airlines Berhad, whose strategic leadership has driven operational efficiency, enhanced customer service, and strong sustainability initiatives at Malaysia Airlines. His vision encapsulates the essence of green leadership, which is crucial for ASEAN’s economic empowerment and global affairs.



Figure 8: Datuk Captain Izham bin Ismail

Another distinguished speaker in Plenary Session 1 was Prof. Ts. Dr. Mohd Fadhil Md Din, Director of UTM Campus Sustainability. A rising academic star, Prof. Fadhil is known for his active involvement in environmental sustainability and Environmental, Social, and Governance (ESG) practices. His contributions to industry research and innovation have positioned him as a key advocate for promoting sustainable practices.



Figure 9: The plenary session 1

Plenary 2

The theme for Plenary Session 2, titled **‘Transform to Reform’**, took place on the third day of the conference, June 12, 2024. This session was attended by all participants, including students, academics, industry professionals, and community members. Dr. Nur Azam Anuarul Perai, External and Global Relations Manager at AHIBS, served as the moderator. The session featured three distinguished speakers: Prof. Susela Devi K. Suppiah from Sunway University, Puan Khairulbariah Dzunnurin from the Food Aid Foundation, and Dr. Elmos Konis from European University - Cyprus.





Figure 10: Plenary Session 2

Prof. Susela Devi, Director of the Sunway Centre for Environmental Social Governance at Sunway University, has made remarkable contributions to improving accounting education in higher learning institutions, significantly advancing the nation's economic development and sustainability agenda.

Puan Khairulbariah, Director of the Food Aid Foundation, an NGO dedicated to addressing food waste and food insecurity, shared her valuable insights on the challenges and rewards of leading a nonprofit organization. She emphasized the importance of leadership in the NGO sector, focusing on how to mobilize resources, foster partnerships, and engage communities in the fight against food waste. In her talk, she discussed innovative approaches to reducing food waste and the need for collective efforts to build a more sustainable future.

Dr. Elmos Konis, Assistant Professor at European University – Cyprus and Manager Researcher for the ASEAN Network for Green Entrepreneurship & Leadership (ANGEL), brought valuable insights in entrepreneurship, innovation, marketing, and leadership. His expertise elevated the conference experience, making it more memorable and impactful for all attendees.



Figure 11: with all the speakers and moderator

3.4 Case Study Presentation

The AIC Case Study Presentation received 23 accepted Teaching Cases and Teaching Notes, which were showcased during the conference. The presentation tracks covered a diverse range of topics, including Sustainable Wealth Creation, Renewable Energy Ventures, Entrepreneurship, Sustainable Business, Consumer Behavior, Green Start-ups/Green Business, Information Systems & Technology, Healthcare Management/Marketing, Human Resource Management, Leadership, Digital Marketing, and Tech for Good. Presenters included participants from local universities, international ANGEL partners, and representatives from local industries.



Figure 12: Case Study Presentation

The parallel sessions allowed participants to explore specific topics in greater depth and engage more closely with others who shared similar interests and perspectives. These sessions were efficiently managed by student volunteers and AHIBS staff.



Figure 13: Group Photo



Figure 14: Case Study Presentation

Additionally, the teaching cases were published as part of the conference proceedings, complete with an ISBN number, contributing to the conference's outputs for dissemination and publication.

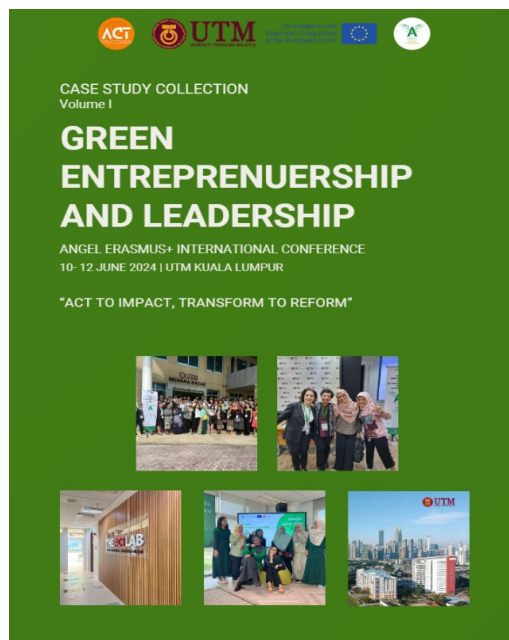


Figure 15: The Case Book

3.5 Grand Dinner and The Closing Ceremony of AIC 2024

The AHIBS-ACT 2024 Grand Dinner and Closing Ceremony, held in conjunction with the closing of the ANGEL Erasmus+ International Conference (AIC), marked the culminating event of the conference. Hosted at Dewan Tun Ismail, World Trade Centre (WTC) Kuala Lumpur, the evening brought together participants, speakers, and organizers to celebrate the success of the conference and reflect on the achievements of the workshops and discussions.

The highlight of the evening was the closing ceremony of the ANGEL Erasmus+ CBHE project, a key milestone that acknowledged the contributions of ASEAN and EU partners in promoting green entrepreneurship and leadership. In his closing remarks, Tan Sri Azman Hashim, Chairman Emeritus and Honorary Adviser of Ambank Group, emphasized the key takeaways from the ANGEL conference, underscoring its impact on sustainability and innovation.



Figure 16: Tan Sri Azman Hashim

Distinguished guests included Mr. Timo Goosmann, Deputy Head of the European Union Delegation to Malaysia, Prof. Ts. Dr. Abd Latif bin Saleh, Pro-Vice-Chancellor of UTM Kuala Lumpur Campus, Mr. Eero Oinonen, EU Political Officer, Tn. Borhan Bachi, FGV Group Director, Prof. Emerita Dr. Durrishah, CEO of IJN College, and Dato' Sri Dr. Hj. Irmohizam Ibrahim, Group Managing Director of WTCKL, along with many other representatives from industries, universities, ANGEL partners, and AHIBS staff.



Figure 17: Distinguished guests at the conference

Special recognition was given to the ANGEL project for its invaluable contributions to fostering sustainable business practices, and Assoc. Prof. Dr. Haliyana Khalid, Chair of the conference, expressed her heartfelt gratitude to all participants for their active involvement. Awards such as the ANGEL CBHE Erasmus+ appreciation, Best Paper Award, and tokens of appreciation were presented to individuals who played pivotal roles in making the event a success.



Figure 18: With some of the ANGEL partners

Under the theme 'Istimewa', the dinner offered a unique opportunity for attendees to network and engage in informal discussions with industry experts, academic professionals, and peers.



Figure 19: Group Photo

4. Visit to Sekinchan

As part of an initiative to foster cultural exchange and immerse participants in Malaysia's rich heritage, members of the ANGEL Erasmus+ project embarked on a journey to Sekinchan, a charming town located in the state of Selangor. Sekinchan is renowned for its picturesque paddy fields, traditional fishing village, and stunning natural landscapes. The town is particularly famous for its vast stretches of paddy fields, which form a beautiful mosaic of lush greenery, offering breathtaking views that extend as far as the eye can see. These rice fields not only serve as the backbone of Sekinchan's economy but also attract photographers, tourists, and those seeking a peaceful escape from urban life.



Figure 20: In front of a paddy field

The journey began with a briefing session at the Integrated Agriculture Development Area (IADA) Barat Laut at 10:00 AM, where the ANGEL delegation was introduced to the region's agricultural practices and innovations in rice cultivation. Following the briefing, the group visited the paddy fields at PPK Pasir Panjang, where they

witnessed firsthand the intricate process of rice farming that sustains the local community. Participants were given the opportunity to learn about the cultivation cycle, from planting to harvesting, deepening their appreciation for Malaysia's agricultural traditions.



Figure 21: Explanation about the paddy industry

The visit also included a tour of the Paddy Museum in Sekinchan, where the group explored exhibits that showcase the history and significance of rice farming in Malaysia. The museum provided valuable insights into the evolution of agricultural practices over time, highlighting the cultural and economic importance of rice to the region.



Figure 22: Trying traditional cake by local entrepreneurs

This cultural immersion in Sekinchan not only strengthened the bonds between ASEAN and European partners but also offered participants a unique perspective on the sustainable agricultural practices that are integral to Malaysia's economy and heritage.

5. Steering Committee Meeting

The ANGEL Erasmus+ Steering Committee Meeting was convened to review pending tasks, streamline ongoing work, finalize remaining deliverables, and strategize the preparation of the comprehensive final report. The primary aim of the meeting was to ensure that all project outcomes were on track and that the team was fully prepared to present the project's key achievements and contributions.

During the meeting, the team reviewed the pending work packages and their respective timelines. Each work package was thoroughly evaluated to ensure that all tasks and objectives were addressed appropriately. A significant focus was placed on the efficient allocation of responsibilities and resources to ensure the timely completion of all remaining tasks. The meeting served as a crucial step in coordinating efforts to meet the project's deadlines and to ensure the successful delivery of all conference commitments.



Figure 23: Group photo after the end of the meeting



6. Impact of the Conference

AIC 2024 serves as a powerful platform for enhancing promotion, visibility, and global reputation while expanding professional networks for both academic institutions and individual participants. The conference attracts international partners, academic scholars, and industry professionals from diverse regions, including Europe and Asia. This wide participation boosts the global visibility of the institutions and individuals involved, positioning them as thought leaders in fields such as business innovation, green entrepreneurship, and sustainable leadership. By facilitating partnerships between researchers and industry professionals, the AIC 2024 conference encourages the translation of academic knowledge into practical solutions for real-world business challenges. This enables industries to adopt evidence-based practices, fostering innovation and driving business growth.

Moreover, the presence of diverse industry stakeholders and government agencies enables a rich exchange of insights, allowing industries to learn from cutting-edge academic research and global best practices. This exposure helps businesses stay competitive and informed about emerging trends in areas such as green entrepreneurship, leadership, and sustainable practices.

The Industry Showcase initiative at the AIC 2024 conference promotes research and products from industries that have collaborated with ANGEL Erasmus+ partners and researchers. It allows participants and industry representatives to explore innovative solutions, fostering networking opportunities and creating possibilities for new collaborations. This platform gives industries visibility for their products, enabling them to share success stories and connect with potential partners, investors, and academics, thus expanding opportunities for mutual growth and innovation.

The industries involved in the Industry Showcase include:

- Dr Ad's Kitchen - Retort Products (Beef & Chicken Rendang, Sambal Goreng Jawa, Sambal Udang) and Acar Buah Premium



- HOLISTICS Lab Sdn Bhd (Digital Halal Solutions) - QuikHalal, MyHalalGiG, HalalWatch
- Cupana Holding Sdn Bhd - Nusantara Guarana Coffee
- Unison Technology & Management (M) Sdn Bhd - UTM Bee Modular Box (Stingless Bee)



Figure 24: Industry showcase

With its innovative theme and multidisciplinary approach, AIC 2024 has attracted attention from academic journals, industry reports, and news outlets, significantly enhancing the visibility of the topics and research presented. Attendees and speakers had the opportunity to network with global peers, fostering relationships that can lead to future collaborations. These connections extend the influence of individuals and institutions well beyond the event, creating lasting professional and

academic networks.



Figure 25

The AIC 2024 Closing Ceremony brought together representatives from numerous industries and government agencies, including FGV Holdings Berhad, Malaysia Board of Technologies (MBOT), Cupana Holding Sdn Bhd, Nikkei Bizruptors, ANGKASA, Waqaf An-Nur, Durio PPE Sdn Bhd, Beroia International Sdn Bhd, Perunding Juru Jasa Sdn Bhd, Benaziz Group Sdn Bhd, PLUS Malaysia Berhad, MISC Marine, Gerbang Alaf Restaurants Sdn Bhd, Johor Corporation Group, and many more.

The AIC 2024 conference has also created valuable opportunities for small businesses to enhance their visibility and raise their industry profile. The event offers platforms for these businesses to showcase and market their products or services, generating interest and excitement around their offerings.



Conclusion

The AIC 2024 conference has proven to be a transformative platform for fostering cross-border collaboration, driving innovation, and promoting sustainability through green entrepreneurship and leadership. Bringing together academic institutions, industry leaders, government agencies, and international partners from across Europe and Asia, AIC 2024 has not only highlighted the critical importance of sustainable business practices but also demonstrated the power of collaborative action in addressing global challenges.

The conference succeeded in creating a space where academic knowledge met practical industry solutions, leading to meaningful exchanges of ideas and innovations. Through diverse discussions, workshops, and industry showcases, participants were able to bridge the gap between theory and application, forging new partnerships that will undoubtedly extend beyond the conference. The involvement of small businesses and industry leaders further reinforced the conference's role as a catalyst for real-world impact, giving participants the tools, networks, and insights necessary to navigate today's complex business landscape.

Moreover, the ANGEL Erasmus+ CBHE project has been central to this success, providing a model for international collaboration that emphasizes sustainability, leadership, and entrepreneurship. The shared achievements of the AIC 2024 participants reflect a collective commitment to shaping a greener, more resilient future. As we move forward, the outcomes of this conference—whether in the form of research, partnerships, or new innovations—will continue to inspire positive change across industries and academia alike.

