



**6TH GLOBAL CONFERENCE ON BUSINESS AND SOCIAL
SCIENCES 2017**

Contemporary Issues in Business and Social Sciences Research



CONFERENCE REPORT:

December 4 - 5, 2017

Ambassador Hotel Bangkok, Thailand



The Global Academy of Training & Research (GATR) in collaboration with the National and International Universities and Publishers such as University Of Prešov (Slovakia) , University of Kelaniya, (Sri Lanka) and University of Brawijaya (Indonesia), Elsevier (UK), Inderscience (Switzerland), Czestochowa University of Technology (CUT) Poland, Cairo University, (Egypt), Kalasalingam University, (India), Asia-Pacific Institute of Dispute Management (APIDM) Australia, is organized the 6th Global Conference on Business and Social Sciences (GCBSS). The conference took place at Ambassador Hotel, in the capital city of Bangkok, Thailand boasting gleaming skyscrapers, colonial architecture, charming locals, and a myriad of natural attractions.



Experts from 41 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.



The conference started with the opening remarks and welcome speech from Chairman of GATR Advisory Board, Dr. Kashan Pirzada. He highlighted the relevance of the conference topics to the current research 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 collaborations and networking.

Further the floor was passed to the first plenary speaker, Professor Dr. Gabriel A. Moens, Curtin University and Emeritus Professor at the University of Queensland, Australia. He contributed a speech to the topic of 'The Importance of Critical Thinking to Research'. 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, Professor Dr. Danture Wickramasinghe, University of Glasgow, United Kingdom. His speech was about 'Functional Stupidities in the Misunderstanding of Research Purposes'. 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.

also to identify and recommend actions to the emerging challenges in business and social sciences research.





Wei Peng Tan from Chaoyang University of Technology (Taiwan) 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.



Nazneen Jackaria from Open University Mauritius (Mauritius) presented a Religious Influences on Store Loyalty among Grocery Shoppers in Mauritius: The Mediating Role of Trust, study draws its theoretical foundations from literature focused on customers interpersonal relationships with salespeople and customer trust, in particular the study by Sheth (1983) on Shopping



Preference Theory. The findings are limited to grocery shoppers in Mauritius. Generalizations of the research is achieved by the broadening the context of shopping activities examined, for example, to include online shopping for durable and non-durable products. Examining a broader group of religious may also be considered. The mediation model proposed in this study demonstrates the significance of the mediating role of trust in the relationship between consumer religious preferences and their loyalty to shops. To date, this topic has been given little attention at the retail level. These findings address the gap in the religious domain by focusing more significantly on ways to improve store loyalty through the use of trust in the retail setting, in areas where the market is highly religious

Before the end of the conference, the workshop on 'Publishing in High Impact Factor ISI Journals' was conducted by Professor Dr. Gabriël A Moens and Professor Dr. Danture Wickramasinghe. The workshop covered the journal publication requirement, general requirements of ISI/ Scopus Indexed Journal selections, technical preparation before writing, dealing with 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 Bangkok, Thailand 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 and researchers of University of Malaya for their contribution to the conference.

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