

POSTER PRESENTER GUIDELINES

“5 Minutes Pitching Poster” 12th ICoMM 2025

1.0 INTRODUCTION

- 1.1 These guidelines are intended to serve as a reference for presenters who will participate in the 12th ICoMM 2025 '5 Minutes Pitching Poster' Competition, organized by the Faculty of Economics, Accountancy and Management, Universiti Islam Selangor (UIS).
- 1.2 The theme for the “5 Minutes Pitching Poster” 12th ICoMM 2025 is “**Holistic Management for Sustainable Economic Development and Digital Transformation**”.

2.0 OBJECTIVES

The objectives of this competition are:

- a. Produce high-impact academic posters.
- b. Present the entire study clearly and concisely.
- c. Attracting interest and increasing audience awareness of various research fields.
- d. Provide a platform for the exchange of ideas and collaboration among researchers.

3.0 DATE AND LOCATION OF THE COMPETITION

- 3.1 The details are as follows:

Competition Date	: 14 th August 2025
Competition Venue	: Universiti Islam Selangor (UIS), Bandar Seri Putra
Organizer	: Faculty of Economics, Accountancy and Management, (UIS).

- 3.2 The important dates for the 12th ICoMM 2025 are shown in Table 1.

Table 1: Important Dates for the 12th ICoMM 2025

No	Date	Activity
1	15 June 2025	Abstract submission dateline.
2	7 July 2025	Abstract/ poster notification of acceptance.
3	8 August 2025	Poster softcopy submission.
3	14 August 2025 (8.00 am)	Registration of poster presenters and venue setup.
4	14 August 2025 (8.30 am)	Poster competition begins. Venue: to be informed later
5	14 August 2025 (11.30 – 12.30 pm)	Opening Ceremony and Best Poster Award Presentation.

4.0 PARTICIPATION

4.1 The “5 Minutes Pitching Poster” Competition at the 12th ICoMM 2025 comprises four areas:

Area A Economics

- Sustainable Economic Policies and Corporate Strategies
- Resilience and Adaptability in Economic Systems
- Economics / Islamic Economics
- Corporate Social Responsibility
- Sustainability

Area B Accounting and Finance

- Innovations in Accounting and Financial Management
- Accounting / Islamic Accounting
- Banking / Islamic Banking
- Finance / Islamic Finance
- Risk Management / Islamic Risk Management

Area C Business and Human Resource Management

- Digital Transformation in Business Practices
- Ethical Leadership and Governance
- Business and Management / Islamic Business and Management
- Entrepreneurship / Islamic Entrepreneurship
- Human Resource Management/Islamic Human Resource Management
- International Business
- Leadership / Islamic Leadership
- Marketing / Islamic Marketing
- Operation Management / Strategic Management
- Psychology

Area D Halal

- Halal Management
- Supply Chain Management/ Halal Supply Chain Management
- Muslim Friendly Tourism

4.2 Presenters must **submit an abstract** and are not required to submit a full paper.

4.3 Participation in the 12th ICoMM 2025 '5-Minute Pitching Poster' competition is limited to only 20 posters. Priority will be given to the best posters based on the established criteria.

4.4 Submitted posters must meet the following criteria:

- Poster Size: A1 (594 mm x 841 mm)
- Poster must be in a portrait orientation
- Font type:
 - Do not use all capital letters.
 - Do not mix the font type.
 - Use a regular font (e.g., Times New Roman or Arial).
 - Minimum font size of 18.

The font used should be consistent (size and type) throughout the poster. For example, if the font used for the title is Arial Black, size 42, then all titles on the poster should use the same size and font. Similarly, if the text for the first-level bullet is Arial, size 32, then all other bullets should use the same font size and type

ATTENTION:

The following should be avoided:

- Small font and shadow text.
- A similar background color to the title or content.
- Unclear diagram.
- The description is long and too wordy.

4.5 Each presenter (excluding students) may submit a maximum of two poster entries only.

4.6 All poster presenters are free to design their posters creatively; however, the following format must be followed:

The poster must contain:

- Research Topic
- Abstract
- Research Objectives
- Methodology
- Findings
- Conclusion
- Name of Researchers and Affiliation
- Acknowledgments (optional)

4.7 Presenters must print their posters themselves, and all costs are to be fully borne by the presenters.

5.0 EXHIBITION AND POSTER PRESENTATION

5.1 The poster presentation will be conducted face-to-face with the competition jury/panel at Universiti Islam Selangor (UIS)

5.2 Poster presentation schedule is as follows:

No	Activity	Duration
1	Poster presentation session	5 minutes
2	Q&A session with jury/panel	10 minutes

5.3 Presenters are required to display their posters at the designated location throughout the duration of the 12th ICoMM 2025 poster competition (14 August 2025)

5.4 The organizer will provide a complete exhibition space, including one bunting stand or soft board and one chair for each presenter. Presenters are required to set up their posters before the event begins and remove them after the event ends.

- 5.5 Poster presenters must be present at the exhibition venue for the entire duration of the poster competition, in accordance with the program schedule.
- 5.6 The organizer will not be held responsible for any loss, theft, or damage caused by fire or other reasons throughout the exhibition and competition period.

6.0 EVALUATION CRITERIS

- 6.1 Evaluation of the competing posters will be based on a predetermined scoring scheme. The assessment elements to be used are as follows:
- Originality, uniqueness, accuracy in the use of language and tidiness of the poster.
 - Design, creativity and aesthetic value of the poster.
 - Quality and accuracy of content.
 - Communication and presentation skills of researchers during pitching.
 - Ability to answer questions from the jury confidently and accurately.
 - Time management
- 6.2 At the Preliminary Stage, the competition judges will evaluate and select the presenters who qualify for the Final Stage.
- 6.3 Evaluation for the Final Stage will be based on four (4) main criteria, as shown in Table 2 below:

Table 2: Distribution of Marks for the Final Stage

No	Criteria	Marks (%)
1	Poster content	30
2	Poster design and aesthetic value	20
3	Pitching (Communication / Presentation Skills)	30
4	Ability to answer questions	20

- 6.4 The competing posters will be evaluated by a panel of judges appointed from among experts in academia and/or the industry.
- 6.5 The decision of the panel of judges is final. Any appeal against the decision will not be considered.

7.0 RECOGNITION AND AWARDS

The Best Poster Award will be given to only one winner who achieves the highest score. The decision of the panel of judges is final. No appeals against the decision will be entertained.

8.0 CONTACT PERSON

If you have any inquiries, please contact the secretariat of the 12th ICoMM 2025:

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