

2016



**Academic International Conference on
Interdisciplinary Business Studies**
Conference Programme

Conference Venue: University of Oxford, Green
Templeton College, Oxford, United Kingdom
Conference Dates: 12th -14th September 2016



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 Academic International Conference on Social Sciences and Humanities - AICSSH 2016 (Oxford) and Academic International Conference on Multi-Disciplinary Studies and Education - AICMSE 2016 (Oxford) are University of Oxford and/or the Queen's College programs or activities.

Academic International Conference on Interdisciplinary Business Studies

Conference Programme Day ONE*

Monday, 12th September 2016

08:45 AM: 09:15 AM : **Registration and Tea/Coffee**

09:15 AM: 09:25 AM : **Welcome Remarks (E P Abraham Lecture Theatre)**

Welcome Remarks by **Haoran Liu, D.Phil Candidate, University of Oxford.**

9:25:00 AM - 9:50:00 AM Keynote Speech

Keynote Speech by **Prof. Anuradha Jain**, Dean and Professor, Vivekanand Institute of Professional Studies (**India**), *The Impact of Globalization of Indias export and Import on Agricultural commodities*

Short Profile of Prof. Anuradha Jain

Prof. Anuradha Jain, Dean, School of Business Studies, Vivekananda Institute of Professional Studies (VIPS), is a staunch academician with the perfect blend of interest in curricular and co-curricular activities. A gold medallist from University of Bombay, she has been dedicated to the teaching community for over 19 years. Prof. Jain is a fanatical economist with her areas of interest in International Trade and International Business. She has exemplary exposure of holding distinct positions in VIPS as Dean Academics and Dean Examination. She has also diligently chaired the Anti-Ragging Committee. She also had the honor of being the Chairperson of Discipline Committee of the institute.

Being conferred the Best Zonal Coordinator by Guru Gobind Singh Indraprastha University for three consecutive years encompassing 2007,2008 and 2009, she coordinated the most flamboyant cultural festival, ANUGOONJ, for a span of seven years.

Prof. Jain has numerous research papers to her credit in diverse areas and has been chairing expert sessions in various national and international conferences. She is on the panel as an expert in Economics for selection board of various State Public Service Commissions.

She also holds significant membership positions as Advisory Board Centre for Education Growth and Research; Indian Commerce Association (ICA) and International Association of Academicians & Research (INAAR). She also has the honor of being the Chairperson of Social Welfare Cell, Centre for Education Growth and Research. Prof. Jain is distinguished Honorary Advisory Member of International Association of Research & Development Organization. She has been instrumental in uplifting the rights of women as General Secretary, Women Division, International Jurist Council.

Day ONE Session ONE

Presentation on: **12th September 2016**

Session chaired by **Ms. Corlise Le Roux**

Presentation Group: Interdisciplinary Business Studies

Conference Room/Hall - E P Abraham Lecture Theatre

9:50:00 AM - 10:15:00 AM

Prof. Zvi Ganor, Professor, Westwern Galilee Academic College (**Israel**), *The Experience – Profit Chain : Customer Experience Role in Marketing Strategy* (Delegate Number : Ganor 2940 - Y3 - **Oral Presentation**) Seat No: 2

10:15:00 AM - 10:40:00 AM

Dr. Santidhorn Pooripakdee, Lecturer, Silpakorn University (**Thailand**), *The Congruence between the Management Practices and the National Culture in Doing Business across Culture of MNCs in Thailand* (Delegate Number : Pooripakdee 4190 - Y10 - **Oral Presentation**) Seat No: 3

10:40:00 AM - 11:05:00 AM

Ms. Elrida Vos, Marketing Clerk and Masters Student, University of Johannesburg (**South Africa**), *An overview and comparison of the DNA of CSR 2.0 in the Food Retail Industry within a South African context* (Delegate Number : Vos 2801 - Y33 - **Oral Presentation**) Seat No: 4

11:05 AM -11:20 AM Tea/Coffee Break

Day ONE Session TWO

Presentation on: **12th September 2016**

Session chaired by **Prof. Zvi Ganor**

Presentation Group: Interdisciplinary Business Studies

Conference Room/Hall - E P Abraham Lecture Theatre

11:20:00 AM - 11:45:00 AM

Dr. Sasivimol Meeampol, Dean, Kasetsart University (**Thailand**), *The Use of Target Costing in the Automotive Industry* (Delegate Number : Meeampol 4006 - Y20 - **Oral Presentation**) Seat No: 5; **Co-Author Dr. Bordin Rassameethes**, Former Dean and Lecturer, Kasetsart University (**Thailand**), *The Use of Target Costing in the Automotive Industry* (Delegate Number : Rassameethes 4006 - Y21 - **Oral Presentation**) Seat No: 6; and **Co-Author Dr. Suparek Sooksmarn**, Lecturer, Kasetsart University (**Thailand**), *The Use of Target Costing in the Automotive Industry* (Delegate Number : Sooksmarn 4006 - Y22 - **Oral Presentation**) Seat No: 7

11:45:00 AM - 12:10:00 PM

Dr. Arpita Mehrotra, Assistant Professor, Royal University for Women (**Kingdom of Bahrain**), *The Implementation of Activity-Based Costing in Higher Education Institutions in the Kingdom of Bahrain - A Case Study of a Private University* (Delegate Number : Mehrotra 4304 - Y37 - **Oral Presentation**) Seat No: 8; and **Co-Author Dr. Hala Elias**, Assistant Professor, Royal University for Women (**Kingdom of Bahrain**), *The Implementation of Activity-Based Costing in Higher Education Institutions in the Kingdom of Bahrain - A Case Study of a Private University* (Delegate Number : Elias 4304 - Y38 - **Oral Presentation**) Seat No: 9

12:10:00 PM - 12:35:00 PM

Prof. Zakaria AL-Douri, Professor, Isra University (**Jordan**), *Organizational Justice and its Impact on Job Satisfaction : A study for a group (sample) of workers in the housing bank in Amman city* (Delegate Number : AL-Douri 4121 - Y7 - **Oral Presentation**) Seat No: 10

12:35:00 PM - 1:00:00 PM

Mr. David Oberholzer, Masters Student, University of Johannesburg (**South Africa**), *Social Economics of Golf balls* (Delegate Number : Oberholzer 2800 - Y32 - **Oral Presentation**) Seat No: 11

1:00 PM – 1:05 PM

Day ONE Group Photograph

1:05 PM - 2:00 PM

Lunch Break

Day ONE Session THREE

Presentation on: **12th September 2016**

Session chaired by **Dr. Bordin Rassameethes**

Presentation Group: Interdisciplinary Business Studies

Conference Room/Hall - E P Abraham Lecture Theatre

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

Ms. Corlise Le Roux, Lecturer, University of Johannesburg (**South Africa**), *An Econometric Analysis of Commodities Produced in China, Russia and South Africa* (Delegate Number : Le Roux 2780 - Y35 - **Oral Presentation**) Seat No: 12

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

Mrs. Amira Hakim, Phd Researcher, University of Sfax (**Tunisie**), *The impact of information asymmetry on the sovereign bonds market and the behavioral finance on the microstructure of the banking industry over the time* (Delegate Number : Hakim 4289 - Y23 - **Oral Presentation**) Seat No: 13

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

Ms. Shruti Srinivasan, MPhil Research Scholar, Christ University (**India**), *Crowdfunding and Performing Arts : A Case Study of a Crowdfunded Indian Classical Dance Festival* (Delegate Number : Srinivasan 4309 - Y27 - **Oral Presentation**) Seat No: 14

3:15PM -3:40 PM

Tea/Coffee Break

Day ONE Session FOUR

Presentation on: **12th September 2016**

Session chaired by **Prof. Rohini Prasad**

Presentation Group: Interdisciplinary Business Studies

Conference Room/Hall - E P Abraham Lecture Theatre

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

Mrs. Irma Machacova, PhD Student, Masaryk University (**Czech Republic**), *How to gamify a survey research?* (Delegate Number : Machacova 4130 - Y11 - **Oral Presentation**) Seat No: 15

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

Mrs. Eman Alshammari, Student, Swansea University (**United Kingdom**), *A literature review of consumer ethnocentrism (CET)* (Delegate Number : Alshammari 4282 - Y14 - **Oral Presentation**) Seat No: 16

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

Ms. Yen Ling Huang, Graduate Student, National Taiwan Normal University Graduate Institute of Sport (**Taiwan**), *Examining Taiwanese Consumer's Preferences for Yogurt Beverage by Conjoint Analysis – the Differences among Consumers' Consumption frequency* (Delegate Number : Huang 4163 - Y18 - **Oral Presentation**) Seat No: 17

07:30 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)

Academic International Conference on Interdisciplinary Business Studies
Conference Programme Day TWO*
Tuesday, 13th September 2016

08:45 AM: 09:00 AM : **Registration and Tea/Coffee**

Day TWO Session ONE

Presentation on: **13th September 2016**

Session chaired by **Prof. Anuradha Jain**

Presentation Group: Interdisciplinary Business Studies

Conference Room/Hall - E P Abraham Lecture Theatre

9:00:00 AM - 9:25:00 AM

Prof. Rohini Prasad, Professor, Pt. Ravishankar Shukla University Raipur (**India**), *A study of Global Economic Recession and its Implications for Indo-US trade* (Delegate Number : Prasad 4081 - Y28 - **Oral Presentation**) Seat No: 18

9:25:00 AM - 9:50:00 AM

Mr. Simiso Msomi, Lecturer, University of KwaZulu Natal (**South Africa**), *Asymmetry in Behaviour of Expectation to Exchange Rate* (Delegate Number : Msomi 4250 - Y25 - **Virtual Presentation (Skype Video Conference)**) Seat No: 19

9:50:00 AM - 10:15:00 AM

Dr. Pithak Srisuksai, Assistant Professor, Sukhothai Thammathirat Open University (**Thailand**), *The Relationship between Cost and Price Discovery in Thai Rice* (Delegate Number : Srisuksai 4303 - Y29 - **Oral Presentation**) Seat No: 20

10:15:00 AM - 10:40:00 AM

Ms. Mega Nurfitriyana, MSc Candidate, Lancaster University (**United Kingdom**), *Detecting Bubble in the Indonesian Stock Market* (Delegate Number : Nurfitriyana 4308 - Y30 - **Oral Presentation**) Seat No: 21

10:40:00 AM - 11:05:00 AM

Prof. Mincheol Kim, Professor, Jeju National University (**South Korea**), *Factors on continuous usage intention of smartphone base mobile banking* (Delegate Number : Kim 4271 - Y17 - **Poster Presentation**) Seat No: 22

11:05AM -11:20 AM **Tea/Coffee Break**

Day TWO Session TWO

Presentation on: **13th September 2016**

Session chaired by **Dr. Pithak Srisuksai**

Presentation Group: Interdisciplinary Business Studies

Conference Room/Hall - E P Abraham Lecture Theatre

11:20:00 AM - 11:45:00 AM

Dr. Shaher Al-Aroud, Assistant Professor, Isra University (**Jordan**), *The Extent of Effectiveness of Accounting Knowledge in Increasing Corporate Performance: an Empirical Study of the Opinions of a Sample Consisting of Directors of the Jordanian industrial public shareholding companies* (Delegate Number : Al-Aroud 4109 - Y13 - **Oral Presentation**) Seat No: 23

11:45:00 AM - 12:10:00 PM

Ms. Amalia Dwicitawati Suhartono, Student, Lancaster University (**United Kingdom**), *A Comparative Study of the Patent Law System to Support SMEs in the UK and the US* (Delegate Number : Suhartono 4306 - Y31 - **Oral Presentation**) Seat No: 24

12:10:00 PM - 12:35:00 PM

Dr. Rozana Huq, Lecturer, Freelance Educator (**United Kingdom**), *A multi-disciplinary approach and the need to draw knowledge from another discipline, namely, social work, in order to gain a better understanding of empowerment.* (Delegate Number : Huq 4276 - Y26 - **Oral Presentation**) Seat No: 25

12:35:00 PM - 1:00:00 PM

Ms. Nawt Almutairi, Professor, Brunel University (**United Kingdom**), *The Implementation of Knowledge and Innovation in Organization: A Case Study of Amazon Website* (Delegate Number : Almutairi 4379 - Y39 - **Oral Presentation**) Seat No: 26

1:00 PM – 1:05 PM **Day TWO Group Photograph**

1:05 PM - 2:00 PM **Lunch Break**

Day TWO Session THREE –

Presentation on: **13th September 2016**

Presentation Group: Interdisciplinary Business Studies

Conference Room/Hall - E P Abraham Lecture Theatre

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

Mr. Titus. O Sanyaolu, Chief Lecturer, Marketing, Lagos State Polytechnic (**Nigeria**), *Fostering Rural Development Through Building Tourism Destinations* (Delegate Number : Sanyaolu 4069 - Y8 - **Virtual Presentation (Skype Video Conference)**) Seat No: 27

2:20 PM – 2: 30 PM **Closing Remarks by Prof. Anuradha Jain**

02:30PM – 02:35PM **Thank you Message by Ms. Haoran Liu**

02:45 PM – 16:15 PM: **Oxford Literary Walking Tour (90mins)**

Departing at 2:45 from: Green Templeton College

List of Listeners

Prof. Jan Møller Jensen, Professor, University of Southern Denmark (**Denmark**), *Listener* (Delegate Number : Møller Jensen 259 - Y34 - **Listener**) Seat No: 28

Mr. Fahad Alsubaie, Student, Wolverhampton university (**United Kingdom**), *Listener* (Delegate Number : Alsubaie 261 - Y36 - **Listener**) Seat No: 29

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).

Academic International Conference on Interdisciplinary Business Studies Conference Programme Day THREE* Wednesday, 14th September 2016

09:00 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 – 14:00 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.

14:00 PM – 15:30 PM: **Bodleian Library Extended Tour**
Departing at 14:00 from: University Church Gate, High Street, Oxford OX1 4AH

Description of the Oxford Literary Walking Tour:

This tour offers the opportunity to visit both the Bodleian Library's wonderful historic rooms and the modern underground reading room. **What you'll see:** 15th-century Divinity School, Convocation House, Chancellor's Court, Duke Humfrey's medieval library, Radcliffe Camera and Gladstone Link. **Length:** 90 minutes

15:30 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 9:15am. 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/smartly during the conference.

Presentation Duration: You are required to give an oral presentation of 25 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. 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 **Facebook** (<https://www.facebook.com/fle.learning>) and **twitter** (<https://twitter.com/FLELearning>)

Conference Venue: Please note that the venue of the conference is E P Abraham Lecture Theater, University of Oxford, Green Templeton College, 43 Woodstock Road, Oxford OX2 6HG United Kingdom.

Conference Venue Contact Details

University of Oxford
Green Templeton College
43 Woodstock Road
Oxford OX2 6HG
United Kingdom
Telephone: +44 (0)1865 274770 (The Porters' Lodge)

Directions:

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).

Car The city centre is avoided by approaching GTC 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.

FLE Learning Ltd

Conference Division

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