

**10th Global Conference on Business and Social Sciences 2019**

# **Contemporary Issues in Business and Social Sciences Research**



**CONFERENCE REPORT:**  
*6-7 December 2019 G Hotel  
Gurney, Penang Malaysia*



The **Global Academy of Training & Research (GATR)**, in collaboration with prestigious institutions and publishers worldwide, including the **University of Prešov (Slovakia)**, **University of Kelaniya (Sri Lanka)**, **University of Brawijaya (Indonesia)**, **Elsevier**

**(UK)**, **Inderscience (Switzerland)**, **Czestochowa University of Technology (Poland)**, **Cairo University (Egypt)**, **Kalasalingam University (India)**, and the **Asia-Pacific Institute of Dispute Management (Australia)**, successfully organized the milestone **10th Global Conference on Business and Social Science (GCBSS)**.

Held at **G Hotel Gurney in Penang, Malaysia**, the event brought together thought leaders against a backdrop of the city's dynamic skyline, rich heritage, and vibrant culture, fostering unparalleled academic exchange and collaboration.

**The 10th GCBSS** united experts from **65 countries** to address pressing challenges in **Business and Social Sciences** through diverse thematic lenses. This landmark event achieved its triple mission: forging international research partnerships, elevating academic excellence, and cultivating a robust global research culture, particularly strengthening Malaysia's position as a hub for scholarly innovation. More than just a conference, it served as a dynamic incubator for cross-border solutions that will shape these disciplines for years to come.

The conference commenced with opening remarks by **Dr. Kashan Pirzada, Chairman of the GATR Advisory Board**, who emphasized the **timely relevance** of the conference themes to **contemporary developments in business and social sciences research**. In his **welcome address**, he warmly

acknowledged **participants** and expressed sincere

appreciation for their **valuable contributions** to the conference proceedings. Dr. Pirzada underscored his vision for the event as a **dynamic platform fostering meaningful collaborations** and **professional networking opportunities** that could lead to **impactful research initiatives**.



The conference then welcomed plenary speaker **Professor Dr. Danture**

**Wickramasinghe** from the **University of Glasgow**, who delivered a compelling address on '**Functional Stupidities in the Misunderstanding of Research Purposes**'.

His presentation examined how today's **knowledge economy** suffers from **information overload** through

digital channels like television, internet, and smartphones. Focusing on the dilemma of **telecommunications data retention** for **counter-terrorism**, he revealed the inherent tension between **privacy rights** and **national security**, warning that such systems risk **major data breaches** while creating fundamental conflicts between citizens' **right to information** and governments' **security imperatives** - a poignant illustration of modern research's **ethical complexities**

The next plenary session featured **Professor Dr. Ahmad Fauzi**, Professor of Political Science at **Universiti Sains Malaysia's School of Distance Education** and **Editor-in-Chief of *Kajian***



**Malaysia: Journal of Malaysian Studies.** His presentation, 'Malaysian Studies as a Distinctive Academic Discipline from the Lenses of Scholarly Publishing', advocated for a rigorous scholarly approach to the field. Professor Fauzi demonstrated how Malaysian Studies transcends traditional boundaries through multi-disciplinary and trans-

disciplinary methodologies across the social sciences and humanities. This framework enables a comprehensive, balanced, and holistic engagement with Malaysia's complex socio-cultural landscape, establishing the field as a unique scholarly discipline.

The final plenary speaker, **Professor Dr. Cheryl Duckworth**, Professor of Conflict Resolution at **Nova Southeastern University (USA)**, presented her groundbreaking work on '**Students Can Change a School**':

Understanding The Role of Youth Leadership in Building a School Culture of Peace. Her research highlights education's vital role in society, identifying the marginalization of



Human Rights Education (HRE) and peace programs as mere extracurricular activities as their most persistent challenge. Professor Duckworth's findings demonstrate how **youth leadership**

significantly enhances **peer engagement**, **program effectiveness**, and **long-term sustainability**. Most crucially, her work emphasizes the fundamental need for students to apply their peacebuilding skills in tangible, world-changing ways.

**Dr. Natanya Meyer** from North-West University (South Africa) presented her research titled **Linking Entrepreneurial Activity and Economic Development: The Case of the Visegrád Group**. The study reveals a strong connection between **entrepreneurial development**, **economic growth**, and **economic development** in the analyzed countries. Findings indicate that



economic and social characteristics significantly influence national performance. While the Czech Republic and Slovakia demonstrate thriving entrepreneurial climates with healthy economic conditions, Hungary shows lower levels due to lingering effects of the global financial crisis and political complexities in its transition economy. In contrast, Poland maintained stable entrepreneurial and economic development, remaining resilient during financial turbulence.

**Lewerd Jake** from Nelson Mandela University (South Africa) presented a pivotal study on **The Effect of Pula Devaluation on Botswana's Non-Mining Exports Sector**, analyzing 33



years (1981–2013) of economic data to uncover the relationship between exchange rate devaluation, non-mining exports (NME) and consumer price impacts.

Botswana's Economy heavily dependent on mineral exports (notably diamonds, comprising ~90% of foreign earnings) has struggled with **economic**

**diversification** since the 1980s, despite repeated policy interventions. The Bank of Botswana has employed pula devaluations to stimulate **NME growth**, but this study reveals deeper structural challenges. Using the **Johansen cointegration method**, the research identifies a long-run positive relationship between **the real effective exchange rate** and **NME performance**, with short-term dynamics clarified through a **Vector Error Correction Model (VECM)**. Critically, the findings underscore that while devaluation aids competitiveness, Botswana must prioritize **capacity-building** in NME industries through advanced technology adoption, value-addition strategies (e.g., finished goods production), and brand marketing to reduce reliance on raw materials. The study urges policymakers to complement **exchange rate tools** with **holistic industrial reforms**, including **skills development** and **export infrastructure investments**, to mitigate vulnerabilities from commodity price shocks and achieve sustainable economic diversification.



**The conference** concluded with an insightful workshop on Publishing in High Impact ISI Journals, led by distinguished **professors Kamran Ahmed and Ahmad Fauzi Abdul Hamid**. The session provided essential guidance on navigating **Scopus/ISI journal** requirements, effective manuscript preparation, strategic response to peer reviews, and maintaining ethical publishing standards. Participants gained practical tools

to enhance their academic publishing success in competitive international journals

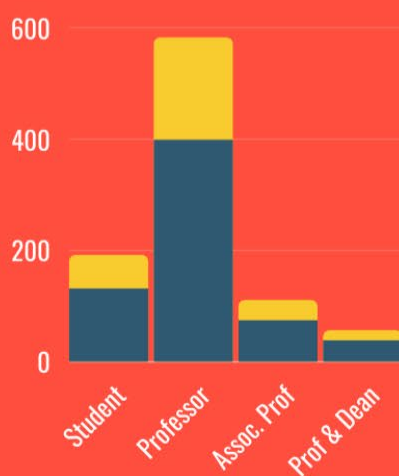
The **conference organizers** extend their deepest gratitude to all distinguished plenary speakers and participants who enriched this global gathering through their exceptional contributions. Your presence in Kuala Lumpur transformed this event into a truly international platform for knowledge exchange, marked by insightful presentations, vibrant discussions, and the unique intellectual synergy that defines **GCBSS**. Special recognition goes to the members of **Global Academy of Training and Research** for their tireless efforts in making this milestone **10th edition** a success. The organizers would also like to acknowledge with sincere appreciation the invaluable support provided by **students** and **researchers** from the University of Malaya, whose dedication and academic spirit significantly enhanced the conference experience for all attendees



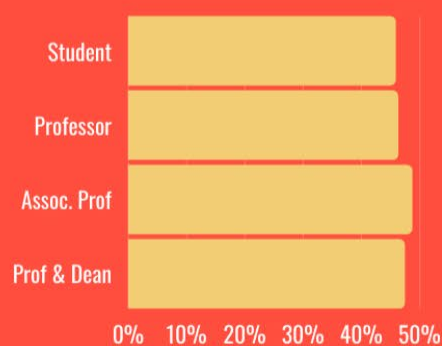
## Total Submission and Acceptance Rate of The 10th GCBSS-2019

| CATEGORY    | SUBMITTED ABSTRACT | ACCEPTED ABSTRACT | ACCEPTANCE RATE% |
|-------------|--------------------|-------------------|------------------|
| STUDENT     | 131                | 60                | 45.80            |
| LECTURER    | 398                | 184               | 46.23            |
| ASSOC. PROF | 74                 | 36                | 48.64            |
| PROF & DEAN | 38                 | 18                | 47.36            |
| TOTAL       | 641                | 298               | 46.48            |

**SUBMITTED AND ACCEPTED ABSTRACT**



**ACCEPTANCE RATE**



For more information, please visit:



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