

2ND GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES:
Multidisciplinary Perspectives on
Management and Society



CONFERENCE REPORT

September 17 - 18, 2015

Aston Denpasar Hotel, Bali, Indonesia

**2nd Global Conference on Business and Social Sciences on
"Multidisciplinary Perspectives on Management and Society"
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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), Kalasalingam University, (India) and University of Brawijaya (Indonesia) organized the 2nd Global Conference on Business and Social Sciences (GCBSS). The conference took place at Aston

Denpasar Hotel in a lush island paradise, famed for its art, culture, and recreation, Bali, Indonesia.



Experts from 25 countries gathered to participate in the conference. The main goal of the conference was provide a platform for international relationships and opportunities to form partnerships among the research participants.

The conference was able triggering minds by meeting with

plenary speaker's the world leading thinkers and innovators in the field.

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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 emphasized his plenary speech to the topic on Actor Network Theory as a theoretical foundation to social theory and a research methodology,

originating in the field of science studies, which is based on two key principles; putting all the factors involved in a social situation on the same level and doing away with the concept of social forces. Thus, objects, ideas, processes, and any other relevant factors are seen as just as important in creating social situations as humans.

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Second plenary speaker, Gabriël A Moens, Professor of Law and Director of Research,

Curtin Law School, Australia. His speech was devoted to the issues of the involvement of the states in the promotion of public health that involves two important concepts; Nanny State and Nudge State. He emphasized that the Nanny State interventionism is now replaced by the Nudge State interventionism. The theme of the appropriateness of Nudge

State interventionism involving the legislative adoption behavioural rules to improve public health.



Next plenary speaker, Ahmad Fauzi Abdul Hamid, a Visiting Senior Fellow at the Institute of Southeast Asian Studies – Yusof Ishak Institute located in Singapore. His speech focused on the topic of evolution and challenges of area studies as an academic discipline in Southeast Asian. Area studies has been dominated by Western scholars

who specializing in it. It involves various disciplines such as political studies, historian, sociologist, linguistics, geography and counsellor studies experts. One of the challenges is the lack of faculties of education in Malaysia, due to lack of students who have interests in Southeast Asian studies.

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With the main theme as "Contemporary Issues in Management & Social Science Research" 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.



Saodah Wok from International Islamic University Malaysia (Malaysia) attempted to examine the moderating effect of employee relations, as one of the human resource practices at the organizational level, in enhancing the workplace happiness. Results showed that there is a strong positive relationship between internal

contact and workplace happiness while the relationship between external contacts is moderately positive. Internal and external contacts together are able to predict better workplace happiness while employee relations contribute substantially in explaining workplace happiness among married working women in Malaysia. Therefore, social exchange theory holds true for the study

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Hasan Basri from Syiah Kuala University (Indonesia) presented critical analyses on accounting system and accountability practices in an Islamic setting based on a



grounded theory perspective. The study found that the management of the organization has viewed the financial report as an instrument that plays a very significant role in enhancing accountability of the organisation. Accounting activities are viewed as activities that have no contradiction to the religious

belief and also the missions of the organization. However, accounting practices in this institution are less developed and the way financial accountability demonstrated by the management is still far from what is expected by society.



Tiara Juniar Soewardi, student of Brawijaya University (Indonesia) highlighted an economic policy debate on economic growth and inter-regional disparity. Since decentralization policy has been implemented in 2001, it brings different facets and consequences in Indonesian economy.

International experiences expose it that this policy has a positive aspect in social and democratic, but the other hand it will hurt the economic development. Findings found that the increasing provincial revenue will reduce relatively the interregional income disparity. Moreover, the flow of goods and labour mobility are influenced strongly by infrastructure development and minimum regional wages. Therefore, all programs

designed to reduce the inter-regional disparity will be more effective coordinated and managed by the central government and the executor will be local government.



Hasina Farhana Sarkar from Curtin University (Australia) investigated the impact of geographic proximity between auditor and client on audit quality in Australia. The proposed study will use a broader set of measures for audit quality, specifically- accrual based earning quality together with going concern audit opinion.

Therefore, this study aims to develop a more valid test of the impact of auditor-client geographic proximity on audit quality. It will also be the first major study in Australian context which will analyse the impact of the two key measures of audit quality on auditor-client relationship when geographic proximity plays a vital role.



Caleb Huanyong Chen from Hong Kong Baptist University (China) investigated the impact of corporate sustainability and organizational performance in a sunset industry. The proposed study examine how sustainable practices influence organizational performance and corporate competitiveness and find out the underlying

mechanisms. Findings suggest that corporate sustainable practices improve organizational performance and competitiveness through four mechanisms. First, sustainable practices improve operation processes with higher efficiency, lower costs, and more innovation. Second, corporate governance is improved when a company

identifies sustainable development as a long-term strategy. Third, employees engage more proactively with more commitment and citizenship behaviors when they perceive that the sustainable practices are meaningful. Finally, sustainable practices help build high-quality relationships with business partners. Sustainable practices in the organization produce the above changes and improvements in the organization and finally promote organizational performance and competitiveness, which help the company overcome difficulties and sustain its success. Theoretical and practical implications are discussed in the paper.



Conference organizers would like to express their gratitude to all plenary speakers and participants joined this international network and visited Bali, Indonesia 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 Indonesian students of University of Brawijaya for their contribution to the conference.

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Contact us. We welcome your inquiries.

Malaysia Office:

Address: Suite 15, Taman Bukit Angkasa, Jalan Pantai Dalam 59200, Kuala Lumpur, Malaysia

Tel: +603 2201 1665

Mobile/ WhatsApp: +6017 369 0275

E-mail: info@gatrenterprise.com

UAE Office:

Tel: +97 15686 09825

Mobile: +97 15686 09825

E-mail: info@gatrenterprise.com
