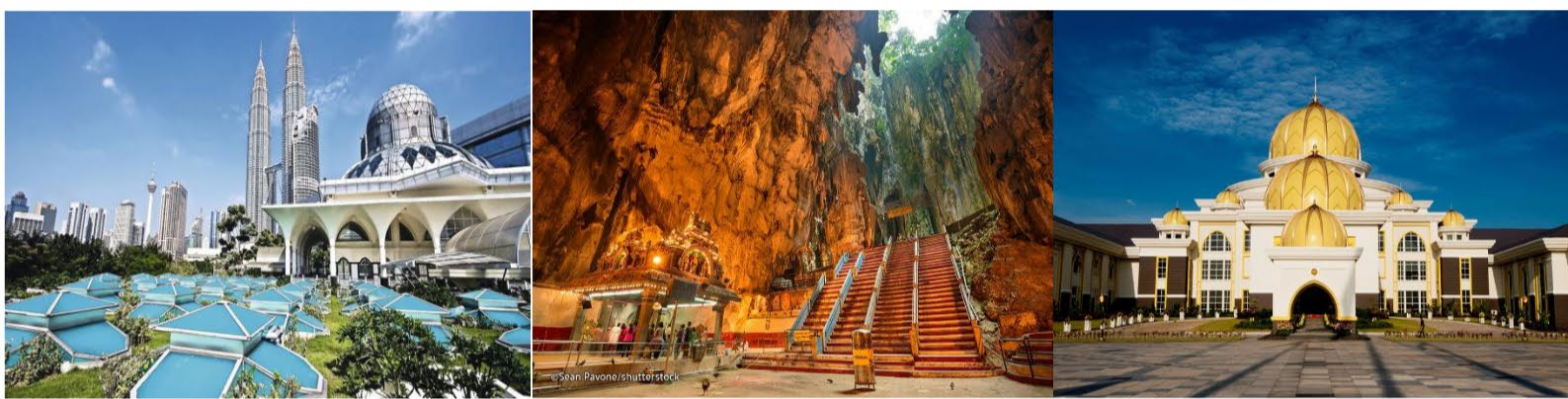


3RD GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES:

**Contemporary Issues in Management
and Social Science Research**



CONFERENCE REPORT

December 16 - 17, 2015

Connexion Nexus Hotel & Auditorium, Kuala Lumpur, Malaysia

3rd Global Conference on Business and Social Sciences on "Contemporary Issues in Management & Social Science Research" December 16 - 17, 2015 Connexion Nexus Hotel & Auditorium, Kuala Lumpur, Malaysia

The **Global Academy of Training and Research (GATR)**, in collaboration with esteemed national and international universities and Publishers **Elsevier (UK)**, **Inderscience (Switzerland)**, **UPM Press (Malaysia)**, and the **University of Brawijaya (Indonesia)** organized the **3rd Global Conference on Business and Social Sciences (GCBSS)**.



The conference was held at the **Connexion Nexus Hotel & Auditorium** in **Kuala Lumpur, Malaysia**, a vibrant capital city known for its blend of **modern skyscrapers, colonial architecture, warm hospitality, and rich natural and cultural attractions**.

Experts from **15 countries** came together to engage in the exchange of knowledge and ideas. The conference addressed a wide range of pressing issues in **business and social sciences**, explored through various **specialized sub-themes**.



The goal of the conference was to **support, encourage, and empower early-career researchers** by providing a platform to present their work, engage with an international community of peers, and receive **insightful guidance from experienced senior scholars**. Through this environment of academic exchange and mentorship, the conference aimed to foster **collaboration, innovation, and professional growth** among the next generation of researchers.

The conference commenced with **warm and thoughtful remarks** from **Dr. Kashan Pirzada**, Chairman of the **GATR Advisory Board**. Setting a welcoming tone, Dr. Pirzada emphasized the **timeliness and importance of the conference themes**, noting their strong connection to the evolving landscape of business and social sciences. He greeted participants from across the globe with enthusiasm and expressed his **heartfelt gratitude** for their presence and contributions. In his address, he underscored the value of academic dialogue and collaboration, voicing his aspiration that the conference would become a **catalyst for new ideas, enduring partnerships, and vibrant scholarly exchange** that extends well beyond the event itself.



Following the opening remarks, the floor was handed over to the **first plenary speaker, Professor Danture Wickramasinghe**, a distinguished scholar in **Management Accounting** from the **University of Glasgow, United Kingdom**. With over **25 years of academic experience**, Professor Wickramasinghe has built a remarkable career as a passionate educator at undergraduate, postgraduate, and MBS levels. He has **supervised hundreds of Master's dissertations**, produced numerous successful PhD graduates, and served as both internal and external examiner for more than ten doctoral candidates. Beyond academia, he is a **regular speaker at research and professional forums**, including those organized by the **Chartered Institute of Management Accountants (CIMA)**. His current roles include serving as **Chief External Examiner at Manchester Metropolitan University** and **External Examiner at the University of Aberdeen**, while continuing to supervise PhD candidates at Manchester. His presence added great depth and academic gravitas to the conference's opening plenary session.



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The second plenary speaker was **Professor Gabriël A. Moens, Professor of Law and Director of Research at Curtin Law School, Australia**. A globally respected figure in the field of international arbitration, Professor Moens is a **Fellow (FCIArb)** and **Chartered Arbitrator (CArb)** of the **Chartered Institute of Arbitrators, London**, and serves as **Fellow and Deputy Secretary General of the Australian Centre for International Commercial Arbitration (ACICA)**. He also holds the position of **Editor-in-Chief of the ACICA Review** and co-authored a well-regarded commentary on the **ACICA Arbitration Rules**.



Further reflecting his standing in the legal academic community, Professor Moens is a **Membre Titulaire** of the **International Academy of Comparative Law** in Paris, a **Fellow of the Australian Institute of Management (AIM WA)**, and serves on the **Board of Directors at the College of Law, Western Australia**. His extensive experience and leadership across legal education, research, and arbitration brought a compelling and authoritative voice to the conference.

With the main theme "**Contemporary Issues in Management & Social Science Research**," the conference brought together a diverse range of topics reflecting the evolving challenges and opportunities across both disciplines. Key sub-themes included **management, education, and psychology reforms in Asia and Europe**; **accounting and finance concerns** related to global development reform programs; **economic and banking transformations in Asia**; **cultural considerations in marketing** within developing countries; and other **pressing issues in contemporary management and social science research**. Throughout the sessions, participants presented a wide array of **timely, relevant, and high-demand topics**, sparking rich academic discussions and cross-disciplinary engagement.



Dr. Azilawati Banchit from **Universiti Teknologi MARA (Malaysia)** presented a study

examining **conflicts among large shareholders in the ASEAN-5 region**, with a particular focus on their impact on workplace dynamics. Her findings revealed a **strong positive relationship between internal contact and workplace happiness**, while the effect of external contacts was found to be **moderately positive**. When combined, both internal and external social interactions were shown



to **better predict overall workplace happiness**. Notably, **employee relations** played a significant role in explaining levels of workplace satisfaction among **married working women in Malaysia**. The study's results provided further empirical support for the **Social Exchange Theory**, reinforcing its relevance in contemporary organizational contexts.

Steven Tam from **Fort Hays State University (USA)** presented a critical analysis on the conceptualization of **workplace learning practices**. His paper synthesized existing literature on Organizational Learning Culture (OLC) and identified three common stages through which firms, regardless of size, navigate workplace learning. By outlining these distinct patterns, the study opens new avenues for **empirical research** and offers valuable insights into how organizations can foster effective learning environments.



Muhammad Saleem from the **School of Psychology and Human Development, Universiti Kebangsaan Malaysia**, presented a paper exploring the concept of **multidimensional self-perceived freedom**. The study aimed to **operationalize this definition** through qualitative insights gathered from **Focus Group Discussions (FGDs)** conducted with marginalized youth in Pakistan. This exploratory research provides a nuanced understanding of freedom as experienced across multiple dimensions within vulnerable communities.



The conference organizers extend their sincere gratitude to all plenary speakers and participants who joined this international network and traveled all the way to **Kuala Lumpur, Malaysia**. Their high-quality presentations, engaging discussions, and enthusiastic participation greatly contributed to the unique and inspiring atmosphere of this fruitful scientific gathering.



The **Global Academy of Training and Research** also wishes to express special appreciation to the students of the **University of Malaya** for their valuable support and contributions, which played a significant role in the success of the conference.

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