



7TH GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCE 2018

Contemporary Issues in Management and Social Sciences Research

**CONFERENCE
REPORT:**

**August 20-21, 2018
Cinnamon Grand Hotel
Colombo Sri Lanka**

The Global Academy of Training & Research (GATR), in collaboration with prestigious national and international institutions, including the University of Prešov (Slovakia), University of Kelaniya (Sri Lanka), University of Brawijaya (Indonesia), Elsevier (UK), Inderscience (Switzerland), Czestochowa University of Technology (Poland), Cairo University (Egypt),



Kalasalingam University (India), Asia-Pacific Institute of Dispute Management (Australia), and Triskati School, successfully organized its 7th Global Conference. This partnership underscores GATR's commitment to fostering cross-border academic excellence and innovative research dissemination through global scholarly networks.

The Global Academy of Training & Research (GATR), in collaboration with an international consortium of academic institutions including the University of Prešov (Slovakia), University of Kelaniya (Sri Lanka), University of Brawijaya (Indonesia), and publishing partners Elsevier (UK) and Inderscience (Switzerland), successfully hosted the 7th GCBSS at Colombo's prestigious Cinnamon Grand Hotel. The event brought together scholars from across Asia and Europe in Sri Lanka's vibrant capital - a city renowned for its striking contrast of modern skyscrapers and colonial heritage, warm hospitality, and stunning natural landscapes.

The 7th GCBSS brought together experts from 48 countries to address critical issues in Business and Social Sciences through diverse sub-themes. This international forum served three primary objectives: fostering global research networks, advancing academic excellence through knowledge exchange, and strengthening research culture both in Malaysia and worldwide. The conference provided a dynamic platform for scholars to establish valuable international connections while addressing pressing disciplinary challenges across these fields.



The conference opened with a welcome address by **Dr. Kashan Pirzada**, Chairman of the GATR Advisory Board, who emphasized the timely relevance of the conference themes to contemporary developments in business and social sciences research. After warmly greeting participants from around the world, he expressed sincere appreciation for their valuable



contributions to the conference proceedings and shared his vision for the event to serve as an effective platform for establishing new academic collaborations and professional networks. Dr. Pirzada highlighted the conference's potential to foster meaningful connections that would advance research and practice across these disciplines, setting an optimistic and collaborative tone for the proceedings.

The conference then welcomed **plenary speaker Professor Dr. Gabriel A. Moens** (Curtin University and Emeritus Professor, University of Queensland, Australia), who delivered a thought-provoking address on 'The Importance of Academic Freedom and the Rule of Law for Research.' While the value of academic freedom is widely acknowledged, Professor Moens highlighted its underrepresentation in scholarly discourse, emphasizing its dependence on a robust



Rule of Law framework. His analysis revealed the **precarious state of academic freedom** in modern universities and examined how interpretations of the Rule of Law vary across cultural and national contexts, directly impacting research ecosystems. This critical exploration underscored the need to protect these interdependent principles as foundations for global academic progress.

Professor Istemi Demirag (University of Keele, UK) presented his study ‘Management Control Issues in PPP Contracts,’ employing **Foucault’s governmentality framework** to analyze accounting’s role in shaping the UK’s **Private Finance Initiative (PFI)**. Through critical discourse analysis of **official UK government documents** (1992–2012) from HM Treasury, the



National Audit Office, and Parliamentary committees, his research revealed a paradox: while PFI offered a solution to infrastructure funding gaps amid strict departmental borrowing constraints, accounting mechanisms were strategically used by successive governments to **construct, justify, and**

implement PFI rationales. This work highlights how technical accounting practices become tools of **political governance** in public-private partnerships.

Prior to the closing ceremony, **Professor Dr. Gabriël A. Moens** and **Professor Dr. Danture**



Wickramasinghe led an intensive workshop on Publishing in High-Impact ISI Journals, equipping attendees with practical strategies for academic success. The session comprehensively addressed: **journal selection criteria** for ISI/Scopus-indexed publications, **pre-submission technical preparation**, effective **response to reviewer**

comments, and essential **publication tools/resources**, while also examining critical **ethical and legal considerations** in scholarly publishing. This masterclass provided researchers with actionable insights to navigate the complexities of high-stakes academic publishing and enhance their global research visibility.





The conference organizers extend their sincere gratitude to all **plenary speakers** and **participants** who contributed to this global gathering in **Colombo, Sri Lanka**, through their **high-quality presentations**, **engaging discussions**, and active participation in creating a dynamic scientific forum. A special acknowledgment goes to the **students and researchers from the University of Malaya** for their invaluable support, which was instrumental in fostering the conference's collaborative spirit and academic excellence. Their collective efforts made this event a truly impactful platform for knowledge exchange and professional networking.

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