

**4TH GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES:
Contemporary Issues in Business & Social
Sciences Research: A Dubai Initiative**



CONFERENCE REPORT

November 14 - 15, 2016

Radisson Blu Hotel, Dubai Deira Creek, Dubai, United Arab Emirates

**4th Global Conference on Business and Social Sciences on
"Contemporary Issues in Business & Social Sciences Research: A Dubai Initiative"
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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), UUM Press (Malaysia),



Kalasalingam University, (India), APIDM, (Australia), Cairo University (Egypt) and University of Brawijaya (Indonesia) organized the 4th Global Conference on Business and Social Sciences (GCBSS). The conference took place at Radisson Blu Hotel, Dubai Deira Creek, Dubai, United Arab Emirates.



Experts from 35 countries and from 6 continents gathered to participate in the conference. The main goal of the conference was to increase research culture in UAE and around the world, to provide a platform for academics to excel and to provide a platform for international relationships among the researchers involved in Business and Social Sciences.

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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, Gabriël A Moens, Professor of Law and Director of Research, Curtin Law School, Australia. His speech was



devoted to the issues of inter-relationship between teaching and research. He emphasized that teaching and research are interrelated by providing knowledge and professional trainings. Teaching helps to develop general purpose skills in research. It is essential to master in teaching to do research and to extend knowledge.

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Second plenary speaker, Danture Wickramasinghe, Professor of Management Accounting at the University of Glasgow, United Kingdom. He emphasized his plenary



speech to the topic of 'The Risk in Management Control in Less Developed Countries Model of Analysis'. He focused on risk ideas are generated from Western institutions which are from developing countries. In developing countries, cultures, traditions and values are not compatible to be implemented in less developed countries. This can be called as 'institutional

logic'. In organization culture, it must be discussed with the people in the organization based on the cultures, understanding and knowledge that they have been practising.



Next plenary speaker, Kamran Ahmed, a Professor of Accounting and Finance, La Trobe Business School, Australia. His speech focused on the ownership structure corporate governance and voluntarily disclosure. Different ownership structures overlap with different legal forms that a business can take. Voluntarily

disclosure can be defined by the provision of information by a company's management beyond requirements such as generally accepted accounting principles and Securities and Exchange Commission rules, where the information is believed to be relevant to the decision-making of users of the company's annual reports.

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With the main theme as "Contemporary Issues in Business & Social Sciences Research: A Dubai Initiative", the conference accepted papers in fifteen areas with multiple research approaches and methodologies. This included the papers on specific management areas ranging from accounting through economics and banking to general management and marketing and the methodologies ranging from hypothetic-deductive approaches through qualitative case studies to critical theorisations.



Also, conference associated journals entertain the papers with trans-disciplinary flavors, including the ones addressing the issues in the areas ranging from education through psychology to political science and culture and society, and drawing on these each other's discipline.

Hence, the conference provides a platform for wide-ranging issues, which captures contemporary developments in business, Leadership, Tourism & Hospitality management and the social sciences within which a wide range of networking opportunities can be nurtured for the advancement of future research and global collaboration. This approach is now vital in research endeavours as business, management and education practices are increasingly prone to an era of cross-fertilization through meaningful multi-disciplinary collaborations.

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Andrew J. Bolt from Fort Hays State University (USA) attempted to explore the complex dynamics of teaching service learning to EFL learners at a Chinese university through the eyes of two international instructors from an American partner school. By reflecting on different cultures' views on charity and assistance through tools like the World Giving Index, educators can gain a deeper understanding of the implications of international perspectives on service work. Tailoring pedagogical approaches to local conditions can better fulfil service education's function of producing future leaders who



make cooperation and altruism a larger priority. By examining and considering the implications of different attitudes toward service work, educators can create open, socially aware learning communities. In the process students can take part in larger global movements, such as those inspired by the United Nation's Millennium Development Goals (MDG).

Prof. Rita Niemann from Impak Education (South Africa) presented critical analyses



on a scalable distance learner support framework for South Africa by applying the Interaction Equivalency Theorem. This study addressed both practical and theoretical concerns regarding the development of a scalable learner support system in the distance education sector in South Africa.

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Mohammed Almulla from University of Leicester (United Kingdom) highlighted on students' perceptions of the academic and social benefits of working with cooperative learning. The findings suggest that students seem to prefer to use cooperative learning instead of lecture style mostly due to the perceived academic benefits it generates, among which were increased motivation, enhanced autonomy and responsibility



towards learning, gaining thinking and problem solving skills, higher levels of understanding and long-term retention. Students also seem to agree that adopting the cooperative learning principles leads to social benefits such as an enjoyment in learning, reduction in anxiety, increased confidence, and positive relationships among students.

Dina Aburous from Zayed University (UAE) investigated the IFRS and institutional work in the accounting domain. The proposed study examined how the technical disruption presented by IFRS is addressed by corporate accountants in a context of minimal readiness and knowledge shortfall. Findings show that with the deskilling, and the



perception of big auditors as 'experts', corporate accountants delegate the more complex aspects to auditors, thus renegotiating the boundaries of their field to maintain its institutionalization. At the same time this has implications to the audit field expansion and its claims to independence.

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Conference organizers would like to express their gratitude to all plenary speakers and participants joined this international network and visited Dubai, UAE 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 all volunteers for their contribution to the conference.

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