



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**

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The Global Academy of Training and Research (GATR) in collaboration with the National and International Universities and Publishers such as Elsevier (UK), InderScience (Switzerland), UPM Press (Malaysia) and University of Brawijaya (Indonesia) organized the 5th Global Conference on Business and Social Sciences (GCBSS). The conference took place at The VE Hotel & Residence, in the capital city of Malaysia, Kuala Lumpur boasting gleaming skyscrapers, colonial architecture, charming locals, and a myriad of natural attractions.



Experts from 40 countries gathered to participate in the conference. The conference covered important issues in Business and the Social Science under various sub-themes.

The goal of the conference is to provide a platform for international relationships among the researchers involved in Business and Social Sciences, to provide a platform for academics to excel and also to increase research culture in Malaysia and around the world.



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The conference started with the welcome and opening remarks of the conference host from Chairman of GATR Advisory Board, Dr. Kashan Pirzada. He highlighted the relevance of the conference topics to the current trends of development of business and social sciences, greeted participants and expressed his gratitude to all participants for their valuable contribution to the conference procedures. He put hopes that the conference should become an efficient platform for the creation of new partnerships and contacts.



Further the floor was passed to the first plenary speaker, Danture Wickramasinghe, Professor of Management Accounting at the University of Glasgow, United Kingdom. He contributed a speech to the topic of 'Knowledge Production and Social Engagement'. Knowledge production acquires by studying the techniques, procedures, practices, systems and methods. Social engagement involves concern and common sense between two parties involved through cultures, politics and understanding of the knowledge.



Next plenary speaker, Gabriël A Moens, Professor of Law and Director of Research, Curtin Law School, Australia. His speech was about 'The Knowledge Revolution, Challenges and Opportunities'. He emphasized on knowledge these days involves overload information from variety of sources including the television, the Internet, the email, the smartphone and so on. One of the challenges mentioned in the speech is telecommunications data retention in order to combat terrorism. Thus, opportunities created may cause major data breaches that will reveal a conflict between the right to know and hence, the need for national security.



Last plenary speaker, Musa Mangena, Professor of Accounting, Nottingham Business School, United Kingdom. His speech was about 'Corporate Governance, Powerful Banks and Financial Distress in Nonfinancial firms'. He aimed to examine governance structures, in particular block ownership and board structure, on the likelihood of financial distress. One of the key finding mentioned in the speech is bank power has a positive and significant relationship with financial distress likelihood, holding other factors constant, firms in which banks are powerful are more likely to suffer financial distress.



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The conference continued with 2nd Deans and Directors Networking Session and Discussion. This year's GCBSS networking session focused on establishing business and social sciences research through creating collaborations among institutions and with other key players who influence business and social sciences research. The outcomes were to identify the critical steps to align research with business needs and also to identify and recommend actions to the emerging challenges in business and social sciences research.



Many interesting and recently demanded issues have been presented by participants in the conference. Muhammad Ijaz Butt from Government College Township (Pakistan) attempted to examine the ways of conducting the code regarding to the behavior of the parliamentarians which might incorporate healthy trends in south Asian Political culture. It also presents guidelines of the conduct which will contribute a vigorous influence to the current situation of political culture among the South Asian Countries. There is need to adopt a code of conduct to counteract the public apathy about the parliamentarians. It will develop trustworthiness among the public which will ultimately improve the declining moral values in the world.

Main aim of this paper is to provide a code of conduct which hopefully will impart to control the behavior of



Parliamentarians with the development of public opinion through which they can easily judge the code among the members. Not only that, this development will establish a criterion through which they can be accounted and made responsible what they do or perform by using their authoritative liabilities. In this way, the general public can be satisfied. This code must be in accordance with absolute guidelines to lead them to the better attitudes among the parliamentarians. This is the best solution to create a code and its implementation.

Leila Lotfi Dehkharghani from Islamic Azad University (Iran) presented critical analyses on an effect of human resource management on firm performance with intellectual capital as intervening variable. The aim of this study was to clarify the role of intellectual capital in the relationship between human resource management functions and performance of the organization is in the form of a model. The results indicate that the human resource management activities through the intellectual capital on organizational performance impact is significant. In the fitted model to assess performance, selection and recruitment highest load factor in human resources management activities accounted for. In between intellectual capital, structural capital highest load factor among these capitals is capable of.



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Eman Alshammari from of School of Management, Swansea University (United Kingdom) presented an integrative review of the main concept of CET in terms of its definition, theoretical perspectives, and the antecedents of CET including previous empirical studies. The majority of this work found that consumer ethnocentrism is an important factor that can determine behaviour in the decision

making of consumers as they decide to purchase local or foreign products. Ethnocentric consumers exhibit a high preference towards domestic products over foreign products even when the quality is lower and price is higher due to nationalistic reasons. Also, the review of the literature found many studies have examined the degree of consumer ethnocentrism in more developed countries, where there still remains a lack of research related to consumer behaviour in developing countries and emergent markets. The results will be useful for marketers, policy makers and businessmen to find what is especially important in consuming foreign products in local market where could help in taking strategically decisions.

Before the end of the conference, the workshop on 'Publishing in High Impact Factor ISI Journals' was conducted by Professor Dr. Gabriël A Moens. The workshop covered the journal publication requirement, general requirements of ISI/ Scopus Indexed Journal selections, technical preparation before writing, dealing with



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reviewers' comments, publication tools and resources and also, ethical and legal issues in writing and publishing.

Conference organizers would like to express their gratitude to all plenary speakers and participants joined this international network and visited Kuala Lumpur, Malaysia to make their deposit by high quality presentations, interesting discussions and feel unique atmosphere of the fruitful scientific gathering.



Members of Global Academy of Training and Research would like to express a great appreciation to students of University of Malaya for their contribution to the conference.

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