

2019



Cambridge Conference Series: December 2019 Conference Programme

Academic International Conference on Social Sciences and
Education -AICSSE 2019

11th Academic International Conference on Business,
Marketing and Management-AICBMM 2019

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

Conference Dates: 2nd-4th December 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 years, FLE has successfully organised one hundred and thirty six international academic conferences in which delegates from over 85 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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Cambridge Conference Series | 2nd-4th December 2019

Academic International Conference on Social Sciences and Education -AICSSSE 2019

11th Academic International Conference on Business, Marketing and Management-AICBMM 2019

List of Conference Coordinators & Session Chairs

Mr. Marang Tebogo Mamahlodi¹ (Session Chair : Day ONE Session ONE)

Hon. Bernard Oduro Takyi² (Session Chair : Day ONE Session TWO)

Prof. Jason Miin-Hwa Lim³ (Session Chair : Day ONE Session THREE)

Dr. Libor Klimek⁴ (Session Chair : Day ONE Session FOUR)

Dr. Xavier Borg⁵ (Session Chair : Day TWO Session ONE)

Mr. Kingsley Oduro⁶ (Session Chair : Day TWO Session TWO)

Prof. Mojalefa Koenane⁷ (Session Chair : Day TWO Session THREE)

Dr. Maciej Stawicki⁸ (Session Chair : Day TWO Session FOUR)

Committee Members

Dr. Adelekan Saidi, Lecturer (Management); Dr. Aleksandra Kowalska, Associate Professor (Economics); Dr. Alrence Halibas, Assistant Professor (Information Management); Dr. Amna Yousaf, Lecturer (Management); Mrs. Andreja , Assistant Professor (Sociology); Dr. Ansuman Jena, Associate Professor (Marketing); Dr. Asma Salman, Department Chair (Banking and Finance); Dr. David Canton-Cortes, Lecturer (Psychology); Dr. Dilip Jha, Lecturer (Business); Dr. Kwanruetai Boonyasana, Lecturer (Economics); Dr. Emrah Aydemir, Assistant Professor (International Relations); Mr. Eyo Eyo, Lecturer I (Banking and Finance); Dr. Fanny Ming Yan Chung, Assistant Professor (Culture); Dr. Farouq Al-Shibli, Assistant Professor (Law); Dr. Fatma Demir, Academician (Education); Prof. Fikrat Jahangirov, Professor, Dean of the faculty of Education (); Mrs. George Gotsiridze, Full Professor (History); Dr. Hamoul Tarik, Assistance Professor (Banking and Finance); Dr. Haya Alshehri, Academic (Business); Dr. Heejun Kim, Assistant Professor (Marketing); Dr. Hilal Kaya, Teaching Fellow (Humanities); Prof. Howard Chitimira, Professor (Law); Dr. Irina Bilan, Associate Professor (Banking and Finance); Assoc. Prof. Dr. Ismail Sualman, Associate Professor & Director (Social Sciences); Dr. Itotenaan Henry Ogiri, Senior Lecturer (Business); Dr. Jacob Adeyanju, Senior Lecturer (Education); Dr. Jolanta Mackowicz, Associate Professor (Education); Dr. Junardi Harahap, Lecturer (Social Sciences); Dr. Kameleddine Benameur, Assistant Professor (Accounting); Dr. Ketevan Gigashvili, Professor (Humanities); Dr. Lenneal Henderson, Mentoring Faculty (Public Policy); Ms. Marta Ortega, Associate Professor (Law); Dr. Martis Ishaya, Deputy Dean (Law); Doc., JUDr., PhD. Milos Deset, Associate Professor (Law); Dr. Mohammad Arif Kamal, Associate Professor (Environment); Dr. Mohammad Sami Ali, Assistant Professor (Banking and Finance); Dr. Mohammad Knio, Assistant Dean (Economics); Dr. Mohammad Ali, Assistant Professor (Banking and Finance); Mr. Mohammed Thanvir Ahmed Chowdhury, Associate Professor & HOD (Social Sciences); Dr. Mohd-Yusoff Yusliza, Associate Professor (Management); Dr. Nazim Rahim, Assistant Professor (International Relations); Mr. Nicholas Musty, Lecturer (Gender Studies); Dr. Nicoleta-Elena Buzatu, Professor & Vice Dean (Law); Dr. Nneka Chidiebere-Mark, Lecturer (Social Sciences); Dr. Noel , Associate Professor (Education); Dr. Olufemi Omisakin, Lecturer (Business); Ms. Adetutu Oluwaseyi, Reseacher (Law); Dr. Patricia Audrey Ruslijanto, Associate Professor (Law); Dr. Pramod Pathak, Professor (Management); Dr. R Abd Halim Mohd Noor, Associate Professor (Economics); Dr. Rafiq Idris, Senior Lecturer (Economics); Assoc. Prof. Dr. Rahimah Embong, Deputy Dean (Education); Dr. Ramandeep Chhina, Associate Professor and Deputy Director Research (Law); Dr. Rashmi Aggarwal, Professor (Law); Dr. Rouaski Khaled, Associate Professor (Economics); Assoc. Prof. Dr. Rozainun Abdul Aziz, Professor (Education); Dr. Ruzita Azmi, Associate Professor (Law); Dr. S.Chandra Sekaran, Head, Mcnally School of Fine Arts (Education); Dr. Sabeen Bhatti, Senior Assistant Professor (Management); Dr. Sami Khan, Professor (Management); Dr. Samiul Ahmed, Assistant Professor & Head of Department (Banking and Finance); Dr. Sanem Kulak Gökçe, Assistant Professor (Gender Studies); Dr. Sanjay Kumar Pradhan, Assistant Professor (Social Sciences); Dr. Sarwar Ahmed, Professor (Banking and Finance); Dr. Stella Zulu-Chisanga, Lecturer (Business); Dr. Subrahmanian Muthuraman, Assistant Professor (Management); Dr. Sun Young Park, Associate Professor (Education); Assoc. Prof. Dr. Syed Afshana, Associate Professor (Communications and Media); Dr. Tharwat El-Sakran, Professor (Education); Dr. Uthit Siriwan, Full Professor (Business); Dr. Valmira Osmanaj, Department Chair & Assistant Professor (Information Management); Dr. Yusuf Bako, Senior Lecturer & Head of Department (Management); Prof. Zachary Bolo Awino, Professor and Associate Dean (Business)

¹ Mr. Marang Tebogo Mamahlodi, Lecturer, University of South Africa, South Africa.

² Hon. Bernard Oduro Takyi, Presiding Member, National Association of Local Authorities of Ghana (NALAG), Ghana.

³ Prof. Jason Miin-Hwa Lim, Associate Professor, Universiti Malaysia Sabah, Malaysia.

⁴ Dr. Libor Klimek, Associate Professor, Matej Bel University, Slovakia.

⁵ Dr. Xavier Borg, PhD Student, University Paul Valery - Montpellier, France.

⁶ Mr. Kingsley Oduro, Project Research Manager, Ministry of Trade & Industry, Ghana.

⁷ Prof. Mojalefa Koenane, Associate Professor, University of South Africa, South Africa.

⁸ Dr. Maciej Stawicki, Assistant Professor, Warsaw University of Life Sciences, Poland.

Cambridge Conference Series | 2nd-4th December 2019

Academic International Conference on Social Sciences and Education -AIC SSE 2019

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Conference Programme Day ONE*

Monday, 2nd December 2019

08:45 AM: 09:10 AM : **Registration and Tea/Coffee**

09:10 AM: 09:20 AM : **Welcome & Opening Remarks - [Lucia Windsor Room](#)**

Opening by **Prof. Jason Miin-Hwa Lim**, Associate Professor, Universiti Malaysia Sabah (**Malaysia**) Keynote Speaker and Conference Chair.

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

Prof. Jason Miin-Hwa Lim, Associate Professor, Universiti Malaysia Sabah (**Malaysia**), *Word Stress Identification: An Exploratory Correlational Inquiry into Second Language Learners' English Pronunciation* (Delegate Number: Lim 8087 - DU27 - **Oral Presentation**) Seat No: 1

Day ONE Session ONE – Keynote Session

Presentation on **Monday, 2nd December 2019**

Session chaired by **Mr. Marang Tebogo Mamahlodi**

Presentation Group: Keynote Session

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

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

Dr. Libor Klimek, Associate Professor, Matej Bel University (**Slovakia**), *Costs of Electronic Monitoring in Slovak Criminal Justice* (Delegate Number: Klimek 8075 - DU11 - **Oral Presentation**) Seat No: 2

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

Hon. Bernard Oduro Takyi, 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: Takyi 7733 - DU38 - **Oral Presentation**) Seat No: 3

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

Dr. Rose Boitumelo Mathafena, Post Doctoral Fellow, University of South Africa (**South Africa**), *Effectiveness of human resources practices in driving proactive experimentation and risk taking work behaviours in organisations* (Delegate Number: Mathafena 7551 - DQ01 - **Oral Presentation**) Seat No: 4

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

Day ONE Session TWO

Presentation on **Monday, 2nd December 2019**

Session chaired by **Hon. Bernard Oduro Takyi**

Presentation Group: Social Sciences

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

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

Mr. Marang Tebogo Mamahlodi, Lecturer, University of South Africa (**South Africa**), *A Descriptive Health Measurement Module Student Success and Retention Alleyway in Three Academic Years* (Delegate Number: Mamahlodi 8072 - DU10 - **Oral Presentation**) Seat No: 5

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

Dr. Jukka Ojasalo, Head of Master's Degree Programme, Laurea University of Applied Sciences (**Finland**), *Intensive Multidisciplinary Learning Concept in Higher Education: Case Cern Bootcamp* (Delegate Number: Ojasalo 8123 - DQ06 - **Oral Presentation**) Seat No: 6

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

Prof. Huiling Zou, Professor, Jiangsu Normal University (**China**), *Empirical Research on Extracurricular Autonomous Reading by Vocational College English* (Delegate Number: Zou 8114 - DU21 - **Oral Presentation**) Seat No: 7

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

Ms. Kate Bancroft, Course Leader & Doctoral Student, Leeds Beckett University (**United Kingdom**), *Economically Wasteful and an Unnecessary Distraction for Staff?: A Narrative Account of a Headteacher's Gender Transition* (Delegate Number: Bancroft 8160 - DU33 - **Oral Presentation**) Seat No: 8

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

Ms. Xiaomin Sheng, PhD Student, University of Huddersfield (**United Kingdom**), *A Combined Model of Ecological Systems Theory and Social Learning Theory to Understand the Acquisition of Intimate Partner Violence* (Delegate Number: Sheng 8202 - DU24 - **Oral Presentation**) Seat No: 9

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

Ms. Anita Kéri, Assistant Lecturer, University of Szeged (**Hungary**), *New Approaches in the Education of Economics - Co-creation in the Making* (Delegate Number: Kéri 9020 - DU30 - **Oral Presentation**) Seat No: 10

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

1:10:00 PM - 1:50:00 AM Lunch Break

Day ONE Session THREE

Presentation on **Monday, 2nd December 2019**

Session chaired by **Prof. Jason Miin-Hwa Lim**

Presentation Group: Social Sciences

Conference Room/Hall - Lucia Windsor Room

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

Ms. Irina Korolenko, Senior Lecturer, Immanuel Kant Baltic Federal University (**Russia**), *Social and Psychological Adaptation and Alienation Problems of Migrant Children in the Multi-ethnic Educational Institutions of Russia* (Delegate Number: Korolenko 9019 - DU29 - **Oral Presentation**) Seat No: 11

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

Mr. David Barnard, PhD Student, University of Aberdeen (**United Kingdom**), *Investigating the 'Attainment Challenge' Policy Discourse in Scotland and its Effect on Emergent Teacher Agency* (Delegate Number: Barnard 8155 - DU26 - **Oral Presentation**) Seat No: 12

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

Mr. Jinnawat Lertpradit, Lecturer, Srinakharinwirot University (**Thailand**), *Applying of a Professional Learning Community in the Development of Active Learning Management of Secondary School Teachers in Thailand* (Delegate Number: Lertpradit 7975 - DU05 - **Oral Presentation**) Seat No: 13

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

Prof. Farida Abderrahim, Lecturer, University Frères Mentouri (**Algeria**), *The Interrelationship of Form, Meaning, Use and Culture in a Textbook to Develop English as a Foreign Language Learners' Grammar Awareness* (Delegate Number: Abderrahim 7869 - DU06 - **Oral Presentation**) Seat No: 14

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

Mr. Pawinyaphat Woraphan, Lecturer, Srinakharinwirot University (**Thailand**), *Concept "Thainess" in Thai History and Civics Study Subject of Upper Secondary Level: Barriers to Learning in Order to Develop Citizenship* (Delegate Number: Woraphan 7981 - DU08 - **Oral Presentation**) Seat No: 15

3:30:00 AM - 3:50:00 AM Tea/Coffee Break

Day ONE Session FOUR

Presentation on **Monday, 2nd December 2019**

Session chaired by **Dr. Libor Klimek**

Presentation Group: Social Sciences

Conference Room/Hall - Lucia Windsor Room

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

Mrs. Anchalee Suknaisith, Lecturer, Srinakharinwirot University (**Thailand**), *Teacher's Instruction That Supporting Critical Thinking for Students in Bangkok* (Delegate Number: Suknaisith 7972 - DU04 - **Oral Presentation**) Seat No: 16

4:10:00 PM - 4:30:00 PM

Dr. Siriporn Dabphet, Associate Professor, Srinakharinwirot University (**Thailand**), *Japan's Aging Policies and A Lesson for Thailand's Aging Society* (Delegate Number: Dabphet 7973 - DU02 - **Oral Presentation**) Seat No: 17

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

Mr. Kingsley Oduro, Project Research Manager, Ministry of Trade & Industry (**Ghana**), *Creative Education: A Tool for Changing the Narrative of the Chew and Pour System of Education, Prerequisite for Promoting Entrepreneurship and Modern Day Business Management* (Delegate Number: Oduro 8090 - DU15 - **Oral Presentation**) Seat No: 18

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)

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Conference Programme Day TWO*

Tuesday, 3rd December 2019

08:45 AM: 09:00 AM : **Registration and Tea/Coffee**

Day TWO Session ONE

Presentation on **Tuesday, 3rd December 2019**

Session chaired by **Dr. Xavier Borg**

Presentation Group: Social Sciences

Conference Room/Hall - Lucia Windsor Room

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

Mrs. Doris Ampofowaa, National SLATLA Project Coordinator, National Association of Local Authorities of Ghana (NALAG) (**Ghana**), *Women at Work: Women Executives and Company Boards – The Case Study of Women Entrepreneurialism* (Delegate Number: Ampofowaa 7787 - DU14 - **Oral Presentation**) Seat No: 19

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

Ms. Sepideh Zahiri, PhD (Business), Birmingham City University (**United Kingdom**), *Determinant Factors of Internet Marketing Adoption and the Impact on Marketing Performance in Distribution Sector: An Empirical Study of Iranian SMEs* (Delegate Number: Zahiri 9008 - DQ14 - **Oral Presentation**) Seat No: 20

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

Ms. Ankita Raj, PhD Research Scholar, GLA University (**India**), *Human Capital and Economic Growth in India: Unexplored Areas for Empowering Women* (Delegate Number: Raj 8109 - DQ13 - **Oral Presentation**) Seat No: 21

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

Dr. Mahmoud Odeh, Assistant Professor, The University of Zarqa (**Jordan**), *Mobile Cloud Computing in the Technology Era: A Managerial Overview of the Main Benefits and Challenges* (Delegate Number: Odeh 8079 - DQ15 - **Oral Presentation**) Seat No: 22

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

Day TWO Session TWO

Presentation on **Tuesday, 3rd December 2019**

Session chaired by **Prof. Mojalefa Koenane**

Presentation Group: Social Sciences

Conference Room/Hall - Lucia Windsor Room

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

Dr. Syaiful Anwar, Lecturer, Indonesia Defense University (**Indonesia**), *The Need Improvement of Digital Literacy for Fighting Against Fake News in Indonesia* (Delegate Number: Anwar 8178 - DU28 - **Oral Presentation**) Seat No: 23

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

Dr. Xavier Borg, PhD Student, University Paul Valery - Montpellier (**France**), *Politicians Versus Experts : The Dynamics of Leadership in French Tourist Offices Under Public Status* (Delegate Number: Borg 9052 - DQ16 - **Oral Presentation**) Seat No: 24

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

Mr. Kingsford Asante, 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: Asante 7781 - DU12 - **Oral Presentation**) Seat No: 25

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

Dr. Rasha Mohamed, Lecturer, Beni Suef University (**Egypt**), *Program to Promote the Ambitious for Creative Students by Using Models of Celebrities* (Delegate Number: Mohamed 8041 - DU13 - **Oral Presentation**) Seat No: 26

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

Dr. Maciej Stawicki, Assistant Professor, Warsaw University of Life Sciences (**Poland**), *Support for the Labour Market in Rural Areas under the EU Cohesion Policy - Poland's Experience* (Delegate Number: Stawicki 9025 - DU34 - **Oral Presentation**) Seat No: 27. **Co-Author(s): Dr. Agnieszka Wojewódzka-Wiewiórska**, Assistant Professor, Warsaw University of Life Sciences (**Poland**) (Delegate Number: Wojewódzka-Wiewiórska 9025 - DU35 - **Oral Presentation**) Seat No: 28

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

Mr. Aminu Hammayo, M.Phil Student, Ahmadu Bello University (**Nigeria**), *Determinants of Internal Audit Effectiveness in Federal Public Sector Organizations in Nigeria* (Delegate Number: Hammayo 8127 - DQ05 - **Oral Presentation**) Seat No: 29

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

1:10:00 PM - 1:50:00 AM Lunch Break

Day TWO Session THREE

Presentation on **Tuesday, 3rd December 2019**

Session chaired by **Mr. Marang Tebogo Mamahlodi**

Presentation Group: Social Sciences

Conference Room/Hall - Lucia Windsor Room

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

Ms. Wanchanok Boonpartsaphai, Postgraduate Student, Srinakharinwirot University (**Thailand**), *The Development of Thai Boutique, 1957-1971* (Delegate Number: Boonpartsaphai 8115 - DU19 - **Oral Presentation**) Seat No: 30

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

Prof. Mojalefa Koenane, Associate Professor, University of South Africa (**South Africa**), *Rural Development Through Traditional Authorities* (Delegate Number: Koenane 9030 - DU25 - **Oral Presentation**) Seat No: 31

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

Dr. Vladimir Moiseev, Professor, Belgorod State Technological University (**Russia**), *Transformation of the Educational Environment and Formation of Human Capital in the Digital Economy* (Delegate Number: Moiseev 9039 - DU36 - **Virtual Presentation (Skype Video Conference)**) Seat No: 32

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

Dr. Vladimir Moiseev, Professor, Belgorod State Technological University (**Russia**), *Assessment of the Human Capital of the Region in the Conditions of Transformation of Economic Processes* (Delegate Number: Moiseev 9041 - DU36A - **Virtual Presentation (Skype Video Conference)**) Seat No: 33

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

Dr. Vladimir Moiseev, Professor, Belgorod State Technological University (**Russia**), *Housing Policy and Human Capital: Problems and Prospects in Russia* (Delegate Number: Moiseev 9048 - DU36B - **Virtual Presentation (Skype Video Conference)**) Seat No: 34

3:30:00 AM - 3:50:00 AM Tea/Coffee Break

Day TWO Session FOUR - POSTER PRESENTATION SESSION

Presentation on **Tuesday, 3rd December 2019**

Session chaired by **Mr. Kingsley Oduro**

Presentation Group: Poster Presentation Session

Conference Room/Hall - Lucia Windsor Room

3:50:00 PM - 5:00:00 PM

Ms. Markéta Šemberová, PhD Student & Lecturer, Palacký University (**Czech Republic**), *Intercultural Dimension of a University Teacher's Work* (Delegate Number: Šemberová 7980 - DU03 - **Poster Presentation**) Seat No: 35

Mr. Mohammed Buobaid, EdD Student, Newcastle University (**United Kingdom**), *An Exploration of Collaboration Between Parents and Educational Professionals in the Plan Design and Implementation of Behavioural Interventions for Children with Autism Spectrum Disorder in the Kingdom of Saudi Arabia* (Delegate Number: Buobaid 9005 - DU22 - **Poster Presentation**) Seat No: 36

Ms. Iva Koribská, PhD Student & Lecturer, Palacký University (**Czech Republic**), *Doctoral Students' Perceptions of Critical Thinking Ability in Relation to Their Teaching Strategy Concept* (Delegate Number: Koribská 7983 - DU09 - **Poster Presentation**) Seat No: 37. **Co-Author(s): Mr. Jiří Kropáč**, PhD Student & Lecturer, Palacký University (**Czech Republic**), (Delegate Number: Kropáč 7983 - DU39 - **Poster Presentation**) Seat No: 38

Mrs. Veronika Stanislavová, PhD Student, Masaryk University (**Czech Republic**), *Role of the Personal Pronouns in Academic Discourse and Development of Academic Writing at the University Level* (Delegate Number: Stanislavová 8064 - DU18 - **Poster Presentation**) Seat No: 39

Prof. Arturo Molina Collado, Full Professor, University of Castilla-La Mancha (**Spain**), *Brand Equity Tourism Destinations: An Application in Wine Regions* (Delegate Number: Molina Collado 8198 - DQ11 - **Poster Presentation**) Seat No: 40. **Co-Author(s): Prof. Mar Gómez Rico**, Full Professor, University of Castilla-La Mancha (**Spain**) (Delegate Number: Gómez Rico 8198 - DQ12 - **Poster Presentation**) Seat No: 41

List of Listeners

Mr. Fawaz Awad Alenzi, Student, Kingston University (**United Kingdom**) (Delegate Number: Alenzi 452 - DQ17 - Listener) Seat No: 42

Ms. Aneta Smitkova, Risk Coordinator, Palacký University (**Czech Republic**) (Delegate Number: Smitkova 448 - DU31 - Listener) Seat No: 43

Ms. Michaela Janakova, Quality Assessment Officer, Palacký University (**Czech Republic**) (Delegate Number: Janakova 449 - DU32 - Listener) Seat No: 44

Ms. Nada Alghamdi, Master Student, Bangor University (**United Kingdom**) (Delegate Number: Alghamdi 453 - DU40 - Listener) Seat No: 45

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)

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Conference Programme Day THREE*

Wednesday, 4th December 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/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

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 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 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 or call **0845 508 9845**.

By Bus

Stagecoach operates a comprehensive service to the city from around the county. Please visit 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 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 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
ICISSE 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
ICTBEL 2020 Vancouver	27th - 29th, Apr 2020	02nd Mar 2020	09th Mar 2020	16th Mar 2020	16th Mar 2020
ICSSEH 2020 Vancouver	27th - 29th, Apr 2020	02nd Mar 2020	09th Mar 2020	16th Mar 2020	16th Mar 2020
ICBLSS 2020 Boston	6 th -8 th , May 2020	6 th April 2020	13 th April 2020	20 th April 2020	20 th April 2020
AICIBS 2020 Boston	6 th -8 th , May 2020	6 th April 2020	13 th April 2020	20 th April 2020	20 th April 2020
AICLEP 2020 Oxford	18th - 20th, May 2020	20th Apr 2020	27th Apr 2020	04th May 2020	04th May 2020
AICMSE 2020 Oxford	18th - 20th, May 2020	20th Apr 2020	27th Apr 2020	04th May 2020	04th May 2020
AICEAF 2020 Edinburgh	22nd - 24th, Jun 2020	18th May 2020	25th May 2020	1 st June 2020	1 st June 2020
ICISSE 2020 Edinburgh	22nd - 24th, Jun 2020	18th May 2020	25th May 2020	1 st June 2020	1 st June 2020

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