

**16th Global Conference on Business and Social
Sciences 2024**



Contemporary Issues in Business and Social Sciences Research



CONFERENCE REPORT:

11-12 September 2024

**Grand Millennium Hotel Kuala
Lumpur, Malaysia (online & In
Person)**

The Global Academy of Training and Research (GATR) successfully organized the 16th



Global Conference on Business and Social Sciences (GCBSS 2024) in partnership with leading international 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 partners Elsevier (UK) and Inderscience (Switzerland). This collaboration brought together premier academic and research organizations to create a robust platform for advancing knowledge in business and social sciences.

The 16th GCBSS 2024 was successfully held in a hybrid format on 11-12 June 2024 at the Grand Millennium Kuala Lumpur, Malaysia, uniting scholars, practitioners and industry leaders from across the globe through both physical and virtual participation. Set against Kuala Lumpur's dynamic urban landscape and cultural diversity, the conference created a vibrant platform for addressing critical global challenges in business and social sciences through innovative research exchange and cross-disciplinary collaboration, while showcasing Malaysia's growing role as an international hub for academic excellence and thought leadership.



The 16th GCBSS 2024 commenced with an opening address by **Dr. Kashan Pirzada**, Chairman of the GATR Advisory Board and faculty of Birmingham City University, United Kingdom, who outlined the conference's focus on pressing challenges at the intersection of



business and social sciences. Speaking to both in-person attendees in Kuala Lumpur and virtual participants worldwide, Dr. Pirzada emphasized how the event's themes addressed current global issues while maintaining academic rigor. He welcomed the international gathering of scholars and practitioners, noting

their diverse expertise would enrich discussions throughout the conference. Reinforcing GCBSS's established role, Dr. Pirzada highlighted its importance as a platform for meaningful research collaboration and practical knowledge exchange that bridges academia and industry. The address set a thoughtful tone for the days of productive dialogue to follow.

Professor Dr. Gabriel A. Moens (Emeritus Professor, University of Queensland, Australia) delivered a compelling plenary address examining the dual nature of academic research as both

a constructive and disruptive force in knowledge creation. His analysis critically explored how institutional policies of research neutrality, while promoting inclusivity, may inadvertently prioritize comfort over intellectual rigor by



imposing restrictive speech norms. Professor Moens emphasized that while fostering diverse perspectives remains essential, true scholarship requires courageous inquiry and an uncompromising pursuit of truth, even when findings challenge prevailing narratives. This balanced perspective sparked meaningful dialogue about maintaining academic freedom while responsibly navigating sensitive research topics.

Professor Dr. Ahmad Fauzi Abdul Hamid from Universiti Sains Malaysia (USM) presented a timely examination of **re-evaluating research impact in the digital era**. His plenary address



critically analyzed how traditional metrics of scholarly influence are being transformed by digital technologies and alternative dissemination platforms. Professor Hamid explored the tensions between maintaining academic rigor while adapting to new paradigms of knowledge sharing, emphasizing

how digital tools can both enhance and complicate the measurement of research significance. The presentation provided valuable frameworks for scholars navigating this evolving landscape, balancing institutional expectations with emerging opportunities for wider engagement.

Keynote speaker **Professor Dr. Danture Wickramasinghe** (Adam Smith Business School, University of Glasgow) offered a groundbreaking examination of qualitative research paradigms through his address **Qualitative Data Analysis: Emic and Etic Conundrum**. His

framework challenged conventional approaches by demonstrating how the interplay between participant (emic) and researcher (etic) perspectives creates both opportunities and limitations in knowledge production. Through compelling case examples, he illustrated how



this dynamic tension shapes everything from data collection to theoretical framing in organizational and social research. Professor **Wickramasinghe's** innovative synthesis of these competing viewpoints provides researchers with new tools to navigate complex qualitative landscapes while preserving methodological integrity.

Presenter **Dr. Krishna Reddy** (Toi Ohomai Institute of Technology, New Zealand) delivered his paper **Capital Structure and Market Timing: A Panel Data Evidence**, challenging



conventional capital structure theories through empirical analysis. His study compared the explanatory power of trade-off and pecking-order theories against market timing theory in predicting firm leverage across 29 nations. Utilizing secondary data from

DataStream (firm-level) and World Bank (GDP/inflation metrics), this quantitative research specifically examined whether firms in both developed and developing markets time equity issuances strategically. The findings contribute novel insights into equity issuance behaviors, addressing critical gaps in capital structure literature by testing market timing theory's cross-border applicability.

Assoc. Prof. Abdelfatah Arman (American University of Ras Al Khaimah, UAE) presented his innovative study **Predicting the Impact of Psychological Strain on Turnover Intentions of Early Career Academics: A SEM-based Machine-learning-assisted Study**. Using a two-

wave survey of 275 early-career academics in Sudanese universities, the research combined structural equation modeling (SEM) and machine

learning to analyze how challenge/hindrance stressors (per the Challenge-Hindrane Model) drive psychological strain and turnover intentions. Key findings revealed: (1) stressor types significantly predict strain and turnover intentions via



SEM, (2) machine learning identified psychological strain as the strongest predictor of intentionality, and (3) job embeddedness mitigates these effects. As the first study to examine Sudanese academics through causal, reversed-causal, and reciprocal models, it provides novel insights into retaining early-career talent in higher education.

Prof. Dr. Inese Mavlutova presented her study **Entrepreneurial Intention of Students: The Role of Digital Transformation and Use of Digital Tools in Education and Other**



Environmental and Personal Factors, investigating how digital technologies shape entrepreneurship education for Generation Z. Through a quasi-experiment across Southern (SE) and Central/Eastern European (CEE) institutions, the research examined how digital tools in

curricula influence students' entrepreneurial intentions, alongside personal and environmental factors. The study highlights how educational digital transformation fosters new entrepreneur development, a critical element for sustainable economies, while adapting to Gen Z's technological native..

The conference concluded with a targeted workshop on publishing in high-impact ABS and ABDC-ranked journals, led by Professor Dr. Danture Wickramasinghe and Professor

Dr. Gabriël A. Moens. Professor Wickramasinghe drilled into **methodological rigor for top-tier publications**, stressing transparent, replicable designs and theoretical alignment, particularly for case-based research, while warning against over-justification that dilutes



scholarly impact. Professor Moens complemented this with **strategic insights** on navigating ABS/ABDC journal expectations, balancing teaching-research synergies, and optimizing grant applications to support high-quality outputs. Together, they equipped attendees with a **dual toolkit**: technical precision for manuscript preparation and big-picture strategies to thrive in competitive academic publishing, making this session indispensable for researchers targeting elite journals.

The 16th GCBSS concluded with heartfelt closing remarks delivered by **Professor Dr.**



Gabriel A. Moens, who expressed profound gratitude to all **participants, organizers, and contributors** for their collective efforts in making the conference a resounding success. In his address, **Professor Moens** reflected on the **vibrant academic exchanges and collaborative**

energy that defined the gathering, particularly highlighting how the hybrid format bridged global perspectives. He paid special tribute to the **unsung efforts** of the organizing teams and early-career researchers whose dedication brought this initiative to life, while reaffirming GCBSS's commitment to fostering impactful scholarship. His words left attendees inspired to continue the dialogues begun in Kuala Lumpur, carrying forward the conference's legacy of interdisciplinary innovation.

The conference organizers extend their deepest gratitude to all **distinguished plenary speakers and participants** whose exceptional contributions transformed the **16th GCBSS** into a milestone academic event in **Kuala Lumpur, Malaysia.**

Your **groundbreaking presentations, lively debates,** and **collaborative spirit** embodied the conference's mission to advance global scholarship. Special recognition goes to the **Global Academy of Training and Research**



team for their tireless efforts in orchestrating this successful 16th edition. We also warmly acknowledge the **students and researchers from the University of Malaya**, whose dedication and intellectual vitality enriched every session and fostered meaningful connections among attendees worldwide. Together, you've strengthened GCBSS's legacy as a premier platform for transformative academic exchange.

16th GCBSS 2024 TOTAL ACCEPTANCE RATE

GATR CONFERENCES 12 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	19	40.12
2021	153	39.23
2022	203	48.44
2023	204	50.49
2024	124	40.12
Average	282	40.85



The **16th Global Conference on Business and Social Sciences (GCBSS)**, held in **2024**, welcomed a total of **124** accepted papers from researchers around the world. While this figure was lower than the multi-year average of accepted papers, the conference maintained a solid acceptance rate of **40.12%**, closely in line with the **12-year** average of **40.85%**. These figures reflect the conference's continued commitment to academic quality and rigorous peer review. The 16th GCBSS provided a focused and high-quality platform for scholarly exchange, and the insights gained from this edition will contribute to future efforts to broaden global participation and strengthen academic collaboration across regions.

For more information, please visit:



[GATR](#)
[GCBSS SERIES](#)



[GATR](#)



[GCBSS 2024 Kuala Lumpur](#)

[GCBSS](#)

[GATR](#)



[GATR](#)



[Visit Here](#)

Contact us. We welcome your inquiries.

Malaysia Office:

Address: Suite 15, Taman Bukit Angkasa, Jalan Pantai Dalam 59200, Kuala Lumpur, Malaysia

Tel: +603 2117 5006

Mobile/ WhatsApp: +6018 361 9766

E-mail: info@gatrenterprise.com

UAE Office:

Tel: +97 15686 09825

Mobile: +97 15686 09825

E-mail: info@gatrenterprise.com