

2018



Boston Conference Series: September 2018 Conference Programme

7th Academic International Conference on
Multidisciplinary Studies and Education– AICMSE 2018
4th Academic International Conference on Business,
Economics and Management– AICBEM 2018
Conference Venue: Harvard University, Martin
Conference Center at Harvard Boston USA
Conference Dates: 25th-27th September 2018



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.

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Boston Conference Series| 25th-27th September 2018

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

Conference Programme Day ONE*

Tuesday, 25th September 2018

- 07:45 AM: 08:10 AM** : **Registration Tea & Coffee**
- 08:10 AM: 08:20 AM** : **Welcome and Opening Remarks** (Room 217)
Welcome and Opening Remarks by **Ms. Leago Madumo**, Lecturer and Researcher, University of Johannesburg (**South Africa**). **Conference Chair and Keynote Speaker**

Short Profile of Ms. Leago Madumo : Leago Madumo is a young lecturer and researcher at the Department of Architecture at the University of Johannesburg. She is currently the Second Year Diploma co-ordinator. Her lecturing position is the on-going nGAP (New Generation of Academics programme) initiative by the South African Department of Higher Education (DHET). The programme aims to recruit highly capable scholars as new academics. In her project titled: 'The theatre of Revolution', Leago embarked on a field trip to Zanzibar in her first year of her master's degree. Through a series of drawings, writing and research, she developed a speculative architectural project that proposed a space of protest. This was because, despite the appearance of tolerant and benign calm, the island's history does include its moments of violence and resistance, most notably the 1964 Zanzibar Revolution. Her second year of masters, she studied the significance of heritage buildings in South Africa in relation to the everyday person on the streets of Johannesburg and Pretoria. Leago is about to begin her PhD studies in the UK. Her study will critically interrogate the current Eurocentric curricular orientation of schools of architecture across Africa. Her study aims to recommend a more contextually driven curriculum that firstly, prepares the graduate to build future sustainable African cities and secondly, prepare the graduate to deal with the current socio-political issues that every African is forced to deal with on a day-to-day basis. Her other research interests include future African cities, Johannesburg and the study of Post-Apartheid South African townships. Leago uses the studio as a laboratory by integrating her research findings in the classroom as lectures, debates, briefs and experiments. This method of working has allowed her to be self-critical of her research and collectively include the voices of students in her work, with the aim of creating new critical pedagogies in the classroom.

Day ONE Session ONE

Presentation on: **Thursday, 25th September 2018**

Session chaired by **Dr. Olubukola Longe**

Presentation Group: Keynote Session

Conference Room/Hall - Room 217

8:20:00 AM - 8:40:00 AM

Ms. Leago Madumo, Lecturer and Researcher, University of Johannesburg (**South Africa**), *The socio-cultural, economical and spatial impact of the Corridors of Freedom in Orlando, Soweto* (Delegate Number: Madumo 1605 - C112 - **Oral Presentation**) Seat No: 1

8:40:00 AM - 9:00:00 AM

Prof. Steven Dunga, Associate Professor, North West University (**South Africa**), *The Relationship Between the Morbidity Rate and Household Socio- Economics Characteristics* (Delegate Number: Dunga 1508 - CJ01 - **Oral Presentation**) Seat No: 2

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

Prof. Chimwemwe Chipeta, Associate Professor, University of the Witwatersrand (**South Africa**), *Capital Structure, Method of Payment and Acquiring Firm Performance: The case of Cross Border Acquisitions into Africa* (Delegate Number: Chipeta 1506 - CJ08 - **Oral Presentation**) Seat No: 3

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

Dr. Ephrem Habtemichael Redda, Senior Lecturer, North-West University (**South Africa**), *Positive and Negative Antecedents of Consumer Attitude Towards Online Shopping* (Delegate Number: Redda 1520 - CJ02 - **Oral Presentation**) Seat No: 4

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

Dr. Shahid Ali, Assistant Professor, Institute of Management Sciences (**Pakistan**), *Does ownership by Banks and National Investment Trust (NIT) affect the market performance of firms in family-dominated corporate sector? Empirical Evidence from Sugar and Allied Industry and Auto Industry of Pakistan* (Delegate Number: Ali 1531 - CJ16 - **Oral Presentation**) Seat No: 5

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

Prof. Jose Emilio Vasconez Cruz, Research Professor, Universidad Internacional del Ecuador UIDE (**Ecuador**), *Transformations within the International Financial system and the governance gap between emergent and developed economies* (Delegate Number: Vasconez Cruz 1730 - CJ14 - **Oral Presentation**) Seat No: 6

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

Dr. Deema Khasawneh, Lecturer, German Jordanian University (**Jordan**), *Challenges of the Implementation of Peace Education in Jordanian Schools* (Delegate Number: Khasawneh 1702 - CI24 - **Oral Presentation**) Seat No: 7

10:40:00 AM - 11:00:00 AM **Morning Tea/Coffee Break**

Day ONE Session TWO –

Presentation on: **Thursday, 25th September 2018**

Session chaired by **Ms. Leago Madumo**

Presentation Group: Interdisciplinary Studies

Conference Room/Hall - Room 217

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

Dr. Olubukola Longe, Lecturer, University of Lagos (**Nigeria**), *Influence of Parenting Style on Adolescent Social Value Orientation in Amuwo-Odofin Local Government Area of Lagos State, Nigeria* (Delegate Number: Longe 1697 - CI10 - **Oral Presentation**) Seat No: 8

11:20:00 AM - 11:40:00 AM

Ms. Rida Riaz, Research Fellow and Lecturer, Lahore School of Economics (**Pakistan**), *Does Income and Education of women transform their social values? A case study of working-women in Lahore* (Delegate Number: Riaz 1660 - CI07 - **Oral Presentation**) Seat No: 9

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

Dr. Asia Zulfqar, Assistant Professor, Bahauddin Zakariya University (**Pakistan**), *Developing leaders in higher education: Evaluation of a leadership development program* (Delegate Number: Zulfqar 1668 - CI19 - **Oral Presentation**) Seat No: 10

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

Dr. Butsari Phenglengdi, Lecturer, Chiang Mai University (**Thailand**), *Pre-Service Chemistry Teachers' Misconceptions in Chemical Equations* (Delegate Number: Phenglengdi 1704 - CI21 - **Oral Presentation**) Seat No: 11

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

Mr. Marino Samou Kamdem, Phd Sudent, Educational Science (**Germany**), *Intercultural Education as a 21st Century global issue: The case of Africa and Africans in German Schoolbooks* (Delegate Number: Samou Kamdem 1636 - CI09 - **Oral Presentation**) Seat No: 12

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

Ms. Rashmi Sharma, Phd Student, University of Mumbai (**India**), *Understanding Floor Area Ratio: Case of Mumbai* (Delegate Number: Sharma 1725 - CI17 - **Oral Presentation**) Seat No: 13

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

Day ONE Group Photograph

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

Lunch Break

Day ONE Session THREE –

Presentation on: **Thursday, 25th September 2018**

Session chaired by **Prof. Chimwemwe Chipeta**

Presentation Group: Interdisciplinary Studies

Conference Room/Hall - Room 217

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

Mrs. Lina Yaqub, PhD Student, University of Cincinnati (**United States**), *The Impact of the Railways on the Modernizing of Mosul and Istanbul between the late 19th and mid-20th centuries* (Delegate Number: Yaqub 1723 - CI22 - **Oral Presentation**) Seat No: 14

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

Ms. Orans Al-Behadili, PhD Student, University of Cincinnati (**United States**), *Iraqi Marshes: The Safe Haven Historic Journey to the Notion of Iraqi Marshes as a Safe Haven for Iraqis* (Delegate Number: Al-Behadili 1724 - CI23 - **Oral Presentation**) Seat No: 15

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

Ms. Julianne Yichen Lin, Ph.D Student, National Chengchi University (**Taiwan**), *Implementation of Transitional Justice in Taiwan—Theory and Practice* (Delegate Number: Lin 1718 - CI18 - **Oral Presentation**) Seat No: 16

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

Mrs. Neagu Florentina-Stefania, Phd Student, Bucharest University of Economic Studies (**Romania**), *The effects of terrorism on changing the Competitiveness Index Value: North Africa Case Study* (Delegate Number: Florentina-Stefania 1711 - CJ12 - **Oral Presentation**) Seat No: 17

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

Mr. Naveen B Ramu, Ph.D Student, Indian Institute of Science (**India**), *To explore an impact of demography, transportation, technology, policy and road infrastructure attributes on service quality factors and their impact on overall satisfaction of intercity bus transport* (Delegate Number: B Ramu 1675 - CJ11 - **Oral Presentation**) Seat No: 18

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

Mr. Hongyan Wu, Associate Academic Advisor, RDF International School (**China**), *Self-interest or informational consideration? A study on individual trade attitudes formation in the U.S.-China trade protectionism disputes* (Delegate Number: Wu 1661 - CJ09 - **Oral Presentation**) Seat No: 19

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

Ms. Yuxuan Du, Director, SP Association, Council Academic Association (**China**), *Pursuing the Fantasy: The effects of sentimental connections on luxury goods' consumers' decision-making process* (Delegate Number: Du 1682 - CJ10 - **Oral Presentation**) Seat No: 20

4:10:00 PM - 4:30:00 PM Afternoon Tea/Coffee Break

Day ONE Session FOUR –

Presentation on: **Thursday, 25th September 2018**

Session chaired by **Prof. Steven Dunga**

Presentation Group: Interdisciplinary Studies

Conference Room/Hall - Room 217

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

Dr. Niall Hegarty, Associate professor, St. John's University (**USA**), *An examination of the dichotomy of Leadership in the workplace* (Delegate Number: Hegarty 1751 - CJ17 - **Oral Presentation**) Seat No: 21

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

Mr. Dhruv Nandakumar, Student, University of California Davis (**United States**), *Incorporating a Socio-Scientific Issue into the Science Curriculum to Improve Student Engagement* (Delegate Number: Nandakumar 1729 - CI13 - **Oral Presentation**) Seat No: 22

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

Ms. Jubeelyne Gernale, Graduate Student, Cebu Doctors' University (**Philippines**), *Antibacterial Property of Lemongrass (*Cymbopogon citratus*) leaves and calamansi (*Citrus microcarpa*) peel oil on Methicillin Resistant *Staphylococcus aureus* and *Pseudomonas aeruginosa** (Delegate Number: Gernale 1629 - CI16 - **Oral Presentation**) Seat No: 23

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

Mr. Cornelius Tembi, Student, Boston City Campus & Business College (**South Africa**), *The Impact of Information Communication Technologies (ICTs) on Tourism SMMES: A South African Case Study* (Delegate Number: Tembi 1551 - CI03 - **Oral Presentation**) Seat No: 24

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

Prof. Bouchra Lebzar, Professor, Cadi Ayyad University (**Morocco**), *Factors influencing the acceptance of M-Learning by students of higher education in Morocco* (Delegate Number: Lebzar 1633 - CI20 - **Oral Presentation**) Seat No: 25

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

Dr. Irene Salmaso, Assistant Teacher, University of Florence (**Italia**), *Adulthood and awarness in people with intellectual disabilities: work experience at the social Bateau' Ca Moro of Livorno* (Delegate Number: Salmaso 1699 - CI15 - **Virtual Presentation (Skype Video Conference)**) Seat No: 26

06:30 PM: 06:40 PM

Closing Remarks by **Ms. Leago Madumo**, , Lecturer and Researcher, University of Johannesburg (**South Africa**).
Conference Chair and Keynote Speaker

Welcome Dinner Day ONE

07:30 PM - 9:30 PM **Welcome Dinner*** at The Inn at Longwood Medical- Restaurant, 342 Longwood Ave, Boston, MA 02115, US. **Phone: +1 617-731-4700** (Only for those delegates who have registered and paid for the social events)

Direction from Conference Venue to The Inn at Longwood Medical:

Walk south-west on Avenue Louis Pasteur to ward longwood avenue (0.1 miles) -> Turn right onto Longwood Ave (0.2 miles)



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Conference Programme Day TWO*

Wednesday, 26th September 2018

Open to all Registered Delegates

11:30 PM to 12:45 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.

12:45:00 to 14:00:00 Harvard University Literacy Walking Tour
Tour Departs from The Maharaja Restaurant, 57 JFK Street Cambridge, MA 02138


List of Listner(s)

Dr. Judith Virginia Gutierrez Cuba, Teacher, Universidad Nacional Autónoma De México (**México**), *Listener* (Delegate Number: Gutierrez Cuba 280 - CI25 - **Listener**) Seat No: 27

Mr. Abdallah Binshahran, MBA Student, University of Dayton (**United States**), *Listener* (Delegate Number: Binshahran 282 - CJ18 - **Listener**) Seat No: 28

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 Resturant – Prudential Center:

Walk 0.3 mi (6 mins) toward **Longwood Medial Area- Station** - Take  "E" towards **Lechmere Station** (10-12 mins) Take off at **Prudential Station** and Walk 0.2 miles (3-5 mins) toward **Prudential Center**.



Boston Conference Series| 25th-27th September 2018

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Conference Programme Day THREE*

Thursday, 27th September 2018

08:45 AM to 17:00 PM

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

Your 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

Stop #11 In front of the Sheraton Hotel Depot. [Address- Sheraton Hotel, 39 Dalton Street, Boston, MA 02199]

Departure Time

09:00 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.

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.

Boston Harbor Cruise (45 Minutes) [Subject to Availability/Weather Conditions]

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.

Direction from Conference Venue to Marriott Copley Place Hotel: Walk 0.3 mi (6 mins) toward **Longwood**

Medial Area- Station- Take  "E" towards **Lechmere Station** (10-12 mins) Take off at **Prudential** and Walk 0.2 miles (3-5 mins) toward Boston Marriott Copley Place, 110 Huntington Ave, Boston, MA 02116, 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 7:45am to 8:10am. 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.

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.

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

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>)

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/>

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

Notes



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Conference Division – North America

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