

GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES:

**Business and Social Sciences for
Development**



CONFERENCE REPORT

December 15 - 16, 2014

Nexus Hotel, Kuala Lumpur, Malaysia

Global Conference on Business and Social Sciences on "Business & Social Sciences for Development" December 15 – 16, 2014 Nexus Hotel, Kuala Lumpur, Malaysia

The **Global Academy of Training and Research (GATR)**, in collaboration with **University of Brawijaya** (Indonesia), **Universiti Putra Malaysia Press** (Malaysia), **Elsevier** (United Kingdom), **Inderscience** (Switzerland), and the **Macro Think Institute** (United States of America), proudly organized the **1st Global Conference on Business and Social Sciences (GCBSS)**.



The **inaugural** conference was held at the **Nexus Hotel in Kuala Lumpur, Malaysia**, and served as a dynamic platform to **support, inspire, and connect early-career researchers**. It provided them with the opportunity to showcase their work, engage in meaningful dialogue with peers, and gain valuable insights from distinguished senior academics.



The **conference** offered a platform to present research, engage in thoughtful dialogue with peers, and receive guidance from senior academics. Participants also had the opportunity to refine their academic communication skills, exchange diverse perspectives, and gain valuable insights through interaction with experienced scholars.

Bringing together experts and scholars from **15 countries**, the conference fostered a vibrant exchange of ideas and experiences. Participants had the opportunity to establish international research networks, initiate future collaborations, and build meaningful academic and professional relationships.

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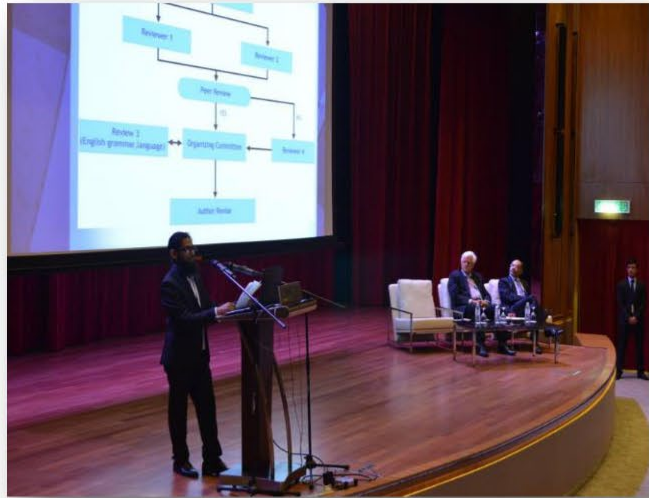
The conference officially opened with **welcoming remarks** from **Dr. Kashan Pirzada**, chairman of the **GATR Advisory Board**. In his speech, he underscored the **timeliness and relevance** of the conference themes in addressing current developments in the fields of business and social sciences.

The opening was followed by the first Plenary session, delivered by **Professor Danture Wickramasinghe** of the University of Glasgow, United Kingdom. His keynote, titled Global Perspectives on Accounting and Management, tackled three

major themes: The **hybridization of knowledge** and the removal of rigid disciplinary boundaries; The emergence of **immaterial labour** and the rise of design-led production models in the West; The growing influence of **technology** in shaping everyday life.

To effectively tackle these complex issues, Professor Wickramasinghe emphasized the importance of understanding **management accounting, management control, and management practices** as foundational tools. He framed his insights through a broad **interdisciplinary perspective**, weaving together philosophical, historical, cultural, and economic dimensions. He also advocated

for embracing **multiple methodological approaches**, including ethnomethodology, the extended case method, and engaged scholarship, in order to better understand and address the complexities of today's interconnected world.



The second plenary session featured **Professor Gabriël A. Moens**, Professor of Law and Director of Research at **Curtin Law School, Australia**. His presentation offered a compelling legal perspective on the topic "*How to Mismanage Organizations.*" Drawing from his research, Professor Moens explored the types of actions and decisions taken by senior management that can unintentionally lead to organizational mismanagement.

He highlighted that it is not uncommon for employees to claim that their organizations are being poorly managed. While such claims may not always be substantiated, their frequent occurrence underscores the importance of critically examining the internal practices and



leadership behaviors that may contribute to these perceptions. Professor Moens also pointed out a common organizational paradox: employees who excel in lower-level positions may struggle to perform effectively when promoted to higher managerial roles, often due to a lack of appropriate support, training, or leadership readiness.

With the main theme "**Business and Social Sciences for Development,**" the conference explored a broad spectrum of current issues

across both fields. Key sub-themes included management, education, and psychology reforms in Asia and Europe; accounting and finance challenges in global development reform programs; economic and banking transformations in Asia; cultural dimensions of marketing in developing countries; and contemporary debates in management and



social science research. Throughout the event, participants presented a variety of timely and thought-provoking papers that addressed emerging challenges and reflected the latest developments in their areas of expertise, sparking engaging discussions and encouraging innovative approaches to global issues.

Zou Xiang from the **University of Malaya (Malaysia)** presented a study examining the **practicality and potential value of Enterprise Risk Management (ERM)** within China's manufacturing sector. The research focused on three core aspects: the impact of ERM on the relationship between various types of risk and the overall risk portfolio; the influence of ERM on the components of risk structure; and the role of ERM in shaping the correlation between risk portfolio and firm performance. To analyze these relationships, a **Multiple Indicators Multiple Causes (MIMIC) model** was employed, offering a comprehensive framework to determine the connection between ERM practices and organizational outcomes. The findings revealed that ERM effectively reduces the relevance of individual risk categories to the overall risk portfolio and minimizes interactions between them. Moreover, by enhancing the significance of risk structure in relation to firm performance, ERM enables firms to better leverage their risk portfolios and unlock potential profitability.



Lawan Yahaya from **Abubakar Tafawa Balewa University Bauchi (Nigeria)** delivered a critical analysis on the **perception of corporate taxpayers' compliance behavior** under Nigeria's self-assessment tax system. The study revealed that many corporate taxpayers find the existing tax laws **overly complex and difficult to understand**. Furthermore, the findings indicated that **tax complexity, perceived fairness, and a sense of tax responsibility** all have a **positive and significant impact** on compliance behavior. Based on these insights, the study recommended a **review and simplification of tax legislation** to enhance taxpayers' understanding and improve overall compliance rates.



Associate Professor Dr. Shobha Sundaresan from Maharani Lakshmi Ammanni College for Women (India) addressed the importance of **value education in empowering youth** through a **holistic approach**. She emphasized that the growing instances of deviant behavior among young people reflect a broader **crisis of values in society**, highlighting the urgent need to instill strong moral foundations. Value education, as described in her presentation, encompasses a range of pedagogical methods designed to foster **personal, moral, social, cultural, spiritual, and civic development**, as well as **character formation**. Her study demonstrated that a holistic approach to value education can significantly enhance students' ability to lead **happy, fulfilled, and purposeful lives**, equipping them with essential life skills and ethical awareness.



Ms. Smitha Dev and Jaya Kumar from Abu Dhabi University (UAE) conducted a study examining **regular school teachers' ability to support students with learning disabilities (LD)**, focusing on their understanding, acceptance, and willingness to integrate these students into mainstream classrooms. The findings highlight the importance of equipping educators with the necessary skills and awareness to create an inclusive learning environment. This research offers valuable insights and recommendations aimed at **raising the educational standards in UAE schools, eliminating discriminatory practices**, and aligning the treatment of students with learning disabilities with **international best practices**.



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The conference organizers extend their sincere gratitude to all plenary speakers and participants who joined this international academic network and traveled to **Kuala Lumpur, Malaysia** to contribute through **high-quality presentations, thought-provoking discussions,** and by enriching the **unique atmosphere of this dynamic scientific gathering.**

The **Global Academy of Training and Research (GATR)** also wishes to express **special appreciation** to the students of the **University of Malaya** for their valuable contributions and support, which played an important role in the successful delivery of the conference.



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