



2ND GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES:
Multidisciplinary Perspectives on
Management and Society



CONFERENCE REPORT

September 17 - 18, 2015

Aston Denpasar Hotel, Bali, Indonesia

2nd Global Conference on Business and Social Sciences on "Multidisciplinary Perspectives on Management and Society" September 17 - 18, 2015 Aston Denpasar Hotel, Bali, Indonesia

Hosted by the **Global Academy of Training and Research (GATR)** in collaboration with leading international institutions including **Elsevier (UK), Inderscience**



(Switzerland), UPM Press (Malaysia), Kalasalingam University India), and University of Brawijaya (Indonesia) the 2nd GCBSS brought together scholars and practitioners to advance interdisciplinary dialogue.

Set against the vibrant backdrop of **Bali, Indonesia**, the conference unfolded at the **Aston Denpasar Hotel**, a venue

harmonizing luxury with the island's rich artistic heritage and natural beauty. Attendees immersed themselves not only in cutting-edge research but also in the cultural tapestry of a destination famed for its creativity and inspiration.



The 2nd GCBSS united **experts from 25 countries**, transforming Bali into a hub of cross-border collaboration. Designed to foster **international partnerships** and **research synergies**, the conference empowered participants to bridge academic divides and ignite actionable ideas.

Central to the event were **engagements with world-renowned plenary speakers**, visionaries who challenged conventional thinking across business and social sciences. Their thought-provoking sessions sparked lively debates, offering fresh frameworks to address global challenges.

The 2nd GCBSS opened with an inspiring address from **Dr. Kashan Pirzada**, Chairman of the GATR Advisory Board, who framed the conference as a direct response to today's most



urgent developments in business and social sciences. With warmth and conviction, he welcomed the global delegation, thanked participants for driving meaningful dialogue, and positioned the event as a catalyst for transformative partnerships, "a convergence point where academia meets real-world impact." His words set both the intellectual agenda and collaborative spirit for the days ahead.



Professor **Danture Wickramramasinghe** (University of Glasgow) ignited the conference with his plenary address on Actor-Network Theory (ANT), reframing social research by democratizing agency, arguing that objects, systems, and human actors collaboratively shape social phenomena. Rejecting traditional hierarchies and "**social forces**," his

framework challenged attendees to analyze networks where lab equipment, policies, or even algorithms hold equal sway as people in driving change, offering a radical lens for contemporary business and social science research.

The dialogue advanced with **Professor Gabriël A Moens** (Curtin Law School, Australia),



who dissected the evolution of state health interventions contrasting the paternalistic "Nanny State" model with modern "Nudge State" approaches. His analysis revealed how contemporary policymakers leverage behavioral science, subtly guiding choices (e.g., opt-out organ donation systems or calorie labeling) rather than imposing restrictions.

He argued that contemporary governance increasingly favors subtle behavioral nudges like policy-designed default choices over heavy-handed mandates, emphasizing how law can intelligently shape healthier societies while preserving individual autonomy.



Professor Ahmad Fauzi Abdul Hamid (ISEAS – Yusof Ishak Institute, Singapore) examined the evolution and contemporary challenges of **Area Studies** as applied to **Southeast Asia**. He highlighted the field's traditional **dominance by Western scholars** across disciplines including **political science, history, sociology, linguistics, and geography**.

Emphasizing regional capacity gaps, he noted the **critical shortage of dedicated faculties in Malaysia** due to **declining student interest in Southeast Asian studies**, a trend jeopardizing the discipline's **local development and global relevance**.

Centered on the theme "**Contemporary Issues in Management & Social Science Research**", the conference explored critical challenges through five



sub-themes: **Management**, **Education** and **Psychology** reforms in Asia/Europe; **Accounting** and **Finance** dimensions of global development programs; **Economic** and **Banking** transformation in Asia; Cultural aspects of **Marketing** in developing nations; and emerging debates in Management & Social Science Research. Participants presented cutting-

edge work addressing these interdisciplinary priorities, showcasing the field's dynamic evolution and global relevance.



Saadah Wok (International Islamic University Malaysia) investigated how **employee relations**, a key **human resource practice**, moderates **workplace happiness** among **married working women in Malaysia**. Her findings revealed a **strong positive relationship** between **internal contact** and happiness, while **external contacts** showed a **moderately**

positive link. Crucially, both contact types collectively predicted enhanced **workplace happiness**, with **employee relations** playing a significant explanatory role. These results validate the **social exchange theory** framework, underscoring how reciprocal interactions shape employee well-being in organizational settings.

Hasan Basri (Syiah Kuala University, Indonesia) conducted a **grounded theory analysis of accounting systems and accountability practices** in an **Islamic institutional setting**. The study revealed that management views **financial reporting** as a vital tool for enhancing organizational **accountability**, with **accounting activities** perceived as fully aligned with both **religious principles** and institutional missions. However, findings identified critical gaps: the institution's **accounting practices** remain underdeveloped, and its **financial accountability** standards fall short of societal expectations. This contrast between ideological alignment and practical implementation highlights tensions in reconciling faith-based values with professional accounting norms



Tiara Juniar Soewardi (Brawijaya University, Indonesia) analyzed the **decentralization policy's** dual impact on **economic growth** and **inter-regional disparity** in Indonesia since its 2001 implementation. While international evidence shows decentralization strengthens **social** and **democratic** outcomes, her findings reveal trade-offs for **economic development**: rising **provincial revenue** reduces **income disparity**, but progress hinges on **infrastructure development** and **regional wage policies** governing **goods flow** and **labor mobility**. The study underscores how coordinated **policy programs** must address these multidimensional effects.



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The study emphasizes that **inter-regional disparity** reduction programs achieve maximum effectiveness when **strategically coordinated by central government** while being **locally**



implemented. In parallel, **Hasina Farhana Sarkar** (Curtin University, Australia) conducted groundbreaking research examining how **auditor-client geographic proximity** influences **audit quality** in Australia. Her innovative approach combines two critical metrics: **accrual-based earnings quality** and **going-concern audit**

opinions, creating the first comprehensive Australian study to analyze how **geographic proximity** interacts with these dual **audit quality measures** to shape **auditor-client relationships**. This research establishes a new framework for evaluating audit effectiveness in geographically diverse business environments.



Caleb Huanyong Chen (Hong Kong Baptist University) investigated how **sustainable practices** enhance **organizational performance** and **competitiveness** in **sunset industries**, revealing four key mechanisms: **operational improvements** through greater efficiency, cost reduction, and innovation; strengthened **corporate governance** via

ethical frameworks and stakeholder alignment; enhanced brand reputation and customer loyalty; and increased access to green financing and regulatory incentives. The study demonstrates that sustainability acts as a strategic lever, transforming traditional industries by embedding resilience and long-term value creation.

The study identifies four key mechanisms through which sustainable practices enhance organizational performance: establishing sustainable development as a **long-term corporate strategy**, fostering **employee engagement** through meaningful sustainability initiatives that boost commitment and organizational citizenship behaviors, building **high-quality relationships with business partners**, and driving **operational improvements** through enhanced efficiency and innovation - collectively enabling companies to overcome industry challenges and achieve sustained competitiveness, with both theoretical and practical implications discussed in the paper.



The **conference organizers** extend sincere gratitude to all plenary speakers and participants who enriched this international gathering through high-quality presentations and stimulating discussions in Bali, Indonesia, while particularly acknowledging the valuable contributions of University of Brawijaya students and expressing

special appreciation to the Global Academy of Training and Research for facilitating this productive scientific exchange.

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