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# BUSINESS SUSTAINABILITY AND INNOVATION

Selected, peer-reviewed papers from the  
International Conference on Business Sustainability and Innovation (ICBSI 2018), 17-19  
October, 2018, Bayan Baru, Penang, Malaysia

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# Preface

On behalf of the organizing committee, I am pleased to present the proceedings containing selected, peer reviewed papers from the International Conference on Business Sustainability and Innovation (ICBSI 2018) which was held in 17-19 October, 2018, in, Bayan Baru, Penang, Malaysia at the Olive Tree Hotel, Penang, Malaysia.

The objective of the conference was to integrate sustainability and innovation and to draw on empirical and professional insights for more impactful solutions.

The drive toward business sustainability for the generations of today and tomorrow is important and can be achieved in large part through innovation. Rising consumption of energy and resources associated with the ever-growing global population, particularly in developing countries, have reinforced the dangers of climate change, and have contributed to the soaring cost of oil dependency, water shortages, loss of biodiversity, and social destabilisation. In line with this, the International Conference on Business Sustainability and Innovation (ICBSI, 2018) provided a much-needed platform for contemporary management researchers and practitioners to address these realities.

Business sustainability is an increasingly critical phenomenon not just for academics but also for practitioners and wider society. The ICBSI provided a much-needed forum for scholars and managers to come together and discuss the current situation and propose ways to respond to the challenges ahead. The conference comprised keynote speeches presented from Tan Sri Dato' Paduka, Dr Fng Ah Seng and Prof. Mahbub Zaman. The thematic sections of the conference covered Sustainability Accounting and Governance; Global Strategy and Organisational Behaviour; Marketing; Social Innovation and Sustainability; Finance and Innovation in Operations Management.

As a conference submission management system, “confbay” was used. More than 100 abstracts were submitted to the conference while 75 of them were accepted and presented at the conference. The review process for the papers was stringent. The software program Turnitin was used for both peer review and plagiarism detection. Each submission was subjected to a double-blind review process by two reviewers. The number of submissions received and reviewed was more than 100 and the number of submissions accepted was 75. A total of 30 reviewers were involved in the review process.

The conference chair and organising committee wish to extend their heartfelt thanks to all participants, reviewers and presenters for making the conference a success.

1 November, 2018

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Fng Ah Seng, Tan Sri Dato' Paduka Dr

Founder and Managing Director, Epic Valley Holding Sdn. Bhd. Malaysia

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