



8TH GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES 2018

Contemporary Issues in Business and Social Sciences Research



CONFERENCE REPORT:

14-15 December 2018

Berjaya Times Square Hotel

Kuala Lumpur, Malaysia



The 8th Global Conference on Business and Social Sciences (GCBSS) was organized by the Global Academy of Training & Research (GATR), Malaysia in collaboration with international partners including 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), Triskati School of Management (Indonesia), Sriwijaya University (Indonesia), University of Dhaka (Bangladesh), State University of Malang (Indonesia), Tanjungpura University (Indonesia), University of Antique (Philippines), and Independent University (Bangladesh). The event took place at Kuala Lumpur's Berjaya Times Square Hotel, set against Malaysia's vibrant capital city known for its **modern skyscrapers, colonial heritage, welcoming culture, and stunning natural landscapes** - providing an inspiring setting for global academic discourse.

The 8th GCBSS brought together **experts from 52 countries** to examine critical issues across **Business and Social Sciences** through diverse sub-themes. Designed as a catalyst for academic advancement, the conference pursued three core objectives: fostering **international research collaborations**, creating platforms for **scholarly excellence**, and strengthening **research culture** both in Malaysia and globally. By facilitating cross-border knowledge exchange and interdisciplinary dialogue, the event reinforced its role as a premier forum for addressing contemporary challenges in these fields.



Dr. Kashan Pirzada, Chairman of the **GATR Advisory Board**, commenced the conference with opening remarks that underscored the **timely relevance** of the agenda to contemporary developments in **business** and **social sciences** research. Expressing sincere appreciation for participants' contributions, he emphasized the event's potential to serve as a **catalyst for international collaborations**, stating: "This gathering represents a strategic platform to transform academic dialogue into lasting professional partnerships."



His address framed the conference as both an intellectual forum and a networking hub, setting an aspirational tone for the proceedings.

Professor Dr. Gabriel A. Moens (Curtin University/University of Queensland, Australia) delivered a keynote analyzing '**Brexit: A Work in Progress and Its Relevance for Asian Countries**', tracing the



UK's historically contentious EU relationship. He documented how Britain consistently resisted political integration while securing **key opt-outs** (the **Euro** and **Schengen Area**), framing the EU primarily as an economic project. His analysis revealed how decades-long **divisions within the UK Conservative Party** over **sovereignty, immigration,** and **national identity** culminated in Brexit, with anti-

immigration sentiments and **economic disenfranchisement** of marginalized communities serving as decisive factors. These insights provided crucial perspectives for Asian nations navigating their own regional partnerships amid global geopolitical shifts.

Professor Dr. Danture Wickramasinghe (University of Glasgow, UK) presented a critical analysis of '**Bio-Political Perspectives on Accounting and Management Research**', examining how **neoliberal political-economic conditions** facilitate the **strategization** of management and accounting practices. He defined **strategizing** as the operational mechanism that transforms static strategies into dynamic systems linking firms with external environments, while **neoliberalism** provides the ideological framework enabling this process. His research traced how these interconnected forces continuously shape organizational practices, with accounting and management becoming increasingly **instrumentalized** within this paradigm. The analysis highlighted the profound consequences of this merger, where market-driven logic permeates both disciplines' theoretical and practical dimensions.



Mr. Prince Medina (University of Santo Tomas, Philippines) investigated **equity investment strategies** among online traders in the **Philippine Stock Exchange**, analyzing how **demographic profiles** correlate with preferences for **technical analysis** (price trends) or **fundamental analysis** (financial metrics). Using a **418-observation dataset**, the study applied **chi-square tests** to evaluate frequency deviations, **Spearman's rho** to rank variable associations, and **Friedman's tests** for non-parametric comparisons. Results demonstrated significant links between investor characteristics (e.g., age, income) and analytical approaches, revealing behavioral patterns unique to **emerging-market retail investors**.

These insights equip **financial educators** with evidence to refine literacy programs and help **brokerages** customize platforms for Filipino traders. The methodology's emphasis on **distribution-free statistics** addresses common data limitations in developing economies, offering a replicable framework for similar markets.

Associate Professor **Stephan Mago** (Durban University of Technology) examined the intricate relationship between **regulation, deregulation,** and **inequality** in Zimbabwe's microfinance sector, where **SMEs** dominate both formal and informal economies. His study addresses a critical paradox: despite **high regulation levels** in developing nations (Cabral, 2017), **economic inequality** persists, creating complex



socioeconomic dynamics. By analyzing Zimbabwe's microfinance landscape, the research reveals how policy shifts produce unintended consequences, requiring nuanced evaluation of their impact on financial inclusion and equitable growth. These findings contribute to broader debates about **market governance** in emerging economies, particularly where informal sectors thrive alongside regulated financial systems. The study underscores the need for tailored policies that balance oversight with SME empowerment in high-inequality contexts. The study reveals a **complex tripartite relationship** between regulation, deregulation, and inequality in Zimbabwe, where both policy extremes harm marginalized populations. **Overregulation** fuels elite capture - scarce resources are diverted through corrupt practices that silence the poor, while **deregulation** exacerbates exclusion through inflated market prices. This dual failure manifests in **grey-market proliferation**, where artificial scarcity drives unsustainable pricing. The Zimbabwean case demonstrates how regulatory frameworks in developing economies often **reinforce structural inequalities**: elites manipulate rules to consolidate wealth, whereas deregulated markets price out vulnerable groups.

These findings challenge conventional policy binaries, showing how both approaches can perpetuate exclusion when institutional safeguards are weak. The research underscores the need for **nuanced, context-sensitive reforms** that address power asymmetries while ensuring equitable market access.

Prior to the conference closing, Professors **Gabriël A Moens** and **Danture Wickramasinghe** conducted an intensive workshop on 'Publishing in High Impact Factor ISI Journals'. The session provided

comprehensive guidance covering: essential **journal publication requirements**, selection criteria for **ISI/Scopus-indexed journals**, crucial **pre-writing preparations**, effective strategies for **addressing reviewer feedback**, valuable **publication tools and resources**, along with important **ethical and legal considerations** in academic publishing. This practical workshop equipped participants with critical knowledge to navigate the complex publication process successfully, emphasizing proper methodologies to meet international publishing standards while avoiding common pitfalls. The professors shared expert insights drawn from their extensive



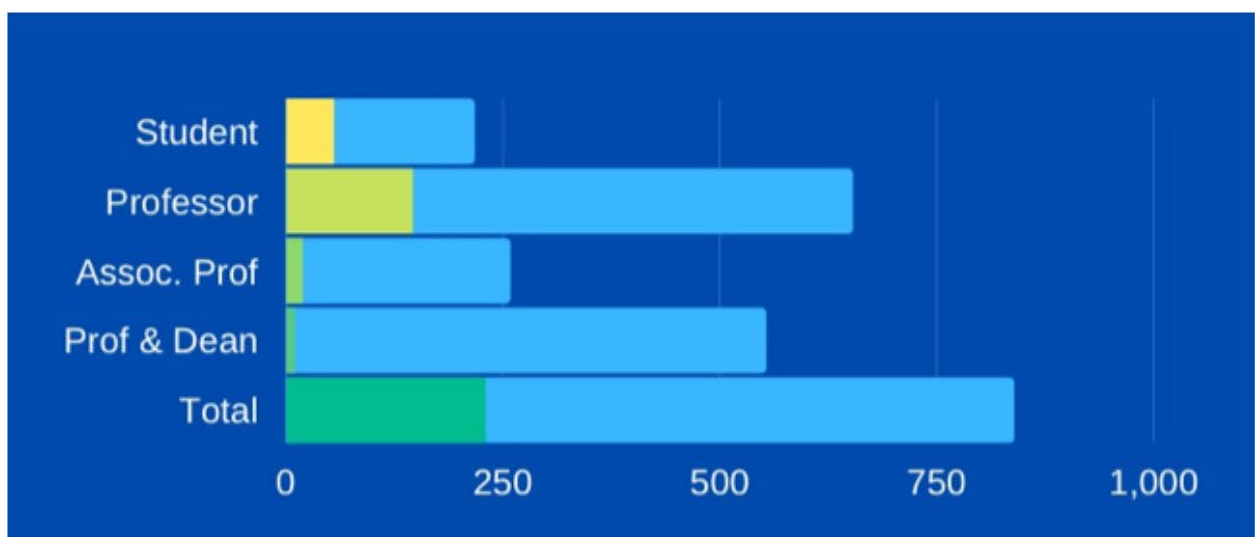
editorial experience, offering attendees actionable advice to enhance their research dissemination in prestigious journals.

The conference **organizers** warmly thank all **plenary speakers** and **participants** for joining this international gathering in **Kuala Lumpur, Malaysia**, and for

contributing **high-quality presentations** and **stimulating discussions** that created a vibrant academic atmosphere. The **Global Academy of Training and Research** extends special gratitude to the **students and researchers of University of Malaya** for their exceptional support in making this event successful

Total Submission and Acceptance Rate of the 8th GCBSS-2018

CATEGORY	SUBMITTED ABSTRACT	ACCEPTED ABSTRACT	ACCEPTANCE RATE%
STUDENT	162	55	33.95
LECTURER	360	146	40.55
ASSOC. PROF	54	19	35.18
PROF & DEAN	33	10	27.02
TOTAL	609	230	37.76



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