

**15th Global Conference on Business and Social
Sciences 2023**



Contemporary Issues in Business and Social Sciences Research



CONFERENCE REPORT:

14-15 September 2023

**Novotel Bangkok Platinum
Pratunam, Thailand (online &
In Person)**

The **Global Academy of Training & Research (GATR)**, in partnership with leading institutions including the **University of Prešov (Slovakia)**, **University of Kelaniya (Sri Lanka)**, **University of Brawijaya (Indonesia)**, **Czestochowa University of Technology (Poland)**, **Cairo University (Egypt)**, **Kalasalingam University (India)**, and **Asia-Pacific Institute of Dispute Management (Australia)**, along with publishing giants **Elsevier (UK)** and

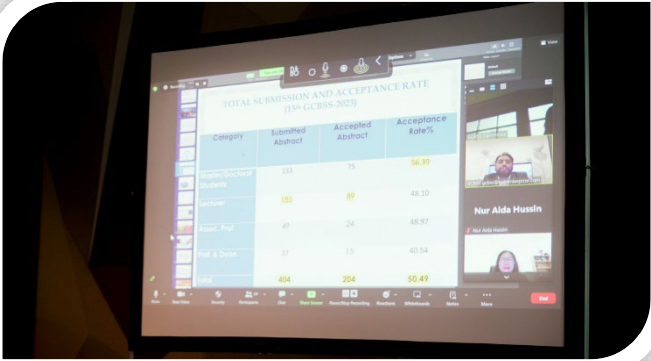


Inderscience (Switzerland), successfully organized the **15th Global Conference on Business and Social Sciences (GCBSS)** at Bangkok's **Novotel Platinum Pratunam**. Against the city's breathtaking backdrop of gleaming skyscrapers, vibrant street life, and rich cultural heritage, the conference fostered unparalleled academic exchange among global scholars, blending cutting-edge research presentations with transformative networking opportunities in one of Asia's most dynamic metropolises.

The **15th Global Conference on Business and Social Sciences (GCBSS)** successfully convened experts from across the globe through its hybrid platform, facilitating vibrant discussions on critical issues spanning business and social science disciplines. This landmark event continues to break down disciplinary barriers while promoting substantive scholarly dialogue in our interconnected world, solidifying its position as a catalyst for meaningful global academic engagement.



The **15th GCBSS** commenced with an inspiring opening address by **Dr. Kashan Pirzada**,



Category	Submitted Abstract	Accepted Abstract	Acceptance Rate%
Academic/Professional Research	120	75	62.50
Case Studies	150	85	56.67
Conceptual Paper	40	24	60.00
Book & Open	10	15	150.00
Total	454	254	55.95

Chairman of the GATR Advisory Board, who highlighted the conference's critical alignment with **cutting-edge developments** in business and social sciences. In his welcoming remarks, Dr. Pirzada warmly acknowledged participants' scholarly contributions while articulating his vision for the event

as a **transformative networking hub**, one that would catalyze meaningful international collaborations among researchers and practitioners alike. His forward-looking perspective set an energizing tone for the days of rich academic exchange to follow.

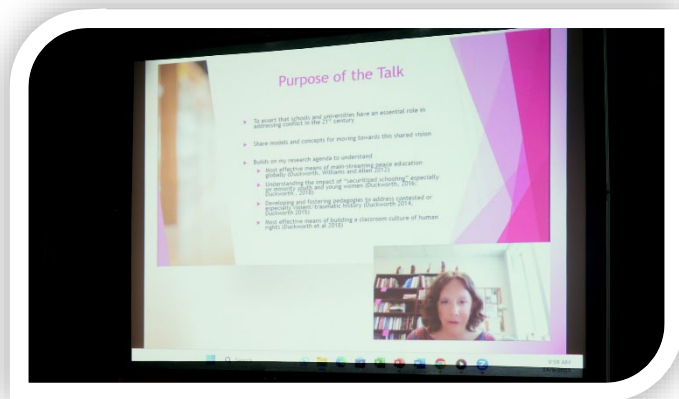
Keynote speaker Professor Dr. Gabriel A. Moens (Emeritus Professor, University of Queensland, Australia) delivered a thought-provoking address titled **Overcoming Research Challenges: The Importance of Critical Thinking**. His

presentation examined the evolving landscape of contemporary academia, emphasizing how critical thinking serves as an essential tool for navigating modern research complexities. Professor Moens' analysis highlighted the enduring



value of rigorous intellectual inquiry in addressing current scholarly challenges while adapting to new academic paradigms.

Professor Dr. Cheryl Lynn Duckworth (Nova Southeastern University, USA) delivered a compelling virtual plenary address on **education's transformative role in 21st century conflict resolution**. Her presentation powerfully argued that schools and universities must



serve as **proactive peacebuilding institutions**, offering concrete frameworks for integrating peace education across curricula and policies. Dr. Duckworth shared innovative models for **mainstreaming conflict resolution principles** globally, emphasizing adaptable approaches

that respect local contexts while advancing shared humanitarian values. Particularly impactful was her analysis of **scalable implementation strategies**, from teacher training programs to interdisciplinary peace studies pathways, providing attendees with practical tools to translate theory into educational practice. This visionary session redefined academic institutions as essential architects of sustainable global peace.

Keynote speaker Professor Dr. Danture Wickramasinghe (Adam Smith Business School, University of Glasgow, UK) addressed the complexities of **Qualitative Data Analysis: Emic and Etic Conundrum** in his

thought-provoking

presentation. His analysis

explored the tensions between

insider (emic) and outsider

(etic) perspectives in

qualitative research,

highlighting how these

contrasting approaches

influence data interpretation

and theoretical development.

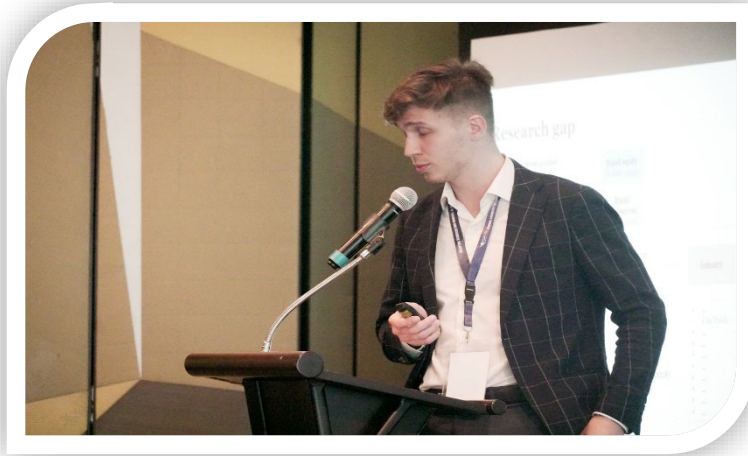
Professor Wickramasinghe provided valuable insights into

navigating this methodological challenge while maintaining scholarly rigor in business and

social science research.



Dr. Vladimir Valerevich Syropyatov (St. Petersburg State University, Russia) presented



his research titled **The Effect of Customer Service Support on Brand Value: Leveraging Customer Service as a Co-Creator of Brand Value to Enhance Corporate Performance**. Using a case study approach with **historical data** and **AB testing**, the research revealed that

structured support services significantly boost conversion rates without costly incentives. Key findings demonstrated that **reorganizing support teams** for critical customer journey stages enhances both **consumer behaviour** and **operational performance**. The study advances the paradigm of customer service as a strategic asset, with implications extending beyond fintech. Future research will test these findings' cross-industry applicability.

Prof. Dr. Douglas Petrikat (California Coast University, USA) presented his paper **Heading Towards Third World Status? The Decline of the U.S. As A Global Economic Power**. The research

examined how recent criminal justice reforms in the U.S, while aimed at addressing discrimination in mass incarceration, have contributed to rising violent crime in urban areas. Citing business closures and community impacts (Ohanian, 2021), the study argues these policies undermine



effective law enforcement, legal systems, and property rights foundational elements of advanced economies. The paper warns that as the U.S. increasingly exhibits characteristics typical of poorer nations (Talbot & Roll, 2001), its status as a prosperous global economic power may fundamentally change in coming years.

Assoc. Prof. Leward Jeke (Nelson Mandela University, South Africa) presented his study **Foreign Direct Investments and Economic Performance: A Comparative Evidence**



from African and OECD Countries, analyzing 43 African and 28 OECD nations (1980-2018) using dynamic OLS panel cointegration. Key findings revealed: FDI strongly predicts economic growth trajectories, economic institutions and physical capital consistently stimulate growth across both

regions, while financial development and human capital show variable impacts. The study's novel application of dynamic OLS to cross-regional FDI-growth dynamics provides policymakers evidence that maintaining stable economic/political environments attracts FDI, which in turn enhances productivity, capital mobilization, and job creation.

The **conference** concluded with an insightful **workshop on publishing in high-impact ABS and ABDC-ranked journals**, expertly delivered by **Professor Dr. Danture Wickramasinghe** and **Professor**

Dr. Gabriël A. Moens. Professor Wickramasinghe emphasized rigorous methodological standards, stressing the importance of **transparent, replicable research designs** with strong theoretical foundations, while cautioning against over-justification of case methods.



Professor Moens explored broader research principles, including the **interplay between teaching and research**, strategies for impactful scholarship, and balanced approaches to grant applications. Together, they provided attendees with both **practical publishing techniques** and **strategic perspectives** on academic excellence, making this session a comprehensive guide for researchers at all career stages.



Professor Dr. Gabriel A. Moens delivered the conference's closing vote of thanks, expressing gratitude to all participants, organizers, and contributors for making the 15th GCBSS in Bangkok a success. He highlighted the vibrant hybrid discussions that connected global scholars and specially acknowledged the

organizing teams and early-career researchers. Concluding with inspiration, he encouraged attendees to continue the interdisciplinary collaborations sparked at the event.

The conference organizers extend their profound appreciation to all **distinguished plenary speakers** and **engaged participants** whose intellectual contributions and dynamic presence in **Bangkok, Thailand** elevated this gathering into a truly global forum for scholarly exchange.

The exceptional quality of presentations, spirited dialogues, and collaborative energy exemplified the very best of GCBSS's academic tradition.

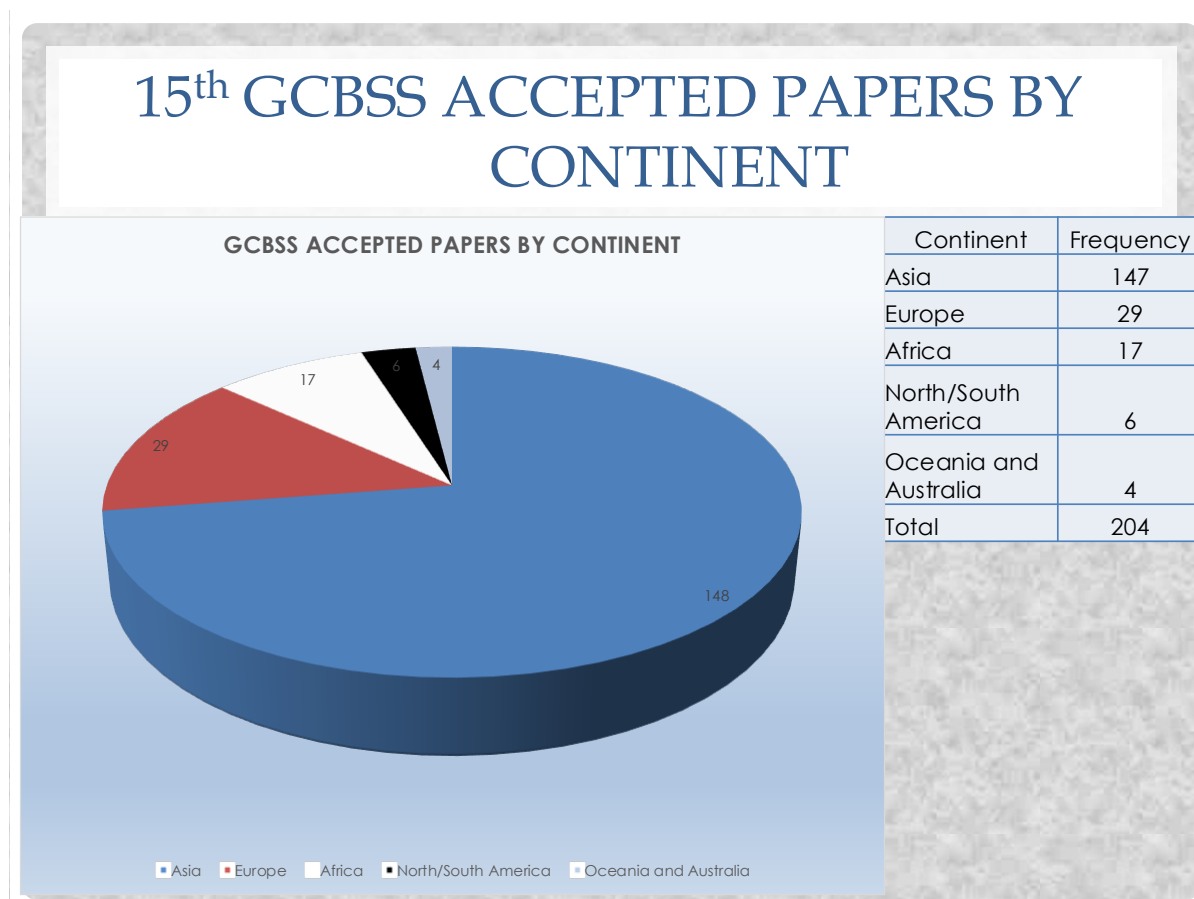
Special gratitude is reserved for the **Global Academy of Training** and

Research team, whose unwavering commitment brought this landmark 15th edition to fruition. The organizers also recognize with particular warmth



the **students and researchers from the University of Malaya**, whose dedication and scholarly enthusiasm enriched the conference experience for all attendees and helped sustain the vibrant spirit of international academic fellowship.

15th GCBSS Accepted Papers by Continent



The 15th GCBSS demonstrated a strong regional representation, with a significant majority of accepted papers originating from Asia. Out of **204** accepted papers, **147 (over 72%)** were submitted by researchers based in **Asia**, reaffirming the continent's leading academic engagement with the **GCBSS network**. **Europe** followed with **29** accepted papers, while contributions from **Africa** totalled **17**. North and South America combined accounted for **6** accepted papers, and **Oceania** and **Australia** contributed **4**. This geographic distribution highlights the continued relevance of **GCBSS conferences** in Asia and suggests opportunities for expanded outreach and participation in underrepresented regions in future editions.

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