

2018



Boston Conference Series: November 2018 Conference Programme

7th Academic International Conference on Social Sciences and Humanities– AICSSH 2018

7th International Conference on Business, Economics, Management and Marketing-ICBEMM 2018

Conference Venue: Harvard University, Martin

Conference Center at Harvard Boston USA

Conference Dates: 19th-21st November 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| 19th-21st November 2018

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

Conference Programme Day ONE*

Monday, 19th November 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 **Dr. Fararishah Abdul Khalid**, Senior Lecturer, Universiti Teknikal Malaysia Melaka (**Malaysia**). **Conference Chair and Keynote Speaker**

Day ONE Session ONE

Presentation on: **Monday, 19th November 2018**

Session chaired by **Prof. Anetta Caplanova**

Presentation Group: Business & Management

Conference Room/Hall - Room 217

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

Dr. Fararishah Abdul Khalid, Senior Lecturer, Universiti Teknikal Malaysia Melaka (**Malaysia**), *Discovering Open Innovation practices in Small and Medium Enterprises in Malaysia* (Delegate Number: Abdul Khalid 1768 - CL07 - **Oral Presentation**) Seat No: 1

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

Prof. Dina Rady, Professor, George Washington University (**United States**), *Egypt in the Global Economy, Post Revolution Economic Challenges and Prospects* (Delegate Number: Rady 1802 - CL16 - **Oral Presentation**) Seat No: 2

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

Dr. Doina Vlad, Associate Professor of Business, Seton Hill University (**United States**), *Is Rampant Inflation a Real Threat Under a Trade War Environment?* (Delegate Number: Vlad 1709 - CL14 - **Oral Presentation**) Seat No: 3

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

Ms. Sadaf Hayat, MBA, IQRA University (**Pakistan**), *Impact of Pricing Strategies on Consumer Perception* (Delegate Number: Hayat 1029 - CL03 - **Oral Presentation**) Seat No: 4

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

Dr. Shaymaa Salim, Associate Professor, Ajman University (**United Arab Emirates**), *Understanding the Impact of Customer Relationship Management Practices on Customer Satisfaction and Loyalty: An Empirical Study on the Customers of Telecommunications Companies Operating in UAE* (Delegate Number: Salim 1622 - CL04 - **Oral Presentation**) Seat No: 5

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

Dr. Abdul Razak Munir, Lecturer, Hasanuddin University (**Indonesia**), *The Influence of Entrepreneurial Competence and Social Media Marketing on SME's Competitive Advantage on Province of South Sulawesi, Indonesia* (Delegate Number: Munir 1735 - CL15 - **Oral Presentation**) Seat No: 6

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



Dr. Irene Lebrusan, Postdoctoral Researcher, Harvard Law School (**United States**), *Housing tenure, housing policies and social stratification in old age: The case of Spain* (Delegate Number: Lebrusan 1811 - CK26 - **Oral Presentation**) Seat No: 7

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

Day ONE Session TWO –

Presentation on: **Monday, 19th November 2018**

Session chaired by **Dr. Fararishah Abdul Khalid**

Presentation Group: Interdisciplinary Studies

Conference Room/Hall - Room 217

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

Dr. Yuwei Wang, Associate Professor, Marist College (**United States**), *Directors' liability insurance and investment-cash flow sensitivity* (Delegate Number: Wang 1692 - CL12 - **Oral Presentation**) Seat No: 8

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

Mrs. Makaram Alhamad, Master Student, Morgan State University (**United States**), *The Effect of Foreign Aid on Poverty Reduction in Developing Countries* (Delegate Number: Alhamad 1734 - CL18 - **Oral Presentation**) Seat No: 9

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

Prof. Anetta Caplanova, Professor, University of Economics in Bratislava (**Slovakia**), *Intellectual Property Protection : A blessing or a curse?* (Delegate Number: Caplanova 1590 - CL01 - **Oral Presentation**) Seat No: 10

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

Prof. Saif AlQaydi, Professor, Higher Colleges of Technology (**United Arab Emirates**), *Toward New Dynamics of Naming in Dubai; the Impact of Multiculturalism on Places, Streets and Geographic Features* (Delegate Number: AlQaydi 1743 - CK21 - **Oral Presentation**) Seat No: 11

2:20:00 PM - 12:40:00 PM

Dr. Rasha Abdelrahman, Assistant Professor, Ajman University (**United Arab Emirates**), *Public Attitude and Acceptance towards Expansion of Treated Wastewater Reuse in the United Arab Emirates* (Delegate Number: Abdelrahman 1620 - CK11 - **Oral Presentation**) Seat No: 12

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

Dr. Florence Undiyaundeye, Lecturer, Federal College of Education Obudu (**Nigeria**), *Management of behavior and emotional disorder for child integration in societal functioning : Implication for teaching and learning* (Delegate Number: Undiyaundeye 1584 - CK01 - **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: **Monday, 19th November 2018**

Session chaired by **Prof. Dina Rady**

Presentation Group: Interdisciplinary Studies

Conference Room/Hall - Room 217

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

Dr. Tasrifin Tahara, Lecturer, Hasanuddin University (**Indonesia**), *The Business Network of Bajau Tribe Sea Fisheries and Legal Problems in Indonesia-Malaysia Border* (Delegate Number: Tahara 1715 - CK22 - **Oral Presentation**) Seat No: 14 **Co-Author** : **Prof. Dinna Dayana La Ode Malim**, Rector, Dayanu Ikhsanuddin University (**Indonesia**) (Delegate Number: Malim 1715 - CK23 - **Oral Presentation**) Seat No: 15

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

Mr. Kevin Ayukncha Enow, Post Graduate Student, Eberwalde University for Sustainable Development (HNEE) (**Germany**), *Monitoring forest cover change at the waza national park and its environs between 2000 and 2016, far north Cameroon, using GIS and Remote sensing techniques* (Delegate Number: Enow 1652 - CK06 - **Oral Presentation**) Seat No: 16

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

Dr. Eunhye Kim, PhD Student, Ewha Womans University (**South Korea**), *Human Identity in Year Million: Focusing on Karel Capek's Robot and the British TV Drama, Humans* (Delegate Number: Kim 1798 - CK18 - **Oral Presentation**) Seat No: 17

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

Mrs. Rekha Chaudhari, Managing Director, Mothers Touch Foundation (**India**), *Indian Post-Partum Care: A-randomised trial to improve maternal health six weeks after birth* (Delegate Number: Chaudhari 1792 - CK24 - **Oral Presentation**) Seat No: 18

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

Mrs. Jane Mutfwang, Lecturer, Nigerian Defence Academy (**Nigeria**), *From Tradition To Resolution: The Image of Woman in the Novels of Ngugi Wa Thiongo* (Delegate Number: Mutfwang 1650 - CK15 - **Oral Presentation**) Seat No: 19

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

Mr. Young Yoon Won, Student, Milton Academy (**United States**), *Emotional Labor Experienced by Workers Whose Status Marginalized in Korean Society: A Comparative Analysis between Apartment Security Workers (Janitor) Working in Gangnam Apartments and those Working in Public Rental Housings* (Delegate Number: Won 1689 - CK28 - **Oral Presentation**) Seat No: 20

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

Ms. Srishti Mahendiratta, Student, Pandit Deendayal Petroleum University (**India**), *Application of Artificial Intelligence in Banking and Financial Services* (Delegate Number: Mahendiratta 1761 - CL06 - **Oral Presentation**) Seat No: 21

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

Day ONE Session FOUR –

Presentation on: **Monday, 19th November 2018**

Session chaired by **s Dr. Abdul Razak Munir,**

Presentation Group: Interdisciplinary Studies

Conference Room/Hall - Room 217

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

Ms. Roma Patel, Student, Pandit Deendayal Petroleum University (**India**), *Water Crisis Management- Traditional Approach: A Case Study of a village in Sabarkantha District of Gujarat* (Delegate Number: Patel 1628 - CK13 - **Oral Presentation**) Seat No: 22

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

Mr. Varun Purohit, Student, Pandit Deendayal Petroleum University (**India**), *Impact of Artificial Intelligence on Jobs* (Delegate Number: Purohit 1763 - CK16 - **Oral Presentation**) Seat No: 23

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

Ms. Hetvi Badiani, Student, Pandit Deendayal Petroleum University (**India**), *How successful is Pradhan Mantri Ujjwala Yojana as a program intended towards behavioral change and women empowerment* (Delegate Number: Badiani 1755 - CK17 - **Oral Presentation**) Seat No: 24

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

Mr. Dhruvrajsinh Rana, Student, Pandit Deendayal Petroleum University (**India**), *Sustainable Solid Waste Management in Ahmedabad City, Gujarat, India* (Delegate Number: Rana 1644 - CK12 - **Oral Presentation**) Seat No: 25

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

Mr. Divy Shah, Student, Pandit Deendayal Petroleum University (**India**), *A New Theoretical Framework of Displacement of Grey Markets* (Delegate Number: Shah 1781 - CK19 - **Oral Presentation**) Seat No: 26

06:10 PM: 06:20 PM

Closing Remarks by **Dr. Fararishah Abdul Khalid,** Senior Lecturer, Universiti Teknikal Malaysia Melaka (**Malaysia**). **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*

Tuesday, 20th November 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)

Ms. Baraa Almansour, Master Student, The University of Texas at Dallas (**United States**), *Listener* (Delegate Number: Almansour 284 - CL17 - **Listener**) Seat No: 27


Mr. Ali Faqihi, Student, Sacred Heart University (**United States**), *Listener* (Delegate Number: Faqihi 285 - CL20 - **Listener**) Seat No: 28

Mr. Essa Haddadi, Student, Sacred Heart University (**United States**), *Listener* (Delegate Number: Haddadi 286 - CL21 - **Listener**) Seat No: 29

Mr. Ibrahim Almajdua, Graduate Student, Sacred Heart University (**United States**), *Listener* (Delegate Number: Almajdua 287 - CL22 - **Listener**) Seat No: 30

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**.

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Conference Programme Day THREE*

Wednesday, 21st November 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/smartly 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.

FLE Learning Ltd

Conference Division – North America

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