

**Connect-Us Conference 2019**  
The host: Universiti Teknologi Malaysia  
Kuala Lumpur, 9 – 10 October 2019  
[www.connectusconference.net](http://www.connectusconference.net)

## CALL FOR ABSTRACTS

It is a pleasure to invite you to the Connect-Us Conference 2019. The conference is organized by Swiss-ASEAN Learning and Teaching (SALT) and will take place in Kuala Lumpur, Malaysia on 9 to 10 October 2019, hosted by the Universiti Teknologi Malaysia.

The Connect-Us Conference aims to gather academics, researchers, scientists, practitioners, and policy-makers in order to present and discuss research on digital transformation and its impacts on business as well as on economies, societies and educational systems.

The theme of CuC 2019 will be **Digital Transformation – Challenges and Opportunities**.

Technology will trigger completely new ways of connecting businesses and people on local as well as global levels. These interactions between different entities through digital channels will not only create new opportunities but also pose new challenges. In the ideal case, society would benefit from these changes as they promote sustainable development. But a positive overall effect of digital transformation cannot be taken for granted. Therefore, technology as a driver must be consistent with economic and social goals to foster progress and enhance welfare.

The conference will especially focus on Switzerland and the ASEAN countries and highlight the following sub-themes:

1. Education
2. Business and Trade
3. Innovation and Technology
4. Society and Ethics

Connect-Us  
Conference

### Important dates

Deadline for abstract submission:	<b>April 15, 2019</b>
Notification of acceptance:	<b>June 28, 2019</b>
Deadline for full paper submission:	<b>August 1, 2019.</b>

For information on size and format of the abstract, please visit us at [www.connectusconference.net](http://www.connectusconference.net) or [www.saltorg.net/conference](http://www.saltorg.net/conference). Submission link will open from **February 1, 2019**.

For any enquiries regarding the conference, please contact us at [info@connectusconference.net](mailto:info@connectusconference.net).

We look forward to seeing you at Connect-Us Conference 2019 in Malaysia!

Yours Sincerely,



Prof. Dr. Rolf Schaeren  
Chairman  
Swiss-ASEAN Learning and Teaching



Prof. Dr. Nordin Bin Yahaya  
Conference Chair  
Connect-Us Conference