

5TH GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES:

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



CONFERENCE REPORT

May 4 - 5, 2017

**The VE Hotel & Residence,
Kuala Lumpur, Malaysia**

5th Global Conference on Business and Social Sciences on "Contemporary Issues in Management and Social Science Research" May 4 - 5, 2017 The VE Hotel & Residence, Kuala Lumpur, Malaysia

The **Global Academy of Training and Research (GATR)**, together with top universities and publishers like **Elsevier (UK)**, **Inderscience (Switzerland)**, **UPM Press (Malaysia)**, and **University of Brawijaya (Indonesia)**, hosted the **5th Global Conference on Business and Social Sciences (GCBSS)** in **Kuala Lumpur**. The event took place at **The VE Hotel & Residence**, located in Malaysia's vibrant capital, a city famous for its mix of modern skyscrapers, historic landmarks, and rich cultural heritage.



The **5th Global Conference on Business and Social Sciences (GCBSS)** brought together **experts from 40 countries** to examine pressing issues across **business and social science disciplines**. As an **international academic platform**, the conference facilitated **global research collaboration**, promoted **scholarly excellence through knowledge exchange**, and strengthened **research culture** both in **Malaysia and worldwide**. By bridging **diverse perspectives**, GCBSS advanced meaningful dialogue and innovation in these critical fields.



The conference opened with **welcome remarks** from **Dr. Kashan Pirzada, Chairman of the GATR Advisory Board**. He underscored the relevance of the conference themes to **contemporary business and social science trends**, warmly greeted participants, and thanked them for their **valuable contributions**. Dr. Pirzada highlighted his hope that the event would evolve into a **transformative platform** for establishing new partnerships and professional networks.



Following the opening remarks, the floor was turned over to the first **plenary speaker, Professor Danture Wickramasinghe** from the **University of Glasgow, United Kingdom**, who delivered an insightful address on 'Knowledge Production and Social Engagement.' He defined **knowledge production** as the process of acquiring understanding through **techniques, procedures, practices, systems, and methodologies**, while **social engagement** represents the cultivation of **mutual concern, shared understanding, and collaborative sense-making** between diverse groups bridging cultural, political, and intellectual perspectives. His speech underscored the interdependence of these concepts in driving meaningful academic and societal progress.



The next **plenary speaker**, **Professor Gabriël A. Moens, Professor of Law and Director of Research at Curtin Law School, Australia** delivered a thought-provoking address on 'The Knowledge Revolution: Challenges and Opportunities.' He highlighted how modern knowledge acquisition is characterized by **information overload**, with data streaming from countless sources like **television, the internet, emails, and smartphones**. Among the key challenges he addressed was **telecommunications data retention** as a counterterrorism measure, which, while necessary for national security, risks creating **major data breaches**. This tension, he argued, reveals a fundamental conflict: **balancing the public's right to know with the imperative of safeguarding national security**.



The conference's concluding plenary speaker, **Professor Musa Mangena of Nottingham Business School, United Kingdom**, presented his research on 'Corporate Governance, Powerful Banks and Financial Distress in Nonfinancial Firms'. His address focused on analyzing how **governance structures** particularly **block ownership** and **board composition** - influence the probability of financial distress. A key finding from his research revealed that **bank power demonstrates a significant positive correlation with financial distress likelihood**. Specifically, when controlling for other variables, firms with greater bank influence were shown to be **more vulnerable to financial instability**.



The conference continued with the **2nd Deans and Directors Networking Session**, which centered on advancing **business and social sciences research** through institutional collaborations and partnerships with key industry stakeholders. Participants focused on **three critical goals**: aligning academic research with real-world business needs, identifying actionable strategies to address emerging challenges in the field, and fostering long-term partnerships between universities and research influencers. Through structured discussions, the session produced concrete recommendations to bridge the gap between scholarly work and practical applications while tackling pressing disciplinary issues.



The conference featured numerous compelling presentations on pressing topics, including a notable contribution by **Muhammad Ijaz Butt** of **Government College Township (Pakistan)**, who examined the potential impact of a **code of conduct for parliamentarians** on fostering healthier political cultures in **South Asia**. His research proposed actionable guidelines to improve parliamentary behavior, aiming to counteract **public apathy** and restore trust in political institutions. By advocating for such reforms, Butt highlighted how **ethical governance** could not only revitalize political engagement in South Asia but also serve as a model for addressing **declining moral values** in global political systems.



This study introduces a **binding code of conduct** to regulate parliamentarians' behavior by establishing **clear public accountability measures**. The framework empowers citizens to **objectively assess** legislative conduct against standardized ethical benchmarks while creating mechanisms to **hold officials responsible** for authoritative decisions. By aligning parliamentary actions with **transparent guidelines**, the code addresses systemic apathy and restores public trust, serving as both a **behavioral corrective** and a long-term solution to declining political integrity. Its implementation offers a **practical pathway** to reconcile authority with public expectations, ensuring governance reflects moral accountability rather than unchecked power.

Leila Lotfi Dehkharghani (Islamic Azad University, Iran) presented a study examining **human resource management's (HRM) impact on firm performance**, with **intellectual capital** as the mediating variable. Her research developed a model demonstrating that **HRM practices significantly influence organizational performance through intellectual capital**, particularly highlighting **recruitment/selection** as the highest-loading HRM factor and **structural capital** as the most influential component of intellectual capital. These findings underscore the critical intermediary role of intangible assets in translating HRM investments into measurable performance outcomes.



Eman Alshammari (School of Management, Swansea University, UK) conducted an **integrative review of Consumer Ethnocentrism (CET)**, analyzing its definition, theoretical foundations, and antecedents through existing empirical research. Her work confirmed that **consumer ethnocentrism significantly influences purchasing behavior**, with ethnocentric consumers demonstrating a **strong preference for domestic products**, even when they offer lower quality or higher prices due to **nationalistic tendencies**.



These findings highlight CET's role as a **key behavioral determinant** in local vs. foreign product choices, reinforcing its relevance in international marketing strategies.

The literature review highlighted a critical research gap, revealing that while **consumer ethnocentrism (CET)** has been widely examined in developed nations, its implications for **developing economies and emerging markets** remain underexplored, a finding with direct value for **marketers, policymakers, and businesses** seeking to refine strategies for foreign product positioning. The conference concluded with a **practical workshop** led by **Professor Dr. Gabriël A. Moens** on publishing in **high-impact ISI journals**, covering essential topics from journal selection and pre-submission preparation to ethical publishing practices and reviewer response tactics. Together, these sessions bridged theoretical insights with actionable academic and commercial applications, equipping attendees with tools to advance both research and market strategies.



The conference organizers extend their **sincere gratitude** to all **plenary speakers** and **participants** who joined this global gathering in **Kuala Lumpur, Malaysia**, contributing to its success through **high-quality presentations**, **engaging discussions**, and the shared spirit of academic collaboration.

A special acknowledgment goes to the **students of the University of Malaya** for their invaluable support, which helped foster the conference's dynamic and productive atmosphere. Their collective efforts made this event a truly impactful platform for knowledge exchange and professional networking.



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