



16TH GLOBAL CONFERENCE ON BUSINESS & SOCIAL SCIENCES
Grand Millennium Hotel Kuala Lumpur (5-STAR), Malaysia
(IN-PERSON & ONLINE)



DAY 1: Wednesday, 11 September, DAY 2: Thursday, 12 September. 2024

**16th GLOBAL CONFERENCE
ON BUSINESS & SOCIAL SCIENCES
(GCBSS-2024)**

11th - 12th September 2024

Grand Millennium Hotel Kuala Lumpur (5-STAR), Malaysia

(IN-PERSON & ONLINE)

CONFERENCE

PROGRAM

SCHEDULE



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16th Global Conference on Business and Social Sciences on
“Contemporary Issues in Business and Social Sciences Research”

**Grand Millennium Hotel Kuala Lumpur (5-STAR), Malaysia (IN-PERSON & ONLINE-
GMT+1 (MALAYSIA))**

11th - 12th September 2024

Day 1: Wednesday- 11 September, 2024

Venue: Grand Millennium Hotel Kuala Lumpur (5-STAR), Malaysia (IN-PERSON & ONLINE)

08.00 AM – 09.10 AM	Arrival of Delegates & Registration
9.10 AM – 9.20 AM	Conference Opens & Welcome Addresses <i>Chairperson: Allison Low</i>
09.20 AM – 09.35 AM	Welcome Speech: Venue: Millennium Ballroom, Level 2 GATR-GCBSS CONFERENCE SERIES: 12 YEARS OF EXCELLENCE <i>Dr. Kashan Pirzada</i> Birmingham City University, United Kingdom Chairman Advisory Board, Global Academy of Training and Research, Malaysia
09.35 AM – 09.50 AM	Keynote Speech 2: Venue: Millennium Ballroom, Level 2 THE DEVELOPMENT OF A RESEARCH CULTURE IN AN IDEOLOGY-DRIVEN WORLD <i>Emeritus Professor Dr. Gabriël A Moens</i> University of Queensland. Australia.
09.50 AM – 10.10 AM	Keynote Speech 2: Venue: Millennium Ballroom, Level 2 RE-EVALUATING RESEARCH IMPACT IN THE DIGITAL ERA <i>Professor Dr. Ahmad Fauzi Abdul Hamid</i> Universiti Sains Malaysia (USM), Malaysia.
10.10 AM – 10.15 AM	GROUP PHOTO SESSION
10.15 AM – 10.45 AM	Coffee / Tea break at (Foyer, Level 2)



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DAY 1: Wednesday, 11 September, DAY 2: Thursday, 12 September. 2024

10.45 AM – 12.45 PM	Concurrent Sessions: A-1: Venue: (Millennium Ballroom, Level 2)
10.45 AM – 12.45 PM	Concurrent Sessions: A-2: Venue: (Millennium IV, V, VI, Level 2)
12.45 PM – 2.00 PM	International Buffet Lunch at (Millennium IV, V, VI, Level 2)
2.00 PM – 2.30 PM	Keynote Speech 2: Venue: (Millennium Ballroom, Level 2)
	QUALITATIVE DATA ANALYSIS: EMIC AND ETIC CONUNDRUM
	<i>Professor Dr. Danture Wickramasinghe</i> University of Glasgow, United Kingdom.
2.30 PM – 3.45 PM	Concurrent Sessions: B-1: Venue: (Millennium Ballroom, Level 2)
2.30 PM – 3.45 PM	Concurrent Sessions: B-2: (Millennium IV, V, VI, Level 2)
3.45 PM – 4.15 PM	Coffee / Tea break at (Foyer, Level 2)
4.15 PM – 5.30 PM	Concurrent Sessions: B-3: Venue: (Millennium Ballroom, Level 2)
4.15 PM – 5.30 PM	Concurrent Sessions: B-4: Venue: (Millennium IV, V, VI, Level 2)
7.00 PM – 11.00 PM	GALA Dinner & Networking Venue: Millennium IV, V, VI, Level 2

End of the program for the day one.



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Day 2: Thursday – September 12, 2024

Venue: Grand Millennium Hotel Kuala Lumpur (5-STAR), Malaysia (IN-PERSON & ONLINE)

8.45 AM – 10.30 AM	Concurrent Sessions: C-1: Venue: (Millennium Ballroom, Level 2)
8.45 AM – 10.30 AM	Concurrent Sessions: C-2: (Millennium IV, V, VI, Level 2)
10.30 AM – 11.00 AM	Coffee / Tea break at (Foyer, Level 2)
11.00 AM – 12.45 PM	Concurrent Sessions: D-1: (Millennium Ballroom, Level 2)
11.00 AM – 12.45 PM	Concurrent Sessions: D-2: (Millennium IV, V, VI, Level 2)
12.45 PM – 2.00 PM	International Buffet Lunch at (Millennium IV, V, VI, Level 2)
2.00 PM – 4.00 PM	Workshop: on Publishing in High Impact Factor ABS and ABDC Indexed Journals: Venue: (Millennium Ballroom, Level 2) <i>Professor Dr. Danture Wickramasinghe</i> University of Glasgow, United Kingdom
4.00 PM – 4.15 PM	Coffee / Tea break at (Foyer, Level 2)
4.15 PM – 5.30 PM	Workshop: on Publishing in High Impact Factor WOS and SCOPUS Journals: Venue: (Millennium Ballroom, Level 2) <i>Professor Dr. Ahmad Fauzi Abdul Hamid</i> Universiti Sains Malaysia (USM), Malaysia
5.30 PM – 6.00 PM	<i>Award and Certificate Distribution:</i> Venue: (Millennium Ballroom, Level 2)
5.30 PM – 6.00 PM	<i>Vote of Thanks:</i> Venue: (Millennium Ballroom, Level 2) <i>Chairperson: Allison Low</i>
5.30 PM – 6.00 PM	<i>Concluding Remarks:</i> <i>Emeritus Professor Dr. Gabriel Moens</i>



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The University of Queensland. Australia.

End of the program.

PAPER ID	TITLE & PRESENTER	AFFILIATION	COUNTRY
DAY 1: Wednesday, 11 September. DAY 2: Thursday, 12 September. 2024			
Millennium Ballroom, Level 2 (THROUGH ZOOM)			
MEETING LINK: https://zoom.us/join/93503554215?pwd=9esR9sECXAxf			
Meeting ID: 935 0355 4215			
Passcode: 941723			

PAPER ID	TITLE & PRESENTER	AFFILIATION	COUNTRY
DAY 1: Wednesday, 11 September. DAY 2: Thursday, 12 September. 2024			
Millennium IV, V, VI, Level 2 (THROUGH ZOOM)			
MEETING LINK: https://zoom.us/join/97287822603?pwd=LyTiKMfSSzBzZYFWoNFc			
Meeting ID: 972 8782 2603			
Passcode: 532106			