

2017



2nd Academic International Conference on Social
Sciences and Humanities (AICSSH)

&

Academic International Conference on Business,
Economics and Management (AICBEM)

Conference Programme

Conference Venue: University of Cambridge
Newnham College, Cambridge, United Kingdom
Conference Dates: 22nd-24th May 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 Cambridge, nor is 2nd Academic International Conference on Social Sciences and Humanities (AICSSH) & Academic International Conference on Business, Economics and Management (AICBEM) a University of Cambridge and/or Newnham College program or activity.

**2nd Academic International Conference on Social Sciences and Humanities (AICSSH)
Academic International Conference on Business, Economics and Management (AICBEM)
22nd-24th May 2017**

**Conference Programme Day ONE*
Monday, 22nd May 2017**

08:30 AM: 09:00 AM : **Registration, Tea & Coffee** (Lucia Windsor Room)

09:00 AM: 09:10 AM : **Welcome and Opening Remarks** (Lucia Windsor Room) by
Dr. Gerard Bellefeuille, Professor, MacEwan University (**Canada**) and
Conference Chair.

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

Dr. Gerard Bellefeuille, Professor, MacEwan University (**Canada**), *Building a Child and Youth Care Culture of Relational-Centred Praxis: Ours to Make* (Delegate Number : Bellefeuille 4719 - AL04 - **Oral Presentation**) **Seat No: 1**

Day ONE Session ONE

Presentation on: **Monday, 22nd May 2017**

Session chaired by **Mr. Luqman Saeed**

Presentation Group: Keynote Session

Conference Room/Hall - Lucia Windsor Room

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

Dr. Rashmi Aggarwal, Professor, IMT Ghaziabad (**India**), *Class Action Suits: Is it a result of Corporate Governance Failure?* (Delegate Number : Aggarwal 4625 - AL05 - **Oral Presentation**) **Seat No: 2**

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

Mr. Mohammed K Alshaleel, Lecturer, University of Essex (**United Kingdom**), *The Regulation and Governance of Mutual Funds in the UK in the Quest for Investor Protection: Lessons for Middle Eastern Countries* (Delegate Number : Alshaleel 4679 - AL31 - **Oral Presentation**) **Seat No: 3**

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

Dr. David Wernick, Senior Lecturer, Florida International University (**USA**), *Stakeholder Lawsuits and Corporate Stock Performance: An Event Study* (Delegate Number : Wernick 4951 - AP13 - **Oral Presentation**) **Seat No: 4**

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

Dr. John Dawsey, Professor, University of São Paulo (**Brazil**), *Our Lady and the Werewolf Woman, Brazil* (Delegate Number : Dawsey 4895 - AL36 - **Oral Presentation**) **Seat No: 5**

10:50:00 AM – 11:10:00 AM **Morning Tea/Coffee Break**

Day ONE Session TWOPresentation on: **Monday, 22nd May 2017**Session chaired by **Dr. Gerard Bellefeuille****Presentation Group:** Business and Management**Conference Room/Hall - Lucia Windsor Room****11:10:00 AM - 11:30:00 AM**

Dr. Parameshwar P Iyer, Principal Research Scientist, Indian Institute of Science (**India**), *Dimensions of Social Capital Affecting Individual Learning in an Organisation: A Conceptual Model* (Delegate Number : Iyer 5005 - AL33 - **Oral Presentation**) **Seat No:** 6

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

Mr. Ken McFarland, Doctoral Student, Pepperdine University (**United States of America**), *Making Change: Slowing Down To Go Faster With A Peer-Coaching Change-Management Model* (Delegate Number : McFarland 4682 - AP01 - **Oral Presentation**) **Seat No:** 7

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

Mr. Jittapon Chumkate, Lecturer, Silpakorn University (**Thailand**), *Product Development from Local Wisdom to Increase an Efficiency of Community-Based Management with Sustainability in Local Village, Phetchaburi Province* (Delegate Number : Chumkate 4961 - AP10 - **Oral Presentation**) **Seat No:** 8

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

Dr. Angsumalin Jamnongchob, Lecturer, Srinakharinwirot University (**Thailand**), *Tourist Destination Enhancement for Senior Tourists and Person with Special Needs in Chonburi Province, Thailand* (Delegate Number : Jamnongchob 4758 - AL40 - **Oral Presentation**) **Seat No:** 9

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

Dr. Thirawat Chantuk, Lecturer, Silpakorn University (**Thailand**), *Career Development of Community with Identity according to Occupational Utilities in order to Solve the Future Problem on Poverty in Small Community* (Delegate Number : Chantuk 5012 - AP12 - **Oral Presentation**) **Seat No:** 10

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, 22nd May 2017**Session chaired by **Dr. Rashmi Aggarwal****Presentation Group:** Law & Psychology**Conference Room/Hall - Lucia Windsor Room****1:50:00 PM - 2:10:00 PM**

Mr. Luqman Saeed, Assistant Professor, Nur International University (**Pakistan**), *The Production of Terror: An Empirical Analysis of the Impact of Human Capital and Socioeconomic Conditions on Participation in Terrorist Violence in Pakistan* (Delegate Number : Saeed 4658 - AL19 - **Oral Presentation**) **Seat No:** 11

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

Dr. Ranti Fauza Mayana Tanwir, Lecturer, Padjadjaran University (**Indonesia**), *Genetic Resources and Traditional knowledge (Indonesian Perspective Of Patent Law)* (Delegate Number : Tanwir 4677 - AL13 - **Oral Presentation**) **Seat No:** 12 and **Mr. Daniel Hendrawan (Co-Author)**, Lecturer, Maranatha Christian University (**Indonesia**),

Genetic Resources and Traditional knowledge (Indonesian Perspective Of Patent Law) (Delegate Number : Hendrawan 4677 - AL14 - **Oral Presentation**) **Seat No:** 13

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

Prof. Fenghua WANG, Associate Professor, Shanghai International Studies University (**China**), *Service Failure and Customer Satisfaction towards Service Recovery* (Delegate Number : WANG 4918 - AP18 - **Oral Presentation**)

Seat No: 14

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

Dr. Basim Aldahadha, Associate Professor, Al-Karak Mutah University (**Jordan**), *Disputing of Irrational Beliefs among the Forejudged Terrorism and Believing Extremism Prisoners in Jordan* (Delegate Number : Aldahadha 4880 - AL16 - **Oral Presentation**)

Seat No: 15

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

Ms. Raenhha Dhami, Student, Pandit Deendayal Petroleum University (**India**), *Social Networking Sites and Mode of Communiqué – A Comparative Study Between The Online and Offline Behaviors of Youth Within India*

(Delegate Number : Dhami 4899 - AL34 - **Oral Presentation**) **Seat No:** 16

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

Mr. Saif Alharbi, PhD Student, Plymouth University (**United Kingdom**), *Investigation on Recruitment of Saudis and its impact on On-job embeddedness and employee's retention in Telecommunication industry of Saudi Arabia*

(Delegate Number : Alharbi 5034 - AP16 - **Oral Presentation**) **Seat No:** 17

Poster Presentation Session with Afternoon Tea/Coffee

Presentation on: **Monday, 22nd May 2017**

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

Conference Room/Hall - Lucia Windsor Room

Ms. Marie Bajnarova, Doctoral Student, Masaryk University in Brno (**Czech Republic**), *Prevention of Risk Behaviour in Educational Institutional Facility* (Delegate Number : Bajnarova 4849 - AL26 - **Poster Presentation**)

Seat No: 18

Dr. Abeer Alrumaih, Assistant Professor, The Public Authority for Applied Education and Training (**Kuwait**), *The Development of Culturally-Sustainable Tourism in Islamic Destinations:Kuwait, as a Case Study* (Delegate

Number : Alrumaih 4667 - AP03 - **Poster Presentation**) **Seat No:** 19

Day ONE Session FOUR

Presentation on: **Monday, 22nd May 2017**

Session chaired by **Dr. David Wernick**

Presentation Group: Management & Marketing

Conference Room/Hall - Lucia Windsor Room

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

Dr. Dhruvad Mathur, Associate Professor, SP Jain School of Global Management (**UAE**), *Sustainability of Proprietary Technology Concepts, Platforms and Ecosystems* (Delegate Number : Mathur 4866 - AP04 - **Oral**

Presentation) **Seat No:** 20

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

Ms. Rahatulaain Ahmad, Lecturer, Lahore College for Women University (**Pakistan**), *Relationship between Organizational Learning Culture and Organizational Citizenship Behavior: Looking Through the Lense of Career Anchors* (Delegate Number : Ahmad 4888 - AP21 - **Virtual Presentation (Skype Video Conference)**) **Seat No:** 21

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

Ms. Maryam Saeed Hashmi, Lecturer, Lahore College for Women University (**Pakistan**), *Impact of Store Convenience on Consumer-Based Retailer Equity: Mediating Role of Store Personality* (Delegate Number : Hashmi 4889 - AP22 - **Virtual Presentation (Skype Video Conference)**) **Seat No:** 22

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

Dr. Thomas Budhyawan Yudhya, Lecturer, Padjadjaran University (**Indonesia**), *The Influence of Brand Image, Trust, Product and Price toward Buying Decision Xiaomi Mi 4i at Bandung Electronic Center (BEC), Bandung, West Java, Indonesia* (Delegate Number : Yudhya 4680 - AL12 - **Oral Presentation**) **Seat No:** 23

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

Mr. Furkan Sariatli, PhD Student, Szent Istvan University (**Hungary**), *Linear Economy versus Circular Economy: A comparative study for Optimization of Economy for Sustainability* (Delegate Number : Sariatli 4840 - AL23 - **Oral Presentation**) **Seat No:** 24

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

Dr. Yvonne Otubea Otchere, Lecturer, Lancaster University Ghana (**Ghana**), *Homosexuality is Like a Spirit: Psycho-Sexual Challenges and Cultural Coping Strategies and its Implications on the Theorizations of the African Sexuality* (Delegate Number : Otchere 4554 - AL24 - **Oral Presentation**) **Seat No:** 25

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

Mr. Usman Shehzad, Graduate Research Scholar, Xi'an Jiaotong University (**China**), *How Brands and Behaviors Facilitate The Import of Foreign Brands? Evidence From Young Consumers* (Delegate Number : Shehzad 5027 - AP19 - **Oral Presentation**) **Seat No:** 26

8:00 PM - 10:00 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. Formerly Bella Italia, and before Sweeney Todd's.**

**2nd Academic International Conference on Social Sciences and Humanities (AICSSH)
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**Conference Programme Day TWO*
Tuesday, 23rd May 2017**

08:45 AM: 09:00 AM : **Registration and Tea/Coffee** (Lucia Windsor Room)

Day TWO Session ONE

Presentation on: **Tuesday, 23rd May 2017**

Session chaired by **Dr. Parameshwar P Iyer**

Presentation Group: Social Sciences & Education

Conference Room/Hall - Lucia Windsor Room

9:00:00 AM - 9:20:00 AM

Dr. Laji Varghese, Assistant Professor, Mar Theophilus Training College (**India**), *Opportunity Cost of Language Labs in ESL skill Acquisition for Secondary School Students in India* (Delegate Number : Varghese 4783 - AL09 - **Oral Presentation**) **Seat No:** 27

9:20:00 AM - 9:40:00 AM

Mr. Prasopchai Pasunon, Associate Professor, Silpakorn University (**Thailand**), *Measuring Education Major'S Perceptions of Academic Misconduct: An item Response Theory Perspective* (Delegate Number : Pasunon 4962 - AP11 - **Oral Presentation**) **Seat No:** 28

9:40:00 AM - 10:00:00 AM

Dr. Catherine Coron, Associate Professor, Université Paris II Panthéon-Assas (**France**), *Economic Wellbeing and Inclusive Education Policies in the United Kingdom and in France* (Delegate Number : Coron 4616 - AL21 - **Oral Presentation**) **Seat No:** 29

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

Mr. Samuel Olutokunbo Adekalu, Doctoral Student, Universiti Putra Malaysia (**Malaysia**), *Understanding the reasons for Nigerian University Professors Participation in Community Engagement Activities* (Delegate Number : Adekalu 4852 - AL15 - **Oral Presentation**) **Seat No:** 30

10:20:00 AM - 10:40:00 AM

Mrs. Aysha Akter, Assistant Professor, Sylhet Agricultural University (**Malaysia**), *Empowerment of rural women through micro finance assisted income generating activities: The experience of BRAC micro finance institution, Sylhet district of Bangladesh* (Delegate Number : Akter 4871 - AL22 - **Oral Presentation**) **Seat No:** 31

10:40:00 AM - 11:00:00 AM

Mr. Kai-wen Cheng, Ph.D. Candidate, National Chengchi University (**Taiwan**), *Creating Buddhist Images in New Forms: Transformations in Tzu Chi from Contemporary Taiwan* (Delegate Number : Cheng 4841 - AL28 - **Oral Presentation**) **Seat No:** 32

11:00:00 AM – 11:20:00 AM **Morning Tea/Coffee Break**

Day TWO Session TWOPresentation on: **Tuesday, 23rd May 2017**Session chaired by **Dr. Gia Kvashilava****Presentation Group:** Social Sciences**Conference Room/Hall - Lucia Windsor Room****11:20:00 AM - 11:40:00 AM**

Ms. Andrea Payne, Doctoral Student, Pepperdine University (**USA**), *Fear and Paranoia in the Workplace and Perceived Factors that Effect Organizational Cohesiveness* (Delegate Number : Payne 4619 - AL17 - **Oral Presentation**) **Seat No:** 33

11:40:00 AM - 12:00:00 PM

Dr. Gia Kvashilava, Researcher, Ivane Javakishvili Tbilisi State University (**Georgia**), *On Decipherment of the Inscriptions of Linear A in the Common Kartvelian Language* (Delegate Number : Kvashilava 4645 - AL02 - **Oral Presentation**) **Seat No:** 34

12:00:00 PM - 12:20:00 PM

Dr. Nino Shengelaia, Researcher, Ivane Javakishvili Tbilisi State University (**Georgia**), *Ancient Common Kartvelian Scripts of CRETE* (Delegate Number : Shengelaia 4646 - AL03 - **Oral Presentation**) **Seat No:** 35

12:20:00 PM - 12:40:00 PM

Mr. Maruf Raji Owoyemi, PhD Candidate, International Islamic University Malaysia (**Malaysia**), *Biblical and Quranic Influences on D.O. Fagunwa's and Najeed Al-Kailani's Works Respectively: Literary Comparative, Biocultural and Interfaith Approaches on Mordern Islamic and Christian Literatures* (Delegate Number : Raji Owoyemi 4837 - AL10 - **Oral Presentation**) **Seat No:** 36

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

Ms. Katarzyna Deja, Doctoral Student, Uniwersytet Jagielloński (**Poland**), *Beyond European Culture. Japanese Aesthetics in Polish Early Modernist Literature* (Delegate Number : Deja 5030 - AL35 - **Oral Presentation**) **Seat No:** 37

1:00 PM – 1:05 PM**Day TWO Group Photograph****1:05 PM - 2:00 PM****Lunch Break****Day TWO Session THREE –**Presentation on: **Tuesday, 23rd May 2017**Session chaired by **Dr. Jaruwan Ployduangrat****Presentation Group:** Social Sciences**Conference Room/Hall - Lucia Windsor Room****2:00:00 PM - 2:20:00 PM**

Mr. Toprak (Erdal) Işık (Kılıçaslan), Independent Scholar, İstanbul Arel University (**Turkey**), *Women in Turkic Mythology* (Delegate Number : Işık (Kılıçaslan) 4869 - AL37 - **Oral Presentation**) **Seat No:** 38; and **Dr. Seher Cesur Kılıçaslan, (Co-Author)** Assistant Professor, İstanbul Arel University (**Turkey**), *Women in Turkic Mythology* (Delegate Number : Kılıçaslan 4869 - AL38 - **Oral Presentation**) **Seat No:** 39

2:20:00 PM - 2:40:00 PM

Ms. Suchita Agarwal, Student, Pandit Deendayal Petroleum University (**India**), *Organizational Culture of Dunkin Donuts: A Case Study* (Delegate Number : Agarwal 4863 - AP24 - **Oral Presentation**) **Seat No:** 40

2:40:00 PM - 3:00:00 PM

Mr. Aleksei Chernov, Associate Professor, RUDN University (**Russian Federation**), *Cross-cultural Competence as a Key Success Factor in Global Economy* (Delegate Number : Chernov 4963 - AP09 - **Oral Presentation**) **Seat No:** 41

3:00:00 PM - 3:20:00 PM

Ms. Anokhi Gandhi, Student, Pandit Deendayal Petroleum University (**India**), *Analysing the Effects of Spirituality in Workplace: An Exploratory Study* (Delegate Number : Gandhi 4966 - AP20 - **Oral Presentation**) **Seat No:** 42

3:20:00 PM - 3:40:00 PM

Mrs. Pratheeba Vimalnath, Ph D Student, Indian Institute of Science (**India**), *Selling price variations of single, portfolio and multi-disciplinary inventions: A case of auctioned United States patents* (Delegate Number : Vimalnath 4786 - AP08 - **Oral Presentation**) **Seat No:** 43

3:40:00 PM - 4:00:00 PM

Ms. Riddhi Chopra, Student, Pandit Deendayal Petroleum University (**India**), *China's Rise as a Blue Water Navy and Implications for the South East Asian Region* (Delegate Number : Chopra 4842 - AL39 - **Oral Presentation**) **Seat No:** 44

4:00:00 AM – 4:20:00 AM

Afternoon Tea/Coffee Break

Day TWO Session FOUR

Presentation on: **Tuesday, 23rd May 2017**

Session chaired by **Dr. Laji Varghese**

Presentation Group: Business, Economics & Management

Conference Room/Hall - Lucia Windsor Room

4:20:00 PM - 4:40:00 PM

Mr. Eyad Alhendi, PhD Student, The University of Hull (**United Kingdom**), *The Influence of Favouritism on the Governance Internal Auditing Standard*. (Delegate Number : Alhendi 4933 - AP17 - **Oral Presentation**) **Seat No:** 45

4:40:00 PM - 5:00:00 PM

Ms. Mona Soliman, Board Member, Soliman Holding Group (**Egypt**), *The Impact of Corporate Social Responsibility towards Multi-stakeholders on Employees' Affective Commitment: Evidence from Egypt* (Delegate Number : Soliman 5033 - AP27 - **Oral Presentation**) **Seat No:** 46

5:00:00 PM - 5:20:00 PM

Prof. Nisbet Gamze Toksoy, Assistant Professor, Mimar Sinan Fine Arts University (**Turkey**), *Visual Language of Violence Against Women in Turkey* (Delegate Number : Toksoy 4850 - AL18 - **Poster Presentation**) **Seat No:** 47

5:20:00 PM - 5:40:00 PM

Mr. Maher Gasim, PhD Student, The University of Hull (**United Kingdom**), *A Study of Privatisation: a Processual Approach into Organisational Change* (Delegate Number : Gasim 4663 - AP14 - **Oral Presentation**) **Seat No:** 48

5:40:00 PM - 6:00:00 PM

Ms. Lamy Alnassar, Phd Student, Oxford Brookes University (**United Kingdom**), *Achieving Business and IT alignment in digital service redesign: a study of UK e-government* (Delegate Number : Alnassar 4511 - AP02 - **Oral Presentation**) **Seat No:** 49

6:00:00 PM - 6:20:00 PM

Dr. Jaruan Ployduangrat, Lecturer, King Mongkut's Institute Technology of Ladkrabang (**Thailand**), *Model of Establishing Demonstration School in University, Thailand* (Delegate Number : Ployduangrat 4887 - AL27 - **Oral Presentation**) **Seat No:** 50

6:20:00 PM - 6:30:00 PM

Closing Remarks by Dr. Gerard Bellefeuille, Professor, MacEwan University (Canada) and Conference Chair.

List of Listeners

Mr. Mohammad Aldowesh, Student, University of Wolverhampton (**United Kingdom**) (Delegate Number : ALdowesh 300 - AP25) **Seat No:** 51

Mr. Abdulslam S I Alslamah, Student, University of wolverhamtion (**United Kingdom**) (Delegate Number : Alslamah 301 - AP26) **Seat No:** 52

Mr. Sultan Alshathri, Student, Wolverhampton University (**United Kingdom**) (Delegate Number : Alshathri 299 - AP15) **Seat No:** 53

Ms. Nimra Abbas, Lecturer, Nur International University (**Pakistan**) (Delegate Number : Abbas 296 - AL20) **Seat No:** 54

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)

**2nd Academic International Conference on Social Sciences and Humanities (AICSSH)
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**Conference Programme Day THREE*
Wednesday, 24th May 2017**

10:00 AM to 12:45 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

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!

12:45 AM – 02:3PM

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 08:30am to 09:00am. 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/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/>

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

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>

Information about the – Newnham College - Conference Venue

Newnham is one of the 31 colleges of the University of Cambridge. College have 370 undergraduates, 285 graduate/postgraduate students, and about 70 academic staff. The College is set in beautiful gardens with an adjoining sports field and tennis courts, just across the road from the University's Sidgwick site and about 10 minutes' walk from the historic centre of Cambridge.

The College was established in 1871 as one of the first women's colleges. Newnham is still a women's college, and the only undergraduate college with an all-female Fellowship.

Conference Venue Details: Please note that the venue of the conference is Lucia Windsor Room, Newnham College, University of Cambridge, Sidgwick Avenue, Cambridge CB3 9DF. For further information about venue, please our website <http://aiclep.flelearning.co.uk/acilep/conference-venue>

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)
- Gatwick 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.

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Conference Division

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