

GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES:

**Business and Social Sciences for
Development**



CONFERENCE REPORT

December 15 - 16, 2014

Nexus Hotel, Kuala Lumpur, Malaysia

**Global Conference on Business and Social Sciences on
"Business & Social Sciences for Development"
December 15 – 16, 2014 Nexus Hotel, Kuala Lumpur, Malaysia**

The Global Academy of Training and Research (GATR) in collaboration with the University of Brawijaya (Indonesia), Universiti Putra Malaysia Press (Malaysia), Elsevier (United Kingdom), Inderscience (Switzerland), Macro Think Institute (United States of America) organized the 1st Global Conference on Business and Social Sciences (GCBSS). The conference took place at Nexus Hotel, Kuala Lumpur, Malaysia.



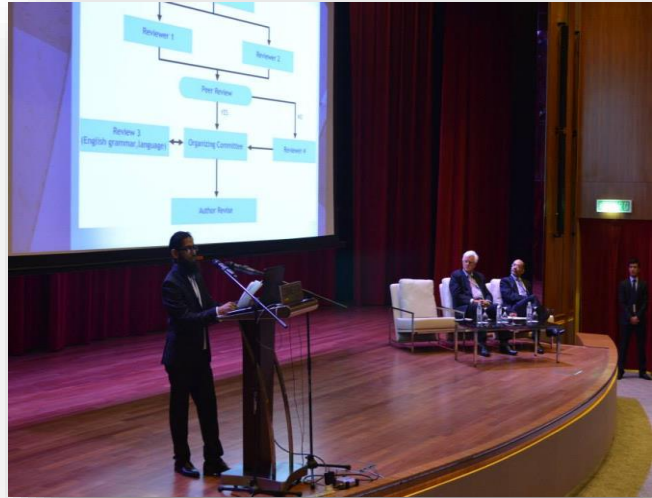
The main goal of the conference was to support, encourage and provide a platform for young researchers to present their research, to network within the international community of other young researchers and to seek the insight and advice of successful senior researchers during the conference.



Experts from 15 countries gathered to participate in the conference. The conference provided opportunities for the delegates to exchange new ideas and experiences, to establish business or research relations and to find partners for future collaboration.

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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 his plenary speech to the topic of global perspectives on Accounting and Management. He emphasized on three issues: (1) for the production of hybridization and the elimination of disciplinary boundaries; (2) for immaterial labour and the emergence of Western design factories; and (3) for effective technologies and the production of the life. These issues can be captured by using frameworks of interdisciplinary (philosophical and historical; cultural and economic), multi realities (material realism; articulation of discourses) and multiple methodologies (ethno-methodology; extended cade method; engaged scholarship). He also concluded that it is necessary to



understand management accounting, management control and management practises in order to tackle the issues.

Next plenary speaker, Gabriël A Moens, Professor of Law and Director of Research, Curtin Law School, Australia. His speech was devoted to the issues of how to mismanage organizations based on a lawyer's perspective. Based on his research paper, he emphasized on actions or practices by senior management which may potentially result in the mismanagement of their



organisations. It is not unusual for employees to allege that the organisations for which they work are mismanaged. Even if these allegations are unsupported, the fact that they are raised regularly justifies an examination of how organisations may be mismanaged. This can be explained why employees, who perform capably at a lower level, do not perform satisfactory at a higher level.

With the main theme as "Business and Social Sciences for Development" the conference will cover important issues in Business and the Social Science under various sub-themes; Management, Education and Psychology reforms in Asia and Europe; Accounting and Finance issues around development reform programmes in the globe; Transformation in Economics and



Banking in Asia; Cultural implications of Marketing in developing countries; and Contemporary issues in Management and Social Science Research. Many interesting and recently demanded issues have been presented by participants.

Zou Xiang from University of Malaya (Malaysia) attempted to examine the practicality and potential value of Enterprise Risk Management (ERM) in the manufacturing sector in China through three aspects: the impact of ERM on the relationship between different kinds of risk and whole risk portfolio; the influence of ERM on components of risk structure; and the function of ERM in correlation with risk portfolio and firm performance. A Multiple Indicators Multiple Causes (MIMIC) model was structured for a comprehensive determination of the connection between ERM and firm performance. The results showed that ERM can reduce the relevance of the kinds of risk to risk portfolio, and the interactions between risk categories are minimized as well. As ERM makes risk structure more significant to firm performance, thus, firms can benefit from risk portfolio and realize the profit potentials.



Lawan Yahaya from Abubakar Tafawa Balewa University Bauchi (Nigeria) presented critical analyses on the perception of corporate taxpayers' compliance behaviour under self-assessment system in Nigeria. Findings show that the corporate taxpayers perceived the tax laws too complicated to understand. The result also indicated that tax complexity, tax fairness and tax responsibility positively and significantly influence compliance behaviour. Therefore, the study recommended that the tax laws should be reviewed and simplified for the taxpayers' understanding.



Associate Professor Dr. Shobha Sundaresan, Maharani Lakshmi Ammanni College for Women (India) highlighted the issue of value education towards empowerment of youth through a holistic approach.

The increasing incidences of deviant behaviour among youth are one of the indicators of the crisis of values in society. Therefore, a need is felt for empowering youth through value education. Value education refers to those different pedagogies or programmes that educators use in order to create learning experiences for students and addresses issues related to personal development, moral development, social and cultural development, religious education, spiritual development, citizenship education and character formation. The study revealed that a holistic approach to value education has developed skills among students to help them lead happy, fulfilled and successful lives.



Ms. Smitha Dev and Jaya Kumar from Abu Dhabi University (UAE) investigated the regular school teacher's ability to handle students with learning disability and their understanding and acceptance level to integrate the LD children into their regular school set up. This study can help to propose suggestions in uplifting the educational standard of schools in UAE and eliminate the differentiations shown towards the children with learning disability, and be on par with the international standard and treatment.



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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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