

**13th Global Conference on Business and Social
Sciences 2022**



Contemporary Issues in Business and Social Sciences Research



CONFERENCE REPORT:

17-18 June 2022

**Grand Millennium Kuala Lumpur,
Malaysia (In Person and Online)**

The **Global Academy of Training and Research (GATR)**, in partnership with leading international institutions and publishers, 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)—proudly organized the **13th Global Conference on Business and Social Sciences (GCBSS 2022)**.

Held in a **hybrid format** on **17–18 June 2022** at the **Grand Millennium Kuala Lumpur, Malaysia**, the conference united **scholars, practitioners, and industry leaders** from all over the world, both **onsite and online**, to address pressing global challenges in business and social sciences. Against the backdrop of Kuala Lumpur’s iconic skyline and multicultural energy, the event fostered **cutting-edge research exchange, interdisciplinary dialogue, and actionable insights** for a post-pandemic world.



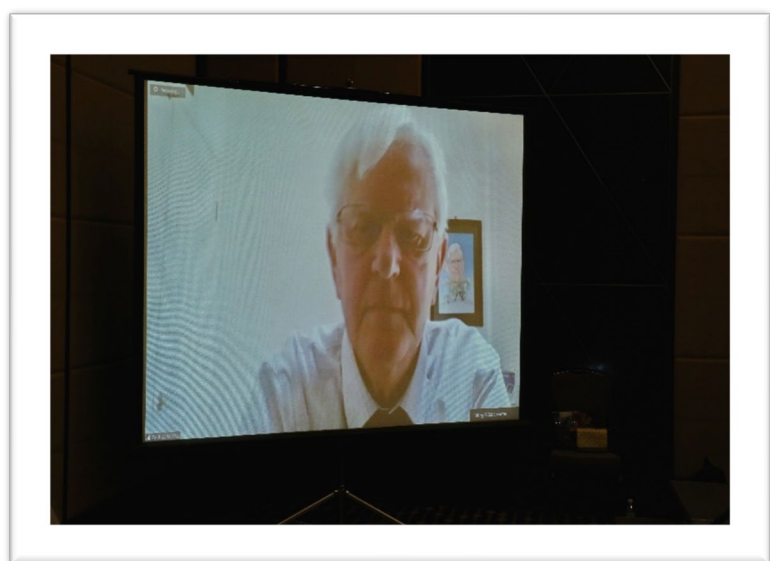


The 13th GCBSS 2022 opened with an inspiring address by **Dr. Kashan Pirzada**, Chairman of the GATR Advisory Board, who set the intellectual tone for the conference. In his keynote welcome, Dr. Pirzada highlighted how the event's themes directly addressed **critical emerging challenges** at the intersection of

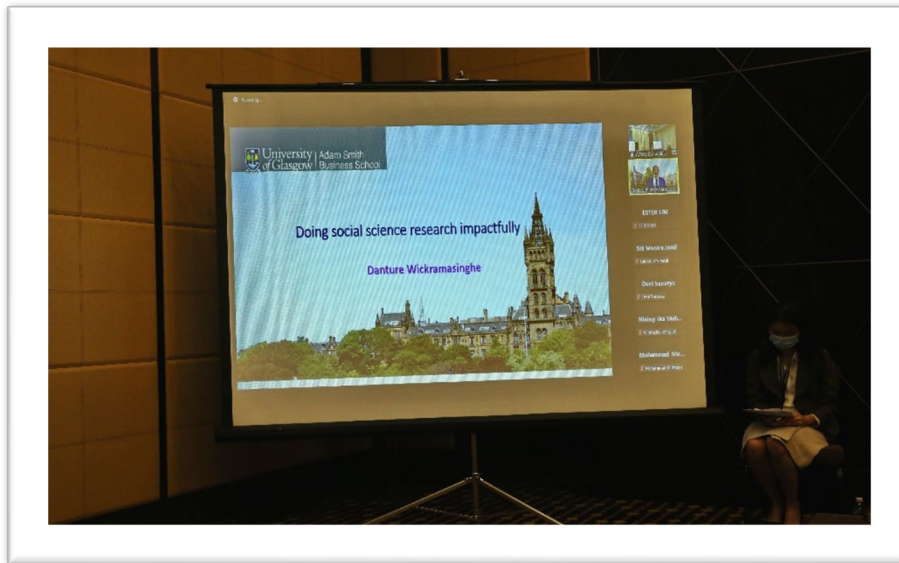
business and social sciences. With warm enthusiasm, he recognized the diverse gathering of scholars and practitioners, noting their collective expertise would significantly enrich the conference dialogue. Most importantly, Dr. Pirzada framed GCBSS as more than an academic forum, emphasizing its unique role as **a catalyst for transformative partnerships and cross-border research synergies** that could shape future industry and policy directions.

The floor was then passed to **Professor Dr. Gabriel A. Moens** (Emeritus Professor, University of Queensland, Australia), whose thought-provoking plenary address examined research's paradoxical role in both building and destroying knowledge.

He critically analyzed how universities worldwide have implemented **restricted speech codes** under policies of research neutrality, prioritizing the avoidance of offense to students, staff, and society over unfettered truth-seeking. While acknowledging neutrality's value in promoting diversity, Professor Moens issued a vital reminder: Such policies must not become excuses to abandon scholarly responsibility. True research, he argued, demands **imaginative inquiry** and an unwavering commitment to pursue truth, even when uncomfortable.



The conference welcomed **Professor Dr. Danture Wickramasinghe** (University of Glasgow, UK) for a thought-provoking plenary address that examined three critical dimensions of



contemporary research. He first explored **the fundamental nature of social science inquiry**, discussing its unique characteristics and methodological approaches. Turning to **the concept of**

research impact, he provided a nuanced analysis of its evolving definition within UK academia, highlighting how institutional expectations shape scholarly work. Finally, Professor Wickramasinghe offered **practical perspectives on achieving meaningful impact**, sharing insights into how researchers can bridge theoretical work with real-world applications while maintaining academic integrity. His comprehensive framework left attendees with valuable reflections on conducting socially relevant research.

Professor Wickramasinghe's thought-provoking address stimulated productive **exchanges** among attendees, reinforcing **the conference's** role as a **platform** for **meaningful academic discourse**. His analysis offered researchers valuable frameworks to consider in



their own work, particularly in navigating contemporary challenges of social science scholarship. The presentation's relevance was reflected in subsequent discussions throughout the event.



Dr. Norzalina Ahmad from Universiti Utara Malaysia (Malaysia) presented a compelling study examining the critical factors influencing **MSPO (Malaysian Sustainable Palm Oil) certification among independent smallholders.**

The research investigated how **awareness levels, sustainability practices, and socio-demographic characteristics** shape smallholders' decisions to pursue or forgo certification, a vital issue for Malaysia's palm oil industry. By analyzing these key drivers, Dr. Ahmad's work provided actionable insights to **bridge the gap between policy objectives and on-ground adoption**, offering pathways to enhance sustainable practices in this crucial sector. The findings sparked meaningful dialogue on balancing **economic viability with environmental stewardship**, particularly for small-scale producers navigating certification challenges.

Dr. Tek-Yew Lew (Curtin University, Malaysia) presented his study on **Psychological Capital as a Determinant of Organisational Citizenship Behaviour amidst Industrial Revolution 4.0: Mediating Role of Transfer of Training**, focusing on Sarawak's youth workforce, trained under a comprehensive digital economy blueprint. His research revealed how **psychological capital**, directly enhances both **transfer of training** and **organisational citizenship behaviour**, with training transfer serving as a key mediator. Utilizing PLS-SEM analysis of 251 participants, Dr. Lew demonstrated how personal resources interact with job resources, addressing gaps in Job Demands-Resources Theory.





Associate Professor Dr. Sultana Ali Norozi (Norwegian University of Science and Technology, Norway) presented her ethnographic study, **Teachers' Wellbeing: A Binary Asset Working with Newly Arrived Migrant Pupils**, which investigated the challenges

educators face in culturally diverse classrooms. Over a school year, her research analyzed how teachers' wellbeing, shaped by **personal factors** and **contextual factors**, impacts their work with migrant pupils. Findings revealed that teachers centered their self-constructed pedagogies on **both their own wellbeing and their pupils'**, highlighting "diversity-related teacher wellbeing" as critical to inclusive education. The study underscores the need to prioritize teacher wellbeing as part of effective pedagogy for newcomer pupils, suggesting professional support strategies to foster a mutually beneficial learning environment.

The conference's closing session featured a valuable workshop focused on publishing in **High Impact Factor Web of Science and Scopus Journals**, conducted by **Professor Dr. Gabriël A Moens** and **Professor Dr. Danture Wickramasinghe**. This

practical session equipped participants with critical knowledge spanning **journal selection strategies, manuscript optimization methods, peer review response tactics, digital**



publication resources, and ethical compliance requirements, delivering an end-to-end guide for navigating today's competitive academic publishing landscape.

The conference concluded with **Professor Dr. Gabriel A. Moens** Emeritus Professor at the



University of Queensland, Australia delivering the closing address and formal vote of thanks. With sincere appreciation, Professor Moens acknowledged **all participants, organizers, and contributors** whose collective efforts ensured the event's success. The concluding remarks highlighted the **valuable knowledge**

exchange and **spirit of collaboration** that defined the conference, while recognizing the dedication of everyone involved in bringing this important academic initiative to fruition.

The **conference organizers** extend their deepest gratitude to all **distinguished plenary speakers** and **participants** whose exceptional contributions, through thought-provoking presentations, vibrant discussions, and enthusiastic engagement, made this global gathering in Kuala Lumpur truly impactful. A special acknowledgment goes to the **students and researchers from the University of Malaya** for their invaluable dedication, which played a pivotal role in shaping the conference's success. The Global Academy of Training and Research sincerely appreciates the collective efforts that fostered this dynamic platform for academic exchange and collaboration.



13th GCBSS 2022 TOTAL ACCEPTANCE RATE

GATR CONFERENCES 10 YEARS OF EXCELLENCE	GATR ACCEPTED PAPERS	ACCEPTANCE RATE %
2013	389	35.41
2014	302	31.97
2015	507	38.57
2016	239	39.3
2017	543	42.27
2018	230	37.76
2019	298	46.48
2020	197	40.12
2021	153	39.23
2022 (13th & 14th GCBSS)	203	48.44
2023 (15th GCBSS)	275	40.02
Average	303	39.96



The **13th GCBSS** took place in **2022** as part of **GATR's** ongoing commitment to **academic excellence**. According to the compiled data, a total of **203** papers were accepted that year, with an impressive acceptance rate of **48.44%**, one of the highest recorded over the past decade. Although the number of accepted papers was below the 10-year average of 303, the elevated acceptance rate indicates that the conference maintained a selective review process and attracted submissions of strong academic quality. These figures reflect the relevance and rigor of the research presented at the **13th GCBSS**, underscoring the continued interest from scholars in engaging with **GATR's international academic platform**.

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