

2016



## 2nd Academic International Conference on Business, Marketing and Management

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### Conference Programme

Conference Venue: Harvard University, Martin  
Conference Center at Harvard Boston USA  
Conference Dates: 5-7 April 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.

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## 2nd Academic International Conference on Business, Marketing and Management

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

5<sup>th</sup>-7<sup>th</sup> April 2016

### Conference Programme Day ONE\*

Tuesday, 5<sup>th</sup> April 2016

**08:45 AM: 09:15 AM** : **Registration Tea & Coffee**  
**09:15 AM: 09:25 AM** : **Welcome and Opening Remarks (Room 214)**  
Welcome and Opening Remarks by **Dr. Asma Salman**, Associate Professor, American University in the Emirates and Conference Chair.

#### **9:30 AM - 9:50 AM**      **Keynote Speech**

Keynote Speech by **Dr. Asma Salman**, Associate Professor, American University in the Emirates, *Empirical Analysis of Foreign Direct Investments: The Case of UAE*

#### **Short Profile of Dr. Asma Salman:**

Teacher, Trainer and Facilitator, Associate Professor, Dr. Asma Salman is specialized in International Finance. Proud member of faculty at the College of Business Administration at the American University the Emirates, Dubai, UAE, where Dr. Asma has also served as the Chair of the Department of Accounting and Finance, apart from being a coordinator for various international accreditation steering committees. She holds an extensive experience in the corporate sector as well. Completed her MBA in Finance and Accounting and earned a PhD in Finance from an AMBA accredited, AACSB member, School of Management at the Harbin Institute of Technology, Harbin, China, with research credentials from Brunel University, London, U.K. She has been actively engaged in scientific research and has published credible articles in International Journals and Conferences, as well serves as an editor at various International Journals. She also serves as the Dubai Cohort supervisor for many students under the Nottingham Business School DBA program. Dr. Asma has been conducting workshops at international forums involving her students and is the proud founder of the first ever student club at AUE called 'yalla finance'. Research has made her gain several awards and honors around the globe. Major areas of research include, International Finance, Economics and Accounting. She has been involved with various research projects at the micro and the macro level, the most prominent one includes a Research Project titled "Impact of State Owned Enterprises Convertible Bonds on the Capital Account – A Case-study of OGDCL". Dr. Asma also holds a certification in financial management, which makes her a certified trainer for Corporate Finance, International Finance and Accounting.

#### **9:25 AM - 9:50 AM**

**Dr. Asma Salman**, Associate Professor, American University in the Emirates, *'Empirical Analysis of Foreign Direct Investments: The Case of UAE'* (Delegate Number: Salman 1293 - V35)

#### **Day ONE Session ONE**

Session chaired by **Prof. Vincent Xiaoguang Qi**

**Presentation Group:** Finance and Management

**Conference Room** – Room 214 – 2<sup>nd</sup> Floor

#### **9:50 AM - 10:15 AM**

**Prof. Kenichi Shinohara**, Professor, Kyoto Sangyo University, *The Evolution and Current State of Work Organization Reform at General Motors: A Perspective from Japanese Automakers* (Delegate Number: Shinohara 2813 - V30)

**10:15 AM - 10:40 AM**

**Dr. Curie Park**, Research Associate, University of Cambridge, *Critical decision-making factors for agile business model innovation in an incumbent organisation: a UK retailer case* (Delegate Number: Park 2818 - V22)

**10:40 AM - 11:05 AM**

**Dr. Karen Miller**, Research Associate, University of Cambridge, *Rethinking personas for sustainable behaviour business models* (Delegate Number: Miller 2821 - V23)

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

**Day ONE Session TWO**

Session chaired by **Dr. Asma Salman**

**Presentation Group:** Management

**Conference Room** – Room 214, 2<sup>nd</sup> Floor

**11:20 AM - 11:45 AM**

**Prof. Vincent Xiaoguang Qi**, Deputy Director, OSCE Institute, Xi'an Jiaotong Liverpool University, *The Development of Business Anthropology in China and Its Future* (Delegate Number: Qi 2814 - V28)

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

**Dr. Venkata Chalam Goriparthi**, Professor, Acharya Nagarjuna University, *Globalization and its Impact on Indian Consumerism* (Delegate Number: Goriparthi 2744 - V14)

**12:10 PM - 12:35 PM**

**Dr. Yusuf Bako**, Lecturer, The Federal Polytechnic, Ilaro, Ogun. Nigeria., *Change Implementation and Competitive Positioning* (Delegate Number: Bako 2802 - V19)

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

**Dr. Yusuf Bako**, Lecturer, The Federal Polytechnic, Ilaro, Ogun. Nigeria., *Change Leadership and Organisational Stability* (Delegate Number: Bako 2819 - V20)

**1:00 PM - 1:05 PM**

**Day ONE Group Photograph**

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

**Lunch Break**

**Day ONE Session THREE**

Session chaired by **Dr. Heejun Kim**

**Presentation Group:** Marketing

**Conference Room** – Room 214, 2<sup>nd</sup> Floor

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

**Dr. Metin Argan**, Professor, Anadolu University, *Development and Validate of a Relationship Quality Scale in Health: A Preliminary Study Based on Dentist-Patient Relationship* (Delegate Number: Argan 2742 - V6)

**2:25 PM - 2:50 PM**

**Ms. Hind GHILANE**, Phd Student, University Mohammed V Rabat, *The importance of branding in the marketing mix approach: Case of International Brands* (Delegate Number: GHILANE 2499 - V7)

**2:50 PM - 3:15 PM**

**Mrs. Maryam El Yachioui**, PhD Student, Mohamed V University of Rabat, *The marketing myopia in the Moroccan public administrations (PA)* (Delegate Number: El Yachioui 2468 - V16)

**3:15 PM - 3:30 PM**


**Group Discussion**

**List of Listener Delegates for Day ONE and Day TWO**

1. Mr. Abdullah Bin Salmah, MBA Candidate, Niagara University (Delegate Number: Bin Salmah 203 - V3)
2. Ms. Shatha Alsamdany, Student, Clark Atlanta University (Delegate Number: Alsamdany 215 - V31)
3. Mr. Ibrahim Alhadlaq, MBA Student, Niagara University (Delegate Number: Alhadlaq 214 - V29)

**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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5<sup>th</sup>-7<sup>th</sup> April 2016

### Conference Programme Day TWO\*

Wednesday, 6<sup>th</sup> April 2016

08:45 AM - 09:25 AM : Registration and Tea/Coffee

#### Day TWO Session ONE

Session chaired by **Ms. Noha Abd El-Rahman**

**Presentation Group:** Finance

**Conference Room** - Room 214, 2<sup>nd</sup> Floor

#### 9:25 AM - 9:50 AM (Keynote Speech Day TWO)

**Dr. Heejun Kim**, Assistant Professor, New York City College of Technology, *Segmentation of Repeat Visitors and Travel Motivations* (Delegate Number: Kim 2815 - V21)

#### 9:50 AM - 10:15 AM

**Ms. Lubina Zaidi**, Assistant Professor, Virginia State University, *Feasibility of Altman (2005) model for default prediction for Indian Small and Medium Enterprises (SMEs)* (Delegate Number: Zaidi 2807 - V18)

#### 10:15 AM - 10:40 AM

**Ms. Niveditha Venugopalan**, MS Scholar, Indian Institute of Technology, *Behavioral Biases: Do They Really Matter for Valuation of Asset Prices* (Delegate Number: Venugopalan 2444 - V24)

#### 10:40 AM - 11:05 AM

**Dr. Rosa Maria Velazquez Sanchez**, Research Assistant, Universidad Autonoma Benito Juarez de Oaxaca, *Micro-Innovation Indicators in the Sustainability of Mexican Communities with Indigenous Ecotourism* (Delegate Number: Velazquez Sanchez 2485 - V13). Co-Author **Mr. Jesus Gomez Velazquez** (Delegate Number: Gomez Velazquez 2485 - V17)

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

#### Day TWO Session TWO

Session chaired by **Dr. Yusuf Bako**

**Presentation Group:** Business & Economics

**Conference Room** - Room 214, 2<sup>nd</sup> Floor

#### 11:20 AM - 11:45 AM

**Dr. Anas AlQudah**, Assistant Professor of Finance, American University of the Middle East Kuwait, *The Impact of Oil Sector on the Global Competitiveness of the GCC Countries: Panel Data Approach* (Delegate Number: AlQudah 2794 - V11). Co-Author **Dr. Ahmed Badawi**, Assistant Professor of Finance, American University of the Middle East Kuwait (Delegate Number: Badawi 2794 - V12)

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

**Ms. Karishma Arya**, Undergraduate Student, Pandit Deendayal Petroleum University, *Fostering Competitiveness and Ease of Doing Business Through 'Make in India': An Examination of India's Policies for Investment Attractiveness*. (Delegate Number: Arya 2820 - V26)

**12:10 PM - 12:35 PM**

**Dr. Bassam Albassam**, Assistant Professor, Institute of Public Administration, *The study examines the relationship between budget transparency and quality of governance*. (Delegate Number: Albassam 2788 - V34)

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

**Ms. Noha Abd El-Rahman**, Assistant Lecturer, The British University in Egypt (BUE), *Features Affecting the Quality of Sustainability Reporting Within an Egyptian Context: An Empirical Study and Evaluation* (Delegate Number: Abd El-Rahman 2733 - V10)

**1:00 PM – 1:05 PM**

**Day TWO Group Photograph**

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

**Lunch Break**

**Day TWO Session THREE**

Session chaired by **Dr. Anas AlQudah**

**Presentation Group:** Business

**Conference Room** - Room 214, 2<sup>nd</sup> Floor

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

**Mr. Adam Krisko**, PhD Fellow, Roskilde University, *A conceptual review of XBRL in relation to Big Data* (Delegate Number: Krisko 2817 - V25)

**2:25 PM - 2:50 PM**

**Mr. Nader Al-Juma'i**, PhD Candidate, Kwansai Gakuin University, *Personal and Structural Factors As Determinants of Entrepreneurial Approach in Emerging Markets* (Delegate Number: Al-Juma'i 2812 - V27)

**2:50 PM - 3:15 PM**

**Mr. Hazaz Alsolami**, PhD Student, Universiti Putra Malaysia, *Revisiting Innovation Leadership* (Delegate Number: Alsolami 1288 - V8)

**03:15 PM - 3:30 PM**

**Closing Remarks by Dr. Asma Salman**, Associate Professor, American University in the Emirates and Conference Chair

**07:30 PM - 9:30 PM**

**Social Networking Dinner\*** at **Legal Sea Foods**, 26 Park Plaza, Boston, MA 02116, United States Phone:+1 617-426-4444 (Only for those delegates who have registered and paid for the social events).

**Direction from Conference Venue to Legal Sea Foods – Park Square:**

Walk 0.3 mi (6 mins) toward **Longwood Station**- Take **T** "E" towards **Lechmere Station** (13-15 mins)

Take off at Arlington Station and Walk 0.2 miles (5 mins) toward **Legal Sea Foods**, 26 Park Plaza, Boston, MA 02116

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### Conference Programme Day THREE\*

Thursday, 7<sup>th</sup> April 2016


<b>09:30 AM to 16:30 PM</b>	<b>'Boston in One Day Sightseeing Tour'</b>
<b>Tour Departs from Park Plaza</b>	8 Park Plaza, 1st floor, City Place Food Court at the Massachusetts Transportation Building
<b>Departure Time</b>	09:30 AM
<b>Duration</b>	7 hours (approx.)
<b>Contact Details</b>	<b>Brush Hill Tours / Gray Line of Boston on +1 617 720 6342.</b>

Experience the best of greater Boston's top attractions in one day on this guided sightseeing tour around the city. Visit the historic towns of Cambridge, Lexington and Concord. Then see Boston's best spots, like Beacon Hill, the North End, the Seaport District and some of the historic locations along the Freedom Trail, including the USS 'Constitution.' Travel in an air-conditioned luxury coach with an expert guide who will detail the day's events.

#### Highlights

- All-day sightseeing tour of the greater Boston area
- See Boston's must-see sights on a narrated coach tour with an expert guide
- Explore Beacon Hill, the Seaport District, Rows Wharf, the West End and more
- Spend time shopping at the Faneuil Hall Marketplace (Quincy Market)
- Travel through the surrounding historic towns of Cambridge, Lexington and Concord
- Visit Harvard Square, the Lexington Battle Green and the Battle Road Trail
- Hear stories about Paul Revere and the Minutemen during the American Revolutionary War

#### Direction from Conference Venue to 8 Park Plaza:

Walk 0.3 mi (6 mins) toward **Longwood Station**- Take  "E" towards **Boylston Street** Station (13-15 mins)  
Take off at Boylston Street Station and Walk 0.2 miles (5 mins) toward 8 Park Plaza, 1st floor, City Place Food Court at the Massachusetts Transportation Building

**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

**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.

**Publication Policy:** All abstracts/proposals will be published online after the conference and uploaded on FLE's website. 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.

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

**FLE Learning Ltd**

**Conference Division**

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