



**6TH GLOBAL CONFERENCE ON BUSINESS AND SOCIAL
SCIENCES 2017**

**Contemporary Issues in Business and Social
Sciences Research**



CONFERENCE REPORT:

December 4 - 5, 2017

Ambassador Hotel Bangkok, Thailand



The **Global Academy of Training & Research (GATR)**, in collaboration with leading institutions such as the **University of Prešov (Slovakia)**, **University of Kelaniya (Sri Lanka)**, **University of Brawijaya (Indonesia)**, **Czestochowa University of Technology (Poland)**, **Cairo University (Egypt)**, **Kalasalingam University (India)**, and the **Asia-Pacific Institute of Dispute Management (Australia)**, along with renowned publishers **Elsevier (UK)** and **Inderscience (Switzerland)**, successfully organized the **6th Global Conference on Business and Social Sciences (GCBSS)**. Held at Bangkok's **Ambassador Hotel**, the event unfolded in a city celebrated for its dazzling skyscrapers, rich colonial heritage, vibrant culture, and breathtaking natural beauty, providing an inspiring backdrop for groundbreaking academic exchange and global networking.



The conference brought together **experts from 41 countries** to engage in dynamic discussions on pressing issues in **Business and Social Sciences**, explored through diverse sub-themes. More than just an academic forum, GCBSS served as a **global networking hub**, fostering international collaborations among researchers and practitioners. By bridging knowledge gaps and encouraging cross-cultural exchange, the conference empowered academics to **excel in their fields** while advancing research culture not only in **Malaysia** but worldwide.



The conference commenced with an inspiring **opening address by Dr. Kashan Pirzada**,



Chairman of the GATR Advisory Board. In his welcome speech, he emphasized how the conference themes aligned with **cutting-edge developments in business and social sciences**, setting the stage for meaningful dialogue. Dr. Pirzada warmly acknowledged participants' contributions, expressing gratitude for their role in enriching the conference. He concluded with a forward-looking vision, articulating his hope that the event would serve as **a springboard for transformative collaborations** and lasting professional connections among attendees.

Following the opening ceremony, **Professor Dr. Gabriel A. Moens** of Curtin University and Emeritus Professor at the University of Queensland, Australia, delivered the inaugural plenary address on 'The Importance of Critical Thinking to Research'. His insightful presentation illuminated how **knowledge production** stems from rigorous examination of techniques, procedures, and methodological systems, while emphasizing that meaningful **social engagement** requires cultural sensitivity, political awareness, and mutual understanding between interacting parties. Professor Moens masterfully bridged theoretical frameworks with practical applications, setting an intellectual tone for the conference proceedings.



The conference then welcomed **Professor Dr. Danture Wickramasinghe** from the University



of Glasgow, UK, who delivered a thought-provoking plenary address on 'Functional Stupidities in the Misunderstanding of Research Purposes'. His incisive analysis highlighted how modern knowledge acquisition is increasingly challenged by **information overload** from digital sources, television, internet, email, and smartphones. Focusing on contemporary dilemmas, Professor Wickramasinghe critically examined the tension

between **telecommunications data retention** (as an anti-terrorism measure) and **data privacy risks**, revealing fundamental conflicts between **transparency principles** and **national security imperatives**. His presentation compellingly exposed how these contradictions can distort research objectives and societal understanding.

Wei Peng Tan from Chaoyang University of Technology (Taiwan) presented a critical analysis on the impact of human resource management (HRM) on firm performance, with intellectual capital as a mediating variable. The study aimed to clarify the role of intellectual capital in the HRM-performance relationship through a structured model. Findings revealed that HRM activities significantly influence organizational performance through intellectual capital,

with selection and recruitment emerging as the most impactful HRM functions. Additionally, among intellectual capital components, structural capital demonstrated the strongest effect.



Nazneen Jackaria from the Open University

Mauritius presented her study on Religious Influences on Store Loyalty among Grocery Shoppers in Mauritius: The Mediating Role of Trust. Grounded in **Sheth's (1983) Shopping Preference Theory**,

her research explored how customer trust mediates the relationship between religious influences and store loyalty. While the findings specifically apply to Mauritius' grocery sector, the

study suggests broader implications by recommending extensions to **online shopping** (for both durable and non-durable goods) and **comparative analyses across religions**.

The proposed **mediation model** confirms trust's critical role in linking religious preferences to store loyalty a relatively unexplored area in retail research. By highlighting how trust can enhance loyalty in highly religious markets, this study addresses a significant gap in literature while offering practical insights for retailers operating in faith-driven consumer environments.



Before the conference concluded,

Professor Dr. Gabriël A Moens and
Professor Dr. Danture

Wickramasinghe conducted an
invaluable workshop on

*'Publishing in High Impact Factor ISI
Journals'*, equipping attendees with
critical insights into **journal selection**

criteria for ISI/Scopus-indexed publications, **pre-writing technical preparation**, effective
strategies for **addressing reviewer comments**, essential **publication tools/resources**, and
key **ethical/legal considerations** in academic publishing, all designed to enhance researchers'
success in top-tier journal submissions.



The conference organizers extend their sincere gratitude to all **plenary speakers** and **participants** who joined this global academic network in Bangkok, Thailand.

Your **high-quality presentations**, **engaging discussions**, and active participation created a truly vibrant and productive scientific environment. A special acknowledgment goes to the **students and researchers from the**

University of Malaya for their valuable contributions to the conference's success. The Global Academy of Training and Research deeply appreciates your collective efforts in making this event an intellectually enriching experience.



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