

International Conference **ASCENT**

14 - 15 November 2018
FTMS Campus, Cyberjaya

6th International Scholarly Conference on Entrepreneurial Approaches to Information Systems, Business & Education (ASCENT 2018)

ANNOUNCEMENT AND CALL FOR PAPERS

Foreword

ASCENT is an annual international conference organized by FTMS College. It started with a humble beginning in 2013 and is now entering its sixth year. In essence, it is organized as an effort to provide a platform and a forum for academicians and practitioners to discuss and present their works and research findings on extant issues and future trends related to business, IT and education.

This conference will enable you to gain;

- a) Awareness of the different entrepreneurial approaches adopted
- b) Insights of challenges and opportunities affecting business, IT and education and how organisations are addressing them through an entrepreneurial approach and other methods.
- c) Inside knowledge of opportunities available and changes that need to be made for organisations to develop policies with regards to doing business, nurturing innovations and creative talents and managing education to meet future talent

Significance

In today's business world there is a growing need to identify new approaches to the provision of solutions to the problems encountered in business, IT and education. This conference is significant that it will enable participants to;

- ✓ Understand the impacts of global economic and social events on businesses, technology and development of creative talents and education sectors in developing business solutions and the impacts of an entrepreneurial approach to problem solution on SMEs.
- ✓ Identify possible new approaches to overcome current challenges
- ✓ Develop closer practitioner-academia relationships and collaborations
- ✓ Enrich existing research and knowledge literature on extant issues and real-life events
- ✓ Learn from real life experiences and first-hand knowledge of those affected by current events
- ✓ Create and extend networking and new business opportunities.

Call for Papers

We aspire to make ASCENT 2018 as a forum for participants to discuss and exchange ideas, share experiences, present research findings and work in progress on issues related to the conference theme or that will have impact on highlighting issues and providing solutions on the current issues affecting business, IT and education.

As such, we invite scholars, practitioners and public at large to contribute complete, part complete or discussion papers on scholarly ideas, real business experiences and research results on the following (but not limited to) tracks to be presented in concurrent sessions:

- Impacts on business, finance, accounting and human resource sectors of the economy at the operational, tactical and strategic levels of firms.
- Economic, social and political repercussions on developing nations.
- Education, Psychology and Teaching & Learning on developing future human assets and entrepreneurial talents.
- Investments in Information Technology and Systems Management on Innovations on creativity and development of knowledge workers.
- Methods, theoretical, ethical or practical issues related to a search for solutions
- Genesis, dynamics and evolution of methods and issues of research
- Analytics, tools, analytical methods and analysis of potential impacts

The Conference will be conducted in plenary and workshop format. The plenary sessions will feature prominent academics, captains of the industry and high ranking Government officials directly impacted by the events. Concurrent sessions will feature selected papers by academics, practitioners and scholars. Each session will start with brief presentations leading to extended open discussion. Each session will be led by experienced practitioners / academics. The aims are to discuss ideas, deliberate issues and suggest improvements to address relevant issues related to the conference theme.

Submission Process

We invite academics, practitioners, graduate students and scholars to submit and present papers at the Conference. Papers should be in English and associated to one of the categories described above.

Recommended paper length is up to 15 pages and submitted as a PDF file. There is a limit of 250 words for the abstract. Please indicate the tracks/categories that relate with your paper. You will need to submit your paper written in accordance with the APA or any accepted publication format. Important dates are;

Deadlines

Submission of Abstract : 1st October, 2018

Full Papers : 5th November, 2018

Issuance of Notification of Acceptance : One week after submission

Registration and Camera-ready Submission : 8th November, 2018

By submitting a paper, the author(s) implicitly agree that at least one of them will register to the conference and present the paper. It is expected that at least one author will register for each accepted paper. Only papers that have been presented by their authors during the conference will be published as part of the Conference Proceedings.

Publications

All papers submitted for the Conference will be reviewed and only selected papers will be presented in concurrent sessions. Proceedings of the Conference will be published as an electronic publication and selected papers will be published in one of the following International Journals below which are cited in Google Scholar, Index Copernicus, Crossref, Scientific Indexing Services, Malaysian Citation Centre (MyCite), CiteSeer, etc.

The Journals are:

- International Journal of Accounting, Management and Business (IJABM) (ISSN:2289-3717)
- International Journal of Information Systems and Engineering (IJISE) (ISSN: 2289-3709)
- International Journal of Education, Learning and Training (IJELT)(ISSN: 2289-6732)

Registration

Fees for the Conference are as follows;

Category	International	Local		Students
		Corporate	Academics	
Fee	USD 100	MYR 400	MYR 300	MYR 200

* **Registration fee** includes admission to all sessions, 15 min for presentation (for one author), Conference materials, souvenirs and foods

Day 1 – Arrival Coffee, morning coffee, buffet lunch and afternoon tea

Day 2 – Morning Coffee and buffet lunch



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