

Oxford Conference Series: October 2017 Conference Programme

2nd Academic International Conference on Interdisciplinary Business Studies AICIBS 2017 7th International Conference on Trade, Business, Economics and Law – ICTBEL 2017 Conference Venue: University of Oxford, St. Anne's College, Oxford, United Kingdom Conference Dates: 16th-18th October 2017





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 eleven 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 2nd Academic International Conference on Interdisciplinary Business Studies AICIBS 2017 (Oxford); and 7th International Conference on Trade, Business, Economics and Law – ICTBEL 2017 (Oxford) Conference are University of Oxford and/or the St. Anne's College programs or activities.

Oxford Conference Series | 16th-18th October 2017 Conference Programme Day ONE*

Monday, 16th October 2017

08:30 AM: 09:00 AM	:	Registration and Tea/Coffee (Ruth Deech Building - Foyer A)
09:00 AM: 09:10 AM	:	Welcome Remarks - Tsuzuki Lecture Theatre
		Opening & Welcome Remarks by Dr. Wissam Fahed , Adjunct Professor,
		Lebanese American University (Lebanon) and Conference Chair.

9:10:00 AM - 9:30:00 AM (Keynote Speech)

Dr. Wissam Fahed, Adjunct Professor, Lebanese American University (Lebanon), *Political Policies and Their Effect* on FDI: Case Study from Argentina and Brazil (Delegate Number: Fahed 5551 - BB05 - Oral Presentation) <u>Seat</u> <u>No:</u> 1

Profile: Wissam Fahed holds a doctorate in international business and strategy. For the last 12 years he has been teaching courses in business & economics at the Lebanese American University, Lebanese University and previously in the USA. He worked as a consultant at the UNDP & World Bank. He has lectured at international conferences and has several publications.

Currently, Dr. Fahed is the Managing Director and Chairman of Fahed Retail Holding - Leading the development and expansion of Fahed retail centers, and several other businesses in the food industry (distribution, import, restaurant and packaging).

Day ONE Session ONE

Presentation on: Monday, 16th October 2017 Session chaired by Dr. Wissam Fahed Presentation Group: Interdisciplinary Studies Conference Room/Hall - <u>Tsuzuki Lecture Theatre</u>

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

Dr. Rozita Mokhtar, Senior Lecturer, Politeknik Sultan Haji Ahmad Shah (**Malaysia**), Modelling of Entrepreneurial Intention among Politeknik Malaysia Students using Partial Least Squares – Structural Equation Modelling (PLS-SEM) (Delegate Number: Mokhtar 5519 - AX25 - **Oral Presentation**) <u>Seat No:</u> 2

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

Dr. Dim Ethelmary Ogochukwu, Senior Lecturer, Chukwuemeka Odumegwu Ojukwu Univesity (**Nigeria**), *Labour Turnover and Organizational Performance in Selected Hospitality Firms in Awka Metropolis* (Delegate Number: Ogochukwu 5545 - AX19 - **Oral Presentation**) <u>Seat No:</u> 3

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

Prof. Santosh Kumar, Assistant Professor, Chandragupt Institute of Management Patna (India), Are the Multifactor Asset Pricing Models are Methodologically Robust? (Delegate Number: Kumar 5498 - AX16 - Oral Presentation) <u>Seat No:</u> 4

10:30:00 AM - 10:50:00 AM

Mr. Michael Rowe, PhD Candidate, RMIT University (**Australia**), *Curating the crowd - towards a typology of value-creating online community interactions* (Delegate Number: Rowe 5526 - AX26 - **Oral Presentation**) <u>Seat</u> <u>No:</u> 5

10:50 AM -11:10 AM Tea/Coffee Break (Ruth Deech Building - Foyer A)

Day ONE Session TWO

Presentation on: Monday, 16th October 2017 Session chaired by Mr. Michael Rowe Presentation Group: Interdisciplinary Studies Conference Room/Hall - <u>Tsuzuki Lecture Theatre</u>

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

Dr. Maria Urbaniec, Assistant Professor, Cracow University of Economics (**Poland**), *Motives and barriers for green entrepreneurship: A systematic review* (Delegate Number: Urbaniec 5484 - AX12 - **Oral Presentation**) <u>Seat</u> <u>No:</u> 6

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

Ms. Agnes Williams Oden, Lecturer, University of Calabar (**Nigeria**), *Combating the effects of environmental degradation- Case study of Niger Delta region of Nigeria* (Delegate Number: Oden 5476 - AX13 - **Oral Presentation**) <u>Seat No:</u> 7

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

Mr. Ali Yibrie Esmaile, PhD Student, University of Milan (**Italy**), *The Impacts of Global Engagement on Employment quality and wages in Ethiopian Manufacturing sector* (Delegate Number: Esmaile 5548 - BB04 - **Oral Presentation**) <u>Seat No:</u> 8

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

Mr. Mohd Adil, Research Scholar, Aligarh Muslim University (India), *Agricultural trade under WTO regime: Opportunities and challenges* (Delegate Number: Adil 5215 - AX02 - **Oral Presentation**) <u>Seat No:</u> 9

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

Prof. Seong-Min Yoon, Professor, Pusan National University (**South Korea**), *How to Use the U.S. Dollar and Gold to Obtain a Better Portfolio* (Delegate Number: Yoon 5500 - AX22 - **Oral Presentation**) <u>Seat No:</u> 10

12:50:00 PM – 1:00:00 PM	Day one Group Photograph
1:00:00 PM - 1:50:00 PM	Lunch Break (Ruth Deech Building - Foyer B)

Day ONE Session THREE

Presentation on: Monday, 16th October 2017 Session chaired by Prof. Santosh Kumar Presentation Group: Interdisciplinary Studies Conference Room/Hall - <u>Tsuzuki Lecture Theatre</u>

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

Ms. Nishu Ayedee, Assitant Professor, Bharati Vidyapeeth Institute of Management and Research (**India**), *Role of market orientation in attaining higher customer relationship of the organization*. (Delegate Number: Ayedee 5374 - AX03 - **Oral Presentation**) <u>Seat No:</u> 11

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

Mr. Abdullah Alomran, PhD Candidate, University of Hull (**United Kingdom**), *Perceived Risk in Technology Adoption: The Context of the Use of Internet Distribution Systems– Hotel Bookings* (Delegate Number: Alomran 5525 - AX20 - **Oral Presentation**) <u>Seat No:</u> 12

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

Mr. Ahmad Al-Awamleh, Phd Research, Southampton Solent University (**United Kingdom**), An enquiry into the FDI inflow climate in Jordan - Eliminating barriers to Investment (Delegate Number: Al-Awamleh 5488 - AX18 - **Oral Presentation**) <u>Seat No:</u> 13

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

Ms. Indu Rani, Assistant Professor, Bharati Vidyapeeth university institute of management research (**India**), *An Investigation into the impact of training and development on enhancing students employbility*. (Delegate Number: Rani 5358 - AX05 - **Oral Presentation**) <u>Seat No:</u> 14. Co-Author: Ms. Sakshi, Assistant Professor, Bharati Vidyapeeth university institute of management research (**India**), *An Investigation into the impact of training and development on enhancing students employbility*. (Delegate Nidyapeeth university institute of management research (**India**), *An Investigation into the impact of training and development on enhancing students employbility*. (Delegate Number: Sakshi 5358 - AX06 - Oral Presentation) <u>Seat No:</u> 15

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

Ms. Nishu Ayedee, Assitant Professor, Bharati Vidyapeeth Institute of Management and Research (India), *Contribution of Transformational Leadership in innovative practices at an Indian B-School* (Delegate Number: Ayedee 5350 - AX03A - **Oral Presentation**) <u>Seat No:</u> 16 Co-Author: Mr. Anuj Kumar, Assistant Professor, Bharati Vidyapeeth Institute of Management and Research (India), *Contribution of Transformational Leadership in innovative practices at an Indian B-School* (Delegate Number: Kumar 5350 - AX04 - **Oral Presentation**) <u>Seat No:</u> 17

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

 Mr. Shoumik Rahman Mehedy, Student, North South University (Bangladesh), An Industrial Networking: Security Instructions and Panacea (Delegate Number: Mehedy 5299 - AX07 - Oral Presentation) <u>Seat No:</u> 18.
Co-Author: Mr. Ashikur Jhalak, Student, Brac University (Bangladesh), An Industrial Networking: Security Instructions and Panacea (Delegate Number: Jhalak 5299 - AX08 - Oral Presentation) <u>Seat No:</u> 19

3:50:00 PM -4:10:00 PM Tea/Coffee Break (Ruth Deech Building - Foyer A)

Day ONE Session FOUR

Presentation on: Monday, 16th October 2017 Session chaired by Dr. Dim Ethelmary Ogochukwu Presentation Group: Interdisciplinary Studies Conference Room/Hall - <u>Tsuzuki Lecture Theatre</u>

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

Dr. Hakki Ciftci, Assistant Professor, Cukurova University (**Türkiye**), *The Relationship Between Economics and Politics* (Delegate Number: Ciftci 5512 - AX15 - **Oral Presentation**) <u>Seat No:</u> 20

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

Ms. Sanjana Chowdhry, LL.M. Student, University College London (UCL) (**United Kingdom**), *The Rise of Economic Patriotism and its Impact on Cross-border Mergers and Acquisitions: Re-defining the Horizons of Government Intervention* (Delegate Number: Chowdhry 5543 - AX24 - Poster Presentation) <u>Seat No:</u> 21

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

Dr. Tatiana Lorincova, Lecturer, University of Prešov (**Slovakia**), *Comparison of potential to work with customers* between Slovak and Ukrainian managing employees in the context of private and public sector (Delegate Number: Lorincova 5383 - AX17 - Poster Presentation) <u>Seat No:</u> 22

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

Dr. Lucia Zbihlejová, Associate Professor, University of Prešov (Slovakia), Comparison of the leadership styles of managers and non-managers (Delegate Number: Zbihlejová 5450 - AX09 - Poster Presentation) <u>Seat No:</u> 23 Co-Author: Dr. Zuzana Birknerová, Associate Professor, University of Prešov (Slovakia), Comparison of the leadership styles of managers and non-managers (Delegate Number: Birknerová 5450 - AX10 - Poster Presentation) <u>Seat No:</u> 24. Co-Author: Dr. Miroslav Frankovský, Associate Professor, University of Prešov (Slovakia), Comparison of the leadership styles of managers (Delegate Number: Birknerová 5450 - AX10 - Poster Presentation) <u>Seat No:</u> 24. Co-Author: Dr. Miroslav Frankovský, Associate Professor, University of Prešov (Slovakia), Comparison of the leadership styles of managers and non-managers (Delegate Number: Frankovský 5450 - AX11 - Poster Presentation) <u>Seat No:</u> 25

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

Mr. Divyansh Goel, Student, Birla Institute of Technology and Science, Pilani (**India**), *Paid Social ads, Retargeting and Conversion Tracking: A Revolution for conversion optimization in B2C e-commerce* (Delegate Number : Goel 5424 - BB03 - **Virtual Presentation (Skype Video Conference**)) <u>Seat No:</u> 29

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

Closing Remarks by **Dr. Wissam Fahed**, Adjunct Professor, Lebanese American University (**Lebanon**) and Conference Chair.

LIST OF LISTENERS

Prof. Douglas Branson, Professor, University of Pittsburgh (USA), Listener (Delegate Number: Branson 324 - BB02 - Listener) Seat No: 26

Mrs. Winnie Akpagu, Administrative Staff, University of Calabar (Nigeria), *Listener* (Delegate Number: Akpagu 328 - AX14 - Listener) <u>Seat No:</u> 27

Mr. Paul Ndako Suman kolo, Director-General, Niger State Government House Security Department (Nigeria), Listener (Delegate Number: Suman kolo 330 - AX27 - Listener) <u>Seat No:</u> 28

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)

Oxford Conference Series | 16th-18th October 2017 Conference Programme Day TWO*

Tuesday, 17th October 2017

Open to all Registered Delegates

12:00 PM - 1:30 PM	Social Networking Lunch for all registered delegated Vaults & Garden Café, University Church, High Street, Oxford OX1 4AH Phone: 01865 279 112.
1:30 PM - 2:30 PM	Oxford Literary 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.

07:30 PM - 9:30 PMSocial 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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Oxford Conference Series | 16th-18th October 2017 Conference Programme Day THREE*

Wednesday, 18th October 2017

10:00 AM to 12:00 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!

12:00 PM – 1:30 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.

1:30 PM – 15:00 PM:	Oxford Literary Walking Tour (90mins)
Departing at 1:30 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!

<u>Note:</u> 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 <u>MUST register</u> for the conference at the registration desk on the first day of the conference between 8:30am to 9:00am. 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/smartly 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 Contact Details:

University of Oxford, St Anne's College 56 Woodstock Road Oxford OX2 6HS Telephone: +44 (0) 01865 274800 (The Porters' Lodge)

Directions:

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

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).

Car The city centre is avoided by approaching college from the north, ideally on the A4144 (Woodstock Road) or alternatively the A4165 (Banbury Road), both of which are accessible from the ring road. If using the M40 from the north, leave at Junction 9 and take the A34 southbound. From the south-east, leave the M40 at Junction 8 take the A40 northbound. This becomes the Oxford ring road (Northern Bypass), and you can then take the A4144 (Woodstock Road) from this. The best option for those coming from outside Oxford by car is to use the Peartree Park and Ride, close to the junction of Woodstock Road (A4144) and the A34. Park and Ride buses come straight down Woodstock Road and stop at the Radcliffe Infirmary, which is next door to GTC. There are pay-and-display car parking spaces in St Giles and the surrounding streets, but the centre of Oxford is often extremely congested. On-road parking near the College is almost impossible (most of this is residents only), and it will not usually be possible to arrange visitor car parking on the College site.

Coach There are very frequent services from London Victoria Station and Heathrow and Gatwick Airports, operated by Oxford Bus and Stagecoach ('The Oxford Tube' and the 'X90'). A less frequent service connects with Birmingham International Airport. There are connections with many other parts of the country, including a direct service to Cambridge. The central bus and coach station (Gloucester Green) is a 15-minute walk south of the College. There is a nearby taxi rank (across the square of Gloucester Green, outside the cinema).

Rail There are frequent direct trains from London Paddington and regular links northwards via Birmingham, southwards via Reading, and westwards via Didcot. Consult the interactive National Rail timetable. The Oxford central station is a 20-minute walk from GTC, but there is a taxi rank at the station. The new Oxford Parkway station is a fast train from London Marylebone to north Oxford. There are several buses, (2, 2A, 2D, and S5) that leave regularly from the parkway station to the Bevington Road stop, a four-minute walk from College. Consult the Chiltern Railways website for timetable.

Air 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.

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

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