

2018



Cambridge Conference Series: May 2018 Conference Programme

5th Academic International Conference on Social Sciences
and Humanities– AICSSH 2018

6th Academic International Conference on Business,
Marketing and Management– AICBMM 2018

Conference Venue: University of Cambridge, Newnham
College, Cambridge, United Kingdom

Conference Dates: 21st-23rd May 2018



FLE Learning



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FLE Learning

FLE Learning seeks to develop the knowledge and skills of both public and private sector actors on key new developments and issues in the area of law, trade, business, finance and economics by organising a variety of events, such as conferences, courses, training, and workshops.

In the past year, FLE has successfully organised twenty eight international academic conferences in which delegates from over 65 different countries participated, including Afghanistan, Algeria, Australia, Azerbaijan, Bangladesh, Belgium, Brazil, Bulgaria, Canada, Chile, China, Cyprus, Czech Republic, DR Congo, Egypt, Estonia, France, Georgia, Germany, Ghana, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Jordan, Korea, Kuwait, Lithuania, Malaysia, Mauritius, Mexico, Morocco, Netherlands, New Zealand, Nigeria, North Cyprus, Oman, Pakistan, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Singapore, Slovakia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Taiwan, Thailand, Turkey, United Arab Emirates, United Kingdom, USA and Uzbekistan. FLE has also organised and provided various intensive onsite training programmes to public sector organisations and firms in the past years to develop and improve their controls and systems so as to ensure effective compliance with financial crime laws and regulations. Registered experts from the company also provided technical assistance to different firms to develop their risk portfolio by assessing various risks facing the firm and to update and improve the firm's internal controls and systems to efficiently detect and prevent potential financial crimes.

FLE (previously known as 'FLE Legal Education') was established in 2005 as the foremost provider of the Qualified Lawyers Transfer Test (QLTT) in the Indian Sub-Continent and was set up with the support of the Law Society of England and Wales and the British High Commissioner, New Delhi. QLTT was conducted in India by FLE in conjunction with Central Law Training (CLT), UK, and successful completion allows practising Indian lawyers to be admitted to the Roll of Solicitors of the Supreme Court of England and Wales. The programme was launched in India to allow Indian lawyers to take this test while in their home country.

FLE Learning is not a part of, or otherwise affiliated, to the University of Cambridge, nor the 5th Academic International Conference on Social Sciences and Humanities – AICSSH 2018 (Cambridge) and 6th Academic International Conference on Business, Marketing and Management– AICBMM 2018 (Cambridge) Conference are University of Cambridge and/or the Newnham College programs or activities.

Cambridge Conference Series | 21st-23rd May 2018

Conference Programme Day ONE*

Monday, 21st May 2018

- 08:15 AM: 08:40 AM : Registration and Tea/Coffee ([Lucia Windsor Room](#))
- 08:40 AM: 08:45 AM : Welcome Remarks by Ms. Samantha Sintes-Barber, Conference Coordinator
- 08:45 AM: 08:50 AM : Opening Remarks by Dr. Melle Starsen, Associate Professor, Upper Iowa University (USA), Keynote Speaker and Conference Chair.

Day ONE Session ONE

Presentation on: **Monday, 21st May 2018**

Session chaired by **Ms. Samantha Sintes-Barber**

Presentation Group: Interdisciplinary Studies

Conference Room/Hall - [Lucia Windsor Room](#)

8:50:00 AM - 9:10:00 AM

Dr. Melle Starsen, Associate Professor, Upper Iowa University (USA), *"Sang Noir:" The Cult Director and Death to Postmodernism – the Films of Rodriguez, Soderbergh, and Tarantino* (Delegate Number: Starsen 5895 - BJ12 - Oral Presentation) **Seat No:** 1

9:10:00 AM - 9:30:00 AM

Ms. Saher Zeast, Senior Associate Professor, Bahria University (Pakistan), *Infrastructure, a barrier to "End of life Product Management" in Pakistan* (Delegate Number: Zeast 5784 - BH01 - Oral Presentation) **Seat No:** 2

9:30:00 AM - 9:50:00 AM

Prof. Ismail Zejneli, Dean, Seeu University (Albania), *The Process of Framework in the Republic of Albania and Macedonia, from the Perspective of International Law and in the Light of the Country's Accession Process to the EU* (Delegate Number: Zejneli 6032 - BH11 - Oral Presentation) **Seat No:** 3

9:50:00 AM - 10:10:00 AM

Prof. Ming-Hsien Yang, Professor, Fu Jen Catholic University (Taiwan), *The effect of customer participation via social media on customer engagement behavior* (Delegate Number: Yang 6058 - BH16 - Oral Presentation) **Seat No:** 4

10:10:00 AM - 10:30:00 AM

Dr. Maia Ozdemir, Assistant Professor, Istanbul Gelisim University (Turkey), *Cultural Inertia as a new proposed dimension for Hofstede's Model and it's influence on a corporate management* (Delegate Number: Ozdemir 6090 - BH18 - Oral Presentation) **Seat No:** 5

10:30 AM -10:50 AM

Tea/Coffee Break

Day ONE Session TWO

Presentation on: **Monday, 21st May 2018**

Session chaired by **Dr. Melle Starsen**

Presentation Group: Interdisciplinary Studies

Conference Room/Hall - Lucia Windsor Room

10:50:00 AM - 11:10:00 AM

Dr. Saidi Adedeji Adelekan, Lecturer, Mountain Top University (**Nigeria**), *Examining the Influence of Knowledge Management on Organizational Performance of Cadbury Nigeria PLC* (Delegate Number: Adelekan 5991 - BH09 - **Oral Presentation**) **Seat No:** 6

11:10:00 AM - 11:30:00 AM

Dr. Jabulani Owen Nene, Lecturer, University of South Africa (**South Africa**), *An Analysis of lectures' Politeness Strategy and Student's compliance within an ODL environment within the HE in South Africa* (Delegate Number: Nene 5958 - BJ24 - **Oral Presentation**) **Seat No:** 7

11:30:00 AM - 11:50:00 AM

Prof. Yuhong Zhao, Associate Professor, Chinese University of Hong Kong (**China**), *China and International Climate Governance* (Delegate Number: Zhao 5897 - BJ08 - **Oral Presentation**) **Seat No:** 8

11:50:00 AM - 12:10:00 PM

Ms. Priscilla Menezes Silva, Ph.D. Student, State University of Rio de Janeiro (**Brazil**), *How the latest labor reform affects employees complaints and benefits business partners in Brazil* (Delegate Number: Silva 5928 - BJ16 - **Oral Presentation**) **Seat No:** 9

12:10:00 PM - 12:30:00 PM

Mrs. Alshaymaa Alharbi, PhD Student, University of Leicester (**United Kingdom**), *Translation of culture reference words in children literature* (Delegate Number: Alharbi 6018 - BJ21 - **Oral Presentation**) **Seat No:** 10

12:30:00 PM - 12:50:00 PM

Ms. Camilla Ndukwe, Student, University of Salford (**United Kingdom**), *A Feminist Study of Women's Adoption and use of Mobile Phones in Nigeria for Individual Development* (Delegate Number: Ndukwe 6016 - BJ19 - **Oral Presentation**) **Seat No:** 11

12:50:00 PM – 1:00:00 PM

Day one Group Photograph

1:00:00 PM - 1:50:00 PM

Lunch Break

Day ONE Session THREE

Presentation on: **Monday, 21st May 2018**

Session chaired by **Ms. Saher Zeast**

Presentation Group: Interdisciplinary Studies

Conference Room/Hall - Lucia Windsor Room

1:50:00 PM - 2:10:00 PM

Dr. Sanem Kulak Gokce, Assistant Professor, Biruni University (**Turkey**), *Social Network: Gossip in Female Prison* (Delegate Number: Gokce 6022 - BJ06 - **Oral Presentation**) **Seat No:** 12

2:10:00 PM - 2:30:00 PM

Ms. Nikita Nahata, Student, Pandit Deendayal Petroleum University (**India**), *Role of micro-financing in Women Empowerment in India*. (Delegate Number: Nahata 5874 - BH14 - **Oral Presentation**) **Seat No:** 13

2:30:00 PM - 2:50:00 PM

Mr. Divya Gaur, Research Associate, NMP Medical Research Institute (**India**), *Knowledge and Practice of Hygiene and Sanitation: Impact of Media Advocacy* (Delegate Number: Gaur 6083 - BJ22 - **Oral Presentation**) **Seat No:** 14

2:50:00 PM - 3:10:00 PM

Mr. Binit Lal, PhD Student, Jawaharlal Nehru University (**India**), *India's Act East Policy: Strategy for Economic Integration with Southeast Asia* (Delegate Number: Lal 6087 - BJ23 - **Oral Presentation**) **Seat No:** 15

3:10:00 PM - 3:30:00 PM

Ms. Sara Fine-Meltzer, Senior Lecturer (Emeritus), Ben-Gurion University of the Negev (**Israel**), *Teaching in a Multicultural Environment: Lessons for the "Unicultural" Teacher* (Delegate Number: Fine-Meltzer 6133 - BJ20 - **Oral Presentation**) **Seat No:** 16

Day ONE Session THREE (Poster Presentation)

Presentation on: **Monday, 21st May 2018**

Session chaired by **Ms. Saher Zeast**

Presentation Group: Interdisciplinary Studies

Conference Room/Hall – Outside Lucia Windsor Room

3:30:00 PM - 3:50:00 PM

Ms. Michelle Nga Ki Kong, PhD Student, The University of Hong Kong (**Hong Kong**), *Automatic Processing of Place-value in Preschoolers and Its Effect on Early Numeracy* (Delegate Number: Kong 6143 - BJ18 - **Poster Presentation**) **Seat No:** 17

3:30:00 PM - 3:50:00 PM

Dr. Taksika Chachvarat, Chief of Office Quality Development Journal, Boromarajonani College of Nursing (**Thailand**), *The Development of Guidelines to Promote The Valuable Living in Elderly* (Delegate Number: Chachvarat 5883 - BJ17 - **Poster Presentation**) **Seat No:** 18

03:30 AM -03:50 PM **Tea/Coffee Break**

Day ONE Session FOUR

Presentation on: **Monday, 21st May 2018**

Session chaired by **Dr. Saidi Adedeji Adelekan**

Presentation Group: Interdisciplinary Studies

Conference Room/Hall - Lucia Windsor Room

3:50:00 PM - 4:10:00 PM

Mr. Tariq Almutairi, Research, Cranfield University (**United Kingdom**), *Humanising brands in advertising: Activate human-like features* (Delegate Number: Almutairi 6140 - BH19 - **Oral Presentation**) **Seat No:** 19

4:10:00 PM - 4:30:00 PM

Ms. Shreedha Vyas, Student, Pandit Deendayal Petroleum University (**India**), *The Effect of Psychological Contract on Performance of Organisational Behaviour* (Delegate Number: Vyas 5782 - BH08 - **Oral Presentation**) **Seat No:** 20

4:30:00 PM - 4:50:00 PM

Mrs. Shruti Shah, Student, Pandit Deendayal Petroleum University (**India**), *Exploring the significance of spiritual health in corporate world* (Delegate Number: Shah 5838 - BH04 - **Oral Presentation**) **Seat No:** 21

4:50:00 PM - 5:10:00 PM

Ms. Shloka Shah, Student, Pandit Deendayal Petroleum University (**India**), *Identifying the relationship between the personality type and the academic performance of the graduate students in private college in Gujarat* (Delegate Number: Shah 5839 - BH03 - **Virtual Presentation (Skype Video Conference)**) **Seat No:** 22

5:10:00 PM - 5:30:00 PM

Ms. Monisha Shah, Student, Pandit Deendayal Petroleum University (**India**), *Impact of North Korea's nuclear capability on South Korea's attitude towards nuclear weapons* (Delegate Number: Shah 5990 - BJ10 - **Oral Presentation**) **Seat No:** 23

5:30:00 PM - 5:50:00 PM

Ms. Ashmita Nahar, Student, Pandit Deendayal Petroleum University (**India**), *Building Virtual Dominions in Indian Markets: A Comparative Study of Amazon Vs Ebay* (Delegate Number: Nahar 5796 - BH10 - **Oral Presentation**) **Seat No:** 24

5:50:00 PM - 6:10:00 PM

Ms. Shyama Gokani, Student, Pandit Deendayal Petroleum University (**India**), *Distinctiveness in Communication Strategies of MNCs to Target Branded Cosmetic Markets - India vs USA* (Delegate Number: Gokani 6002 - BH15 - **Oral Presentation**) **Seat No:** 25

6:10:00 PM - 6:30:00 PM

Ms. T . Roshni Rao, Student, Pandit Deendayal Petroleum University (**India**), *A Study of the Impact of Branding Activities of Emerging Fashion Designers in the International Context* (Delegate Number: Rao 6062 - BH17 - **Oral Presentation**) **Seat No:** 26

06:30 PM: 06:40 PM

: **Closing Remarks by Dr. Melle Starsen**, Associate Professor, Upper Iowa University (**USA**), **Keynote Speaker and Conference Chair.**

List of Listener(s):

Ms. Modupe Kolawole, Director, Public Complaints Commission : The Nigeria Ombudsman (**Nigeria**), *Listener* (Delegate Number: Kolawole 365 - BJ11 - **Listener**) **Seat No:** 27

Ms. Stella Ozojiofor, Director, Public Complaints Commission : The Nigeria Ombudsman (**Nigeria**), *Listener* (Delegate Number: Ozojiofor 366 - BJ13 - **Listener**) **Seat No:** 28

Mrs. Falilat Madaki, Director of Administration, Public Complaints Commission : The Nigeria Ombudsman (**Nigeria**), *Listener* (Delegate Number: Madaki 367 - BJ14 - **Listener**) **Seat No:** 29

7:30 PM - 9:30 PM

Welcome Dinner* at MillWorks, The Watermill, Newnham Road, Cambridge CB3 9EY
E: info@themillworks.co.uk T: 01223 367507 (Only for those delegates who have registered and paid for the social events) **Millworks is located on the Mill Pond, opposite The Granta Riverside Pub.**

Cambridge Conference Series | 21st-23rd May 2018

Conference Programme Day TWO*

Tuesday, 22nd May 2018

12:30 PM - 2:00 PM **Social Networking Lunch for all registered delegates at Bella Italia, 14-16 Bridge Street, Cambridge, CB2 1UF. Phone: 01223 464630**

2:00 PM - 4:00 PM **Cambridge Literary 2Hrs Guided Walk Tour for all registered delegates**
A walking tour taking in the history, stories, characters, achievements and architecture of both the City and the University to include a visit inside one of the famous colleges.

7:30 PM – 9:30 PM **Social Networking Dinner* Zizzi, 16 Bene't St, Cambridge CB2 3QN Phone: 01223 357508 (Only for those delegates who have registered and paid for the social events)**

Cambridge Conference Series | 21st-23rd May 2018

Conference Programme Day THREE*

Wednesday, 23rd May 2018

11:30 AM to 1:00 PM

Explore Cambridge through - Cambridge City Sightseeing (Open top Bus)

Starting Point: Open top bus stop near The Anchor Inn, Silver St, Cambridge CB3 9EL

Group will depart from Silver St, Cambridge CB3 9EL (Open Top Bus Stop Number ONE) and your Open top bus ticket will be handed over to you there at 11:15 AM.

Your Ticket for Cambridge City Sightseeing (Open top Bus) is valid for 24 hrs on open top buses and you can get on and off at any of the 16 stops on the tour – keep a hold of your ticket for re-boarding!

1:15 AM – 02:30 PM

Social Networking Lunch with Cambridge Punting (60 mins) or Cambridge Walk Tour

The Granta Riverside Pub

Your networking lunch and punting boat will be provided/started at The Granta, 14 Newnham Rd, Cambridge CB3 9EX Phone: 01223 505016 Punting Phone: 01223 301845

02:30 AM to 05:00 PM

Explore Cambridge through Cambridge City Sightseeing (Open top Bus)

With your 24-hour pass, relax for the hour-long full tour, or design a personalized itinerary with 16 possible stops with easy access to Trinity College, King's College Chapel, The Backs and more. Enjoy unobstructed views from the open-air viewing deck and fun onboard commentary as you savor this medieval university town.

Note: Day ONE Welcome Dinner*, Day TWO Social Networking Dinner* and Day THREE* social networking events are only for those delegates who have registered and paid for the social events.

Important Information

Registration & Welcome Pack: All delegates **MUST register** for the conference at the registration desk on the first day of the conference between 8:00am to 08:20am. At the registration desk, they will be provided with conference welcome pack, which will include conference programme, conference abstracts, certificate of attendance and other useful information.

Dress Code: Although there is no particular dress code for the conference, we would like to request you to kindly dress formally/smarty during the conference.

Presentation Duration: You are required to give an oral presentation of 15 minutes (maximum) plus 5 minutes for discussion where other participants may ask you questions regarding your presentation and research. Please note that your presentation must be in English language.

PowerPoint Presentation: For your presentation, you can either use PowerPoint or Prezi, whichever is more convenient for you. For PowerPoint presentation, we request you to kindly bring it on your own USB/memory stick. You do not need to email us your presentation copies. However, please note that each delegate will be given internet access during the conference.

Wifi: Each Delegate will be given a wifi code to use internet connection during the conference

FULL Paper Publication Policy: Papers submitted and presented at the conference will be published in the conference proceedings, subject to their acceptance by the review committee. To be considered for publication in the conference proceedings, submitted papers must strictly adhere to our prescribed in-house referencing style ie., Harvard Citing and Referencing Style. Each conference proceeding will have a unique digit International Standard Serial Number (ISSN) and/or International Standard Book Number (ISBN) code. For further information, please visit <http://www.flelearning.co.uk/submission-guideline>.

If you want your FULL paper (maximum 5000 words) to be published in the conference proceedings, kindly handover the duly signed copy of the COPYRIGHT LICENCE AGREEMENT to the FLE representative at registration desk on DAY ONE of the conference. A copy of the copyright agreement will be provided to you in your 'Conference Welcome Pack' on the first day of the conference. Once we will receive your duly signed agreement, we will be in contact with you within the next three weeks to confirm when you can expect a proof of your paper to review, if accepted for publication in the proceedings.

If you also wish your FULL paper to be considered for publication in the peer-reviewed e-journal, you must authorise us to consider your paper for publication in the respective Journal by giving us your clear instructions in the same Copyright agreement. For publication in the E-Journal, please be advised that after the acceptance of your full paper for publication in any of our E-Journals, your paper will enter the production cycle and you will be asked to pay the publication fee/charges in the sum of £52.50 per 5,000 words. If the payment is not received before the deadline (usually 5 working days from the acceptance notice), your paper will be withdrawn from the publication process. However, on receipt of the publication fee, the necessary editing and formatting corrections will be made and you will receive the final proof of your article for review and/or approval to publish.

Please note that if a copy of the duly signed agreement is not received by us, we will not be able to publish your contribution in any manner. For further information about publication, please visit our website <http://www.flepublications.com/>

Non-Smoking Area: We would like to bring it to the notice of all registered delegates that the conference venue is a non-smoking College. It is therefore our humble request that no registered conference delegate should smoke inside the college premises.

Data Protection Policy: Under the data protection law, we cannot share the personal data and presentation materials of any conference delegate without his/her permission. We therefore encourage all delegates to personally exchange their business cards during the conference if they want to exchange any further correspondence. For detailed information about our data protection policy, please visit <http://www.flelearning.co.uk/data-protection>

Social Media: Please follow us for **conference updates** and your **presentation pictures** on **twitter** (<https://twitter.com/FLELearning>)

Conference Venue: Please note that the venue of the conference is Lucia Windsor Room, Newnham College, University of Cambridge, Sidgwick Avenue, Cambridge CB3 9DF University of Cambridge, Newnham College, Sidgwick Avenue, Cambridge CB3 9DF United Kingdom.

Hotel Booking: To book your accommodation during conference, kindly visit www.booking.com and book your accommodation near to the conference venue. **Recommended Hotels list:**

1. DoubleTree by Hilton Cambridge
2. Best Western Plus the Gonville Hotel
3. Cambridge City Hotel
4. Royal Cambridge Hotel
5. Premier Inn Cambridge City Centre
6. Holiday Inn Express Cambridge
7. Travelodge Hotel - Cambridge Central

University of Cambridge Accommodation

To book accommodation during your conference stay, please note that generally there is ample accommodation available at the University of Cambridge and you can get rooms at very nominal price. Please visit <http://www.accommodation.cam.ac.uk/visitingcambridge/Listings.aspx> to book your accommodation.

How to find Newnham College

The College ([College map](#)) is on [Sidgwick Avenue](#), just off the [A603](#) and approximately 2 miles from junction 12 on the M11. Please note that Silver Street is closed to cars for part of the day, and has a 'tidal flow' system for the rest. At most times it will be easier, when approaching the College from the southern part of Cambridge, to use Fen Causeway.

By Coach

National Express operates coach services to Cambridge from major towns & cities throughout the U.K. There are frequent coach services from both Central London, and London Stansted Airport through to the city. The X5 cross county Stagecoach service links Oxford to Cambridge, via Bicester, Buckingham, Milton Keynes & Bedford.

By Air

Cambridge is within easy reach of London Heathrow, London Gatwick & Birmingham International Airport. London

- Heathrow London (68 miles)
- Stansted Airport (30 miles)
- Getwick Airport (93 miles)
- Birmingham Airport (88 miles)

From any UK Airport to Cambridge use National Express coach services. To book your ticket, please visit <http://www.nationalexpress.com/wherewego/airports/index.aspx>

By Road

From the South & from London, Cambridge is a short trip up the M11 motorway. From the north, the A1 and M1 link to the A14 dual carriageway straight to the city, and from the east and west, the A14 again takes you to Cambridge.

For short stay trips the City Centre Car Parks offer great convenience, but for longer visits there are five world class Park & Ride sites located on the outskirts of the City that provide free parking and a swift and frequent bus ride to the City Centre.

By Train

There is a fast and frequent rail service from London King's Cross & London Liverpool Street through to Cambridge. There are excellent connections from Scotland & the North via Peterborough, and regional services from Birmingham & the Midlands, East Anglia & the Northwest. For bus services from Cambridge railway station into the city centre look for the Citi 1, Citi 3 or Citi 7 services.

By Taxi

Getting a cab into Cambridge can often work out to be a more convenient, faster cheaper option. [minicabit's](#) nationwide network of licensed cab firms covers all corners of the UK, so no matter where you're coming from you can book a cab direct to Cambridge. Visit [minicabit](#) to plan your trip.

By Car Hire

Rent Direct Car and Van Rental are based near the city centre on Elizabeth Way. Please visit [www.rentdirectuk.com](#) for full details and to book. They offer a full range of vehicles that you can hire to make visiting Cambridge and the surrounding area that little bit more convenient. Local, friendly and reliable if you would prefer to speak to them directly please telephone 01223 309 409 and they will be more than happy to help you through the booking process.

Please ask if you would like to hire a sat nav along with your car, as this can take the stress out of finding your way around the county and make your stay so much more enjoyable! They can also collect you from the train station (subject to opening hours and availability) and take you back to their branch making your onward journey that little bit easier.

Alternatively, Rhino Car Hire are a leading rental broker based in the UK offering excellent value car hire throughout the UK including Cambridge and from all major transport hubs including Heathrow, Gatwick and Stansted and the major rail stations. Please visit [www.rhinocarhire.com](#) or call **0845 508 9845**.

By Bus

Stagecoach operates a comprehensive service to the city from around the county. Please visit [www.stagecoachbus.com](#) for full details.

The Guided Busway offers an innovative and frequent service from Huntingdon to the city centre including stops at the Rail Station and Addenbrookes Hospital. Park and Ride sites for this service can be found at St Ives, Longstanton and Trumpington. Please visit [www.thebusway.info](#) for full details.

Note: Copy of the conference Programme will also be provided at the registration desk.

FLE Learning Ltd

Conference Division

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