



12th Global Conference on Business and Social Sciences
Contemporary Issues in Business and Social Sciences Research

CONFERENCE REPORT:

8-9 October 2021

PARKROYAL (5 STAR RESORT), Penang, Malaysia

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 12th Global Conference on Business and Social Science (GCBSS). The conference took place at Parkroyal (5 Star Resort), Penang, Malaysia boasting gleaming skyscrapers, colonial architecture, charming locals, and a myriad of natural attractions.



Experts from 65 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, Prof. Dr. Kashan Pirzada, University Utara Malaysia. 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 'an issue of our time: The protection of monuments and statues: Law, Policy, Ethics, and challenges'. Knowledge based on the current time issue that is ongoing with our modern world about the historical monuments and statues that need to be preserved and study focused about the different aspects of law, ethics, policy challenges engaging covering the relative phenomenon and understanding of the knowledge.



Next plenary speaker, Professor Dr. Danture Wickramasinghe, University of Glasgow, United Kingdom. His speech was about 'Doing qualitative research under the new normal'. He emphasized on knowledge traditional methods of conducting research, particularly qualitative research. These include the use of digital voice, video, and text-based tools, online surveys, and content analysis. One of the challenges mentioned in the speech is telecommunications data retention in order to combat terrorism. It recommends researchers to experiment with new ways of collecting qualitative data while also observing safety protocols and ethical considerations.





Ms. Farzana Nazera from Limkokwing University of Creative Technology, Malaysia presented her speech on Comprehending the Role of Physicians and Counterfeit Medicine in Bangladesh. Where she discuss Counterfeit medicine is a dangerous problem in Bangladesh which make the country's healthcare system in more challenging. Physicians of Bangladesh could play a vital role in preventing this counterfeit medicine problem by establishing guidance co-operation relationship with the patients. She made a literature review of the concept of counterfeit medicine, conducted a bibliometric analysis of counterfeit medicine on Scopus database and provided a relationship flow diagram of prospective guidance relationship between physicians and patients.

Ms. Moona Ong from Tunku Abdul Rahman University College Malaysia presented her speech on Bentong Constituency Study Before and After 14th General Election in Malaysia: A Preliminary Chinese News Analysis. Where she discuss Bentong constituency has always been the Malaysian Chinese Association (MCA) electoral stronghold and under the Barisan Nasional (BN) coalition since Malaysia's independence in 1957. However, during the 14th Malaysian general election (GE14) political tsunami, the MCA has lost this parliament seat (P89 Bentong) to the Democratic Action Party (DAP), which is under the Pakatan Harapan (PH) coalition on 9 May 2018.

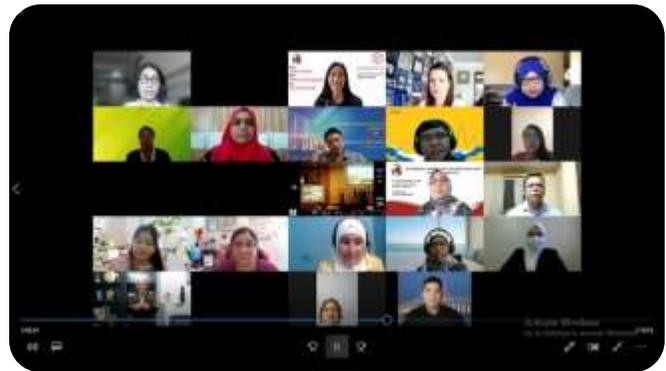


Before the end of the conference, the workshop on 'High Impact Factor WOS and Scopus Journals' was conducted by Professor Dr. Gabriël A Moens and Professor Dr. Danture Wickramasinghe. The workshop covered the journal publication requirement, general requirements of ISI/ Scopus Indexed Journal selections, technical preparation before writing, dealing with reviewers' comments, publication tools and resources and also, ethical and legal issues in writing and publishing.



In the end of the conference vote of thanks and concluding remarks session was held where the chairperson Ms. TEH XIZHOU expressed his gratitude and gave concluding remarks where he thanked all the participants of the conference and organizers whom efforts made this event possible with their whole efforts.

Conference organizers would like to express their gratitude to all plenary speakers and participants joined this international network and visited Penang, 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 and researchers of University of Malaya for their contribution to the conference.



12th GCBSS 2021 TOTAL SUBMISSIONS AND ACCEPTANCE RATE

TOTAL SUBMISSION AND ACCEPTANCE RATE 2021			
Category	Submitted abstract	Accepted abstract	Acceptance rate %
Student	88	33	37.5
lecturer	240	92	38.33
Assoc. prof	27	11	40.74
Prof. & dean	35	17	48.57
Total	390	153	39.23

The highest number of submitted and accepted abstracts following 240 & 92 was by the lecturers in 12th GCBSS which contributed a total of 38.33 acceptance rate.

Students submitted a total of 88 abstracts in which 33 were accepted and their acceptance rate was 37.5.

As for the Associate Professors there were a total of 27 submitted abstracts in which 11 were accepted with the acceptance rate of 40.74.

The highest number of acceptance rates was from the Professors and Deans side forming a total of 48.57 whereas the number of submitted abstracts were 35 and accepted were 17.

The overall total of submitted abstracts was 390 in which 153 were accepted and the total acceptance rate of whole was 39.23.

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