



**SiBEST 2022 Itinerary**  
 SEGi International Conference of  
 Business, Environment, Sustainability and Technology  
*Revitalizing & Rebuilding towards Sustainable Development*

<b>Time (GMT+8)</b>	<b>10 August 2022 (Morning) Online Mode (Microsoft Teams)</b>	
8:45-9:00	Online Reception  Join us through Microsoft Teams  <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_NjhjZWYzNDYtZDEzZC00ZjQwLWE4MGEtNGU4NTkyYjA5Yzg%40thread.v2/0?context=%7b%22Tid%22%3a%22d100d571-a701-4411-b8d4-f0d10ecb2ca0%22%2c%22Oid%22%3a%229246308e-4482-4ef2-999f-51189384fe49%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_NjhjZWYzNDYtZDEzZC00ZjQwLWE4MGEtNGU4NTkyYjA5Yzg%40thread.v2/0?context=%7b%22Tid%22%3a%22d100d571-a701-4411-b8d4-f0d10ecb2ca0%22%2c%22Oid%22%3a%229246308e-4482-4ef2-999f-51189384fe49%22%7d</a>	
9:00-9:30	Opening Ceremony	Opening Remarks by the Conference Chairperson Dr. Chong Kim Mee

		<p>Guest of Honour Speech by Associate Professor Dr. Wan Zuhainis Saad Director Academic Excellence Division Department of Higher Education, Ministry of Higher Education</p> <p>Opening Speech by Managing Director of SEGi University &amp; Colleges Ms. Stella Lau Kah Wai</p>
9:30-9:35	Introduction to Keynote Speaker 1	Conference Secretariat, Dr. Norzayana
9:35-10:05	Keynote Speech 1  Burapha University	<p>Assistant Prof. Dr. Bunchoo Bunlikhitsiri Faculty of Fine and Applied Arts, Burapha University, Thailand</p> <p><i>The desirable characteristics of the eastern digital industry personnel on digital skills aligned with the digital industry needs in virtual reality and augmented reality in Thailand.</i></p>
10:05-10:25	Tea Break	
10:25-10:30	Introduction to Keynote Speaker 2	Conference Secretariat, Dr. Norzayana
10:30-11:00	Keynote Speech 2  MAHSA University	<p>Prof. Dr. Srikumar Chakravarthi Director, Postgraduate Studies, Research and Innovation, MAHSA University, Malaysia</p> <p><i>Impact of IR4.0 on the future of work. Keep your chin up!! "After all, It's not Rocket Science.</i></p>

11:00-11:10	Group Photo Taking	IT Department
11:10-1:00	Lunch Break	

<b>Time (GMT+8)</b>	<b>10 August 2022 (Afternoon) Online Platform</b>	
1:00-3:00	Concurrent Session	Concurrent Session 1 (BUS: Business and Management) Concurrent Session 2 (BUS: Business and Management) Concurrent Session 3 (BUS: Business and Management) Concurrent Session 4 (OTH: Other Business or Social Science related areas) Concurrent Session 5 (MKT & OTH: Marketing, Technology and Creative Media Other Business or Social Science related areas)
3:00-4:00	Closing Ceremony	Appreciation Message and Closing Remarks from Dean of Graduate School of Business (GSB), Prof. Dr. Lawrence Arokiasamy  Conference Short Video  Presentation of Awards to Best Papers and Best Presenters  Group Photo