



**10th International Trade & Academic Research Conference (ITARC)
&
5th International Conference on Institutional Leadership, Learning & Teaching (ILLT)**

**14-15th October 2019
Holiday Inn London- Kensington
Wrights Lane, Kensington, London W8 5SP**

**Co-hosted by the
Centre for Business & Economic Research (CBER), UK
&
*Centre for Innovative Leadership Navigation (CILN), UK***

Conference Programme
Method - Integrity - Camaraderie



Centre for Business & Economic Research (CBER) is now a member of the CPD Certification Service

Providing recognised independent CPD accreditation compatible with global CPD principles. An initiative to increase standards of CPD provision for all our conferences/seminars/workshops. These are now assessed and fully recognized by CPD Certification service, UK



All conference participants will now receive certificate from the Centre with 15 CPD credits for 2 days conference attendance

TABLE OF CONTENTS

Welcome to 10 th ITARC & 5th ILLT-2019 International Conferences	4
Conference committee	5
Sponsors	6
Conference Chairs and keynote speakers	7
Visit London	10
General Information	11
Schedule for the conference 2019	14
Abstracts	20
List of participants & institutions represented	29
List of authors & paper titles	31
List of countries represented	33

Welcome to the 10th ITARC & 5th ILLT-2019 International Conferences

Dear Conference Attendees,

We are delighted to welcome you to the CBER's joint ITARC and ILLT London Conference, UK. For some of you this will be your first visit to London, an opportunity to see one of the greatest trading nations firsthand. It may be of interest to some of you to discover that over 300 languages are currently spoken in this remarkable city.

This London conference affords us all the opportunity to develop a greater appreciation of the pros and cons of commercial activity, as well as to gain fresh insights into current trends and thinking. For many this conference will be the culmination of years of research and thus the spirit of engagement and sharing is vitally important. It is our earnest desire that attendees will be willing to ask constructive questions and make contributions that add value not only to the papers being presented but to the conference. Over the next two days the stimulating blend of keynote addresses from leading practitioners and thought leaders, along with the presentation of a range of academic papers looks set to provide us with plenty of food for thought.

It is important that we acknowledge that increasingly questions are being asked of the realm of education. Thus, it is of paramount importance that institutions reassess their priorities in order to ensure that students are adequately prepared for a world of work and leisure. Equally, we need to be aware of the role that new technology is playing in the learning sphere, whilst being mindful of issues around privacy, isolation and even security. We also need to be mindful of the fact that Artificial Intelligence (AI) and the Internet of Things (IoT) are set to transform our world.

We are indebted to the reviewers for the important role that they have played in ensuring that this conference is well placed to continue to maintain the high standards that we all aspire to. We want to thank our keynote speakers in anticipation of their important contributions, as well as our various track chairs for their time and effort. To all the academics present or in absentia who have placed their research in the public domain via this conference, we are grateful for your good faith and trust.

It is our earnest wish that all participants will feel fully engaged, ever ready to ask searching, yet constructive questions and eager to learn. Whether you be an academic with many years of experience or one in the early days of your professional journey, we trust that you find the conference thought provoking and gain some welcome insights into ground breaking research from across the globe. London offers ample proof of mankind's ingenuity, but also acts to remind us of the challenges we all face when it comes to issues such as inclusion, social deprivation and the need for greater foresight planning.

Finally, the conference organisers trust that you will find your time in Europe's largest city both stimulating and rewarding. We wish you a safe stay and return journey, and hope that our paths cross again, either in person or in the cybersphere.

Dr P. R. Datta

Centre for Business & Economic Research (CBER), UK

Mark T. Jones

Centre for Innovative Leadership Navigation (CILN), UK

ITARC/ILLT-2019 CONFERENCE COMMITTEE MEMBERS

Conference Chairs

Dr. P. R. Datta, Centre for Business & Economic Research (CBER), London, United Kingdom

Mark T Jones, Centre for Innovative Leadership Navigation (CILN), London, United Kingdom

Conference Committee

Prof. Srinivasan Sampalli, Dalhousie University, Canada

Prof. Lothar Auchter, University of Applied Science, Kaiserslautern, Germany

Prof. Deepraj Mukherjee, Kent State University, USA

Prof. David Graves, DG Anti-Fraud Consultants Ltd, UK

Prof. Gairik Das -Review Editor, IISWBM, Kolkata, India

Prof Evelyn Chiloane-Tsoka- Review Editor, University of South Africa, South Africa

Prof. Eman Abdelsalam, Arab Academy of Science, Technology & Maritime Transport, Alexandria, Egypt

Dr Justin H. Beneke, University of Winchester, UK

Dr B.R. Chakraborty - Centre for Business & Economic Research (CBER), UK

Dr Wallace Ford, Medgar Evers College of the City University of New York, USA

ITARC/ILLT-2019 EDITORIAL ADVISORY BOARD

Prof. Slava Shavshukoff, Saint Petersburg State University, Russia

Prof. Małgorzata Magdalena Hybka, Poznań University of Economics and Business, Poland

Prof. Anthony Wood, The University of the West Indies, Barbados

Prof. Jennifer Bowerman, MacEwan University, Canada

Prof. Noha Bendary, The British University in Egypt

Prof. JP Spencer, Cape Peninsula University of Technology, Cape Town, South Africa

Dr. Evangelia Fragouli, University of Dundee, UK

Prof. Salil K Sen, NIDA Business School, Bangkok, Thailand

Professor David Borker, Manhattanville College, New York, USA

Prof. Fabrizio Pezzani, Bocconi University, Milano, Italy

Prof. Juan Carlos Botello, Universidad Popular Autónoma del Estado de Puebla, Mexico

Khaled Rouaski, High National School of Statistics and Applied Economics, Algeria

Lobna Ali Al-Khalifa, National Authority for Qualifications & Quality Assurance of Education & Training (QQA), Bahrain

Rahul Gupta Choudhury, IFIM Business School, Bangalore, India

Stephen P. Magee, University of Texas at Austin, USA

Prof. Imbarine Bujang, Universiti Teknologi MARA, Malaysia

Dr Yongmei Bentley, University of Bedfordshire, UK

Dr. Sudaporn Sawmon, King Mongkut's Institute of Technology Ladkrabang, Thailand

Dr. Rachael English, De Montfort University, UK

Dr. Eleni Aravopoulou, St Mary's University, UK

10th International Trade & Academic Research Conference (ITARC) 5th International Conference on Institutional Leadership, Learning & Teaching (ILLT)

Co-Sponsors



Centre for Business & Economic Research (CBER) seeks to contribute to progress and prosperity through research and managerial excellence. It publishes prominent academic journals each year, as well as organizing international academic conferences and delivering high impact training. CBER is committed to advancing research, education, theory and practice in the field of management. Its various journals provide a respected vehicle for theoretical insights and developments in the field of business, management and economic development. CBER is committed to working to uphold the highest standards of probity and academic rigor in all that its endeavours.



The Centre for Innovative Leadership Navigation (CILN), London was established in response to a growing recognition of the challenge faced by those in leadership roles. The world post the 2008 economic crisis has seen those in leadership and management roles coming under increasing scrutiny and pressure and thus it was decided that a conscious effort should be made to focus on the dynamics of leadership. As well as offering highly innovative and bespoke training CILN brings together leading practitioners who share experience, insight and a desire to assist others move forward with purpose. Though-leadership is an equally important part of what CILN does and in this regard, it actively works with companies and institutions that recognize the paramount importance of effective leadership. All leaders are called upon to handle a range of challenging situations and their ability to read the 'landscape' and 'weather' of their particular domain will determine success or failure. The ability to navigate is not a skill we are born with and thus all leaders can benefit from timely preparation and interaction with those who have comparable challenges.

CONFERENCE CO-CHAIRS & KEYNOTE SPEAKERS

CONFERENCE CHAIRS



Dr. P R Datta
Executive Chair, Centre for Business & Economic
Research (CBER) London, UK

Dr Datta earned his first degree in Plasma Physics from the Peoples' Friendship University of Russia in Moscow, has an MBA from the UK and MSc in marketing from Glamorgan University, UK and PhD in Marketing from the University of Hertfordshire, UK. He is a fellow and member of the Chartered Institute of Marketing (CIM), UK as well as being a member of various professional bodies including the British Academy of Management, European Marketing Academy and European Association for the Evolutionary of the Political Economy. Currently Dr. Datta holds the position of Executive Chair of Centre for Business & Economic Research (CBER), Director, Centre for Innovative Leadership Navigation (CILN), UK and is Editor-in-Chief of the Journal of Business and Retail Management Research (JBRMR).

He has worked as a consultant with a wide range of national and international organisations and designed appropriate marketing systems for various manufacturing sectors and FMCG industries in Bangladesh, Cameroon, Ghana, India, Nepal, Nigeria, Pakistan, Sri Lanka, Tanzania and the UK. Dr Datta continues to work with a wide range of marketing and business sectors, especially retail and marketing, providing in-depth knowledge of CRM, customer loyalty, trust and commitment, branding, and the developing and implementation of marketing strategies. In 2019 his on-going contribution towards his research organisation was recognised in America by the United States Congress, New York State Assembly and the NYC Small Business Service.

Mark T Jones
Director - Centre for Innovative Leadership
Navigation, London, UK
Editor-in-Chief, International Journal of Higher
Education Management (UK)



Mark is a fervent internationalist, who is widely travelled. In the year 2000 he initiated and oversaw a major humanitarian venture into war-torn Sierra Leone, and then spent two years in the Middle East where he worked in Jordan (2002-2004). An orator of distinction, he is the author of several books and numerous articles, and in 2009 produced a forward strategy for the sericulture sector in Bangladesh entitled: Rajshahi - the Silk Sensation. He is the co-author of developing the Ministerial Mindset- a Global View (2013). Mark trains executives, legislative leaders, diplomats and senior figures in the Armed Services as well as being an advisor on trade and investment in frontier markets. Having formulated Jones Octagon of Success (JOOS) he is in considerable demand internationally advising and training corporate and institutional executives. Mark believes that many of the current economic and geopolitical difficulties in the world are the result of a combination of a poverty of leadership, poor regional/market knowledge an absence lack of strategic vision and limited foresight planning. As well as his frequent forays into various parts of Africa, he is known for his insight into the current dynamics of the Horn and Greater Horn of Africa and was instrumental in the establishment of the Horn of Africa Business Association (HABA). He has written extensively on issues related to the Somali territories and Diaspora and sees it as his mission to address what he views as the "knowledge deficit" in relation to many regions and communities.

As part of Mark's active commitment to scholarly endeavour he assists in various capacities with the following academic journals: Gumbad Business Review (India) – Advisor Board, Indian Retail Journal (India) – Advisory Board, International Journal of Higher Education Management (UK) – Editor-in-Chief, A passionate advocate of "leading to serve" Mark was elected a Freeman of the City of London in 1994 in recognition of his various charitable endeavours.

KEYNOTE SPEAKERS

Professor Chris Bellamy
Professor Emirates, University of Greenwich, UK



Chris Bellamy is a Visiting Fellow on the Changing Character of War programme (CCW) at Pembroke College, Oxford, and Professor Emeritus of Maritime Security at the University of Greenwich. He headed the Greenwich Maritime Institute from 2010 to 2014 and initiated the Greenwich MSc in Maritime Security. In a 40-year career in Defence and Security he served as an officer in the British Army, as a civil servant in the UK Ministry of Defence, and Defence Correspondent of the Independent newspaper, for which he reported from the 1991 Gulf War, Bosnia and Chechnya. He was shortlisted for Foreign Reporter of the Year in 1996 for reporting from Chechnya. He completed his PhD on Russian and Soviet Military Doctrine at the University of Edinburgh in 1991 and later taught at Cranfield University at the Defence Academy of the UK where he directed the Security Studies Institute and instituted the MScs in Global Security, International Security by Distance Learning and Resilience. He has supervised 14 and examined 20 PhD candidates and is the author or senior editor of ten major books including sole author of Absolute War: Soviet Russia in the Second World War, (2007) which won the 2008 Westminster Medal for Military Literature



Prof. David M J Graves
Academic/ Researcher and Lecturer of Law and Corporate Governance at Universities and Colleges within The United Kingdom
Managing Director, Dg Anti-Fraud Consultants,

After a varied career in the Public Sector David specialises in Private and Public Corporate Governance issues, National and International Financial Crime, and all fraud related offences.

Now a retired Fraud Squad Detective, David has extensive experience in the areas of: Management Skills and Training, Corporate Governance within the Public/Private Sector, National and International Global economic crime, Money Laundering, Identity Theft, The Police & Criminal Evidence Act, Vulnerable and Intimidated Witness programmes, Crime Reduction strategies, Project Management/Leading Project Teams, Business Customer Care Programmes, Degree course design for Universities

During his time within the Police service David was the Manager of one of only three UK National Police Fraud Management Course accredited by Teesside University Business School. Since Leaving the Police Service David has taught law subjects at Warwick University Law School and a wide range of Managerial Skills at Coventry City University Management School. David has both developed and taught academic programmes on the subject of Corporate Governance at Magna Carta College, Oxford. David has previously held the position of lecturer of Law and Corporate Governance at the international Policing and Justice Institute, University of Derby. Since setting up his own company 'dg Anti-Fraud Consultants Ltd' David has been commissioned to assist the Polish, Turkish and Lithuania Governments' fight against organised crime. He has presented training and delivered papers on Government reform strategies, Corporate Governance, Money Laundering, Organised Crime Issues, Corruption, VAT Fraud and runs bespoke delegate inter-active workshops to the Polish Police, Customs Officers, Border Guards and Prosecution officials at different venues in Poland. This programme has gained European recognition and has been extended to cover Turkey and Lithuania. Missions of this nature in these developing countries continue to be in high demand by the sponsoring authority The European Commission in Brussels.

David is currently developing a Master's programme for Fraud Investigation and Management for Nottingham Trent University. David also reviews working papers for the Oxford University Press in the field of Policing: A Journal of Policy and Practice. David holds a Master of Art Degree in Fraud Investigation and Management and is a Fellow Founding member of the Institute of Leadership and Management, a Chartered Manager and Fellow of Chartered Management Institute, appointed Chancellor and a Fellow and member of the Board of Governors of the African Business School UK Division and a member of the Association of Certified Fraud Examiners

Dr Jatin S Pancholi
Middlesex University, UK



Dr. Jatin Sureshchandra Pancholi is a faculty member at the Middlesex University, London, UK .He is/was associated with the Standard & Poor's USA, AIMS International USA, Staffordshire University UK Middlesex University UK, Cheng Du University of Technology China, Indian Institute of Technology (IIT) India, Indian Institute of Management Ahmadabad (IIMA) India, Indian Institute of Management Bangalore (IIMB) India, Mudra Institute of Communications Ahmedabad (MICA) India, SVKM's NMIMS University India and S P Jain Institute Dubai in various capacities. He possesses wide range of experience in the area of steel, real estate, banking, insurance, Information Technology, TV serial production and management consulting and training in countries. He undertakes management consulting and corporate training assignments in the area of cost management, measuring business performance, Balanced Scorecard, Activity Based Costing Management, Financial Management, Leadership and Strategic Management on behalf of 7th Sense Management Consulting Limited (London & Mumbai). His professional services have benefited Microsoft, Google, British Telecom, Virgin Atlantic, Churchill Insurance, London Islington Council, Tata Consultancy Services, Jindal South West, ICICI Bank, Reliance Industries Limited, Pidilite, L & T, ONGC, Development Credit Bank, AFL, Bombay Stock Exchange (BSE), National Institute of Securities Market (Securities Exchange Board of India - SEBI), etc.

Dr. Pancholi has to his credit articles and research papers, published and presented at national and international conferences and seminars. He was invited as the Guest Editor of an internationally refereed journal published by Springer Publication, UK. He has provided his editorial and reviewer services to the international refereed journals including the Journal of Teaching in International Business, New York, USA; European Journal of Economics, Finance and Administrative Sciences, Vikalpa, the Journal for Decision Makers published by the Indian Institute of Management Ahmedabad (IIMA), India; Case Research Journal, North American Case Research Association, USA. He has been awarded 'Best Young Teacher Award' at the International Business Summit of the Amity University, Noida, which is India's one among top-20 management institutes

VISIT LONDON

For the discerning London offers a wealth of possibilities. As well as being the most ethnically diverse city on the face of the planet it is a convenient transport hub which ensures the constant exchange of ideas. With its extraordinary rich history, thriving arts scene and tolerant outlook it has become a haven for communities from every corner of the globe. London is a city with many faces, from the quaint and archaic to the ultramodern and anarchic. Its museums, libraries and academic institutions are some of the most revered in the world and continue to exercise a magnetic pull that attracts the finest minds. No visit to London would be complete without a visit to one of its great treasure houses such as the British Library (www.bl.uk), the British Museum (www.britishmuseum.org) or Tate Modern (www.tate.org.uk), but for the real gems one needs to seek out the lesser known locations, the likes of the Sir John Soane's Museum (www.soane.org), the Imperial War Museum (www.iwm.org.uk), Kew Gardens (www.kew.org) and the Wallace Collection (www.wallacecollection.org). Travel around London can be a trifle daunting at first, but there are a whole raft of options and rather than paying for single tickets it often makes good sense to buy a day travel card which will enable you to use buses, the London Underground (known locally as The Tube) and Overground Trains within the capital – for further details be sure to visit: www.tfl.gov.uk London is an expensive city, especially when it comes to accommodation and transportation, that said, if you know where to look bargains can be found. Whatever your passion, be it books, shopping, sport or the theatre you will discover that London has it all except possibly the weather.

In preparation for your visit CBER team has drawn up the following list of eight of the best visitor destinations whilst in London: -

- 1) **The British Museum** – Quite simply one of the finest collections of artefacts and antiquities from around the world. Within easy walking distance of the Conference venue.
- 2) **The Tower of London** – At various times a royal residence, prison and now the home of the Crown Jewels. An extraordinary treasure house that enshrines a thousand years of English history.
- 3) **The South Kensington Museums (Natural History Museum, Science Museum and the Victoria & Albert Museum)** – Three magnificent museums adjacent to one another.
- 4) **The National Gallery** – An internationally famous art collection that dominates Trafalgar Square and offer art that dates from the pre-Renaissance period until the late Nineteenth century.
- 5) **Imperial War Museum** – A couple of minutes' walks from Lambeth North Station on the Bakerloo Line lies one of the most poignant collections that tell the story of conflict and courage in the Twentieth and Twenty First centuries.
- 6) **St Paul's Cathedral and Tate Modern** – Marvel at the architectural splendour of the Sir Christopher Wren masterpiece then walk over the pedestrian bridge over the River Thames to view a cathedral to modern art.
- 7) **Houses of Parliament and Westminster Abbey** – See the Mother of Parliaments and the site of the Coronation of Kings and Queens. Few visitors can resist stopping to take pictures of the world's most famous clock tower.
- 8) **Greenwich** – Why not take a trip down the River Thames to visit Greenwich the centre of world time, the Royal Maritime Museum and the Cutty Sark – one of the world's most famous sailing ships.

GENERAL INFORMATION

- 1) **Presentation timing:** A full paper is normally allocated approximately 12 minutes for presentation followed by 3 minutes for questions from the audience. The track chair will keep an eye on time and will alert you when time is beginning to run short by holding up cards indicating '3', '2' and '1' – these being the number of minutes that you have remaining. Please note that we actively encourage constructive questions from the audience. Your co-operation in bringing your presentation to a close within the time specified is essential to the smooth running of the conference and to be fair to other presenters.
- 2) **Presentation equipment:** Presentation rooms will be equipped with a laptop and projector screen for PowerPoint presentations (Please note there will not be a transparency projector available).
- 3) **Presentation:** CBER requests that PowerPoint presentations be sent in good time so that they can be uploaded onto the conference laptop. Please email these with your name and the conference that you are due to present at to: info@cberuk.com . It is also a sensible precaution to make sure that you bring a copy of your presentation with you on a flash drive or USB. Any presentation that has not been submitted in time will not be pre-loaded and remain the responsibility of the presenter.
- 4) **Handouts:** should you wish to you are welcome to bring along the full text or other supporting document to handout to delegates. Please ensure that a copy is handed to the track chair of your session
- 5) **Punctuality** - Please ensure that you attend your session promptly and are aware of the order of speakers from the conference proceedings
- 6) **Conference Tracks:** CBER works assiduously to organize papers to fit in with the relevant tracks. There are occasions when individual authors request that papers be moved to fit in with flights etc. Please note that whilst conference team will do its level best to accommodate individual needs, it must be mindful of ensuring that the conference as a whole is balanced and appropriately structured
- 7) **Coffee Break:** Coffee will be served in the Foyer front of the conference reception during Mid-morning (11.00-11.15am) and mid-day (16.00-16.15pm)
- 8) **Lunches:** Buffet lunch will be served during 13.00-14.00pm outside the conference room.
- 9) **Name badge:** All participants are always requested to wear their name badges visible to guarantee easy access to all sessions, lunches and other events during the conference.
- 10) **Conference proceedings:** The conference proceedings- "The Business & Management Review" is open access proceedings which means that all content is freely available without charge to the user or his/her institution. Users are allowed to read, download, copy, distribute, print, search, or link to the full texts of the articles in the conference proceedings without asking prior permission from the publisher or the author. CBER is committed to publish all full text articles online those accepted for the conference. However, all abstracts are included in printed version.
- 11) **Use of Bibliographic reference:** Please use the following bibliographic reference (please use that applies to you):
10th International Trade and Academic Research Conference (ITARC), Proceedings of the International Conference, 14-15th October 2019, Holiday Inn London-Kensington, UK

OR

5th International Conference on Institutional Leadership, Learning and Teaching (ILLT), Proceedings of the International Conference, 14-15th October 2014, Holiday Inn London-Kensington, UK
- 12) **Internet access/Wi-fi:** For Wi-fi access please ask at the conference desk who will be happy to assist you

- 13) **Photography:** Photographs will be taken at the conference by an official photographer or an CBER team member; such photographs may be used in post-conference publicity and on future marketing materials. A link will be sent to all participants once these photos are uploaded.
- 14) **Conduct:** In the event of inappropriate behaviour by any delegate in the view of the Organiser or the conference venue operator, the delegate may be refused entry or asked to leave and excluded from the conference without refund or compensation.
- 15) **CPD Certificate:** Each registered participant who attends the conference in person, shall be awarded a CPD Certificate of attendance. All our conferences and workshops are accredited by The CPD Certification Services. You will receive a 15 CPD credits for attending this conference. The certificate will have name of each author with a clear indication as to who has presented.
- 16) **Location:** Holiday Inn London- Kensington, Wrights Lane, Kensington, London W8 5SP
Holiday Inn London - Kensington High Street in central London is located a stone's throw away from the High Street Kensington Station connecting the affluent shopping district of Knightsbridge via the Circle and District lines. Whilst it is easily accessible from the M4 with London Heathrow Airport only a 30-minute drive, Earls Court and Olympia Exhibition Centres are only a 5-minute journey by car or bus from this Central London hotel.

Directions From the airport

From Heathrow Airport

By car: By car (30 minutes - 13 miles): Follow signs from M4, Eastbound to Central London. M4 Leads into A4. Continue over the Hammersmith Flyover into Cromwell Road, turn left into Marloes Road just before Cromwell Hospital. Follow Marloes Road until it veers to the left. Turn right and you are there.

By train: London Heathrow Airport to Paddington Station 20 minutes by Heathrow Express Train.

From Gatwick Airport

By car (75 minutes - 30.6 miles): Turn onto the M23 to M25 at Junction 7. Follow signs for Heathrow then take Junction 15, then same as from Heathrow.

By train (30 mins): into Victoria Station via the Gatwick Express Train. Change for the Circle Line on the Underground clockwise towards Notting Hill Gate. Station: High Street Kensington.

From City Airport

By car (45 minutes - 12 miles): Head west on Hartmann Rd toward Camel Rd. Head for the A4/Piccadilly, Slight right at A315/Knightsbridge, continue to follow A315, turn left at Wrights Lane and turn left again at Scarsdale Place.

By train: from the dockland rail station at London City airport travel to Liverpool street and change to the Circle Line (anti-clockwise) towards Notting Hill Gate. Station: High Street Kensington.

From Luton Airport

By train: Take a first Capital connect train to King's Cross Thames link and then change onto the Circle Line (Westbound) on the Underground, via Notting Hill Gate. Stop: High Street Kensington.

By coach (90 minutes): directly from the airport to Victoria Station

From Stansted Airport

By train: Take the train to London Liverpool street (50 minutes) and then change onto the Circle Line on the Underground. Stop: High Street Kensington.

For further details on travel directions and mode of travel, visit TFL website: www.tfl.gov.uk

CBER-CILN 10th ITARC/5th ILLT-2019 CONFERENCE HASHTAG

#ITARC19

#ILLT19

Please use this above ITARC/ILLT conference`s designated Hashtag for connecting with the worldwide audience in all your Tweets from the event.

Disclaimer

Delegates are responsible for taking appropriate insurance (including travel) cover in connection with their attendance at the Conference. The Organisers are not responsible for the safety of any property of the Company or Delegate, or for its loss, damage or destruction or for any loss or damage sustained by the Company or the Delegate, in each case for any reason whatsoever. No responsibility can be accepted by the Organisers for any consequences arising from postponement or abandonment of the Conference.

**10th International Trade & Academic Research Conference (ITARC)
5th International Conference on Institutional Leadership, Learning & Teaching (ILLT)**

Holiday Inn London- Kensington
Wrights Lane, Kensington, London W8 5SP

SCHEDULE FOR THE CONFERENCE 2019

Saturday 12th October - Sunday 13th October 2019

Arrival and independent traveling days in London, UK

**DAY-1
MONDAY 14th October 2019**

8.00 AM -9.00AM Registration, Coffee & Networking

SESSION 1: INAUGURAL SESSION

9.00am-9.50. am (Tea and Coffee break & Networking: 11.15am-11.30am)

Session Chair: **Mark T Jones, Centre for Innovative Leadership Navigation (CILN), UK**

Location: Buckingham suite

9.05am-9.10am: Opening address & Introduction

Mark T. Jones, Centre for Innovative Leadership Navigation, UK

9.10am-9.20am: Message of welcome

Dr. P R Datta, Executive Chair, Centre for Business & Economic Research (CBER), UK

9.20am -9.45: KEYNOTE ADDRESS

Prof. Chris Bellamy, Professor Emeritus of Maritime Security at the University of Greenwich, UK

Title *Stripping the Ocean. Territorialisation of the seas and oceans. Case studies of the Sea of Azov, the Gulf and the South China Sea*

Theme

When International Law was first developed in the 17th Century the 'high seas', beyond cannon-range of the shore, were the 'global commons' and the seabed the common inheritance of all mankind. Since the 1982 UN Convention on the Law of the Sea, however, states have exerted various degrees of control out to at least 200 nautical miles, and in some cases are claiming control of their continental shelf even further out. These developments – legal, enhanced by technological capabilities – are placing increasing restraints on freedom of navigation and are analogous to the 'high seas' being stripped away to reveal vastly increased areas of 'national' jurisdiction in various forms.

Synopsis

Global warming is leading to accelerated melting of polar ice – indeed, all ice – and is thus causing sea levels to rise. In the legal, political, commercial, strategic and emotional context, however, the reverse is happening. When International Law was being formulated in the 17th century, jurists, especially Hugo Grotius, tended to agree that the oceans, covering 70 percent of the planet's surface and plunging to eleven miles' depth, were the 'global commons' and the sea bed, then inaccessible, the common inheritance of mankind

The paper covers this critical issue through three case studies of recent political, geo-political and strategic developments. The first is the case of the Sea of Azov and the Crimean Bridge, President Putin's 'Project of the Century'. A bridge across the 19-mile wide Kerch Strait linking Crimea to mainland Russia to the east was first mooted in 1903 but was never built. Temporary bridges built by both sides in the 1941-45 Great Patriotic War were quickly demolished by strong currents and ice. In 2010 Russia and Ukraine signed an agreement to build a bridge spanning the Kerch Strait via Tuzla island. With the Russian annexation (or re-annexation, depending on your point of view) of Ukraine in 2014 the Russians moved fast. The massive project was completed in May 2018

President Putin himself drove the first truck down the four-lane motorway from mainland Russia to Crimea. A twin-track railway will be opened shortly. Although advertised as a means of getting goods to Crimea more cheaply and encouraging tourism, there can be little doubt that the 'Project of the Century' (so far) has a profound geo-strategic purpose. It makes Russian Crimea totally independent of supply from mainland Ukraine to the north and also cuts off two major Ukrainian ports on the sea of Azov. Shortly after the bridge was opened the Russians impounded Ukrainian warships heading for those Ukrainian ports inside the Sea of Azov. The construction of the bridge has helped ensure that the Sea of Azov, although it contains areas still categorised as 'high seas', is effectively a Russian lake.

The second case study is the Strait of Hormuz through which one third of the world's oil transported by sea and one-fifth of the world's oil in total passes. At its narrowest point the Strait is only twenty nautical miles wide so to pass through it one must be in either Iranian or Omani territorial waters. This places huge constraints on both international merchant marine trade and also on naval forces. Whereas UNCLOS permits 'innocent passage' by warships openly transiting territorial waters with no hostile intent to the states owning those waters, other activities – such as submarines transiting submerged – are, technically, illegal.

The third case study is the South China Sea and the numerous concrete bases, harbours, fortifications, towers and airstrips being built by China on no fewer than ten sandbanks. The motive for these constructions is clear. China will use the 'rights' under UNCLOS, to extend its Territorial Sea out to twelve nautical miles beyond what it now claims is its territory. China and the US Navy have been playing games on this basis in the South China Sea for some years. The evidence of Chinese construction is clearly visible from satellite photographs.

In summary, the 'high seas' are being stripped away to reveal a seabed of territorial states' domains. The strategic, political and commercial implications are global, massive and profound.

SESSION 2: Issues in Higher Education Management

9.50am-11.15. am (Tea and Coffee break & Networking: 11.15am-11.30am)

Session Chair: **David Ahlstrom**, The Chinese University of Hong Kong, Hong Kong

Location: Buckingham suite

9.50 am -10.15 am: KEYNOTE ADDRESS

Dr Jatin Pancholi, University of Middlesex, UK

Title: International Trade and BREXIT: Opportunities & Challenges

PRESENTATIONS

- I *The attributes of emotional intelligence and its impact on academic performance*
Zeinab Shawky Younis, The British University in Egypt
- II *Getting your research paper started: writing a strong and well-organized introduction section*
David Ahlstrom, The Chinese University of Hong Kong, Shatin, NT Hong Kong, **Linda C. Wang**, The City University of Hong Kong, Kowloon Tong, Hong Kong
- III *Generation z students in the collegiate setting: a new challenge for business school faculty*
A. J. Stagliano, Department of Accounting, Erivan K. Haub School of Business, Saint Joseph's University, Philadelphia, USA
- IV *Eco-preneurship: From student's perspective*
Asma Imran, Department of Management Sciences, COMSATS University Islamabad, Lahore Campus; **Qamar Zaman**; **Waseem Yousaf**; **Umair Abbas**, School of Bsiness & Management Sciences, Minhaj University Lahore, Pakistan

SESSION 3 (PANEL SESSION)

11.30 am-13.00pm

Session: Growth & Economic Development/Globalisation & International TradeSession Chair: Prof. **Juan Carlos Botello**, Universidad Popular Autónoma del Estado de Puebla, México**Location:** Buckingham suite**11.30 am-13.00 pm****PRESENTATIONS**

- I *Analyzing the impact of cloud-based accounting on business performance of SMEs*
A.H.N. Kariyawasam, Department of Accounting, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Sri Lanka
- II *A research on business failure/success measurement in BIST 100 Firms: An empirical analysis*
Emine Müge Çetiner, Department of Business Administration, Istanbul Kültür University, Turkey
- III *Globalisation, internationalisation and export opportunities for South Africa*
Seugnet Bronkhorst; Cecile Nieuwenhuizen, University of Johannesburg, Department of Business Management, South Africa
- IV *Entrepreneurial intention among business students: empirical evidence from Heis of Pakistan*
Saima Jabeen; Qamar Zaman, School of Business & Management Sciences, Minhaj University Lahore, Pakistan; **Asma Imran**, Department of Management Sciences, COMSATS University Islamabad, Lahore Campus, Pakistan; **Nadeem Raza**, School of Business & Management Sciences, Minhaj University Lahore, Pakistan;
- V *Creation of employment in Mexico derived from Foreign Direct Investment from 2014 to 2018*
Juan Carlos Botello; Martín Dávila; Carla Antonia Ahuatl, Universidad Popular Autónoma del Estado de Puebla, México Business School, Mexico
- VI *Machine intelligence in cross-border commerce*
Hanah Thu Hanh Tran; William Viet Tran; Jo-ann Rolle, Medgar Evers College of City University of New York, New York, USA

13.00PM-14.00PM**BREAK FOR LUNCH****SESSION 4 (PANEL SESSION)**

14.00 pm -15.30pm

Session: Financial Sector in Emerging Economies

Session Chair: Prof. David Graves, Dg Anti-Fraud Consultants, UK

Location: Buckingham suite**14.00pm -14.25 pm: KEYNOTE ADDRESS****Prof. David Graves**, Dg Anti-Fraud Consultants, UK**Title:** Academic Fraud – 2019 update the deadly virus**Keynote Focus:** How can we learn from the past to meet the ever-demanding challenges of the future?**Brief synopsis**

Higher education is growing every day. Therefore, three major trends affect the demand for higher education: the global growth of student enrolment figures, the redistribution of student enrolment among global regions and the increased number of students from country to country seeking quality academic hubs of knowledge. Research over the past fifteen years suggest three points still pose major challenges for the stability of academic transparency and accountability in higher education management. Since it was first recorded in the 1970 the number of students in higher education was calculated to be in the region of 29 million. By the 1990's this figure has grown to 71 million

and it is now suggested it is in the region of 200 million. These figures are merely a suggestion and in no way accurate as they have been collated only from countries with available data.

Academic Fraud and Corrupt practices occur at all levels in Universities and Colleges. Widespread misconduct affects academic examinations, the conferring of academic credentials, the procurement of goods and services, and the licensing and accreditation of institutions. It is also now accepted that academic fraud and corrupt practices involve a variety of stakeholders, including examination candidates, teachers, faculty members, supervisors' officials and employees of examination authorities, in addition to managers of courses, programmes, institutions, universities, and so on. Entities in charge of quality assurance and accreditation are also susceptible to corrupt practices, which is even more worrisome.

The recent article by Walter E Williams who is a columnist for the USA Daily Signal and a Professor of economics at George Mason University in the USA has brought focus on how prevalent academic fraud has become. This year (2019) has seen the USA Federal prosecutors charging more than 50 people involved in cheating and bribery in order to get their children admitted to some of the USA's most prestigious colleges and universities such as Georgetown, Yale, Stanford, University of Texas, University of Southern California, and UCLA. Often paying more than \$100,000 to have some exams rigged. In some instances, they bribed college officials to secure their children's admission to elite schools through various fraud schemes. As corrupt and depraved as these recent revelations are, they are only the tip of the iceberg of university/college corruption and gross dishonesty.

This keynote session will focus on how academic fraud has, although it's been around since time immemorial has, over time, now developed to become today's deadly virus that is sweeping through academia and threatening the very existence, integrity and reputations of, not only the prestigious but all HE institutions in every country across our planet.

PRESENTATIONS

- I *Investor's awareness, preference and pattern of investment in various financial assets*
Apurva Chandra; Ankit Sharma, Chandragupt Institute of Management Patna, Bihar, India
- II *Gender Differences and Whistleblowing Intentions: External Auditor's Perspective*
Waseem Yousaf; Qamar Zaman, School of Business & Management Sciences, Minhaj University Lahore, Pakistan; **Asma Imran**, Department of Management Sciences, COMSATS University Islamabad, Lahore Campus, Pakistan; **Raheel Jamil**, Muslim Commercial Bank (MCB) Employee Foundation, Lahore, Pakistan
- III *Your money may be safe, but is your personal information secure? evidence on commercial bank financial disclosures of cybersecurity risks''*
A. J. Stagliano, Department of Accounting, Erivan K. Haub School of Business, Saint Joseph's University, Philadelphia, USA
- IV *Aid from the special fund for export promotion: Difference between forecasts and actual results*
Amel Kasmi; Abenmagnia Amina, EHEC Pôle Universitaire Koléa – Tipaza, Algeria

SESSION 5 (PANEL SESSION)

15.45 pm -17.15 pm

Session: HRM Issues in Emerging Economies/Branding & Marketing

Session Chair: **Hayden Noel**, College of Business, University of Illinois at Urbana-Champaign, USA

Location: Buckingham suite

15.45 pm -17.15 pm

PRESENTATIONS

- I *The impact of performance management and compensation management HR practices on the psychological contract*
Lawal O. Yesufu, Faculty of Business, Sharjah Campus, Higher Colleges of Technology, United Arab Emirates

- II *Rationalizing employment with implementation of computer-based information systems*
Yunhong Hao; Qamar Farooq; Kateryna Shumilina, School of Business Administration, Zhejiang Gongshang University, Hangzhou, China
- III *Uncovering the big five model personality traits and organization identification*
Ghadeer Mohamed Badr ElDin Aboul-Ela, Faculty of Commerce and Business Administration Future University in Egypt
(Video Presentation)
- IV *A methodological framework for evaluating knowledge management of public sector: The case of the Prefecture of Eastern Macedonia and Thrace*
Ioannis Vasileiadis, School of Social Science, Hellenic Open University, UK; Evangelia Fragouli, University of Dundee, UK
- V *Does reconstruction theory explain memory for repeated advertising?*
Hayden Noel, Department of Business Administration, College of Business, University of Illinois at Urbana-Champaign, U.S.A.
- VI *Marketing of financial services in 21st century*
Anand Singh Tomar UK College of Business and Computing, London, UK

17.15pm Mark T. Jones**CLOSING SPEECH FOR THE 1st DAY CONFERENCE**

DAY 2
TUESDAY 15th October 2019

8.30 AM -9.30AM**Registration****9.30am-9.45am****OPENING ADDRESS FOR DAY 2****Mark T Jones, Centre for Innovative Leadership Navigation, UK****SESSION 6 WORKSHOP****9.45 am-10.45 am****Workshop on Issues in Educational Leadership & Diversity Management****Workshop facilitator: Prof. David Graves, Dg Anti-Fraud Consultants, UK****Location: Buckingham suite****9.45 am -10.45am****WORKSHOP**

*Higher education institutions are replete with internal and external challenges. Investment in time and capital are huge, and thus it is understandable that stakeholders and society are large should have an interest in how an institution performs and the way in which its constituent parts are being led. Whilst leadership styles vary, there are a number of key areas that warrant attention in any modern institution. This session aims to encourage participants to share something of their understanding of best practice, whilst also providing pointers to aspects of education leadership and diversity management that deserve to be prioritised. Areas of focus will include: **Leaders champion mentorship; Creating a Research Culture; Seeing the bigger picture; Good leaders have the humility to learn; Lead by example; Addressing the gender imbalance in leadership; The importance of Visible Minority Academics (VMAs)***

SESSION 7 (PANEL SESSION)

11.15am -13.00pm

Session: MISCELLANEOUS

Session Chair: **Dr P. R. Datta**, Centre for Business & Economic Research, UK

Location: Buckingham suite

11.15am-11.40am: KEYNOTE ADDRESS**Mark T Jones**, Centre for Innovative Leadership Navigation (CILN), UK**Title:** Ivory Coast and the Perils of Confirmation Bias**Brief synopsis**

Ivory Coast is a veritable West African powerhouse that among other things is the world's largest producer of cocoa beans, that said it along with other states suffers from benign influence of Confirmation Bias. By exploring Ivory Coast's situation there is an opportunity to draw lessons about how Confirmation Bias plays a role in other aspects of life and why it is imperative that individuals and organisations endeavour to address it in a proactive manner.

PRESENTATIONS

- I *Groupings of common financial ratios in successful institutions - An empiric sectoral research in Istanbul Stock Exchange*
Burcin Ataseven, Department of Business Administration, Istanbul Kültür University, Turkey
- II *Managing higher education quality enhancement in Pakistan through research and competent teaching staff*
Amir Nadeem, Pakistan Academy for Rural Development, Peshawar, Pakistan
- III *Leading Change and Crisis: how transformational changes can be successful nowadays?*
Evangelia Fragouli, University of Dundee, UK; **Theordora Turlaki**, School of Social Science, Hellenic Open University, Greece

13.00 pm

CLOSING REMARKS**Mark T. Jones**, Centre for Innovative Leadership Navigation (CILN), UK**Dr P.R. Datta**, Executive Chair, Centre for Business & Economic Research (CBER), UK**Prof. David Greaves**, Dg Anti-Fraud Consultants, UK**Feedback from the audience****Conference closes**

We wish you well for the remainder of your stay and for your homeward journey

The attributes of emotional intelligence and its impact on academic performance

Zeinab Shawky Younis,
The British University in Egypt

Keywords

Emotional Intelligence (EI), Social intelligence, Triarchic Theory of Intelligence, emotional Quotient, emotional power, employability.

Abstract

There is a debate of whether Emotional Intelligence is born or made when it comes to the field of higher education and students' academic performance. The question that arises is: whether students should build on their practical and analytical knowledge transferred by theory only or they should acquire more Emotional Intelligence skills? The current competitive environment implies on students to perform multiple tasks with efficiency and effectiveness, their academic knowledge and theory only will not help facing challenges but their right attitude and EI towards circumstances will definitely be the added value needed for them to face complexities of life. The study is new in the Egyptian context targeting to lead with impact for a future generation able to combine (EI) not only as a concept or theory learned but as an agile tool applied for leveraging the standards of academic achievement. EI is a supplement in this sense to both Analytical and Practical intelligence.

Implications: On the academic level, this paper aims at identifying the effect of Emotional Intelligence on students' academic performance in British education system. On the practical level, in the wave of Educational reform in Egypt and under the umbrella of 2030 strategy it is crucial to run such study to clarify the impact of EI on the quality of academic achievement for students and to encourage all educational institutions to enhance these skills to increase their students' academic performance. The research could be upgraded to be applied on the business sector institutions in the field of business in general as today organisations are looking for employees – who are the future graduate students- who have the necessary knowledge as well as skills to deal with challenging situations.

Research design is primary and secondary, and referential analysis techniques is used throughout the manuscript. A probabilistic approach where each observation has the same probability to be selected is adopted; random sampling choice of observations is implemented in order to minimize potential biasedness in the obtained results to its minimal level. The questionnaire was distributed to 217 students in the Business department at the faculty of Business administration, Economics and Political Science at the British University in Egypt. The findings of this research are that if the students have the skills of Emotional Intelligence, they can face challenging situations with a different mindset. The skills give them an array of characteristics to better understand themselves, to be more in self-control, to think critically to learn conflict management techniques and to have a constructive social intelligence to fit into different diverse societies and deal with different people. On the other hand, the low levels of Emotional Intelligence scores low motivation to complete work and assignments, low potentials to focus on academia and no control over emotions and impulses when pursuing goals and motivation.

Getting your research papers started: Writing a strong and well-organized introduction section

David Ahlstrom

The Chinese University of Hong Kong
Dept. of Management, Hong Kong SAR

Linda C. Wang

The City University of Hong Kong
Dept. of Management, Hong Kong

Acknowledgments

The authors would like to acknowledge funding for this paper from The Chinese University of Hong Kong Direct Grant, "How are articles in top business management journals framed and organized?" (Project #4057175).

Keywords

Academic journals, paper organization, publishing, research, writing

Abstract

Publishing research in quality academic journals is challenging. To improve these sometimes-challenging odds authors, need to get their papers off to a good start. Thus, the purpose of this research is to discuss and analyze an understudied research topic, the introduction. This paper carefully examines and diagrams the introductions of some exemplary papers in the social sciences, primarily in the management and international business areas. This paper also addresses key problems with the introductions of some other manuscripts and how these compare to those of the exemplary papers. This research is based on a purposive sample comparing three exemplary introductions and other select examples with comparable problematic ones. Structural problems with the introduction are a major reason why otherwise good research runs into problems with paper positioning and organization. This research provides guidance to authors in writing and organizing their introductions, which can increase the chances of the paper in being accepted by a scholarly journal; helpful examples and sources are discussed.

Eco-preneurship: From student's perspective

Asma Imran

Department of Management Sciences
COMSATS University Islamabad, Lahore Campus

Qamar Zaman

School of Business & Management Sciences
Minhaj University Lahore, Pakistan

Umair Abbas

School of Economics
Minhaj University Lahore, Pakistan

Waseem Yousaf

School of Business & Management Sciences,
Minhaj University Lahore, Pakistan

Keywords

Eco-entrepreneurship, student's perception, ecopreneurial businesses.

Abstract

Eco-entrepreneurship has arisen as an intensively researched area over the last years. Regardless of the fact that the area has a dearth of empirically investigative literature. The paper contended the business student's perception about emergence of ecopreneurs businesses to attain sustainable development. Data was collected using a survey questionnaire from students. The survey results showed that a positive relationship between an environmental concerns and actual entrepreneurial behavior and also significantly moderated by the innovativeness. Implications of the findings for theoretical and practical have been discussed.

Analysing the impact of cloud-based accounting on business performance of SMEs

A.H.N. Kariyawasam

Department of Accounting, Faculty of Management Studies and Commerce,
University of Sri Jayewardenepura, Sri Lanka

Key words

Cloud Computing, Cloud Accounting, SMEs, Intellectual Capital, Accounting, Finance

Abstract

This study aims at helping the SME s to enhance their business performance through installing cloud accounting in their business systems. To achieve that aim, it is important to find out the nature of the relationship between cloud accounting and the Intellectual Capital and then the relationship between Intellectual Capital and business performance. SME s are focused on this study as the Sri Lankan economy is largely comprised of SMEs. Cloud accounting is becoming important in the outsourcing field as well; therefore, Sri Lankan SMEs also should start adopting the new technology to benefit from that. This study was based on previous foreign studies which has been done before and comparing the findings of this study with the previous findings.

The study was designed as a quantitative study, using a deductive approach. The method which was used here was a survey method and a self-administered questionnaire was distributed to collect data from the sample. A purposive sample was chosen for this study as not many SMEs have adopted cloud accounting, and it is hard to capture companies using cloud accounting through a random sampling method. A conceptual model was built to test the relationship between the variables. Cloud Accounting was the independent variable for this study, components of Intellectual Capital; Human Capital, Relational Capital, and Structural Capital were intermediate variables and Business performance was the dependent variable. A five-point Likert Scale was used to capture and quantify the input of the respondents.

Findings suggest that cloud computing positively impact all three components of Intellectual Capital. However, the relationship was significant for relational capital and human capital. The most effective relationship was between relation capital and cloud computing. All three components of Intellectual Capital had positive relationships with business performance. Most effective relationship was between human capital and business performance. These findings were in line with most of the previous researches. However, there were some contradicting results as well.

Globalisation, internationalisation and export opportunities for South Africa

Seugnet Bronkhorst

Cecile Nieuwenhuizen

University of Johannesburg, Department of Business Management, South Africa

Key words

Export, globalisation, internationalisation, trade agreements, trade restrictions, wood industry.

Abstract

The economic resources of capital, technology, and data as well as the exchange of goods and funds and the agriculture supply sector all become part of the 'border-less world'. The Government and private organisations are arduously demanding factors to stimulate growth in the South African economy through various strategies and comprehend export development as a priority. The Department of Trade and Industry grow the export base and increase exports from South Africa as well as develop an approach to export expansion supported by strategic export promotion in line with global best practice resulting in the Integrated National Export Strategy (INES) or 'Export 2030'.

Within the demand for wood, South Africa has the opportunity to increase its wood supply into world markets in the future to various countries and indications are of countries and regions which might be future potential markets with this research main aim towards entering the European Union market.

South Africa may enter the EU markets without any tariff barriers because it falls under the Generalised System of Preferences (GSP). However, South African produce still have to meet certain requirements to enter the EU market, for example, they have to provide evidence of origin to EU customs in the form of a Certificate of Origin and the wood or articles therefore must be transported directly to the EU from the country of origin.

There are a number of non-tariff measures (NTMs) for wood products, being more complex than tariffs and more difficult to gauge their impact with an even greater trade-restricting effect than tariffs.

One of these measures is the use of import quotas for forest products is declining, resulting in difficulties. However, the use of export restrictions, particularly on logs, has been increasing, and had a major impact on trade in forest products.

Creation of Employment in Mexico derived from Foreign Direct Investment from 2005 to 2018

**Martín Dávila
Juan Carlos Botello
Carla Antonia Ahuatl**

Universidad Popular Autónoma del Estado de Puebla, México

Keywords

Active Public Policy, foreign direct investment, employment, productive sectors, Mexico.

Abstract

Globalization and the liberalization of trade throughout the world have brought about various changes, mainly at the economic level, but also at the level of public policies, since they have been adapted to both the needs of the government and those of the companies. Therefore, the changes are intended to offer benefits to the productive sectors to facilitate their development.

Thus, one of the main elements for development is national and foreign investment. Regarding foreign direct investment (FDI), each country designs its own public policy to attract investment flows in order to meet different national goals.

While there are some countries that decide to make many efforts to attract capital from abroad and fulfill their government plans, others decide to assess the economic impact of foreign capital. That is, the difference in economic development lies on the design of passive public policies or active public policies to attract FDI. The purpose of this research paper is to demonstrate how foreign direct investment policies impacted on the creation of employment in Mexico from 2014 to 2018 in primary, secondary and tertiary sectors

Machine intelligence in cross-border commerce

Hanah Thu Hanh Tran

William Viet Tran

Jo-ann Rolle

Medgar Evers College, City University of New York, USA

Keywords

Support for SMEs, International Trade, Technology, Artificial Intelligence, Consumer behaviors, Innovation.

Abstract

In cross-border commerce, the biggest challenge for manufacturers and distributors is how to accurately identify consumer trends and competitive landscape in a foreign market in order to maximize market penetration.

In our business, we combine AI and machine learning with human expertise to innovate the product development process. AI technologies plays an integral part by capturing consumer behavior and supply trends. It assists the price setting for new products and helps develop suitable strategies for optimal market penetration. Our AI tool also helps monitor market conditions in real time after the initial engagement, so we could respond effectively to the dynamic challenges of being a first mover in a foreign market.

In this paper, we will present a case study with actual outcomes from using our technology in a tested cross-border market (Japan – Vietnam). Specifically, we were able to identify grass barley as an up and coming ingredient for the F&B industry in Vietnam. At the initial stage, we launched a new beverage in Vietnam using Japanese grass barley one year ahead of big corporations such as Nestle. In the second stage, we developed the beverage into a new lifestyle brand. At the current stage, we start franchising the brand and open a store chain thanks to the right momentum and consumer excitement. Obviously, by using AI technologies, we are able to capture the right trend, select the right products for maximum market penetration, and maximize the efficiency in both supply chain and value chain.

While cross-border commerce has always been a challenging domain, the gaps in the traditional way of doing business present opportunities for pioneers like us to disrupt the industry. By combining bold ideas and cutting-edge technologies, we can engage manufacturers and distributors in entirely new ways to enhance customer value and chart the future of business management.

Investor's awareness, preference and pattern of investment in various financial assets

Apurva Chandra

Ankit Sharma

Chandragupt Institute of Management Patna

Bihar, India

Keywords

financial decision making, financial knowledge, fixed deposits, investor's preferences, stock market

Abstract

The purpose of this study is to investigate the current level of knowledge among investors about the various financial assets. We also study the multiple factors that could affect the investment decisions and investment style of the investors. We collect data using a questionnaire from 152 investors. The survey instrument consisted of two parts. The first part of the questionnaire is used to collect data related to demographics. The second part consists of questions to gauge the level of knowledge and factors affecting the investment decision and style of investors. We use "The Statistical Package for the Social Science" (SPSS) to analyse the data. Descriptive statistics is used to determine the relationships among the variables, which are expected to influence the investment decision of the investors. We found differences in the preferences of investors based on their characteristics like gender, academic credentials, age, occupation, and annual income.

Gender differences and whistle-blowing intentions: external auditor's perspective

Waseem Yousaf

Qamar Zaman

School of Business & Management Sciences,
Minhaj University Lahore, Pakistan

Asma Imran

Department of Management Sciences,
COMSATS University Islamabad, Lahore Campus

Raheel Jamil

Senior Officer - Ware House
MCB Bank, Employees Foundation, Lahore.

Keywords

Whistleblowing, Gender, Professional Accountant, Pakistan.

Abstract

Regardless of the fact that the issue of whistleblowing has congregated attention globally, but in Pakistan, the issue is quite novel empirically. This paper argued the perceived male and female external auditor's intention of whistleblowing in an underdeveloped country like Pakistan. Data was collected using a survey questionnaire from professional accountants working for audit firms listed on the Karachi Stock Exchange. The verdicts ratify the consequences of preceding researches, portentous that there is variation exist to dissimilar natures of wrongdoings. Implications of the findings for Pakistani organizations for theoretical and practical have been discussed.

Aid from the special fund for export promotion: Difference between forecasts and actual results

Amel Kasmi

Abenmaghnia Amina

EHEC Pôle Universitaire Koléa – Tipaza, Algeria

Keywords

Estimate of FSPE expenditure, Export promotion, Foreign Trade Policy, Special Fund for Export Promotion.

Abstract

Since the beginning of 2000, Algeria has adopted policies to encourage non-hydrocarbon exports subject to aid granted to exporters by the FSPE. This paper shows that there is a considerable gap between the funds consumed by the FSPE in official statistics and the ones that would have been spent if these funds had been properly used in the period 2015 to 2017. A hypothesis is put forward to explain this discrepancy, which consists in stating that the performance of the reimbursement process for this type of incentive and support has been poor.

The impact of performance management and compensation management HR practices on the psychological contract

Lawal O. Yesufu

Faculty of Business, Sharjah Campus
Higher Colleges of Technology, United Arab Emirates

Keywords

Compensation management, higher education institutions, human resource management, organisational psychology, *performance management*, psychological contract

Abstract

The psychological contract theory provides a framework for understanding the creation of mutual perceptions in the employee-employer relationships. This paper is based on an empirical research designed to investigate the impact of HR practices; performance and compensation management on the transactional psychological contract (i.e. perceptions built on measurable, quantitative factors such as duration, annual salaries). The research contributes to the literature by investigating the psychological contract within the context of higher education and the perceptions of academics. The research applies a comprehensive approach by investigating two human resource practices within the same study and within the context of higher education. The study combines two existing tools - psychological contract inventory and the HR Practice Scale - to gather data on the psychological contract developed by academics and gather data on employees' perceptions of performance and compensation management practices of their employers. The findings indicate that the employees' perceptions of performance management of their employers have no significant effect on their transactional perceptions. The findings indicate that the management of compensations significantly and inversely impacts the development of transactional perceptions. The findings are significant to development the psychological contract theory within the higher education context and also relevant to higher education managers.

Rationalizing employment with implementation of computer-based information systems

Yunhong Hao

Qamar Farooq

Kateryna Shumilina

SBA, Zhejiang Gongshang University, Hangzhou, China

Keywords

Sustainable Development; Corporate Social Responsibility; Employee Retention

Abstract

With the adoption of computerization in management information systems, employment and unemployment are being discussed due to technology at different forums. This paper highlights the criticism and challenges caused due to espousal of computer-based informed systems by the companies. A regression model was formed for data analysis using SPSS. Results obtained from the analysis show a positive relationship between sustainability in technological adoption and employee retention in companies. We have concluded our study in the context of human capital management perspective which is measured in terms of sustainable development and internal corporate social responsibility theories. This research is practically useful for macro human resource management.

Uncovering the big five model personality traits and organization identification

Ghadeer Mohamed Badr ElDin Aboul-Ela
Faculty of Commerce and Business Administration
Future University in Egypt

Key word

Big five model, organization identification, personality traits, personality differences, identification

Abstract

Personality differences affect employees' tendencies to act, react and identify with the organization. This research study aims at exploring and analyzing the effect of personality traits using the Big five model on organization identification. Review and analysis of extant literature was conducted to identify the research gap and problem. The research hypothesis was developed through qualitative approach (focus groups), and a pilot study. It was assumed that personality traits of the Big five model will have an effect on organization identification. A number of 900 questionnaires were distributed through a specialized organization in data collection among multi-sectorial domains (industrial, services, governmental, educational and healthcare). Sound and reliable published research measures were adopted considering common method bias. Statistical analysis and results revealed an effect between both constructs. Discussion and research recommendations were proposed.

A methodological framework for evaluating knowledge management of public sector: the case of the prefecture of eastern Macedonia and Thrace.

Ioannis Vasileiadis
School of Social Science, Hellenic Open University, Greece

Evangelia Fragouli
University of Dundee, UK

Keywords

Knowledge Management, Knowledge Management Enablers, Public Organizations, Prefecture of Eastern Macedonia and Thrace

Abstract

Knowledge is an important tool that companies use worldwide to improve their efficiency. Managing knowledge has received considerable interest among researchers as it increases the performance of the organization. Since our time is recognized as the era of the knowledge economy, it is important, not only for private but also for public organizations, to understand the importance of Knowledge Management (KM) and to focus on implementing KM practices to achieve better efficiency and to improve the quality of the services provided. The employees of the Prefecture were chosen as case study. The purpose of this study is to investigate whether KM activities are used in the Prefecture. This paper assesses whether specific characteristics of the employees affect their responses. This study also investigates how employees understand KM, its importance, its benefits and difficulties. A quantitative survey was selected to investigate KM in the Prefecture. The link of the questionnaire was emailed and completed online from 153 employees. The results show that employees' responses are affected by particular characteristics such as position of responsibility and years of service in the Prefecture. The findings also reveal that the majority of respondents ignore the existence of a KM Strategy in the Prefecture and associate KM with benefits such as improve efficiency and to respond to customers' need. The study, which is the first in the Greek public sector, also provides valuable information about KM in the Prefecture as it presents a framework for the assessment of KM enablers.

Does reconstruction theory explain memory for repeated advertising?

Hayden Noel

Department of Business Administration, College of Business,
University of Illinois at Urbana-Champaign, U.S.A.

Keywords

advertising; memory; reconstruction; spacing effect

Abstract

A stream of research exists in the psychology literature which could deepen our understanding of the processes that impact media scheduling. This research on the "spacing effect" examines the advantage in memory for repeated items that are separated by time or other material (i.e., spaced) compared to repeated items that are presented in succession (i.e., massed).

There are three major theoretical explanations for the spacing effect in marketing – encoding variability, study phase retrieval and reconstruction theory.

Encoding variability theory has been dominant in the marketing literature, especially as it relates to memory for advertising. However, some researchers have demonstrated that study phase retrieval is a better explanation than encoding variability for the spacing effect in an advertising setting. Noel (2006) showed that reconstruction is a more appropriate explanation of spacing effects compared to encoding variability theory. However, he did not rule out study-phase retrieval as a potential explanation for his results.

In two experiments, using a variety of paradigms and measures, we examine reconstruction theory to determine if it best explains the spacing effect in advertising. Our first experiment examines a factor that could help establish dissociations between study-phase retrieval and reconstruction theories. We focus on the length of retention interval. In our second experiment, we focus on the impact spacing has on memory for either the first or the second presentation of a repeated item. This would provide additional insight into the underlying mechanisms that govern the spacing effect.

In both of our experiments, we found reconstruction theory to be the most robust explanation for the results. Our results by no means contradict the previous findings supporting study phase retrieval. We simply establish conditions under which another theory might have greater explanatory power. We end with a discussion of the implications of these findings for theory and media scheduling.

Marketing of financial services in 21st century

Tomar A. Singh

UK College of Business and Computing, London, UK

Keywords

Financial services, marketing, marketing strategies

Abstract

This study was carried out to determine the extent of the marketing activities of Financial Services in 21st Century with a view to evaluating the appropriateness or suitability of their current showcasing hones. The study also looks into the need of adjusting the marketing activities to achieve the desired results in Financial Services in present era. The study focuses on the ways by which Marketing Strategies for Financial Services can be improved to achieve the needed outcome.

**10th International Trade & Academic Research Conference (ITARC)
5th International Conference on Institutional Leadership, Learning & Teaching (ILLT)**

List of Participant & Institution Represented

Author's Name	Institution, Country
A.H.N. Kariyawasam	University of Sri Jayewardenepura, Sri Lanka
Abenmagnhia Amina	EHEC Pôle Universitaire Koléa - Tipaza, Algeria
Amel Kasmi	EHEC Pôle Universitaire Koléa - Tipaza, Algeria
Amir Nadeem	Pakistan Academy for Rural Development, Peshawar, Pakistan
Anand Singh Tomar	UK College of Business and Computing, London, UK
Ankit Sharma	Chandragupt Institute of Management Patna, Bihar, India
Apurva Chandra	Chandragupt Institute of Management Patna, Bihar, India
Asma Imran	COMSATS University Islamabad, Lahore Campus, Pakistan
Burcin Ataseven	Istanbul Kültür University, Turkey
Carla Antonia Ahuatl	Universidad Popular Autónoma del Estado de Puebla, México Business School, Mexico
Cecile Nieuwenhuizen	University of Johannesburg, South Africa
Chris Bellamy	University of Greenwich, UK
David Ahlstrom	The Chinese University of Hong Kong, Shatin, NT Hong Kong
David Graves	Dg Anti-Fraud Consultants, UK
Emine Müge Çetiner	Istanbul Kültür University, Turkey
Evangelia Fragouli	University of Dundee, UK
Ghadeer Mohamed Badr EIDin Aboul-Ela	Future University in Egypt
Hanah Thu Hanh Tran	Medgar Evers College of City University of New York, New York, USA
Hayden Noel	University of Illinois at Urbana-Champaign, U.S.A.
Ioannis Vasileiadis	School of Social Science, Hellenic Open University, UK
J. Stagliano	Saint Joseph's University, Philadelphia, USA
Jo-ann Rolle	Medgar Evers College of City University of New York, New York, USA
Juan Carlos Botello	Universidad Popular Autónoma del Estado de Puebla, México Business School, Mexico
Lawal O. Yesufu	Sharjah Campus, Higher Colleges of Technology, United Arab Emirates
Linda C. Wang	The City University of Hong Kong, Kowloon Tong, Hong Kong
Mark T. Jones	Centre for Innovative Leadership Navigation, UK
Martín Dávila	Universidad Popular Autónoma del Estado de Puebla, México Business School, Mexico
Nadeem Raza	Minhaj University Lahore, Pakistan
Najma Bano	New Cambridge Academy, Multan, Pakistan
P R Datta	Centre for Business & Economic Research (CBER), UK
Qamar Farooq	Zhejiang Gongshang University, Hangzhou, China
Qamar Zaman	Minhaj University Lahore, Pakistan
Raheel Jamil	Muslim Commercial Bank (MCB) Employee Foundation, Lahore, Pakistan
Saima Jabeen	Minhaj University Lahore, Pakistan
Seugnet Bronkhorst	University of Johannesburg, South Africa
Umair Abbas	Minhaj University Lahore, Pakistan

Waseem Yousaf	Minhaj University Lahore, Pakistan
Waseem Yousaf	Minhaj University Lahore, Pakistan
William Viet Tran	Medgar Evers College of City University of New York, New York, USA
Xuan Liu	Zhejiang Gongshang University, Hangzhou, China
Yanni Zhang	Zhejiang Gongshang University, Hangzhou, China
Yunhong Hao	Zhejiang Gongshang University, Hangzhou, China
Zeinab Shawky Younis	The British University, Egypt

**10th International Trade & Academic Research Conference (ITARC)
5th International Conference on Institutional Leadership, Learning & Teaching (ILLT)**

List of Authors & Article title

Index

Name/Affiliation/Country	Topic/theme
A.H.N. Kariyawasam University of Sri Jayewardenepura, Sri Lanka	<i>Analyzing the impact of cloud-based accounting on business performance of SME</i>
Abenmagnhia Amina EHEC Pôle Universitaire Koléa – Tipaza, Algeria	<i>Aid from the special fund for export promotion: Difference between forecasts and actual results</i>
Amel Kasmi EHEC Pôle Universitaire Koléa – Tipaza, Algeria	<i>Aid from the special fund for export promotion: Difference between forecasts and actual results</i>
Anand Singh Tomar UK College of Business and Computing, London, UK	<i>Marketing of financial services in 21st century</i>
Ankit Sharma Chandragupt Institute of Management Patna, Bihar, India	<i>Investor's awareness, preference and pattern of investment in various financial assets</i>
Apurva Chandra Chandragupt Institute of Management Patna, Bihar, India	<i>Investor's awareness, preference and pattern of investment in various financial assets</i>
Asma Imran COMSATS University Islamabad, Lahore Campus, Pakistan	<i>Entrepreneurial intention among business students: empirical evidence from Heis of Pakistan</i>
Asma Imran COMSATS University Islamabad, Lahore Campus, Pakistan	<i>Gender Differences and Whistleblowing Intentions: External Auditor's Perspective</i>
Carla Antonia Ahuatl Universidad Popular Autónoma del Estado de Puebla, México Business School, Mexico	<i>Creation of employment in Mexico derived from Foreign Direct Investment from 2014 to 2018</i>
Cecile Nieuwenhuizen University of Johannesburg, South Africa	<i>Globalisation, internationalisation and export opportunities for South Africa</i>
David Ahlstrom The Chinese University of Hong Kong, Shatin, NT Hong Kong	<i>Getting your research paper started: writing a strong and well-organized introduction section</i>
Evangelia Fragouli University of Dundee, UK	<i>A methodological framework for evaluating knowledge management of public sector: The case of the Prefecture of Eastern Macedonia and Thrace</i>
Evangelia Fragouli University of Dundee, UK	<i>Leading Change and Crisis: how transformational changes can be successful nowadays?</i>
Ghadeer Mohamed Badr ElDin Aboul-Ela Future University in Egypt	<i>Uncovering the big five model personality traits and organization identification</i>
Hanah Thu Hanh Tran City University of New York, New York, USA	<i>Machine intelligence in cross-border commerce</i>
Hayden Noel University of Illinois at Urbana-Champaign, U.S.A.	<i>Does reconstruction theory explain memory for repeated advertising?</i>
Ioannis Vasileiadis School of Social Science, Hellenic Open University, UK	<i>A methodological framework for evaluating knowledge management of public sector: The case of the Prefecture of Eastern Macedonia and Thrace</i>
Jo-ann Rolle City University of New York, New York, USA	<i>Machine intelligence in cross-border commerce</i>

Juan Carlos Botello Universidad Popular Autónoma del Estado de Puebla, México Business School, Mexico	<i>Creation of employment in Mexico derived from Foreign Direct Investment from 2014 to 2018</i>
Lawal O. Yesufu Higher Colleges of Technology, United Arab Emirates	<i>The impact of performance management and compensation management HR practices on the psychological contract</i>
Linda C. Wang The City University of Hong Kong, Kowloon Tong, Hong Kong	<i>Getting your research paper started: writing a strong and well-organized introduction section</i>
Martín Dávila Universidad Popular Autónoma del Estado de Puebla, México Business School, Mexico	<i>Creation of employment in Mexico derived from Foreign Direct Investment from 2014 to 2018</i>
Nadeem Raza Minhaj University Lahore, Pakistan	<i>Entrepreneurial intention among business students: empirical evidence from Heis of Pakistan</i>
Najma Bano New Cambridge Academy. Multan, Pakistan	<i>Rationalizing employment with implementation of computer-based information systems</i>
Qamar Farooq Zhejiang Gongshang University, Hangzhou, China	<i>Rationalizing employment with implementation of computer-based information systems</i>
Qamar Zaman COMSATS University Islamabad, Lahore Campus, Pakistan	<i>Entrepreneurial intention among business students: empirical evidence from Heis of Pakistan</i>
Qamar Zaman Minhaj University Lahore, Pakistan	<i>Gender Differences and Whistleblowing Intentions: External Auditor's Perspective</i>
Raheel Jamil Muslim Commercial Bank (MCB) Employee, Foundation, Lahore, Pakistan	<i>Gender Differences and Whistleblowing Intentions: External Auditor's Perspective</i>
Saima Jabeen Minhaj University Lahore, Pakistan	<i>Entrepreneurial intention among business students: empirical evidence from Heis of Pakistan</i>
Seugnet Bronkhorst University of Johannesburg, South Africa	<i>Globalisation, internationalisation and export opportunities for South Africa</i>
Theordora Turlaki Hellenic Open University, Greece	<i>Leading Change and Crisis: how transformational changes can be successful nowadays?</i>
Waseem Yousaf Minhaj University Lahore, Pakistan	<i>Gender Differences and Whistleblowing Intentions: External Auditor's Perspective</i>
William Viet Tran City University of New York, New York, USA	<i>Machine intelligence in cross-border commerce</i>
Xuan Liu Zhejiang Gongshang University, Hangzhou, China	<i>Rationalizing employment with implementation of computer-based information systems</i>
Yanni Zhang Zhejiang Gongshang University, Hangzhou, China	<i>Rationalizing employment with implementation of computer-based information systems</i>
Yunhong Hao Zhejiang Gongshang University, Hangzhou, China	<i>Rationalizing employment with implementation of computer-based information systems</i>
Zeinab Shawky Younis The British University in Egypt	<i>The attributes of emotional intelligence and its impact on academic performance</i>

LIST OF COUNTRIES REPRESENTED

Algeria
Egypt
Greece
Hong Kong
India
Mexico
Pakistan
South Africa
Sri Lanka
Turkey
United Arab Emirates
United Kingdom
USA

CALL FOR PAPERS FOR THE FORTHCOMING CONFERENCES**4th ICGEEE-2019, Dhaka, Bangladesh**

8-10th December 2019

4th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE)**9th ICBED- 2020, New York-USA****Joint conference in association with Medgar Evers College of the City University of New York, USA**

6-7th April 2020

9th International Conference on Business & Economic Development (ICBED)**10th ROGE- 2020, Said Business School, University of Oxford, UK**

6-7th July 2020

9th International Conference on Restructuring of the Global Economy (ROGE)

Authors are invited to submit original research papers, case studies, review, work in progress reports, abstracts, students' papers or research projects within the broad scope of each conference. All papers should be professionally proofread prior to submission. These conferences will be jointly organised by the *Centre for Business & Economic Research (CBER)* and the *Journal of Business & Retail Management Research*.

For further detail please visit: www.cberuk.com

ITARC/ILLT-2019 CONFERENCE HASHTAG

#ITARC19
#ILLT19

Please use this above ITARC/ILLT conference's designated Hashtag for connecting with the worldwide audience in all your Tweets from the event.

www.cberuk.com
www.ciln.org