

Preface

The ICIBACC 2014 Proceedings incorporate papers on challenges and sustaining excellence in a globalised Malay and Islamic world. The ‘Malay world’ is closely associated with Islam since most of the Malays are predominantly Muslims. The ‘Malay world’ includes many parts of Southeast Asia, stretching from Vietnam and Cambodia to southern Thailand, Malaysia, Singapore, Indonesia, Brunei and southern Philippines. The Malays are also found in Africa, whereas Muslims are found all over the world, including Europe, the United Kingdom, China and the Middle East. In the era of globalisation, the Malays and Muslims in general are faced with challenges in the fields of business, economy and politics. There is also a need to uphold and strengthen the culture, arts and heritage of the Malays. Hence, this conference will provide a platform in bringing together scholars and experts in these areas to discuss issues facing the Malays and Islam in today’s globalised world, to share the latest research findings and also to network with their counterparts worldwide.

Presented here are 40 reviewed papers submitted at the International Conference on Islamic Business, Art, Culture & Communication 2014 held at Historical Melaka, Malaysia. The conference covers the areas of business management, culture and heritage, arts, music, religion, literature, media and communication, human talent, globalisation, language, politics, history, law and ICT. The proceedings of this conference incorporate original papers contributed by researchers from many countries.

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Islamic perspectives relating to business, arts, culture
and communication

Proceedings of the 1st ICIBACC 2014

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2015, XIX, 483 p. 105 illus., 33 illus. in color., Hardcover

ISBN: 978-981-287-428-3