

11TH GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES 2020

Contemporary Issues in Management and Social Sciences Research



GATR

Global Academy of Training and Research



**CONFERENCE
REPORT**

**(IN-PERSON & ONLINE)
11-12 December 2020**

***Novotel Bangkok Platinum Pratunam Hotel
Thailand***



The Global Academy of Training & Research (GATR), Malaysia is organizing the 11th Global Conference on Business and Social Sciences (GCBSS) in collaboration with prestigious international partners including University of Prešov (Slovakia), University of Kelaniya (Sri Lanka), University of Brawijaya (Indonesia), Elsevier (UK), Inderscience (Switzerland), Czestochowa University of Technology (Poland), Cairo University (Egypt), Kalasalingam University (India), and Asia-Pacific Institute of Dispute Management (Australia), among others. The conference was held at **Novotel Bangkok Platinum Pratunam, Thailand**, marking a significant gathering of global scholars and practitioners in the heart of Bangkok's vibrant academic and business district.

The 11th GCBSS brought together experts from 63 countries through in-person and virtual participation, addressing critical issues in **Business and Social Sciences** across diverse sub-themes. As a premier global platform, the conference achieved its threefold mission: fostering **international research collaborations**, advancing **academic excellence**, and strengthening **research culture** in Malaysia and worldwide. This landmark event continues to bridge disciplinary boundaries while promoting meaningful scholarly exchange in our interconnected world

The conference commenced with opening remarks by Dr. Kashan Pirzada, Chairman of the GATR Advisory Board, who emphasized the **timely relevance** of the conference themes to contemporary advancements in **business and social sciences research**. In his welcome address, he extended gratitude to participants for their **valuable contributions** and expressed optimism that the event would serve as a **dynamic platform** for fostering **new collaborations** and **global networking opportunities** among scholars and practitioners



The first plenary session featured Professor Dr. Kamran Ahmed from La Trobe University,



Australia, who presented groundbreaking research on The Effect of Powerful CFOs on Disclosure Quality. While extensive literature examines **powerful CEOs' influence** on corporate outcomes, his work addresses a critical gap by analyzing the understudied role of CFOs **particularly powerful ones** in shaping **financial transparency**.

Professor Ahmed highlighted the scarcity of research on **senior executives beyond CEOs**, citing **Unde, Klarner & Tuschke (2017)**, and called for expanded studies on **CFO-board dynamics** and their impact on **governance and disclosure practices**. His insights underscored the need to rethink executive influence beyond traditional CEO-centric frameworks



The next **plenary speaker**, **Professor Dr. Gabriel A. Moens**, **Curtin University** professor and **Emeritus Professor at the University of Queensland, Australia** delivered a virtual address titled **Advanced Research: Are There Any Rules of the Game? Reflecting on the Covid-19**

era, he explored the **challenges and opportunities** of modern academia, from **remote teaching platforms** to the enduring role of **critical thinking** in research. His insights underscored how the pandemic reshaped scholarly work while reinforcing foundational principles of rigorous inquiry.

Associate Professor Kovit Charnvitayapong from **Thammasat University (Thailand)**

presented critical research on **Thrift and Credit Cooperative Lending Channels under Prolonged Low Interest Rates: The Case of Thailand**. His analysis highlighted how **expansionary monetary policies** adopted by the **United States, Japan, and the European Union (EU)** since the **2007–08 global financial crisis** have reshaped global finance, pushing **interest**



rates to historically low levels in open economies, a trend persisting to this day. The study examined the implications of this prolonged low-rate environment for Thailand's **cooperative lending sector**, offering insights into sustainable financial strategies amid unprecedented monetary conditions.



Assoc. Prof. Dr. Umaporn Muneenam from Prince of Songkla University (Thailand) presented her study Local Knowledge on Sedge Utilisation for Handicraft, highlighting **sedge**, a vital natural resource for handicrafts in **Thailand** and globally (including **Madagascar, Mauritius, Sri Lanka, and Australia**). Her research

applied **value chain analysis (VCA)** to document traditional knowledge and processes of sedge handicraft production, focusing on **Cha-uad District, Nakhon Si Thammarat Province**—Thailand's primary sedge hub supplying other regions. The study also revealed the cultural significance of sedge, exemplified by the annual "**Blooming of Sedge Flower Day**" celebration each July, which honors this ecological and economic resource.

The conference concluded with a practical **workshop on Publishing in High Impact ISI Journals**, delivered by **Professors Gabriël A Moens and Kamran Ahmed**. The session provided essential guidance on navigating journal selection criteria, effective manuscript preparation, responding to reviewer comments, utilizing publication resources, and adhering to ethical standards offering researchers a comprehensive toolkit for successful academic publishing in competitive journals.



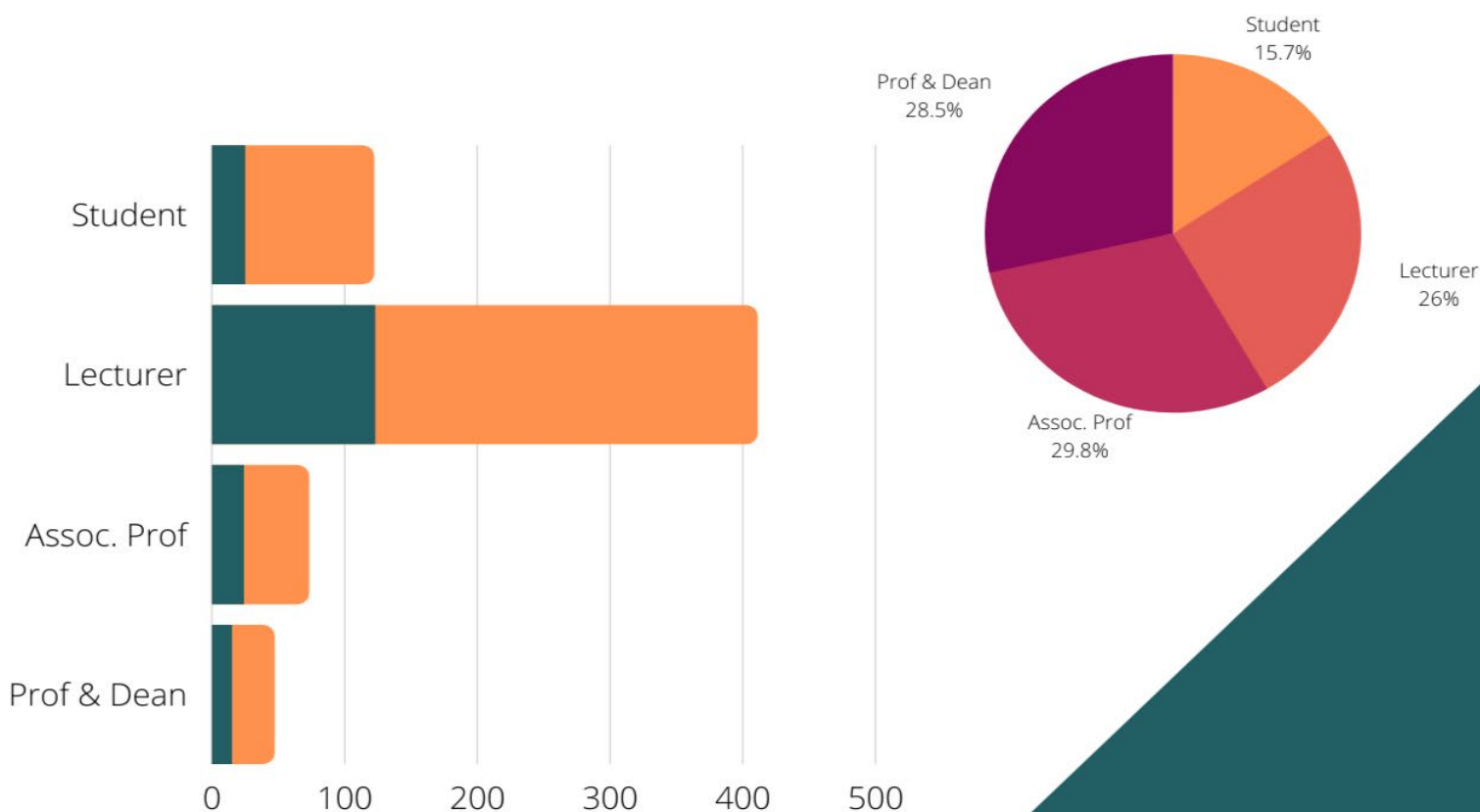
The **conference organizers** extend sincere **gratitude** to all **plenary speakers** and **participants** who contributed to this global gathering, both online and in-person in Bangkok, through their exceptional presentations, engaging discussions, and active participation that created a truly fruitful scientific dialogue.



We particularly acknowledge the **valuable contributions** of **students** and **researchers** from the **University of Malaya**, whose dedication helped make this 11th GCBSS conference a success. The Global Academy of Training and Research deeply appreciates the collective efforts that fostered such a vibrant exchange of knowledge and ideas

Total Submission and Acceptance Rate of The 11th GCBSS 2020

CATEGORY	SUBMITTED ABSTRACT	ACCEPTED ABSTRACT	ACCEPTANCE RATE%
STUDENT	97	25	25.77
LECTURER	288	123	42.70
ASSOC. PROF	49	24	48.97
PROF & DEAN	32	15	46.87
TOTAL	466	187	40.12



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