

2017



4th Academic International Conference on Business, Marketing and Management

Conference Programme

Conference Venue: Harvard University, Martin
Conference Center at Harvard Boston USA
Conference Dates: 17-19 July 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.

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4th Academic International Conference on Business, Marketing and Management

Martin Conference Center Harvard Medical School 77 Avenue Louis Pasteur Boston, MA 02115 United States

17th-19th July 2017

Conference Programme Day ONE*

Monday, 17th July 2017

08:45 AM: 09:20 AM : **Registration Tea & Coffee**
09:20 AM: 09:30 AM : **Welcome and Opening Remarks (Room 214)**
Welcome and Opening Remarks by **Dr. Waseem Hassan**, Assistant Professor, National University of Sciences and Technology (NUST) (**Pakistan**) and Conference Chair.

Day ONE Session ONE

Presentation on: **Monday, 17th July 2017**

Session chaired by Mr. **Joel Bigley**

Presentation Group: Marketing & Management

Conference Room/Hall - Room 214– 2nd Floor

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

Dr. Waseem Hassan, Assistant Professor, National University of Sciences and Technology (NUST) (**Pakistan**), *Impact of After Sales Services on Pre-purchase Dissonance, Customer Satisfaction and Brand Trust: A Study of Home Appliances Industry in Pakistan* (Delegate Number: Hassan 1187 - CB15 - **Oral Presentation**) Seat No: 1

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

Mr. Joel Bigley, Assistant Professor of School of Business, California Baptist University (**United States**), *Situational Environment Scanning Frameworks to Optimize Strategic Enactment* (Delegate Number: Bigley 1121 - CB04 - **Oral Presentation**) Seat No: 2

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

Prof. Myrto Leiss, Professor, Hamm-Lippstadt University of Applied Sciences (**Germany**), *Digital Leadership and Project Management – A Framework and Experiential Approach* (Delegate Number: Leiss 1041 - CB01 - **Virtual Presentation (Skype Video Conference)**) Seat No: 3

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

Day ONE Session TWO

Presentation on: **Monday, 17th July 2017**

Session chaired by Dr. **Waseem Hassan**

Presentation Group: Marketing & Management

Conference Room/Hall - Room 214

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

Dr. Ying-Chyi Chou, Professor and Vice Dean, Tunghai University (**Taiwan**), *From General to Hospital: A service experience engineering method for aligning an ageing friendly hospital with urban area* (Delegate Number: Chou 1160 - CB06 - **Oral Presentation**) Seat No: 4

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

Dr. Faryal Salman, Assistant Professor, DHA Suffa University (**Pakistan**), *A discussion on the connection between Consumer Culture Theory (CCT) and National Culture Theory (NCT)* (Delegate Number: Salman 1145 - CB13 - **Oral Presentation**) Seat No: 5

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

Mrs. Arezoo Nakhaei, PhD Student, Massey University (**New Zealand**), *Green products and consumers' purchase intention in Iran* (Delegate Number: Nakhaei 1153 - CB03 - **Oral Presentation**) Seat No: 6

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

Prof. Ming-Hsien Yang, Professor, Fu Jen Catholic University (**Taiwan**), *Customer Relationship and Trust: Customer Role as a Moderator* (Delegate Number: Yang 1146 - CB14 - **Oral Presentation**) Seat No: 7

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

Dr. Peter Okpamen, Lecturer, Ambrose Alli University (**Nigeria**), *Application of Quantitative and Ex-post Facto Research Methodology in Corporate Borrowing in Nigeria: Empirical Evidence* (Delegate Number: Okpamen 1159 - CB16 - **Oral Presentation**) Seat No: 8

1:05:00 PM - 1:10:00 PM

Day ONE Group Photograph

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

Lunch Break

Day ONE Session THREE

Presentation on: **Monday. 17th July 2017**

Session chaired by Dr. **Peter Okpamen**

Presentation Group: Business & Management

Conference Room/Hall - Room 214

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

Ms. Shanshan Lu, PhD Student, University of Science and Technology of China (**China**), *Evaluating the media reputation of marathon title sponsors from a perspective of strategic event system* (Delegate Number: Lu 1081 - CB02 - **Oral Presentation**) Seat No: 9

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

Ms. Kavya Shah, Student, Symbiosis International University (**India**), *Strategic Brand Management* (Delegate Number: Shah 1171 - CB05 - **Oral Presentation**) Seat No: 10

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

Ms. Amna Rasheed, MS Student, Institute of Business and Management (**Pakistan**), *An Empirical Study of Moderating Impact of Self Construal on the Relationship Between Servant Leadership and Employee Innovative Work Behavior: Evidence From Banking Industry* (Delegate Number: Rasheed 1181 - CB12 - **Virtual Presentation (Skype Video Conference)**) Seat No: 11

3:15:00 AM - 3:30:00 AM Morning Tea/Coffee Break

Day ONE Session FOUR –

Presentation on: **Monday. 17th July 2017**

Session chaired by Mrs. **Arezoo Nakhaei**

Presentation Group: Business & Management

Conference Room/Hall - Room 214

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

Mr. Sam Chintha, Senior Lecturer, Majan University College (**Oman**), *Impact of bank specific and macroeconomic determinants on the profitability of commercial banks - An evidence from MSM listed banks in sultanate of Oman* (Delegate Number: Chinth a 1165 - CB09 - **Oral Presentation**) Seat No: 12

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

Mr. H.R.Noel Van Erp, Researcher and PhD Student, Technical University Delft (**Netherlands**), *Decision Theory/Micro-Economics/Behavioural Economics* (Delegate Number: Van Erp 1212 - CB20 - **Oral Presentation**) Seat No: 13

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

Mr. Sayan Banerjee, Assistant Professor, Chandragupt Institute of Management (**India**), *From Exploration to Exploitation-Some perspectives from Organisational Designing* (Delegate Number: Banerjee 1215 - CB19 - **Oral Presentation**) Seat No: 14

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

Mr. Péter Körösparti, PhD Student, University of Debrecen (**Hungary**), *Shared Success: the Connections of the Labour Market and the Higher Education* (Delegate Number: Körösparti 1214 - CB17 - **Oral Presentation**) Seat No: 15

5:10:00 PM - 5:20:00 PM Closing Remarks by Assistant Professor, National University of Sciences and Technology (NUST) (**Pakistan**) and Conference Chair


Listener Delegate(s)

Mr. Akos Faluhelyi, Postgraduate (MA) Student, University of Debrecen (**Hungary**), *Listener* (Delegate Number: Faluhelyi 102 - CB18 - **Listener**) Seat No: 16

Mr. Rajan Shah (**India**), (Delegate Number: Shah 104 - CB21 - **Listener**) Seat No: 17

07:30 PM - 9:30 PM **Welcome Dinner*** at Taj Hotel Boston, 15 Arlington St, Boston, MA 02116, United States. Phone:+1 617-536-5700 (Only for those delegates who have registered and paid for the social events)

Direction from Conference Venue to Taj Boston Hotel:

Walk 0.3 mi (6 mins) toward **Longwood Station**- Take  "E" towards **Lechmere Station** (13-15 mins)
Take off at Arlington Station and Walk 433 ft (2 mins) toward Taj Boston, 15 Arlington St, Boston, MA 02116, USA

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Conference Programme Day TWO*

Tuesday, 18th July 2017

Open to all Registered Delegates

12:00 PM to 14:00 PM **Social Networking Lunch** at The Maharaja Restaurant, 57 JFK Street Cambridge, MA 02138 Phone: (617) 547-2757, (617) 547-2758. The Maharaja is located in the heart of Harvard Square at 57 JFK Street, Cambridge, MA on the 2nd floor (above Staples) with stunning floor to ceiling windows overlooking bustling Harvard Square. You can enter the building through the doors between Wagamama restaurant and Staples.


DIRECTIONS BY SUBWAY: The Maharaja is located just a minute walk from Harvard Station on the Red line.

14:00:00 to 15:00:00 Harvard University Literacy Walking Tour
Tour Departs from The Maharaja Restaurant, 57 JFK Street Cambridge, MA 02138

15:15:00 to 16:00:00 Social Networking Tea/Coffee at Harvard University Faculty Club 20 Quincy St, Cambridge, MA 02138, USA Phone: +1 617-495-5758

07:30 PM - 9:30 PM **Social Networking Dinner*** at **Wagamama Restaurant - Prudential Center**, Prudential Tower store 117, 800 Boylston St, Boston, MA 02199, United States (Only for those delegates who have registered and paid for the social events).

Direction from Conference Venue to Wagamama Restaurant – Prudential Center:

Walk 0.3 mi (6 mins) toward **Longwood Station**- Take  "E" towards **Prudential Station** (9-10 mins)
Take off at Prudential Station and Walk 0.2 miles (3-5 mins) toward **Prudential Center**.

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Conference Programme Day THREE*

Wednesday, 19th July 2017

09:00 AM to 17:00 PM

Boston Old Town Trolley Tour; Boston Harbor Cruise; Old State House Museum; and Boston Tea Party Ships & Museum

You day Tour include Hop on and off ALL DAY, Boston Harbor Cruise (45 Minutes), Old State House Museum, and entry to Boston Tea Party Ships & Museum

Group Departs from outside Sheraton Hotel:

Meeting place Sheraton Hotel Reception

Sheraton Hotel Depot - Stop #11

39 Dalton Street, Boston, MA 02199

Departure Time

09:30 AM

Duration

Hop on and off ALL DAY

Contact Details

Old Town Trolley Tours +1 (855) 396-7433

Experience the best of greater Boston's top 100 attractions (19 Stops) in one day on this guided sightseeing tour around the city.

Boston Harbor Cruise (45 Minutes)

Cruise along Boston's Inner and Outer Harbor and see Historic Landmarks. Learn about the past, present and future of Boston's historic harbor. Includes tales of famous revolutionary battles, the Nation's oldest continuously manned lighthouse, islands of the outer harbor and Boston as a working industrial port.

Old State House Museum

The Old State House, built in 1713 on the site of the first Town House, is the oldest surviving public building in Boston. The building served as a meeting place for the exchange of economic and local news and was said to be the center of politics in the colonies.

Boston Tea Party Ships & Museum

The Boston Tea Party was "the single most important event leading up to the American Revolution." It is dedicated to telling the story of that fateful night of December 16, 1773. By combining cutting edge interactive technology with live historical performances, the Boston Tea Party Ships & Museum offers an experience like no other.

Direction from Conference Venue to Sheraton Hotel: Walk 0.3 mi (6 mins) toward **Longwood Station**- Take **T** "E" towards **Prudential Station** (9-10 mins) Take off at Prudential Station and Walk 0.2 miles (3-5 mins) toward **Sheraton Boston Hotel, 39 Dalton St, Boston, MA 02199, USA.**

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 20 minutes (maximum) plus 5 minutes for discussion where other participants may ask you questions regarding your presentation and research. Please note that your presentation must be in English language.

PowerPoint Presentation: For your presentation, you can either use PowerPoint or Prezi, whichever is more convenient for you. For PowerPoint presentation, we request you to kindly bring it on your own USB/memory stick. You do not need to email us your presentation copies. However, please note that each delegate will be given internet access during the conference.

Wifi: Each Delegate will be given a wifi code to use internet connection during the conference

FULL Paper Publication Policy: Papers submitted and presented at the conference will be published in the conference proceedings, subject to their acceptance by the review committee. To be considered for publication in the conference proceedings, submitted papers must strictly adhere to our prescribed in-house referencing style ie., Harvard Citing and Referencing Style. Each conference proceeding will have a unique digit International Standard Serial Number (ISSN) and/or International Standard Book Number (ISBN) code. For further information, please visit <http://www.flelearning.co.uk/submission-guideline>.

If you want your FULL paper (maximum 5000 words) to be published in the conference proceedings, kindly handover the duly signed copy of the COPYRIGHT LICENCE AGREEMENT to the FLE representative at registration desk on DAY ONE of the conference. A copy of the copyright agreement will be provided to you in your 'Conference Welcome Pack' on the first day of the conference. Once we will receive your duly signed agreement, we will be in contact with you within the next three weeks to confirm when you can expect a proof of your paper to review, if accepted for publication in the proceedings.

If you also wish your FULL paper to be considered for publication in the peer-reviewed e-journal, you must authorise us to consider your paper for publication in the respective Journal by giving us your clear instructions in the same Copyright agreement. For publication in the E-Journal, please be advised that after the acceptance of your full paper for publication in any of our E-Journals, your paper will enter the production cycle and you will be asked to pay the publication fee/charges in the sum of £52.50 per 5,000 words. If the payment is not received before the deadline (usually 5 working days from the acceptance notice), your paper will be withdrawn from the publication process. However, on receipt of the publication fee, the necessary editing and formatting corrections will be made and you will receive the final proof of your article for review and/or approval to publish.

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

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

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

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

Conference Venue: Please note that the venue of the conference is Martin Conference Center Harvard Medical School 77 Avenue Louis Pasteur Boston, MA 02115 United States.

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

FLE Learning Ltd

Conference Division – North America

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