



8TH GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES 2018

Contemporary Issues in Business and Social Sciences Research



CONFERENCE REPORT:

14-15 December 2018
Berjaya Times Square Hotel
Kuala Lumpur, Malaysia



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Elsevier (UK), Inderscience (Switzerland), Czestochowa University of Technology (CUT) Poland, Cairo University, (Egypt), Kalasalingam University, (India), Asia-Pacific Institute of Dispute Management (APIDM) Australia, Triskati School of Management (Indonesia), Sriwijaya University (Indonesia), University of Dhaka (Bangladesh), State University of Malang (Indonesia), Tanjungpura University (Indonesia), University of Antique Philippines), Independent University, (Bangladesh) is organizing the 8th Global Conference on Business and Social Sciences (GCBSS). The conference took place at Berjaya Times Square Hotel, in the capital city of Malaysia, Kuala Lumpur boasting gleaming skyscrapers, colonial architecture, charming locals, and a myriad of natural attractions.

Experts from 52 countries gathered to participate in the conference. The conference covered important issues in Business and the Social Science under various sub-themes. The goal of the conference is to provide a platform for international relationships among the researchers involved in Business and Social Sciences, to provide a platform for academics to excel and also to increase research culture in Malaysia and around the world.



The conference started with the opening remarks and welcome speech from Chairman of GATR Advisory Board, Dr. Kashan Pirzada. He highlighted the relevance of the conference topics to the current research trends of development of business and social sciences, greeted participants and expressed his gratitude to all participants for their valuable contribution to the conference procedures. He put hopes that the conference should become an efficient platform for the creation of new collaborations and networking.



Further, the floor was passed to the first plenary speaker, Professor Dr. Gabriel A. Moens, Curtin University and Emeritus Professor at the University of Queensland, Australia. He



contributed a speech to the topic of 'Brexit: A Work in Progress and Its Relevance for Asian Countries'. The United Kingdom has been an uneasy partner of the Union. It has often opposed further integration. He highlights the historical reviews on Brexit that UK mainly views the Union as an economic project, but not as vehicle for political integration. The United Kingdom has secured various opt-outs. For example, it does not participate in the Euro or the Schengen (no-customs) area. The UK Conservative Party has been divided for decades on EU membership. There are deep divisions in the Party about sovereignty, immigration, national identity, accountability, social democracy, bureaucracy. In the result, this rise concerns and attitudes towards immigration and free movement of persons were the primary drivers of the Brexit vote. Specifically, anxieties about immigration steadily. increased in this century. It is also a

consequence, at least in part, of economic disenfranchisement; economically 'left behind' communities.

Next plenary speaker, Professor Dr. Danture Wickramasinghe, University of Glasgow, United Kingdom. His speech was about 'Bio-Political Perspectives on Accounting and Management Research'. He explores the tendency of strategizing management and accounting through neoliberalism – strategizing connotes an operational mechanism of translating a static version of strategy into a dynamic system for connecting the firm with the external and neoliberalism a set of political-economic conditions which facilitates this connection. He elaborates on this connection and their consequences that make management and accounting strategized while neo-liberalisation is continuously intermingled with this process of strategizing.



Mr. Prince Medina from University of Santo Tomas (Philippines) presented an equity analysis in buying company shares in Philippines stock exchange. The main objective of the research is to establish the investing techniques of online users using technical and fundamental analysis. Chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. The research

probed the relationship of the demographic profiles of respondents and their investment behaviour using different statistical tools such as Spearman rho, Standardized coefficients and Friedman's test. The descriptive statistics showed frequency counts of 418 observations and the corresponding chi-square test for the distribution-free data.

Durban University of Technology's Associate Professor, Stephan Mago's studies titled 'The Regulation, Deregulation and Inequality Nexus in Zimbabwe: The Case of the Microfinance Sector' is an attempt to untangle the complex debate of the interconnection between regulation, deregulation and inequality in the microfinance sector of Zimbabwe. The economy of Zimbabwe has a greater percentage of Small to Medium Enterprises (SMEs) that are found in both the formal and informal sectors. Regulation, deregulation and inequality present a complex relationship that produces a number of interesting scenarios that require close scrutiny and analysis. Developing countries have high levels of inequality and inequity and yet most of them are highly regulated (Cabral, 2017). This suggests that regulation, deregulation and inequality have a link, though complex, that need to be understood. This paper therefore attempts to garner evidence that clarify the enmeshed relationship between the three variables. The results show that the Zimbabwean economy presents a very complex relationship between regulation, deregulation and inequality. On one hand, regulation breeds corruption. The elites have the muscles to take advantage of the scarce resources thus leading to marginalisation and exclusion. The poor are voiceless hence they are excluded as the elites divert resources to their 'pockets'. On the other hand, deregulation has excluded the poor through high prices that chase them away from



the market. Overregulation has also motivated the development of 'black or grey markets', making goods artificially expensive.

Before the end of the conference, the workshop on 'Publishing in High Impact Factor ISI Journals' was conducted by Professor Dr. Gabriël A Moens and Professor Dr. Danture Wickramasinghe. The workshop covered the journal publication requirement, general requirements of ISI/ Scopus Indexed Journal selections, technical preparation before writing, dealing with reviewers' comments, publication tools and resources and also, ethical and legal issues in writing and publishing.



Conference organizers would like to express their gratitude to all plenary speakers and participants joined this international network and visited Kuala Lumpur, Malaysia to make their deposit by high quality presentations, interesting discussions and feel unique atmosphere of the fruitful scientific gathering.

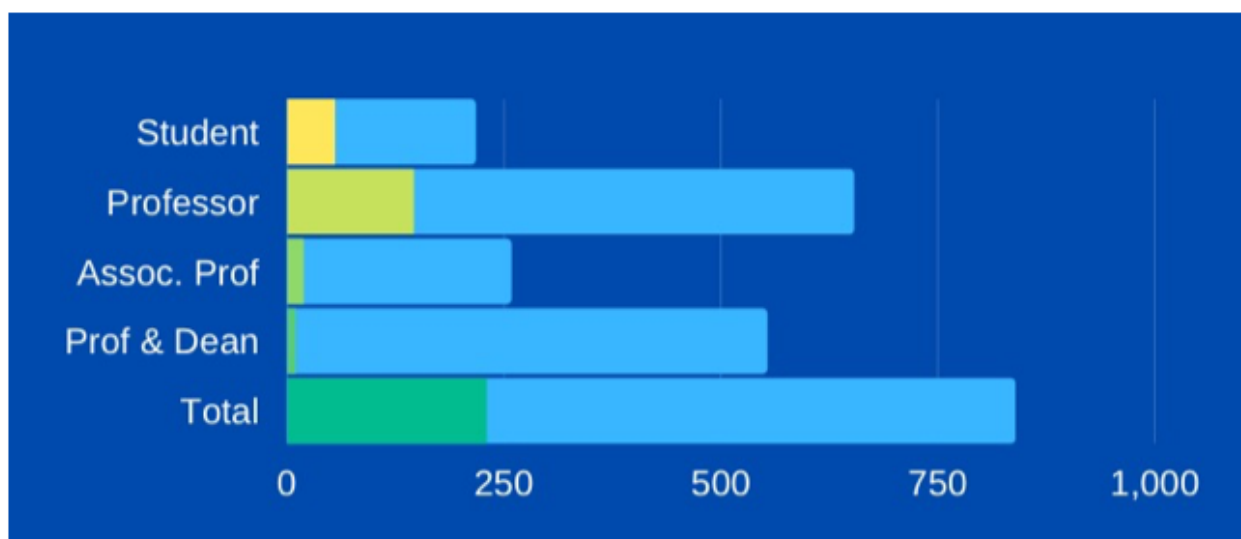


Members of Global Academy of Training and Research would like to express a great appreciation to students and researchers of University of Malaya for their contribution to the conference.

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Total Submission and Acceptance Rate of The 8th GCBSS-2018

CATEGORY	SUBMITTED ABSTRACT	ACCEPTED ABSTRACT	ACCEPTANCE RATE%
STUDENT	162	55	33.95
LECTURER	360	146	40.55
ASSOC. PROF	54	19	35.18
PROF & DEAN	33	10	27.02
TOTAL	609	230	37.76



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