

2018



Oxford Conference Series: August 2018 Conference Programme

6th International Conference on Business, Economics,
Management and Marketing– ICBEMM 2018

9th Academic International Conference on
Interdisciplinary Legal Studies– AICILS 2018

Conference Venue: University of Oxford, The Queen's
College, Oxford, United Kingdom

Conference Dates: 13th-15th August 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 Oxford, nor the 6th International Conference on Business, Economics, Management and Marketing– ICBEMM 2018 (Oxford) and the 9th Academic International Conference on Interdisciplinary Legal Studies– AICILS 2018 (Oxford) are University of Oxford and/or the Queen’s College programs or activities.

Oxford Conference Series | 13th-15th August 2018

Conference Programme Day ONE*

Monday, 13th August 2018

08:30 AM: 08:55 AM	:	Registration and Tea/Coffee
08:55 AM: 09:05 AM	:	Welcome Remarks - <u>Shulman Auditorium</u> Opening Remarks by Ms. Samantha Sintes-Barber Welcome Remarks by Dr. Ruchi Gupta, Keynote Speaker and Conference Chair.

Dr. Ruchi Gupta, Keynote Speaker and Conference Chair Profile: Dr Ruchi Gupta is an experienced educator having over 17 years of teaching experience in the University of Delhi, India. She is a faculty member at Shaheed Bhagat Singh College, University of Delhi. A commerce graduate from the highly acclaimed Shri Ram College of Commerce, she completed both her M.Com. and M.Phil. from the renowned Delhi School of Economics, University of Delhi. Thereafter, she obtained her doctoral degree in Commerce having worked in the area of advertising. Her doctoral research work is based on finding out the impact of celebrity endorsements on consumers, wherein she also developed a scale on celebrity endorsements. Dr Gupta has authored two books on 'Advertising' which are intended to cover the curriculum of academic advertising courses. The book 'Advertising Principles and Practice' published in the year 2012 is available internationally and is the main text/reference book across various universities and business schools in India. Dr Gupta has also been a member of the Textbook Development Board, NCERT, (Grade XII Business Studies Book). Her academic writings have also been included as chapters in the special edition books "Communicating Brands in an Increasingly Complex and Global Environment" and "Special Topics in Economics and Management" published by the Athens Institute for Education and Research, among many others. Dr Gupta has presented her research papers in the field of Marketing and Advertising at many Indian and international forums. Many of her research papers are published in journals of national and international repute. Her research work is cited in many research studies conducted across various countries of the world. She has also chaired a session at a conference organised by the European Advertising Academy, in Slovenia, Europe. She is a member of the editorial team of the Journal of Business Studies, published by Shaheed Bhagat Singh College, University of Delhi. She has also given editorial assistance and has reviewed research papers for a number of journals and international conferences, including conferences organised by the European Advertising Academy. As an educator, Dr Ruchi Gupta believes in using innovative teaching techniques and using real life case studies to teach her students. In the year 2005, she was identified by a popular English daily (The Times of India) as one of the most popular teachers in Delhi University, based on a student survey. She also actively participates in the corporate life of the college. She sincerely believes in inculcating analytical and managerial skills in her students and in socially sensitizing them towards various sections of the society. Dr Ruchi Gupta is also the recipient of ICBM-AMP Academic Excellence Award 2017 (organised by ICBM and Academy of Management Professionals) in the category of 'Best Professor in Advertising' for her contribution to academics and research. She received the honour amongst the professors from the top most business schools and universities of India. Dr Gupta believes that every day is a learning day in the life of an academician.

Day ONE Session ONE

Presentation on: **Monday, 13th August 2018**

Session chaired by **Dr. Muhammad Naveed**

Presentation Group: Keynote Session

Conference Room/Hall - Shulman Auditorium

9:05:00 AM - 9:30:00 AM

Dr. Ruchi Gupta, Assistant Professor, University of Delhi (**India**), *Celebrity Endorsement in Surrogate Advertising: Leaving Footprints on Consumers* (Delegate Number: Gupta 6169 - BP07 - **Oral Presentation**) **Seat No: 1**

9:30:00 AM - 9:55:00 AM

Prof. Dr. Ahmad Raza Bilal, Associate Professor, Superior University Lahore (**Pakistan**), *Economic Activities are Beneficial for Economies but Challenges for Environment: An Empirical Investigation on the Background of China-Pakistan Economic corridor (CPEC)* (Delegate Number: Bilal 6094 - BP11 - **Oral Presentation**) **Seat No: 2**

9:55:00 AM - 10:20:00 AM

Dr. Gavin Price, Senior Lecturer, Gordon Institute of Business Science (**South Africa**), *Guess who's looking: The effects of anticipated audience on self-presentation behaviour* (Delegate Number: Price 6224 - BP04 - **Oral Presentation**) **Seat No: 3**

10:20:00 AM - 10:45:00 AM

Mr. Bilal Muhammad Yaseen, Lecturer, University of Central Punjab (UCP) (**Pakistan**), *Trade Openness and Economic Growth: A Case of Pakistan* (Delegate Number: Yaseen 6088 - BP12 - **Oral Presentation**) **Seat No: 4**

10:45 AM -11:00 AM Tea/Coffee Break

Day ONE Session TWO

Presentation on: **Monday, 13th August 2018**

Session chaired by **Dr. Ruchi Gupta**

Presentation Group: Business & Economics

Conference Room/Hall - Shulman Auditorium

11:00:00 AM - 11:25:00 AM

Mr. Satoshi Momotake, Lecturer, Osaka University of Tourism (**Japan**), *The study of the CSV strategy by the small and medium company : Mainly on Industrial agglomerations and foreign currency acquisition* (Delegate Number: Momotake 6443 - BP17 - **Oral Presentation**) **Seat No: 5**

11:25:00 AM - 11:50:00 AM

Dr. Mária Bohdalová, Assistant Professor, Comenius University in Bratislava (**Slovakia**), *Consequences of Economic Condition and Monetary Policy for Credit Risk in the USA* (Delegate Number: Bohdalová 6431 - BP13 - **Oral Presentation**) **Seat No: 6**

11:50:00 AM - 12:15:00 PM

Prof. Doohwan Won, Professor, Pusan National University (**South Korea**), *Analysis on Tourism Demand of Inbound Visitors to Las Vegas* (Delegate Number: Won 6209 - BP10 - **Oral Presentation**) **Seat No: 7**

12:15:00 PM - 12:40:00 PM

Ms. Sadeeqa Khan, Assistant Professor, PUCIT, University of the Punjab (**Pakistan**), *Personality as a Predictor of Knowledge Hiding Behavior: Case Study of Alpha Electronics* (Delegate Number: Khan 6237 - BP09 - **Oral Presentation**) Seat No: 8

12:40:00 PM - 1:05:00 PM

Ms. Kazuko Deno, Doctoral Student, Kwansai Gakuin University (**Japan**), *Some characteristics of Japanese marketing and value co-creation: A case study of Nescafe Ambassador* (Delegate Number: Deno 6171 - BP01 - **Oral Presentation**) Seat No: 9

1:05:00 PM – 1:10:00 PM

Day one Group Photograph

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

Lunch Break

Day ONE Session THREE

Presentation on: **Monday, 13th August 2018**

Session chaired by **Prof. Dr. Ahmad Raza Bilal**

Presentation Group: Law

Conference Room/Hall - Shulman Auditorium

2:00:00 PM - 2:25:00 PM

Mrs. Afiya France, PhD Student, The University of the West Indies (**Trinidad**), *Meeting or Missing the Requirements of a Social Model Approach to Mental Disability- An Analysis of the Pertinent Laws of Trinidad and Tobago* (Delegate Number: France 6439 - BR06 - **Oral Presentation**) Seat No: 10

2:25:00 PM - 2:50:00 PM

Mr. Abdulkarim Alotaibi, PhD Candidate, Warwick University (**UK**), *Enforcement (Amendment) Act 2017 to the implementation Act 2013 of Saudi Arabia: A Critical Review* (Delegate Number: Alotaibi 6456 - BR07 - **Oral Presentation**) Seat No: 11

2:50:00 PM - 3:15:00 PM

Mr. Muhammad Hassan Idrees, Student, Canterbury Christ Church University (**United Kingdom**), *Appraising the role of Lender of Last Resort: A Comprehensive study of Federal Reserve, Bank of England and State Bank of Pakistan* (Delegate Number: Idrees 6207 - BR01 - **Oral Presentation**) Seat No: 12

3:15:00 PM -3:30:00 PM

Poster Presentation Session / Tea-Coffee Break

Poster Presentation Session: 3:15:00 PM -3:30:00 PM

Presentation on: **Monday, 13th August 2018**

Session chaired by **Prof. Dr. Ahmad Raza Bilal**

Presentation Group: Poster Presentation Session

Conference Room/Hall – Outside Shulman Auditorium

Ms. Yan Wenyan, Researcher, Kyunghee University Tourism Industry Reseach Insitute (**Korea**), *A Study in the effect of tourism industry service providers' rapport building behavior on relationship quality and loyalty* (Delegate Number: Wenyan 6415 - BP15 - **Poster Presentation**) Seat No: 13

Ms. Miseong Kim, Ph.D. Student, Kyunghee University (**Republic of Korea**), *A Study of Local residents' Exposition Impact Perception and Market Segmentation: a Case of Yeongju* (Delegate Number: Kim 6441 - BP16 - **Poster Presentation**) Seat No: 14

Day ONE Session FOUR

Presentation on: **Monday, 13th August 2018**

Session chaired by **Dr. Gavin Price**

Presentation Group: Business & Economics

Conference Room/Hall - Shulman Auditorium

3:30:00 PM - 3:55:00 PM

Ms. Marina Tolkacheva, Phd Student, Harbin Institute of Technology (**China**), *Triple Helix revisited: can the involvement of Diaspora enhance technology innovation performance in emerging African economies?* (Delegate Number: Tolkacheva 6323 - BP03 - **Oral Presentation**) **Seat No:** 15

3:55:00 PM - 4:20:00 PM

Mr. Anurag Buragohain, Student, Dibrugarh University (**India**), *An assessment of ethical leadership decisions from Internal Stakeholders perspective with special reference to Brahmaputra Cracker and Polymer Limited. (BCPL), Assam, India* (Delegate Number: Buragohain 6427 - BP14 - **Oral Presentation**) **Seat No:** 16

4:20:00 PM - 4:45:00 PM

Mrs. Bincy Kaluvilla, Senior Lecturer, Emirates Academy of Hospitality Management (**United Arab Emirates**), *Indigenous Tourism –An Ideal Sustainable Tourism Model for Idukki, Kerala* (Delegate Number: Kaluvilla 6380 - BP19 - **Oral Presentation**) **Seat No:** 17

4:45:00 PM - 5:10:00 PM

Dr. Muhammad Naveed, Associate Professor, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (**Pakistan**), *New Insights into Dividend Policy: A Customized and Dynamic Sectoral Analysis* (Delegate Number: Naveed 6159 - BP18 - **Oral Presentation**) **Seat No:** 18

5:10:00 PM - 5:35:00 PM

Dr. Deepshikha Agarwal, Associate Professor, Guru Gobind Singh Indraprastha University (**India**), *Bearing the Brunt of Intentional Criminalization: An Unending story of stigma and dilemma of the DNT in India* (Delegate Number: Agarwal 6259 - BR05 - **Oral Presentation**) **Seat No:** 19

5:35:00 PM - 5:45:00 PM

Closing Remarks by **Dr. Ruchi Gupta**, **Keynote Speaker and Conference Chair.**

Ms. Samantha Sintes-Barber, Conference Assistant/Co-ordinator, FLE Learning (**United Kingdom**)

7:30 PM - 9:30 PM **Welcome Dinner* at Browns Oxford 5-11 Woodstock Road, Oxford, Oxfordshire, OX2 6HA Tel: 01865 511995** (Only for those delegates who have registered and paid for the social events)

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Conference Programme Day TWO*

Tuesday, 14th August 2018

Open to all Registered Delegates

1:00 PM - 2:00 PM **Social Networking Lunch for all registered delegates at The Queen's College,**

2:00 PM – 3:15 PM: **Bodleian Library Tour (60mins)**

Departing at 2:00 from: **The Queen's College**

Description of the Bodleian Library Tour:

The main research library of the University of Oxford and one of the oldest of its kind in Europe, the Bodleian Library is also one of the UK's five "copyright libraries," famously housing a copy of every book printed in Great Britain—a collection that spans more than 11 million works. Founded by Sir Thomas Bodley in 1602, the Bodleian Library, or "the Bod" as it's known to students, is actually a complex of libraries and reading rooms located in the heart of Oxford, including the domed Radcliffe Camera, the vaulted Divinity Room, the Duke Humphrey's Library and the Old and New Bodleian Libraries. **Length:** 90 minutes

07:30 PM - 9:30 PM **Social Networking Dinner* at Bella Italia Restaurant, 6 George St, Oxford OX1 2AF**
(Only for those delegates who have registered and paid for the social events).

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Conference Programme Day THREE*

Wednesday, 15th August 2018

10:20 AM to 12:00 PM **Explore Oxford through - Oxford City Sightseeing (Open top Bus)**

Departing at 10:30am from Oxford City Sightseeing **Stop number 8 High Street** ((Near University Church Main Gate), Oxford OX1 4AH

Your Ticket for Oxford City Sightseeing (Open top Bus) is valid for 24 hrs on both Guide Friday GREEN and City Sightseeing RED buses and you can get on and off at any of the 19 stops on the tour – keep a hold of your ticket for re-boarding!

12:00 PM – 1:00 PM **Networking Lunch**

Your networking lunch is provided at **Vaults & Garden Café, University Church, High Street, Oxford OX1 4AH** **Phone: 01865 279 112**. You will find **Vaults & Garden Café** in the historic and contemporary heart of Oxford, situated in the 1* listed Old Congregation house of Oxford University, which was built in 1320, with the Old University Library above and the University Church Gardens on Radcliffe Square.

1:00 PM – 15:00 PM: **Oxford Literary Walking Tour (90mins)**
Departing at 1:00 from: **Vaults & Garden Café, University Church (Main Gate Entrance)**

Description of the Oxford Literary Walking Tour:

Oxford's magic has inspired generations of creative writers, some of them internationally famous, like J.R.R. Tolkien and C.S. Lewis, others known to a more restricted but discerning readership, like Philip Larkin and Beerbohm himself. Literary walking tour evokes many of these unique personalities and shows you the places where they studied and relaxed, were rapt by religious fervour, composed in mad erotic delirium, or drifted away into dreams of other worlds and other days. Our guides, noted literary experts, will take you round the centre of "that sweet city... with her dreaming spires" as Matthew Arnold phrased it, and give you a genuine flavour of Oxford's glorious literary past, and her vibrant present. Colleges will be visited so that the living atmosphere of the university, jealously preserved through long centuries, can be experienced just as it was by the writers themselves. The tour lasts for an hour and a half, giving plenty of time to wander and savour the delights of the 'English Athens': its halls, chapels, cloisters, and gardens which, as W.H. Auden expressed it, the rooks still haunt "like agile babies." The whole history of the English language can be traced in these ancient places, right up to a 21st century of dynamic change, and the resonant names of Shelley, Swift, Wilde, T.E. Lawrence, Gerard Manley Hopkins, Waugh, Amis, Philip Pullman and Le Carré will come to assume greater significance and fascination, even for those who know their work well. For those who do not, a whole new world of knowledge and imagination awaits discovery. **Length:** 90 minutes

15:00 AM to 17:00 PM **Explore Oxford through Oxford City Sightseeing (Open top Bus)**

Your Ticket for Oxford City Sightseeing (Open top Bus) is valid for 24 hrs on both Guide Friday GREEN and City Sightseeing RED buses and you can get on and off at any of the 19 stops on the tour – keep a hold of your ticket for re-boarding!

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 8:45am to 09:15am. 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 20 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 Contact Details:

University of Oxford
The Queen's College
High Street Oxford
OX1 4AW
United Kingdom
Telephone: +44 (0) 1865 279120

Directions:

From Airport The most convenient arrival airport is London Heathrow, from which there is a frequent express coach service to Oxford (see below). London Gatwick is a little further, but again there is direct coach service to and from Oxford. Birmingham International, Stansted and Luton have less frequent coach and/or rail connections with Oxford. **From any UK Airport to Oxford** use National Express coach services. To book your ticket, please visit <http://www.nationalexpress.com/wherewego/airports/index.aspx>

Nearest Railway Stations

Amey Railways, Oxford Train Station, Park End St, Oxford OX1 1HS

Nearest Coach/Bus Stations

48 George St, Oxford OX1 2AQ, United Kingdom.

The bus station and railway station are both located about 20 minutes' walk from the College.

Taxis are available from both stations and should take about 5-7 minutes to reach us (traffic depending).

Parking We regret that parking in Oxford can be difficult and expensive, however, we can recommend using the park-and-ride.

Park-and-ride There are park-and-rides available on the outskirts of Oxford, so you are sure to find one no matter from which direction you have come. They are all clearly sign-posted, are linked to the centre of the city by regular bus services and are open 24 hours per day (bus services run until about 11pm). From Peartree and Watereaton you can catch buses which stop very close to the conference venue.

By train Oxford railway station is located on the western edge of the city centre, about 20 minutes' walk from the conference venue. The station is managed by Thames Trains, with routes from Stratford-upon-Avon to London Paddington and Bristol, and is also served by Virgin Trains from Scotland to the south coast. Services to London Paddington run twice an hour during the day, with journeys taking around 60 minutes. Information on rail journeys and fares to/from Oxford are available from National Rail Enquiries. Tel: 08457 484950. **Railway Stations Address:** Amey Railways, Oxford Train Station, Park End St, Oxford OX1 1HS

By bus The main bus station in Oxford is located at Gloucester Green in the City Centre, approximately 15 minutes' walk from the conference venue. National Express buses run to and from Oxford to locations throughout the UK. The Oxford Tube runs from London (Victoria, Marble Arch, Notting Hill Gate and Shepherd's Bush) to Oxford every 10-15 minutes including throughout the night. The X90 also runs from London (Victoria, Marble Arch and Baker St) to Oxford up to every 15 minutes. The airline buses run regularly from London Gatwick and London Heathrow to Oxford. **Coach/Bus Stations Address:** 48 George St, Oxford OX1 2AQ, United Kingdom.

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

Notes:

FLE Learning Ltd

Conference Division

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