



12th Global Conference on Business and Social Sciences

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

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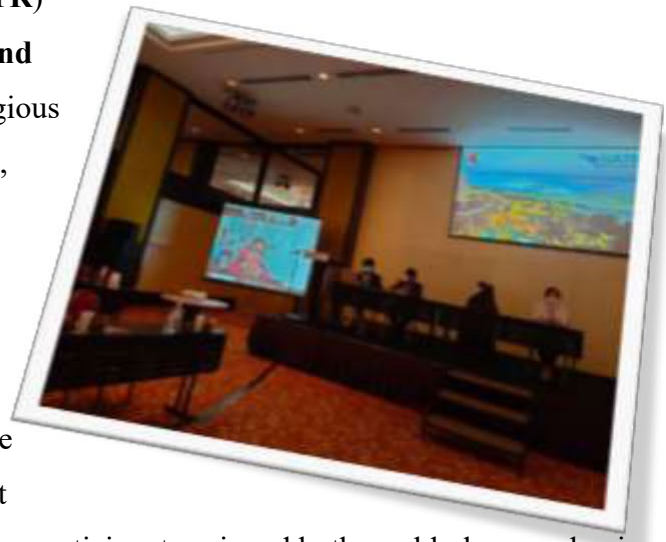
CONFERENCE REPORT:

8-9 October 2021

PARKROYAL (5 STAR RESORT), Penang, Malaysia

The Global Academy of Training & Research (GATR) organized the **12th Global Conference on Business and Social Sciences (GCBSS)** in collaboration with prestigious partners, 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 Asia-Pacific Institute of Dispute Management (Australia). The conference was hosted at

Parkroyal Resort (5-star) in Penang, Malaysia, where participants enjoyed both world-class academic exchange and the city's unique blend of modern skyscrapers, colonial heritage, and natural wonders, creating an inspiring environment for this milestone gathering.



Experts from **65 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 **12th GCBSS** commenced with opening remarks by **Prof. Dr. Kashan Pirzada**, Chairman of the **GATR Advisory Board** and distinguished scholar at **Universiti Utara Malaysia**. In his welcome address, he underscored how the conference themes align with cutting-edge developments in business and social sciences research. Expressing gratitude to participants for their valuable contributions, he emphasized the event's role as a catalyst for transformative collaborations, positioning the 12th edition as a nexus for global networking and interdisciplinary innovation



The first plenary session featured **Professor Dr. Gabriel A. Moens**, Curtin University scholar and **Emeritus Professor at the University of Queensland, Australia**, who addressed ‘An Issue of Our Time: The Protection of Monuments and Statues: Law, Policy, Ethics, and Challenges’. His speech analyzed the **modern debate** on preserving historical monuments, emphasizing **legal frameworks, ethical dilemmas, and policy challenges**. Through **contemporary case studies**, he highlighted tensions between **cultural heritage** and evolving societal values, offering a **multidisciplinary perspective** on this global issue.

The next plenary speaker, **Professor Dr. Danture Wickramasinghe** from the University of Glasgow, UK, presented on ‘**Doing Qualitative Research Under the New Normal**’. His address highlighted the transformation of traditional research methods, emphasizing **digital tools** (voice/video recording, online surveys, and content analysis) for qualitative studies. He also addressed challenges like **telecommunications data retention** for

counter-terrorism, urging researchers to innovate while adhering to safety protocols and ethical standards in data collection.





Ms. Farzana Nazera from **Limkokwing University of Creative Technology, Malaysia** presented her research on Comprehending the Role of Physicians and Counterfeit Medicine in Bangladesh, highlighting how **counterfeit medicines** exacerbate challenges in the country's **healthcare system**. Her study proposed that **Bangladeshi physicians** could mitigate this crisis by fostering **guidance-cooperation relationships with patients**. Through a **literature review** and **bibliometric analysis** (using **Scopus database**), she mapped the counterfeit medicine landscape and developed a **relationship flow diagram** to model optimal physician-patient collaboration for combating this public health threat

Ms. Moona Ong from **Tunku Abdul Rahman University College Malaysia** presented her study Bentong Constituency Study before and After 14th General Election in Malaysia: A Preliminary Chinese News Analysis. Her research highlighted how **Bentong constituency**, traditionally a **Malaysian Chinese Association (MCA)** stronghold under the **Barisan Nasional (BN)** coalition since 1957 underwent a historic shift during the **14th General Election (GE14)**. On **9 May 2018**, the **Democratic Action Party (DAP)** under the **Pakatan Harapan (PH)** coalition secured the **P89 Bentong** parliamentary seat, marking a pivotal moment in Malaysia's political landscape. Her analysis of **Chinese news sources** provided insights into this electoral transformation.

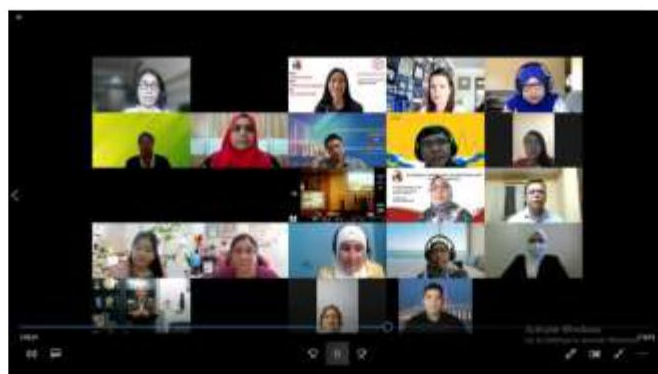


The **conference** concluded with an insightful **workshop** on **High Impact Factor WOS and Scopus Journals**, expertly delivered by **Professor Dr. Gabriël A Moens** and **Professor Dr. Danture Wickramasinghe**. The session provided researchers with essential guidance on journal selection criteria, manuscript preparation techniques, effective responses to peer review feedback, utilization of publication tools, and adherence to ethical publishing standards - offering a comprehensive roadmap for success in competitive academic publishing.



The conference concluded with a **vote of thanks** and closing remarks delivered by **Chairperson Ms. Teh Xizhou**, who expressed sincere appreciation to all participants, organizers, and contributors whose collective efforts made the event a resounding success. In her concluding address, she highlighted the fruitful exchanges and collaborative spirit that defined the gathering, while acknowledging the dedication of everyone involved in bringing this academic initiative to life.

The conference organizers extend their deepest gratitude to all distinguished **plenary speakers** and **participants** who contributed to this global gathering in **Penang** through their exceptional presentations, engaging discussions, and active participation. The Global Academy of Training and Research particularly acknowledges the invaluable contributions of students and researchers from the University of Malaya, whose dedication was instrumental in making this conference a resounding success.



12th GCBSS 2021 TOTAL SUBMISSIONS AND ACCEPTANCE RATE

TOTAL SUBMISSION AND ACCEPTANCE RATE 2021			
Category	Submitted abstract	Accepted abstract	Acceptance rate %
Student	88	33	37.5
lecturer	240	92	38.33
Assoc. prof	27	11	40.74
Prof. & dean	35	17	48.57
Total	390	153	39.23

In the **12th GCBSS**, lecturers submitted the **highest volume** of abstracts (240 submitted, 92 accepted), achieving a **38.33% acceptance rate**. Students contributed **88 submissions** (33 accepted, 37.5% rate), while **Associate Professors** had **27 submissions** (11 accepted, 40.74% rate). The highest acceptance rate came from Professors/Deans (48.57%), with 35 submitted and 17 accepted. Overall, 390 abstracts were submitted, 153 accepted, yielding a 39.23% total acceptance rate.

For more information, please visit:



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