

2019



## Cambridge Conference Series: September 2019 Conference Programme

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6th Academic International Conference on Interdisciplinary  
Business Studies-AICIBS 2019

11th International Conference on Trade, Business, Economics  
and Law-ICTBEL 2019

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

Conference Dates: 16th-18th September 2019



FLE Learning



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## FLE Learning

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

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

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

FLE Learning is not a part of, or otherwise affiliated, to the University of Cambridge, nor the 6th Academic International Conference on Interdisciplinary Business Studies-AICIBS 2019 and/or 11th International Conference on Trade, Business, Economics and Law-ICTBEL 2019 are University of Cambridge and/or the Newnham’s College programs or activities.

# Cambridge Conference Series | 16<sup>th</sup>-18<sup>th</sup> September 2019

6th Academic International Conference on Interdisciplinary Business Studies-AICIBS 2019

11th International Conference on Trade, Business, Economics and Law-ICTBEL 2019

## Conference Programme Day ONE\*

Monday, 16<sup>th</sup> September 2019

**09:00 AM: 09:30 AM** : **Registration and Tea/Coffee**

**09:30 AM: 09:45 AM** : **Welcome & Opening Remarks - [Lucia Windsor Room](#)**

Opening by **Ms. Samantha Sintes-Barber**, Co-ordinator, FLE Learning (United Kingdom).

### **Day ONE Session ONE – Keynote Session**

Presentation on: **Monday, 16th September 2019**

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

**Presentation Group:** Keynote Session

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

**9:45:00 AM - 10:15:00 AM**

**Dr. Andre Clark**, Snr Lecturer, University of South Wales (**United Kingdom**), *Communities of practice within UK Mountain Rescue* (Delegate Number: Clark 7619 - CQ06 - **Oral Presentation**) **Seat No:** 1

**10:15:00 AM - 10:45:00 AM**

**Mr. Walter René Cadena Afanador**, Associate Professor, Universidad Libre (**Colombia**), *Comparative study of the right of withdrawal and payment reversal in e-consumption within the Pacific Alliance countries* (Delegate Number: Cadena Afanador 7166 - CQ02 - **Oral Presentation**) **Seat No:** 2

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

### **Day ONE Session TWO**

Presentation on: **Monday, 16th September 2019**

Session chaired by **Dr. Andre Clark**

**Presentation Group:** Business, Law & Politics

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

**11:00:00 AM - 11:30:00 AM**

**Mr. Ali Abbas**, Academic Teaching Staff and PhD Candidate, RMIT University (**Australia**), *Investigating the Determinants of Foreign Direct Investment: An Extreme Bounds Analysis* (Delegate Number: Abbas 7627 - DH05 - **Oral Presentation**) **Seat No:** 3

**11:30:00 AM - 12:00:00 PM**

**Mr. Germán Alberto Cubillos Guzmán**, Associate Professor, Universidad Libre (**Colombia**), *E-consumer protection in Latin America at e-commerce establishments* (Delegate Number: Cubillos Guzmán 7170 - CQ03 - **Oral Presentation**) **Seat No:** 4

**12:00:00 PM - 12:30:00 PM**

**Mrs. Juliet Amponsah**, Assembly Member & SLATLA Project Coordinator, National Association of Local Authorities of Ghana (NALAG) (**Ghana**), *Indigenous Entrepreneurship; A tool for eradicating Youth Unemployment and Extreme Poverty in Decentralized Governance Regimes in Rural Communities* (Delegate Number: Amponsah 7781 - DH03 - **Oral Presentation**) **Seat No:** 5. **Co-Author(s): Mr. Kingsford Asante**, Assembly Member & SLATLA Project Coordinator, National Association of Local Authorities of Ghana (NALAG) (**Ghana**) (Delegate Number: Asante 7781 - DH04 - **Oral Presentation**) **Seat No:** 6

**12:30:00 PM - 1:00:00 PM**

**Mr. Bernard Takyi Oduro**, Presiding Member, National Association of Local Authorities of Ghana (Nalag) (**Ghana**), *Women's Leadership Development: Local Governance System the Surest Bet for Women Political Leadership and Empowerment* (Delegate Number: Oduro 7733 - CQ05 - **Oral Presentation**) **Seat No:** 7

**1:00:00 PM - 1:10:00 AM Day One Group Photograph**

**1:10:00 PM - 2:00:00 AM Lunch Break**

**Day ONE Session THREE**

Presentation on: **Monday, 16th September 2019**

Session chaired by **Mr. Walter René Cadena Afanador**

**Presentation Group:** Business, Law & Politics

**Conference Room/Hall - Lucia Windsor Room**

**2:00:00 PM - 2:30:00 PM**

**Ms. Doris Pokuaa**, Regional Slatla Projector Coordinator, Bono Regional Coordinating Council (BRCC) (**Ghana**), *Women at Work: Women Executives and Company Boards – The Case Study of Women Entrepreneurialism* (Delegate Number: Pokuaa 7787 - DH06 - **Oral Presentation**) **Seat No:** 8

**2:30:00 PM - 3:00:00 PM**

**Dr. Mohammed Marzuq Abubakari**, Lecturer, University of Applied Management (**Ghana**), *The Role of Grammar in the Efficiency of Marketing Communication* (Delegate Number: Abubakari 7924 - DH11 - **Oral Presentation**) **Seat No:** 9

**3:00:00 AM - 3:15:00 AM Tea/Coffee Break**

**Day ONE Session THREE – Poster Presentation**

Presentation on: **Monday, 16th September 2019**

Session chaired by **Mr. Walter René Cadena Afanador**

**Presentation Group:** Poster Presentation

**Conference Room/Hall - Lucia Windsor Room**

**3:00:00 PM - 4:00:00 PM**

**Dr. Tal Shahor**, Lecturer, The Max Stern Yezreel Valley College (**Israel**), *Economic development of peripheral regions* (Delegate Number: Shahor 7384 - DH09 - **Poster Presentation**) **Seat No:** 10

**Dr. Tal Shahor**, Lecturer, The Max Stern Yezreel Valley College (**Israel**), *Wage Differences Between Men and Women'* (Delegate Number: Shahor 7615 - DH08 - **Poster Presentation**) **Seat No:** 11

**Dr. Tal Shahor**, Lecturer, The Max Stern Yezreel Valley College (**Israel**), *Is the Marginal Effect of Education on Income Diminishing?* (Delegate Number: Shahor 7711 - DH07 - **Poster Presentation**) **Seat No:** 12

## List of Listeners

**Mr. Simon Roy**, Associate, KSA Avocats Notaires (**Canada**), *Listener* (Delegate Number: Roy 422 - DH02 - **Listener**)  
**Seat No:** 13

**Mr. Pankaj Kamboj**, Student, S.R. College Of Law (**India**), *Listener* (Delegate Number: Kamboj 434 - DH10 - **Listener**)  
**Seat No:** 14

**6:00 PM - 8:00 PM**

**Welcome Dinner\* at Browns Cambridge, 23 Trumpington St, Cambridge CB2 1QA.**  
**Phone: 01223 461655** (Only for those delegates who have registered and paid for the social events)

## Cambridge Conference Series | 16<sup>th</sup>-18<sup>th</sup> September 2019

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### Conference Programme Day TWO\*

Tuesday, 17<sup>th</sup> September 2019

#### Open to all Registered Delegates

11:30 PM to 12:45 PM     **Social Networking Lunch** at Bella Italia, 14 –16 Bridge Street, Cambridge CB2 1UF  
Phone: 01223 464630

12:45:00 to 14:00:00     University of Cambridge Literacy Walking Tour  
**Tour Departs from** Bella Italia, 14 –16 Bridge Street, Cambridge CB2 1UF Phone:  
01223 464630

**6:00 PM – 8:00 PM     Social Networking Dinner\* Zizzi, 16 Bene't St, Cambridge CB2 3QN Phone: 01223 357508** (Only for those delegates who have registered and paid for the social events)

## Cambridge Conference Series | 16<sup>th</sup>-18<sup>th</sup> September 2019

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### Conference Programme Day THREE\*

Wednesday, 18<sup>th</sup> September 2019

**10:40 AM to 12:10 PM**

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

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

**Group will depart from Silver St, Cambridge CB3 9EL (Open Top Bus Stop Number ONE) and your Open top bus ticket will be handed over to you there at 10:40 AM.**

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

**12:15 AM – 03:00 PM**

**Social Networking Lunch (12:15 to 13:15) with University of Cambridge Literacy Walk Tour (90 mins)**

**The Anchor Inn**, Silver St, Cambridge CB3 9EL

Your networking lunch and University of Cambridge literacy Walk Tour will be provided/started at The Anchor Inn, Silver St, Cambridge CB3 9EL

**03:00 AM to 05:00 PM**

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

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

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

### Important Information

**Registration & Welcome Pack:** All delegates **MUST register** for the conference at the registration desk on the first day of the conference between 8:45am 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 **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 <https://www.flelearning.ca/submission/>.

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 £73.50 per 5,000 words. If the payment is not received before the deadline (usually 5 working days from the acceptance notice), your paper will be withdrawn from the publication process. However, on receipt of the publication fee, the necessary editing and formatting corrections will be made and you will receive the final proof of your article for review and/or approval to publish.

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

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

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



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

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

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

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

#### **University of Cambridge Accommodation**

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

#### **How to find Newnham College**

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

#### **By Coach**

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

#### **By Air**

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

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

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

#### **By Road**

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

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

### **By Train**

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

### **By Taxi**

Getting a cab into Cambridge can often work out to be a more convenient, faster cheaper option. [Uber](#) or [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 [Uber](#) or [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](http://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](http://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](http://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](http://www.thebusway.info) for full details.

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









## Upcoming Conferences

Conference	Conference Date	Abstract Submission Date	Early Registration Date	FULL Paper Submission Date	Late Registration Date
AICBEM 2019 Oxford	14th - 16th, Oct 2019	16th Sep 2019	23rd Sep 2019	30th Sep 2019	30th Sep 2019
AICLEP 2019 Oxford	14th - 16th, Oct 2019	16th Sep 2019	23rd Sep 2019	30th Sep 2019	30th Sep 2019
ICSSEH 2019 Oxford	14th - 16th, Oct 2019	16th Sep 2019	23rd Sep 2019	30th Sep 2019	30th Sep 2019
ICISSS 2019 Oxford	11th - 13th, Nov 2019	14th Oct 2019	21st Oct 2019	28th Oct 2019	28th Oct 2019
AICSSH 2019 Oxford	11th - 13th, Nov 2019	14th Oct 2019	21st Oct 2019	28th Oct 2019	28th Oct 2019
ICBEMM 2019 Boston	18th - 20th, Nov 2019	14th Oct 2019	21st Oct 2019	28th Oct 2019	28th Oct 2019
AICSSH 2019 Boston	18th - 20th, Nov 2019	14th Oct 2019	21st Oct 2019	28th Oct 2019	28th Oct 2019
AICSSE 2019 Cambridge	02nd - 04th, Dec 2019	04th Nov 2019	11th Nov 2019	18th Nov 2019	18th Nov 2019
AICBMM 2019 Cambridge	02nd - 04th, Dec 2019	04th Nov 2019	11th Nov 2019	18th Nov 2019	18th Nov 2019
AICBEM 2020 Oxford	20th - 22nd, Jan 2020	09th Dec 2019	16th Dec 2019	30th Dec 2019	30th Dec 2019
AICMSE 2020 Oxford	20th - 22nd, Jan 2020	09th Dec 2019	16th Dec 2019	30th Dec 2019	30th Dec 2019
ICBEMM 2020 Oxford	02nd - 04th, Mar 2020	03rd Feb 2020	10th Feb 2020	17th Feb 2020	17th Feb 2020
ICISSS 2020 Oxford	02nd - 04th, Mar 2020	03rd Feb 2020	10th Feb 2018	17th Feb 2020	17th Feb 2020
AICSSH 2020 Boston	23rd - 25th, Mar 2020	24th Feb 2020	02nd Mar 2020	09th Mar 2020	09th Mar 2020
AICBMM 2020 Boston	23rd - 25th, Mar 2020	24th Feb 2020	02nd Mar 2020	09th Mar 2020	09th Mar 2020
AICSSE 2020 Cambridge	06th - 08th, Apr 2020	02nd Mar 2020	09th Mar 2020	16th Mar 2020	16th Mar 2020
AICBEM 2020 Cambridge	06th - 08th, Apr 2020	02nd Mar 2020	09th Mar 2020	16th Mar 2020	16th Mar 2020

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