



# GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES

**20-21 August, 2018**

Cinnamon Grand Hotel Colombo Sri Lanka



## SPONSORSHIP FORM AND EXHIBITION PROSPECTUS

### Organizer:



### Collaborators:



Cairo University





## TABLE OF CONTENTS

|                                                                                    |           |
|------------------------------------------------------------------------------------|-----------|
| <b>GLOBAL ACADEMY OF TRAINING AND RESEARCH.....</b>                                | <b>1</b>  |
| <b>CEO'S WELCOME MESSAGE .....</b>                                                 | <b>2</b>  |
| <b>ABOUT 7<sup>TH</sup> GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES.....</b> | <b>3</b>  |
| <b>WHY SPONSOR? .....</b>                                                          | <b>8</b>  |
| <b>SPONSORSHIP PACKAGES .....</b>                                                  | <b>9</b>  |
| <b>PREVIOUS EVENTS OF GLOBAL ACADEMY OF TRAINING AND RESEARCH .....</b>            | <b>14</b> |
| <b>COLLABORATORS.....</b>                                                          | <b>16</b> |
| <b>GCBSS 2014-2017 SNAP SHOTS.....</b>                                             | <b>18</b> |
| <b>TERMS AND CONDITIONS .....</b>                                                  | <b>24</b> |
| <b>SPONSORSHIP FORM .....</b>                                                      | <b>25</b> |
| <b>PAYMENT INFORMATION .....</b>                                                   | <b>27</b> |

## GLOBAL ACADEMY OF TRAINING AND RESEARCH

Global Academy of Training and Research (GATR) is a registered research firm in Malaysia that provides platforms for academics to excel. It publishes journals, books, and provides research services in a wide range of disciplines. GATR aims at encouraging young scholar, trainers, academic & corporate researchers to conduct meaningful research and provide useful knowledge for academic and socioeconomic development of their respective nations. The academic outfit also organizes seminars, workshops, conferences, symposiums, world forum and academic tours. GATR has initiated the journey from Malaysia and has an ambition to serve humanity around the Globe.

### MISSION

Global Academy of Training and Research is "dedicated to serving" people around the world with outstanding training and research services, including workshops, seminars, conference and publishing service. We strive for developing a great platform to contribute for society and better civilization in the world.

### VISION

To become the number one global company in training and research



### RECOGNIZED BY



**SSM, Malaysia**

## WELCOME MESSAGE

After the outstanding success of the six consecutive Global Conferences on Business and Social Sciences series in Malaysia, United Arab Emirate, Thailand and Indonesia for the past four years, it is my pleasure to enlighten you that, Global Academy of Training and Research (GATR) is organizing the 7<sup>th</sup> Global Conference on Business and Social Sciences (7<sup>th</sup>GCBSS) 2018 at Colombo, Sri Lanka on 20<sup>th</sup> to 21<sup>th</sup> August 2018.

The GCBSS 2018 will feature plenary sessions by some of the world's leading thinkers and innovators in the field, as well as numerous parallel presentations, by researchers and practitioners. This year's plenary speakers include:

- **Professor Dr. Danture Wickramasinghe** (University of Glasgow, UK)
- **Professor Dr. Gabriël A Moens** (Curtin University, Australia)
- **Professor Dr. Bjoren Willy Aamo** (University of Norland, Norway)
- **Professor Dr. Kamran Ahmed** (La Trobe University, Australia)
- **Professor Dr. Musa Mangena** (Nottingham Business School, UK)

The conference theme is a crucial and timely one, since we look at conflicts within and between individuals, communities and societies. We also look into the resolutions and alliances. The program promises to be exciting, with thematic topics addressing the main aim of the conference in various fields. It will be enhanced through its wide variety of presenters with diverse experiences and knowledge, promising a stimulating and challenging discussion along with intellectual discovery.

I look forward to welcoming the participants to this exciting conference, which will bring together world leaders in their respective fields in the fascinating environment of Colombo. The city has become a great tourist attraction like Galle Face Green, National Museum of Colombo, Gangaramaya Temple and many more.

Warm regards,

**Prof. Dr. Abd Rahim**

Head, Global Academy of Training & Research (GATR), Malaysia.  
Conference Chair, Global Conference on Business and Social Sciences (GCBSS) Series.



## ABOUT 7<sup>TH</sup> GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES

The 7<sup>th</sup> Global conference on Business and Social Sciences (GCBSS) 2018 will take place in Colombo, Sri Lanka from 20<sup>th</sup> to 21<sup>th</sup> August 2018. The conference will be hosted by **Global Academy of training and research** in collaboration with the **University of Kelaniya (Sri Lanka)** National and International Universities and Publishers such as Elsevier (United Kingdom), Inderscience (Switzerland), University of Prešov (Slovakia), Kalasalingam University (India), APIDM (Australia), Czestochowa University of Technology (Poland), Cairo University (Egypt) and University of Brawijaya (Indonesia).

The aims of the 7<sup>th</sup> GCBSS conference are:

- ❖ To strengthen business and social sciences research through industry academia collaborations.
- ❖ To provide a platform for academicians and professionals around the globe.
- ❖ To disseminate the knowledge in the field of business and social sciences.

**The 7th Global Conference on Business and Social Sciences 2018** will accept the papers in the fifteen thematic areas with multiple research approaches and methodologies. This includes 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

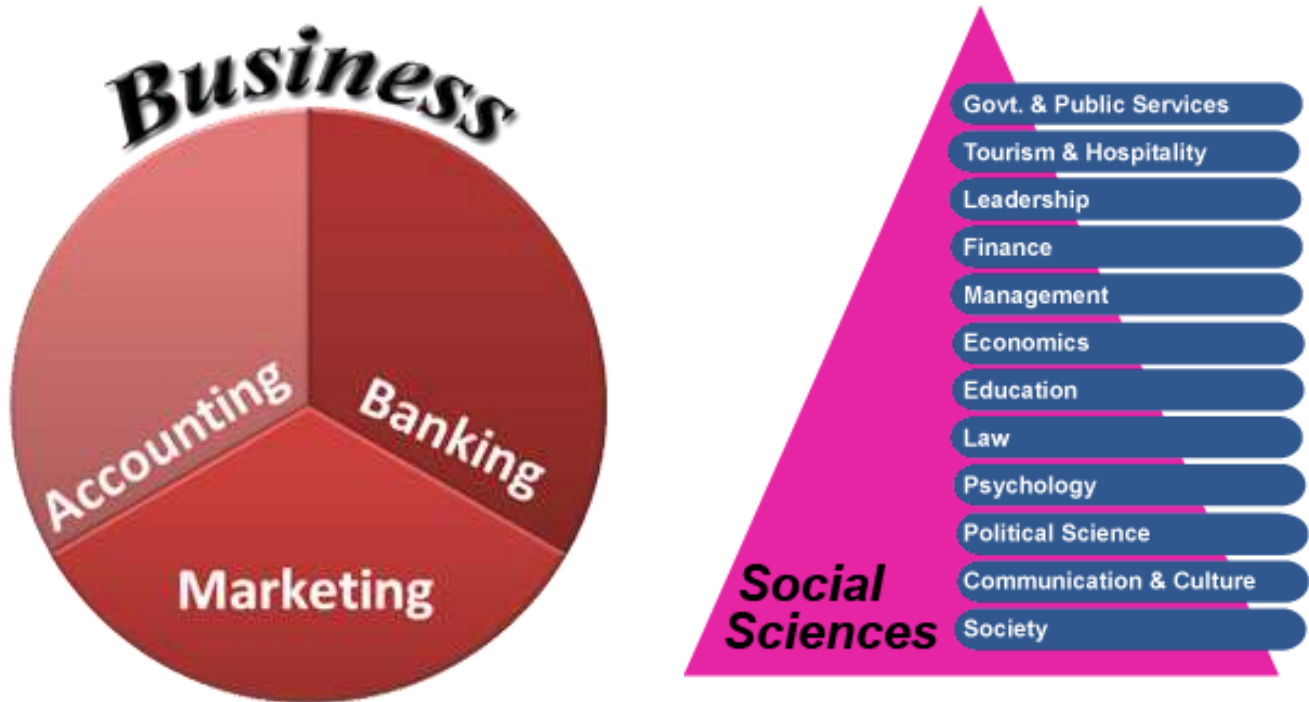


## 7<sup>th</sup>GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES

SHAPING THE FUTURE

business, 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.

### Conference Tracks:



### Conference Sub Thematic Areas:

**Smart Cities, Tourism & Hospitality and Leadership research in Middle East & Europe.**

**Accounting, Finance and Banking Reforms in Asia and Europe.**

**Multidisciplinary issues in Management, Education and Psychology research in Asia and Europe.**

**Cultural Implications of Marketing, Communication and Society Research in Developing Countries.**

**Transformation of Economics, Banking and Political Science in Asia.**

### Delegates Profile:

|                  |                                 |                     |                     |
|------------------|---------------------------------|---------------------|---------------------|
| Service Industry | Manufacturing/ Trading Industry | Scientists          | Professional Bodies |
| Law Firms        | Government and Private Sectors  | Deans and Directors | Academia            |

### ADVISORY BOARD

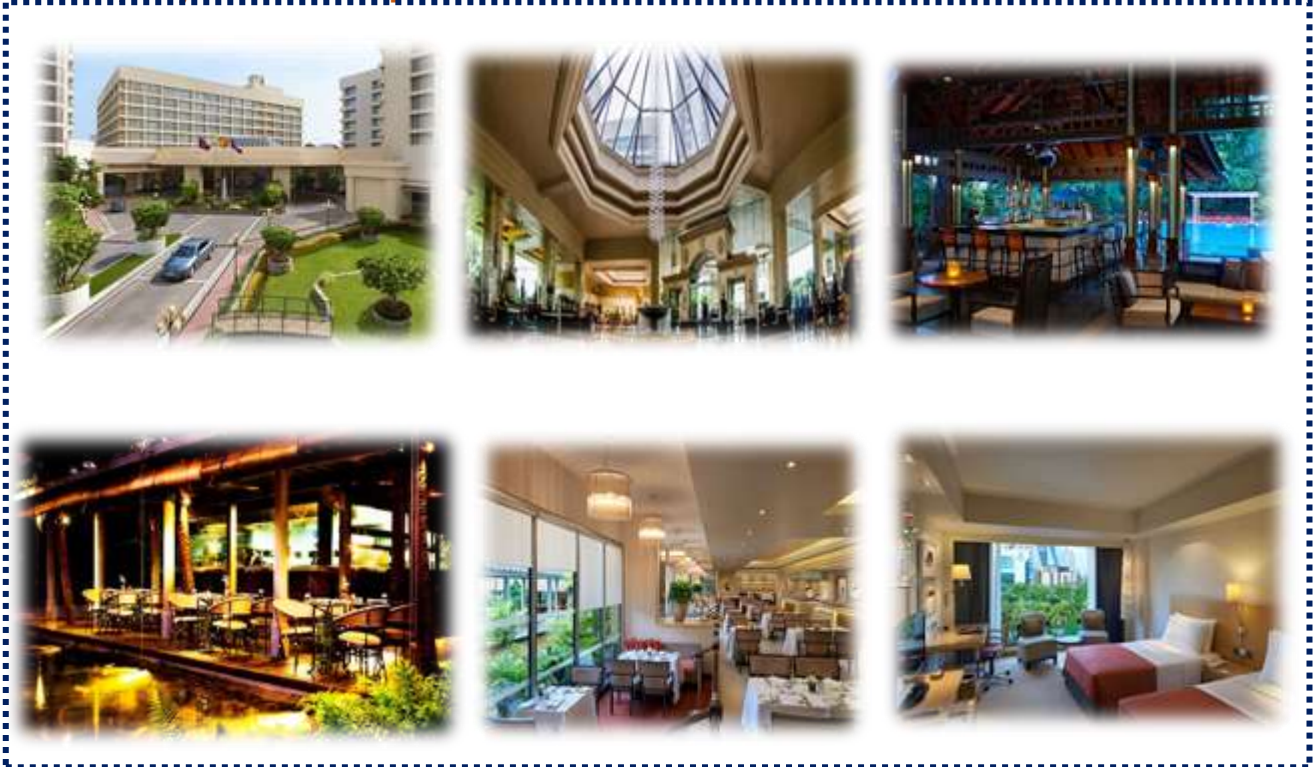
|                                                                                  |                                                                       |                                                                             |
|----------------------------------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------------------------------------------|
| Professor Dr. Rhys Rowland-Jones (Mohammed Bin Rashid School of Government, UAE) | Professor Dr. Gabriel Moens (Curtin University, Australia)            | Professor Dr. Yasushi Suzuki (Ritsumeikan Asia Pacific University, JAPAN)   |
| Professor Dr. Kamran Ahmed (La Trobe Business School, Australia)                 | Professor Dr. Bjoren Willy Aamo (University of Norland, Norway)       | Professor Dr. Ahmad Fauzi Abdul Hamid (Universiti Sains Malaysia, Malaysia) |
| Professor Dr. Subramanian Arumugam (Kalasalingam University, India)              | Professor Dr. Danture Wickramasinghe (University of Glasgow, UK)      | Professor Dr. Lucy Xu, (Macrothink Institute, USA)                          |
| Professor Dr. Candra Fajri Ananda, (University of Brawijaya, Indonesia)          | Professor Dr. Nayan Kanwal (University Putra Malaysia, Malaysia)      | Professor Dr. Michele Ambaye (Pau Business School, Pau, France)             |
| Professor Dr. Bernard Oliver (United Arab Emirates University, UAE)              | Professor Dr. Suzan Abed (Applied Science Private University, Jordan) | Professor Dr. Steven Tam, (Fort Hays State University, USA)                 |

## THE CONFERENCE VENUE

**Cinnamon Grand Colombo is a five-star hotel that comes with the additional convenience of being located in the heart of Colombo was Located 45 minutes from the Bandaranaike International Airport and five minutes from the city's highlights. the largest five-star hotel on the island, housing 501 rooms, 14 restaurants, 10 meeting and event spaces, and multiple outdoor venues designed for the best city moments to happen right at our doorstep.**

**Cinnamon Grand Colombo is experience personified; a fusion of metropolitan living at its very best**

**Iconic, stylish and sophisticated**



**CINNAMON GRAND HOTEL, COLOMBO**

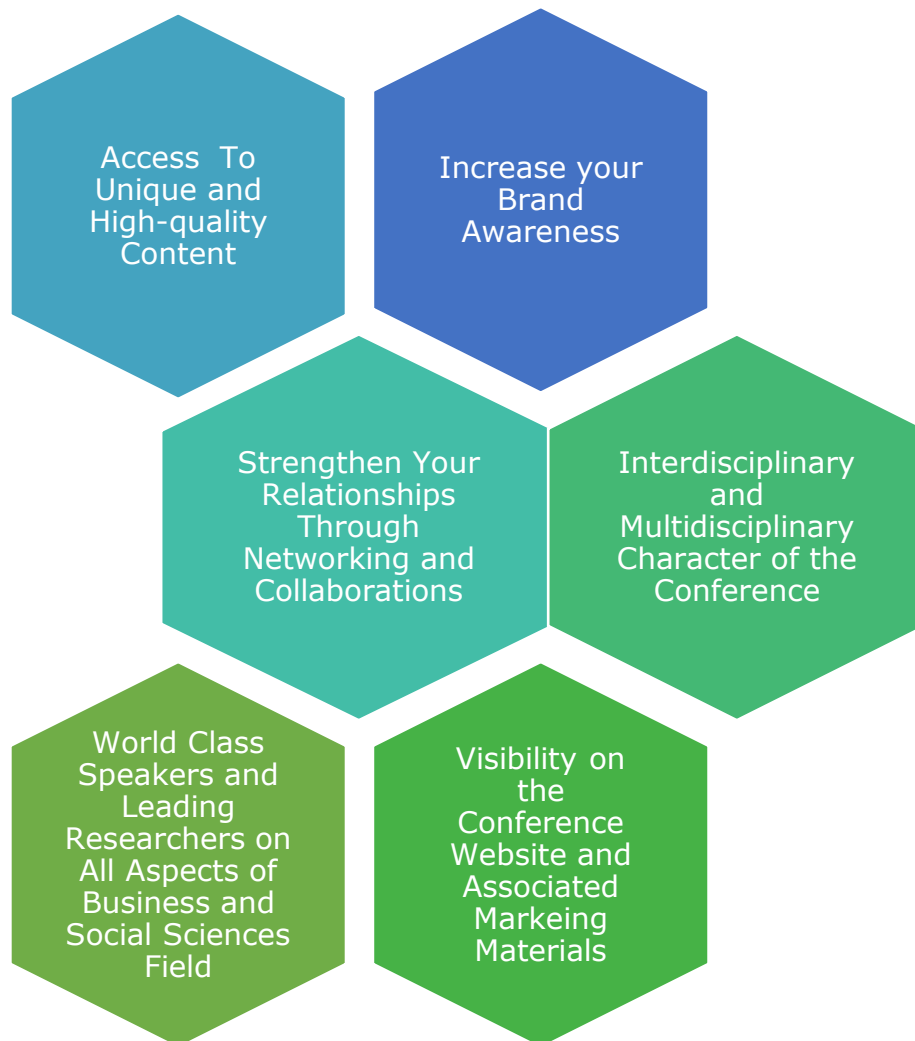
**SRI LANKA**

Tel: +94 112 437 437

Fax: +94 112 449 280

Website: [www.cinnamonhotels.com](http://www.cinnamonhotels.com)

## WHY SPONSOR?



# 7<sup>th</sup>GCBSS 2018

## AN EVENT NOT TO BE MISSED

## SPONSORSHIP PACKAGES

| ITEMS                                                                                                            | COST        | BENEFITS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|------------------------------------------------------------------------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Corporate Sponsorship:</p>  | US\$ 25,000 | <p>Official appointment and announcement as the Corporate Sponsor in speeches during opening and closing ceremony.</p> <p>Company's logo prominently displayed on marketing collateral.</p> <p>4 Full delegate Registrations.</p> <p>2 Exhibitor Registrations.</p> <p>2 Invitations to the Gala Dinner</p> <p>2 Delegate Bag Insert.</p> <p>Privilege opportunity to accompany the officiator &amp; seating arrangement at the settee during the opening &amp; closing ceremony.</p> <p>Full page color advertisement in the conference book.</p> <p>A speaker slot in one of the panel sessions/keynote address.</p> <p>Access to delegate list.</p> <p>Opportunity to display stand along banners at the event venue.</p> <p>Acknowledgement on the conference website.</p> |
|                                                                                                                  |             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

|                                                                                                                |                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|----------------------------------------------------------------------------------------------------------------|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Platinum Sponsorship:</p>  | <p>US\$ 15,000</p> | <p>Official appointment and announcement as the Platinum</p> <p>Sponsor in speeches during opening and closing ceremony.</p> <p>Company's logo on marketing collateral.</p> <p>Logo on conference website.</p> <p>Invited to the opening and closing ceremony.</p> <p>Full page colour advertisement in the programme book.</p> <p>3 Full delegate Registrations.</p> <p>1 Invitation to the Gala Dinner.</p> <p>2 Exhibitor Registrations.</p> <p>1 Delegate Bag Insert.</p> <p>Access to delegate list.</p> <p>Acknowledgement on the Conference website.</p> |
| <p>Gold Sponsorship:</p>    | <p>US\$12,000</p>  | <p>Official appointment and announcement as the Gold Sponsor in speeches during opening and closing ceremony.</p> <p>Company's logo on marketing collateral.</p> <p>Company's logo on conference with links to company website.</p> <p>Half page color advertisement in the programme book.</p> <p>2 Full delegate Registrations.</p> <p>2 Exhibitor Registrations.</p>                                                                                                                                                                                         |

|                                                                                                                |             |                                                                                                                                                                                                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                |             | <p>1 Delegate Bag Insert.</p> <p>Acknowledgement on the Conference website.</p>                                                                                                                                                                                                                                            |
| <p>Silver Sponsorship:</p>   | US\$10,000  | <p>Acknowledgement at the inauguration.</p> <p>Company's logo on marketing collateral.</p> <p>Company's logo on conference with links to company website.</p> <p>Half page colour advertisement.</p> <p>1 Full delegate Registrations.</p> <p>1 Delegate Bag Insert.</p> <p>Acknowledgement on the Conference website.</p> |
| <p>Bronze Sponsorship:</p>  | US\$ 8,000  | <p>Acknowledgement at the inauguration.</p> <p>Company's logo on conference with links to company website.</p> <p>Half page colour advertisement.</p> <p>1 Full delegate Registrations.</p> <p>1 Delegate Bag Insert.</p>                                                                                                  |
| <p>Deans &amp; Directors<br/>Networking Session<br/>Sponsorship:</p>                                           | US\$ 10,000 | <p>Acknowledgement at the inauguration.</p> <p>Company's logo on marketing collateral.</p> <p>1 Delegate Bag Insert.</p> <p>Invited to the opening and closing ceremony.</p>                                                                                                                                               |

|                                       |                        |                                                                                                                                                                                                                                                                                                       |
|---------------------------------------|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                       |                        | <p>Half page colour advertisement.</p> <p>1 Full delegate Registrations.</p>                                                                                                                                                                                                                          |
| Gala Dinner Sponsorship:              | US\$ 8,000             | <p>Company logo at Dinner stations.</p> <p>Company's logo on conference with links to company website.</p> <p>Half page advertisement in the programme book.</p> <p>1 Full delegate Registrations.</p> <p>1 Delegate Bag Insert.</p>                                                                  |
| Post Conference workshop Sponsorship: | US\$ 7000 per workshop | <p>Acknowledgement at the inauguration.</p> <p>1 Delegate Bag Insert.</p> <p>Company's logo on the backdrop during workshop.</p> <p>Company's logo on conference with links to company website.</p> <p>Half page color advertisement in the programme book.</p> <p>1 Full delegate Registrations.</p> |
| Exhibition Booth Stands:              | US\$ 4,000             | <p>Company logo on booth stands.</p> <p>Logo &amp; Web link on conference website.</p> <p>Company's name will be listed in the programme book.</p>                                                                                                                                                    |
| Delegates Bags:                       | US\$10,000             | <p>Company logo printed on each Delegate Bag.</p> <p>Company's name will be listed in the programme book.</p> <p>Logo on conference website.</p>                                                                                                                                                      |

|                          |            |                                                                                                                                                                                      |
|--------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                          |            | <p>2 Full delegate Registrations.</p> <p>1 Delegate Bag Insert.</p>                                                                                                                  |
| Conference Pad & Pen:    | US\$ 3000  | <p>Conference and company logos to be printed on the conference pen and pad.</p> <p>Company's name will be listed in the programme book.</p>                                         |
| Conference Program Book  | US\$ 5,000 | <p>Full page advertisement on the outside back cover of the Conference Program.</p> <p>Logo &amp; Web appear in conference website.</p> <p>1 Delegate Bag Insert.</p>                |
| Lunch (Per Day):         | US\$ 5,000 | <p>Company logo at lunch stations.</p> <p>Logo &amp; Web appear in conference website.</p> <p>Company's name will be listed in the programme book.</p> <p>1 Delegate Bag Insert.</p> |
| Coffee Break (Per Break) | US\$ 2,000 | <p>Company logo at Coffee stations.</p> <p>Company's name will be listed in the programme book.</p>                                                                                  |

## PREVIOUS EVENTS OF GLOBAL ACADEMY OF TRAINING AND RESEARCH

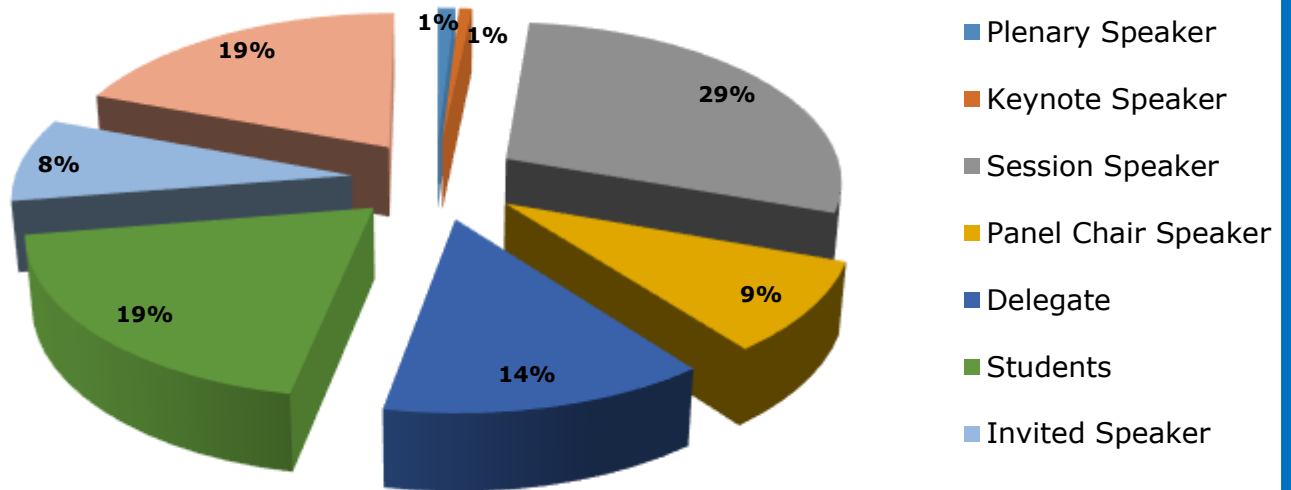
### GCBSS 2014-2015 STATISTICS

#### Attendee Breakdown 2014-2015:

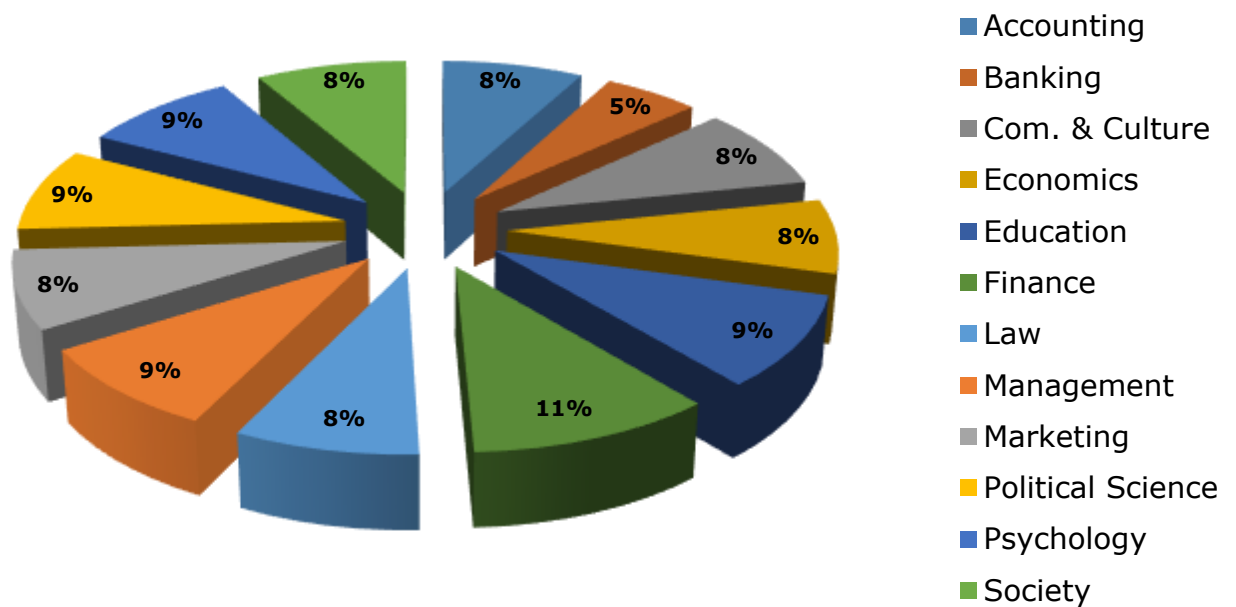
|                        |             |
|------------------------|-------------|
| Active Participants    | 2024        |
| Accompanying Persons   | 480         |
| <b>Total Attendees</b> | <b>2504</b> |

#### Delegates Profile GCBSS 2014 to 2015:

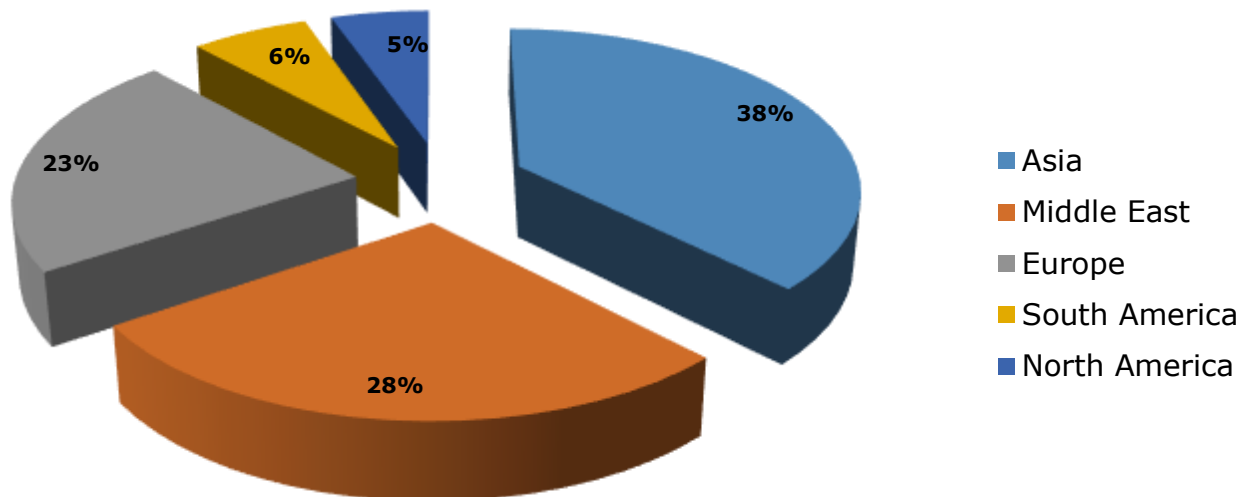
| Category            | Number      |
|---------------------|-------------|
| Plenary Speaker     | 24          |
| Keynote Speaker     | 18          |
| Session Speaker     | 722         |
| Panel Chair Speaker | 228         |
| Delegate            | 336         |
| Students            | 486         |
| Invited Speaker     | 210         |
| Accompanying Person | 480         |
| <b>TOTAL</b>        | <b>2504</b> |



#### Participation by subject basis:



**Participation by geographical area:**



**Collaborators:**

|                                                                                     |                                                                        |
|-------------------------------------------------------------------------------------|------------------------------------------------------------------------|
|    | <b>UNIVERSITY OF PRESOV (SLOVAKIA)</b>                                 |
|    | <b>ELESVIER (UNITED KINGDOM)</b>                                       |
|    | <b>CAIRO UNIVERSITY, (EGYPT)</b>                                       |
|   | <b>UNIVERSITY OF BRAWIJAYA, (INDONESIA)</b>                            |
|  | <b>UNIVERSITY OF KELANIYA (SRI LANKA)</b>                              |
|  | <b>KALASALINGAM UNIVERSITY, (INDIA):</b>                               |
|  | <b>INDERSCIENCE (SWITZERLAND)</b>                                      |
|  | <b>ASIA-PACIFIC INSTITUTE OF DISPUTE MANAGEMENT (APIDM), AUSTRALIA</b> |
|  | <b>CZESTOCHOWA UNIVERSITY OF TECHNOLOGY (CUT) (POLAND)</b>             |

## GCBSS 2014-2017 SNAP SHOTS

### 1<sup>st</sup> Global conference on business and social sciences:

The conference was held from 15<sup>th</sup>-16<sup>th</sup> December 2014 at the 5 Star Nexus Hotel, Kuala Lumpur Malaysia. Some snapshots from the conference are:



## 2<sup>nd</sup> Global conference on business and social sciences:

The conference was held from 17th-18th September 2015 at the convention centre of the Aston Denpasar hotel, Bali, Indonesia. Some snapshots of the events are included below:



### 3<sup>rd</sup> Global conference on business and social sciences:

The conference was held from 16<sup>th</sup>-17<sup>th</sup> December 2015 at the Connexion Nexus Hotel & Auditorium, Kuala Lumpur, Malaysia. It covered contemporary issues in management and social science research. Below are some snapshots of the event:



#### 4<sup>th</sup> Global conference on business and social sciences:

The conference was held from 14<sup>th</sup>-15<sup>th</sup> November 2016 at the Radisson Blu Hotel, Dubai Deira Creek, UAE. It covered contemporary issues in management and social science research. Below are some snapshots of the event:



### **5<sup>th</sup> Global conference on business and social sciences:**

The conference was held from 4<sup>th</sup>-5<sup>th</sup> May, 2017 at the Connexion Conference & Event Centre @ The VE Hotel, Kuala Lumpur, Malaysia. It covered contemporary issues in management and social science research. Below are some snapshots of the event:



### 6<sup>th</sup> Global conference on business and social sciences:

The conference was held from 4<sup>th</sup>-5<sup>th</sup> December, 2017 at Ambassador Hotel Bangkok, Thailand. It covered contemporary issues in management and social science research. Below are some snapshots of the event:



## TERMS AND CONDITIONS

### Important Information:

The details in this document are correct at the time of sending. The organizers do not take liability for any change which may take place.

The organizer reserves the right to accept or decline all offers of sponsorship and applications.

Branding and catering over and above listed in this prospectus is at the sponsor's expense.

In return for a hyperlink from your company name on the conference website, the sponsor is required to provide a reciprocal link from their website to the conference website - <http://gcbss.org/cimssr2018/>

### Payment Schedule:

25% on signing of Booking Form to secure your preferred option.

Remainder due before one month of event.

### Payment options:

Direct bank transfer – details available upon request

Company Cheque payable to GATR Enterprise.

Credit card – payment form available upon request

All payments must be in US Dollars.

## SPONSORSHIP FORM

### Sponsorship Form – 7<sup>th</sup>GCBSS2018

Company Name:

Contact Person:

Position/Designation:

Office Mailing Address:

Postcode:

Country:

Telephone:

Fax:

Email Address:

We accept by terms and conditions set in the brochure

Name:

Signature:

Date:

Please Return the form to:

**7<sup>th</sup> Global Conference on Business & Social Sciences**

**Tel: +60321175006**

**Email: [info@gcbss.org](mailto:info@gcbss.org); [arahim@gatrepreneur.com](mailto:arahim@gatrepreneur.com)**

### Types of Sponsorship and Exhibition's package:

We wish to reserve Sponsorships / Exhibition as follows: Select (✓) appropriate

| Items                                                   | Cost        |                          | Quantity               | Amount |
|---------------------------------------------------------|-------------|--------------------------|------------------------|--------|
| Corporate Sponsor                                       | US\$ 25,000 | <input type="checkbox"/> |                        |        |
| Platinum Sponsor                                        | US\$15,000  | <input type="checkbox"/> |                        |        |
| Gold Sponsor                                            | US\$ 12,000 | <input type="checkbox"/> |                        |        |
| Silver Sponsor                                          | US\$ 10,000 | <input type="checkbox"/> |                        |        |
| Bronze Sponsor                                          | US\$ 8,000  | <input type="checkbox"/> |                        |        |
| Deans & Directors Session                               | US\$ 10,000 | <input type="checkbox"/> |                        |        |
| Gala Dinner Sponsor                                     | US\$ 8,000  | <input type="checkbox"/> |                        |        |
| Post Conference Workshop Sponsor<br><b>Per workshop</b> | US\$5,000   | <input type="checkbox"/> |                        |        |
| Exhibition Booth Stands                                 | US\$ 4,000  | <input type="checkbox"/> | No. of Booths<br>_____ |        |
| Delegates Bags                                          | US\$ 10,000 | <input type="checkbox"/> |                        |        |
| Conference Pad & Pen                                    | US\$ 3,000  | <input type="checkbox"/> |                        |        |
| Conference Program Book                                 | US\$ 5,000  | <input type="checkbox"/> |                        |        |
| Lunch (Per Day):                                        | US\$ 5,000  | <input type="checkbox"/> | No. of Days<br>_____   |        |
| Coffee Break<br>(Per Break):                            | US\$ 2,000  | <input type="checkbox"/> | No. of Days<br>_____   |        |

## PAYMENT INFORMATION

All cross cheque / bank draft should be made payable to:

**Bank Name:** CIMB BANK BERHAD  
**Account No:** 8007228714  
**Account Name:** GATR ENTERPRISE  
**Swift Code:** CIBBMYKL  
**Bank Address:** Kuala Lumpur, Malaysia

**Company's  
Stamp**

## CONFERENCE'S ORGANIZER



## RECOGNIZED BY



**SSM, Malaysia**

**The 7<sup>th</sup> global conference of business and social sciences is organized by  
Global Academy of training and research <http://gcbss.org/cimssr2018/>**

Should you require any further information, please contact us at:

Telephone: +603 2117 5006  
 Mobile Phone: +601 7369 0275  
 Email: [info@gatrenterprise.com](mailto:info@gatrenterprise.com) / [info@gcbss.org](mailto:info@gcbss.org)  
 Website: [www.gcbss.org/](http://www.gcbss.org/) , [www.gatrenterprise.com/](http://www.gatrenterprise.com/)