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## Participation Certificate

*This certificate of honor is awarded to*  
**Ratugamage Asha Nimali Fernando**  
of

Department of Pali and Buddhist Studies, The Faculty of Humanities and Social Sciences, University of Sri Jayewardenepura, Nugegoda, Gangodawila, Sri Lanka

For  
David B. Wong's identification of the Concept of Pluralistic Moral Relativism: it's Application to Current Multicultural Society  
as  
**PRESENTER**

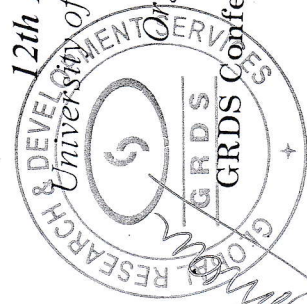
In technical presentation and research contribution to

**12th International Conference on Business Management & Legal Studies (ICBMLS), held at**  
University of Malaya, Rumah Kelab PAUM Clubhouse (Persatuan Alumni Universiti Malaya), Kuala Lumpur, Malaysia

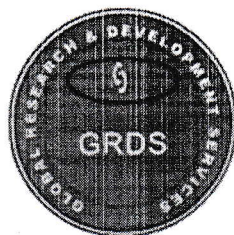
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GRDS Conference Secretariat

June 20-21, 2017



"Collaborate to Co-create"



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**CONFERENCE PROCEEDINGS**

**15th International Conference on Social Science & Humanities (ICSSH),  
20-21 June 2017, Kuala Lumpur**

20-21 June 2017

Conference Venue

University of Malaya, Rumah Kelab PAUM Clubhouse (Persatuan Alumni  
Universiti Malaya), Kuala Lumpur, Malaysia

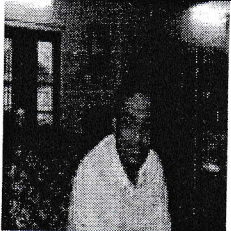

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**15th International Conference on Social Science & Humanities (ICSSH), 20-21 June 2017, Kuala Lumpur**  
University of Malaya, Rumah Kelab PAUM Clubhouse (Persatuan Alumni Universiti Malaya), Kuala Lumpur,  
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	<p>entrepreneurialism and firm innovation. The focus of extant governance literature lies within board influence on performance. This review, contains aspects of governance, such as board attributes, beyond monitoring and control to the responsibility of strategic decision makers within the realm of R&amp;D, which too is gaining traction in academic research, and engendering significant implications for firm competitive strategy. Keywords: corporate governance; agency resource perspectives; board of directors; board attributes; strategic decision making; R&amp;D; research and development.</p>
 <p><b>Y. Aaron Abhilash</b> GICICBMLS1704068</p>	<p style="text-align: center;"><b>Front Desk executives in e-commerce – challenges</b></p> <p style="text-align: center;"><b>Y. Aaron Abhilash</b> HR executive, Global Six Sigma Consultancy</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The dynamics of e-commerce gives paramount importance on customer relationship, since companies consider the strong customer relationship will definitely drive the profits. In this process the companies have made drastic changes in both internal and external policies of e-commerce in tune with the principle of customer centric.</p> <p>The front desk executives play a significant role in e-commerce. Though the executives are not the policy makers but in reality they have to face and satisfy the desires of heterogeneous group. When the customers' expectation becomes negative it will have tremendous impact on front desk executives. The executives are pressurized by the employer to achieve the highest level of customer satisfaction. As a result the front desk executives encounter the factual realities and unable to satisfy both employer and customers.</p> <p>The present paper focuses on stress factor, challenges faced by the front desk executives in e-commerce companies and solutions to the problems. Key words: front desk executives, e-commerce, customer satisfaction, customer relationship, stress.</p>
 <p><b>Ratugamage Asha Nimali Fernando</b> GICICBMLS1704069</p>	<p><b>David B. Wong's identification of the Concept of Pluralistic Moral Relativism: its Application to current multicultural society</b></p> <p style="text-align: center;"><b>Ratugamage Asha Nimali Fernando</b> Department of Pali and Buddhist Studies, The Faculty of Humanities and Social Sciences, University of Sri Jayewardenepura, Nugegoda, Gangodawila, Sri Lanka</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The American philosopher David B. Wong has made significant contributions to meta-ethics. His academic research covers many areas of different traditions of ethics but moral relativism is the center of all. Wong's 'Moral Relativity' (1984) is a pioneer work on moral relativism, and his book 'Natural Moralities: A Defense of Pluralistic Relativism' (2006) articulates and defends an ethical theory that is pluralistic, relativistic and naturalistic in nature. Wong's pluralistic relativism is a sophisticated and attractive alternative to extremist views on relativism. At the same time he believes that moral relativism is the only way to avoid conflicts in our current multicultural society.</p> <p>Wong is working in Chinese philosophy too; the most important in his philosophical thought is the mixing of ancient eastern ethics with modern western topics. Wong connects science and philosophy as well eastern ideologies of</p>

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	<p>morality with the western debate about modern moral. Wong further proposes that there can be a plurality of true moralities; different moralities exist in different traditions and cultures, but all of them address accepts of the same problem: how we are to live well together. To prove this he examines a wide array of positions and texts within the western canon as well as in Chinese philosophy, history and literature, to make a case for the importance of pluralism in moral life, and to establish the virtues of acceptance and accommodation. Wong's point is that there is no single value or principle or ordering of values and principles that offers a uniquely true path for human life but variations according to different contexts that realize within them a common core of human values. We should thus be modest about our own morality, learn from other's approaches, and accommodate different practices in our pluralistic society.</p> <p>The main objective in this paper is to investigate how Wong forms his theory of adequate moral systems and morality as a social creation in his first publication and how he develops his theory in the later work. Section one I will look closer at how Wong characterizes the debate on subjectivity and objectivity in morality by introducing six claims as a strategy to explain moral experience. Then I will move to critically evaluate Wong's analysis of morality along with his two conceptions of morality and relativity within it. In Second section I will discuss how Wong systematically develops the thesis of pluralistic relativism in his recent publication. The final part of this paper considers his pluralistic relativism and its application to multicultural society.</p>
<p>Majid Lotfi Ghahroud GICICBMLS1704072</p>	<p><b>Prioritization of Finance Strategies: A case study in Iran Tourism Infrastructure Projects</b></p> <p style="text-align: center;"><b>Mahdi Parseh</b> Human Resource Department, Finance Faculty, Kish International Campus, University Of Tehran, Tehran, Iran</p> <p style="text-align: center;"><b>Majid Lotfi Ghahroud</b> Human Resource Department, Finance Faculty, Kish International Campus, University Of Tehran, Tehran, Iran</p> <p style="text-align: center;"><b>Abstract</b></p> <p>The research aims to prioritize finance strategies for tourism industry infrastructures by breaking the finance scheme into finance instruments and approaches.</p> <p>Defining infrastructure projects in Iran, preference of project finance approach is duly measured on the basis of five indicators comprising debt repayment capability, financial leverage power, ownership and management conflict level, extent of debtor's intervention and public and private partnership (PPP) in comparison with that of Corporate Finance. Preference of BOT financing tool among different private sectors under Government Supervision namely we call it Government Supported Private-Private Partnership (GSPPP), is compared by other eight classified finance tools on the basis of four other indicators including accessibility, cost, risk and legislation priorities by ranking each tool from projects sponsor's point of view through predesigned tables.</p> <p>Analyses shows that loans as a finance tool through projects finance approach for Iran tourism infrastructure will be the best priority by project sponsors opinion.</p> <p><b>Keywords:</b> Finance Strategies, Finance instruments, Finance Approaches, Tourism Infrastructure Projects</p>