



The Halal Science Center Chulalongkorn University
254 CU Research Bldg., Flr. 11-13 Phayathai Rd.,
Wangmai, Pathumwan, Bangkok 10330

November 14, 2019

Dear Al Amirul Eimer,

The Halal Science Center Chulalongkorn University (HSC-CU) is organizing the 12th International Halal Science and Technology Conference (IHSATEC) between December 20-22, 2019 at the Bangkok International Trade and Exhibition Center (BITEC) in Bangkok, Thailand under the main theme of “Algorithmic Touch of Halal.”

Regarding you submitted abstract entitled “The Relationship Between Halal Branding Architecture On Social Sustainability Among Personal Care and Cosmetic Customers: The Moderating Role Of Social Media” to present in this conference, the scientific committee would like to notify that **your abstract has been accepted to present as oral presentation** in “Social Science & Marketing” field and your presentation code is **THA2019-O-M02** Your abstract is invited to submit a full paper to the International Halal Science and Technology Conference Proceeding book which published by Springer (charges) or E-Proceeding published by organizer (no charges).

The date and time of your presentation will be soon announced and posted in <http://www.6ththa-12thihsatec.com>

The final acceptance of your abstract is allied with the presenter's registration. Please go to the conference website to register and update the travel information before November 25, 2019, otherwise your abstract will be considered withdrawn. (The international presenters are requested to upload passport and e-ticket, and inform the itinerary to complete registration).

Thank you very much for your kind consideration and we hope to welcome you here in Bangkok, Thailand.

Yours sincerely,

Associate Professor Dr. Winai Dahlan
Chairman of the Organizing Committee