



# 9th International Trade and Academic Research Conference (ITARC) & 4th International Conference on Institutional Leadership, Learning & Teaching (ILLT)

5th-6th November 2018  
**Holiday Inn London- Kensington**  
Wrights Lane, Kensington, London W8 5SP

Co-hosted by the

*Academy of Business & Retail Management (ABRM)*  
&  
*Centre for Innovative Leadership Navigation (CILN)*

## Conference Programme

Method - Integrity - Camaraderie



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## Welcome to ABRM 9<sup>th</sup> ITARC & 4<sup>th</sup> ILLT-2018 International Conferences

Dear Conference Attendees,

*We are delighted to welcome you to the ABRM'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 first hand. It may be of interest to some of you to discover that over 300 languages are currently spoken in this remarkable city. Furthermore, these are indeed very interesting times as the United Kingdom begins to prepare to regain its sovereignty and forge its own path following the Brexit vote.*

*The current international trade dynamic is such that it is more important than ever that we gain insights from not only participants from across the globe, but also from individuals presenting papers that are outside our own research specialisms. It is gratifying to note that some international observers are joining us for this conference. We are delighted that this conference is genuinely international and will provide us with an opportunity to benefit from the insights offered by various eminent speakers. Whilst a more select conference in terms of numbers, the quality of the participants is extremely high, and we hope that some useful conversations will take place.*

*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**

Executive Chair

Academy of Business and Retail Management (ABRM), London

**Mark T. Jones**

Centre for Innovative Leadership Navigation (CILN), UK

## ITARC/ILLT-2018 CONFERENCE COMMITTEE MEMBERS

### Conference Chairs

**Dr. P. R. Datta**, Academy of Business and Retail Management, 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

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

## Tracks and Session Chairs

### Day-1: Monday 5<sup>th</sup> November 2018

**Session-1: Inaugural Session**

Prof. David Graves, Dg Anti-Fraud Consultants, UK

**Session-2: Teaching and Learning for Life Long Learning Sector**

Prof. Padmakali Banerjee, Amity University, India

**Session 3-Workshop: Issues in Educational Leadership & Diversity Management**

Prof. David Graves, Dg Anti-Fraud Consultants, UK

**Session-4: Maritime Crime and Security: Pivotal issues in a globalised world**

Dr Martin Wright, Academic Director of Anti-Fraud Consultants, UK

**Session-5: Financial Sector in Emerging Economies/Globalisation & International Trade**

Prof. Atish Prosad Mondal, St. Xavier's College (Autonomous), Kolkata

### Day-2: Tuesday, 6<sup>th</sup> November 2018

**Session-6: Branding & Marketing**

Dr Yehia Sabri Nawar, Claude Littner Business School, University of West London, UK

**Session-7: Workshop on new perspective on Institutional Leadership**

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

**Session-8: Branding & Marketing/HRM**

Dr P. R. Datta, Academy of Business and Retail Management, UK

**Session-9: Business and Management**

Prof. Akhabue A. Okharedia, Graduate School of Business Leadership, University of South Africa

**Session-10: Round table discussion**

Prof. David Graves, Dg Anti-Fraud Consultants, UK



## 9th International Trade & Academic Research Conference (ITARC) 4th International Conference on Institutional Leadership, Learning & Teaching (ILLT)

### Co-Sponsors



The Academy of Business and Retail Management (ABRM) 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. ABRM 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. ABRM is committed to working to uphold the highest standards of probity and academic rigor in all that its endeavours.



The Centre of 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.



The JBRMR is a scholarly and refereed journal that provides an authoritative source of information for scholars, academicians, and professionals in the fields of business and retail management. The objectives of the JBRMR are to attract and publish theoretical, conceptual, and empirical manuscripts from academics and professionals from all disciplines regarding a wide range of contemporary issues in business and retail management. The aims of the journal are to disseminate knowledge; provide a learned reference in the field; and facilitate communication between academic and research experts, and executives. *The journal is indexed by SCOPUS, EBSCO Host, ProQuest, ROAD of refereed publications. It is ranked by SCIMAGO*

## CONFERENCE CO-CHAIRS & KEYNOTE SPEAKERS

### CONFERENCE CHAIRS



**Dr. P R Datta**  
Executive Chair, Academy of Business & Retail  
Management Research, London, UK

Dr Datta has earned his first degree in Plasma Physics from Moscow, Russia, an MBA from England and MSc in marketing from Glamorgan University (UK) and PhD in Marketing from University of Hertfordshire. He is a fellow of the Chartered Institute of Marketing (CIM), UK and member of various professional bodies including British Academy of Management, European Marketing Association, Chartered Institute of Marketing and European association for Evolutionary Political Economy.

Currently Dr. Datta is holding the position of Executive Chairman of The Academy of Business & Retail Management Research-UK, and Editor in Chief of the Journal of Business and Retail Management Research (JBRMR) -A SCOPUS Indexed & SCIMAGO ranked peer reviewed academic journal published from UK and lead consultant of the Centre for Innovative Leadership Navigation, UK; Editorial advisor- International Journal of Technology and Management Research (IJTMR), Ghana; Member of Editorial board: Gumbad Business Review (an international Business Journal on Business & Management), India, Member of Editorial Board: International Journal of Contemporary research in Management & Social Sciences, India.

#### 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 Business & Economic Development (UK) - Editor-in-Chief, International Journal of Higher Education Management (UK) - Managing Editor, 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  
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, UK

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

Prof Deepraj Mukherjee  
Kent State University, USA



Deepraj Mukherjee has received his Ph.D. in Business Administration with a concentration in Economics from the University of Memphis, USA. Deepraj Mukherjee's areas of specializations are in international trade and business issues. His works have been published in well-known journals like Economic Modelling, Applied Economics Letters, Management Decision, European Business Review, Review of Development Economics among others. Dr. Mukherjee's articles are highly cited. His paper "Is Culture a Determinant of Financial Development" received citations from the edited book *Regional Integration and Policy Challenges in Africa* (published from Africa), by Adusei (2014) in the *British Journal of Economics, Management & Trade* (published by Oxford, the U.K.), Yu et al. (2014) in the *Journal of Beijing Technology and Business* (published from China), and Marpotche et al. (2015) in the *Journal of Applied Banking and Finance* (from Italy).

His projects are frequently collaborated with researchers from other institutions, like his paper 'Re-examining the Relationship between Domestic Investment and Foreign Aid: Does Political Stability Matter?' has a collaborator from the World Bank. Dr. Mukherjee has been recognized as an excellent scholar related to the emerging markets /economies and has been invited as an affiliate member of Emerging Market Internationalization Research Group (EMIRG) at University of Sydney, Australia. This internationally-recognized group is tasked with looking at the entire economic future of several emerging markets around the world to determine steps to be taken in their international expansion.

Dr. Mukherjee is the Editor-in-Chief of the Journal of International Journal of Business and Economic Development since August 2017. This journal is published from the United Kingdom and is indexed by DOAJ, EBSCO Host, ProQuest, and Cabell's Directory. He is also on the Editorial Board of Eastern European Business and Economics, published from Europe. His papers regularly get accepted at prestigious international conferences like International Atlantic Economic Conference, American Economic Association Annual Conference, and the Annual Conference of the Academy of International Business. Mukherjee also contributed in the capacity of a reviewer for journals like Economic Change and Restructuring, Journal of World Business, and International Journal of Emerging Markets to name a few.

Dr. Mukherjee was awarded two best track paper awards at International Conference on Business and Economic Development (ICBED) one in April 2014, and one in April 2016, for his papers "Preferential trade agreements and corruption: a cross-country panel study of pre-WTO agreements", and "Understanding the international trade-corruption linkage: taking stock and moving forward", respectively. ICBED is a conference related to international development and organized by the Academy of Business and Retail Management from the United Kingdom. Dr. Mukherjee has been recently awarded a grant to study the location strategies of the multinationals that come out of the emerging economies.

## 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](http://www.bl.uk)), the British Museum ([www.britishmuseum.org](http://www.britishmuseum.org)) or Tate Modern ([www.tate.org.uk](http://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](http://www.soane.org)), the Imperial War Museum ([www.iwm.org.uk](http://www.iwm.org.uk)), Kew Gardens ([www.kew.org](http://www.kew.org)) and the Wallace Collection ([www.wallacecollection.org](http://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](http://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 the ABRM 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:** The Academy 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@abrmr.com](mailto:info@abrmr.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:** The Academy works assiduously to organize papers to fit in with the relevant tracks. There are occasions when individual authors request that papers request that papers be moved to fit in with flights etc. Please note that whilst The Academy 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. **ABRM** is committed to publish all full text articles those accepted for the conference. However, all abstracts/full-text papers are included in printed version.
- 11) **Use of Bibliographic reference:** Please use the following bibliographic reference (please use that applies to you):  
*9<sup>th</sup> International Trade and Academic Research Conference (ITARC), Proceedings of the International Conference, 5-6<sup>th</sup> November 2018, Holiday Inn London-Kensington, UK*  

**OR**

*4<sup>th</sup> International Conference on Institutional Leadership, Learning and Teaching (ILLT), Proceedings of the International Conference, 5-6<sup>th</sup> November 2018, 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 ABRM 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](http://www.tfl.gov.uk)



ABRM 9<sup>th</sup> ITARC/4<sup>th</sup> ILLT-2018 CONFERENCE HASHTAG

#ITARC18

#ILLT18

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.

**9th International Trade & Academic Research Conference (ITARC)  
4th International Conference on Institutional Leadership, Learning & Teaching (ILLT)**

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

**SCHEDULE FOR THE CONFERENCE 2018**

**Saturday 3rd November - Sunday 4th November 2018**

**Arrival and independent traveling days in London, UK**

**DAY-1  
MONDAY 5<sup>th</sup> November 2018**

**8.00 AM -9.00AM**

**Registration, Coffee & Networking**

**SESSION 1: INAUGURAL SESSION**

**9.00am-11.00 am** (Tea and Coffee break & Networking: 11.00am-11.15am)

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

Location: Buckingham suite

**9.05am-9.15am: Opening address & Introduction**

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

**9.15am-9.25am: Message of welcome**

**Dr. P R Datta**, Executive Chair, Academy of Business & Retail Management Research, London, UK

**9.30am -9.55: KEYNOTE ADDRESS**

**Prof. Deepraj Mukherjee**, Kent State University, USA

**Title:** OBOR: The Purpose, the Goals, and the Challenges

**Brief synopsis**

*One Belt One Road (OBOR) is a six-corridor trade initiative that would go from China through Asia to Europe, including Africa. Whether OBOR is China's grand strategy or is it a geopolitical trade route that will truly allow regional integration dynamics and will elevate it to be considered as the contemporary version of the ancient silk route? These are the pertinent questions and should instigate enough interest among the academicians in the next few years. The present study is an attempt to shed light on various aspects of this proposed trade initiative. The article uses international trade theory to highlight how international business would be benefited if the initiative is successful in bringing the countries under one trade network. It further highlights the geopolitical anxieties, the issues, and the prospects of this initiative.*

**9.55am -10.20am: KEYNOTE ADDRESS**

**Prof. Chris Bellamy**, University of Greenwich

**Title:** Planet Ocean. The blue planet and the maritime dimension as the driver of globalisation.

**Brief synopsis:**

*The latest data and predictions from the International Maritime Organisation (IMO), based here, in London, indicate that an almost incredible 50,000 billion (50 trillion) ton- miles of maritime commodities and trade now transit the World's Oceans, which occupy 70 percent of the planet, each year. That is growing by about a thousand billion tons a year, a fourfold increase since 1968 In 2006 UK airspace was closed for six days because of the Icelandic volcanic eruption and yet, despite the 'just in time' philosophy of modern logistics, there were no shortages of food or fuel. This is because 95 percent of UK imports, including all but the lightest and most valuable commodities, come*

by sea. Maritime trade is the driver of globalisation. Yet despite this, many people are unaware of the overwhelming significance of maritime trade and commerce. Once a ship leaves the territorial seas (12 nm from the coastal baseline) of a country, it is effectively 'out of sight: out of mind'. The cruise ship industry is also the fastest growing element of the tourist industry. Yet maritime trade and transport is enormously vulnerable, as the recent spate of Somali-based piracy has shown. In particular, the growing economies of South Asia and the Asia-Pacific are dependent on maritime trade. China, with a long history of maritime exploration, is now emerging as the world's pre-eminent maritime power. However, as ships become more automated, with smaller crews, they are particularly vulnerable to new threats, including cyber-attack. Because of the value of maritime trade, it has always been a target for organised crime, and because of ships' size and iconic significance they may also be lucrative targets for maritime terrorism.

### **10.25am- 10.50am: KEYNOTE ADDRESS**

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

**Title:** Do MOOCs matter?

#### **Brief synopsis**

*Massive Open Online Courses: The MOOC Revolution (2014) makes it clear that attitudes to MOOCs are often polarised. For some they are a transformative and democratising element of a Brave New World, for others they appear to exemplify muddled thinking and an erosion of academic control and standards. Change remains a constant, and whilst there are legitimate reasons for academics to want to be on their guard about any perceived decline in standards, it is important to be alive to the opportunities that new technology presents when it comes to levels of engagement and the ability to help people access means of learning in a manner that is convenient and meaningful. Many of those who walk the corridors of accountability are not only unfamiliar with MOOCs but have yet to appreciate that mankind is on the cusp of a new revolution in respect of Artificial Intelligence (AI) and the Internet of Things (IoT).*

*Whilst they may be right to have misgivings about the content, value and reasoning behind certain specific MOOCs, these courses should give rise to consideration of humans as autodidacts. Outside of theological circles precious little is said or written about the value of discernment and the role that it plays not only in academia, but in our working lives, and those outside the world of work. Artificial Intelligence is projected to make jobs across whole swathes of the working landscape obsolete and thus there will need to be means to stimulate and engage those who might otherwise have been in work. MOOCs like social media usage, have the ability to take on their own momentum, something that unnerves traditionalists in education who wish to have a firm grasp in terms of the selection of the students permitted to participate, a controlled learning environment and oversight of the means of learning and assessment. To some MOOCs appear not only subversive, but smack of populism and a general dumbing down in terms of standards. Perhaps one of the most intriguing dimensions of this means of study has been the Carlsberg Factor, the ability to reach students that other learning mechanisms just cannot reach. The uptake of MOOCs in many developing countries has been phenomenal and in certain areas of learning the courses available have been consumed voraciously. A case in point is a course entitled: Control and Elimination of Visceral Leishmaniasis offered by the London School of Hygiene & Tropical Medicine and available via [www.futurelearn.com](http://www.futurelearn.com). Institutions are designing MOOCs for a variety of different reasons, some laudable others less so do with self-empowerment and being a means to address the knowledge deficit. Thus, it is perfectly reasonable to ask: Do MOOCs matter? Long-time trenchant critics of MOOCs such as Jonathan Rees, Professor of History at Colorado State University at Pueblo underscore something of the ideological fissures that exist in academia, some of which appear of a reactionary nature and filter into the debate about Open Access journals and accessibility in general. MOOCs deserve our attention, not least because they elucidate something of the challenge facing education and academia in its quest to be relevant, engaging and enlightening.*

**SESSION 2 (PANEL SESSION)****11.15am-12.15pm**

**Session: Teaching and Learning for Life Long Learning Sector**  
 Session Chair: Prof. **Padmakali Banerjee**, Amity University, India  
 Location: Buckingham suite

**11.15am -12.15pm****PRESENTATIONS**

- I *Online accounting education for nontraditional learners*  
**Nammy K. Lee**, University of Virginia, United States
- II *Academic leadership in India: The case of liberal arts education*  
**Uma Narain**, Jyoti Dalal School of Liberal Arts, NMIMS University, Mumbai
- III *Academic Leadership Framework for a Sustainable Higher Learning Environment*  
**Padmakali Banerjee; Bhavana Adhikari; Rumki Bandyopadhyay**, Amity University Haryana (AUH), Amity Business School, India
- IV *Leadership effectiveness for managing change: the role of emotions*  
**Evangelia Fragouli**, University of Dundee, UK
- V *Being published in reputable academic and scientific journals: Key criteria for acceptance*  
**Palto Datta**, Academy of Business and Retail Management, UK; **Mark T Jones**, Centre for Innovative Leadership navigation, UK

**SESSION 3 (Workshop)****12.15Pm-13.00 pm**

**Workshop on Issues in Educational Leadership & Diversity Management**  
 Workshop facilitator: Prof. **David Graves**, Dg Anti-Fraud Consultants, UK  
 Location: Buckingham suite

**12.15pm -13.00pm****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 at 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)***

**13.00PM-14.00PM**  
**BREAK FOR LUNCH**

**SESSION 4 (Announcement & Special Session)****14.00pm-15.50 pm**

**Special Session: Maritime Crime and Security: Pivotal issues in a globalised world**  
 Session Chair: **Dr Martin Wright**, Academic Director of Anti-Fraud Consultants  
 Location: Buckingham Suite

**14.00pm -15.30pm: ANOUNCEMENT**

**Name of the Journal:** International Journal of Maritime Crime & Security

**Editor-in-chief: Prof. Chris Bellamy**, University of Greenwich, UK

### About the Journal

*The International Journal of Maritime Crime and Security (IJMCS) will be the first high-quality multi/interdisciplinary journal devoted to the newly identified field and academic discipline of maritime security and to the study of maritime crime. The latter has been neglected, as the scientific study of crime has remained essentially landlocked.*

*The Journal will cover the following, broadly constructed and interpreted, disciplines as they relate to maritime security: economics, environmental studies, global governance studies, anthropological and cultural studies, human factors and psychology, security, criminology and crime science, cyber security, international and national law (Maritime Law, Law of the Sea and National Jurisdictions), political and policy perspectives, strategic security and war studies, naval and maritime history as they relate to current issues, maritime crime, including cyber-crime, fraud, piracy and armed robbery at sea, Illegal, Unregulated and Unreported (IUU) Fishing, smuggling, people trafficking, illegal immigration, stowaways and pollution, disaster management and resilience at sea and in littoral areas. 'Maritime Security' includes port facility, offshore platform and undersea resource extraction security – not just ships. For further details: [www.ijmcs.co.uk](http://www.ijmcs.co.uk)*

### PRESENTATIONS

**14.20pm -15.50pm: Maritime Crime and Security: Pivotal issues in a globalised world**

#### PRESENTATIONS

- I *The North-East Passage: the high north and the northern (Arctic) sea route.*  
**Caroline Kennedy**, Professor of War Studies, Loughborough University, UK
- II *Deng's Post-Mao Capitalistic China, the role of the Port of Piraeus and the Creation of International Trading Systems*  
**Gina Balta**, University of Greenwich, UK
- III *Flag Protectionism Impact on the World Trade.*  
**Eugen Manole**, Madeira Corporate Services S.A. Management Company in Madeira, Portugal
- IV *Transnational Seaborne Organised Crime: an update*  
**George Kiourktsoglou**, Department of Engineering Management, University of Greenwich, UK
- V *Maritime Strategy in the 21<sup>st</sup> century*  
**Chris Bellamy**, University of Greenwich, UK

#### SESSION 5 (PANEL SESSION)

16.05pm -17.30pm

Session: Financial Sector in Emerging Economies/Globalisation & International trade

Session Chair: Prof. Atish Prosad Mondal, St. Xavier's College (Autonomous), Kolkata, India

Location: Buckingham suite

#### 16.05pm -17.30pm: KEYNOTE ADDRESS

**Prof. David M. J Graves**, DG Anti-Fraud Consultants Ltd

**Title:** UK Austerity c2010 onwards – What positive impact would Private Investigators bring to Criminal Investigations?

#### Brief synopsis:

*From 2015 the UK Government has put in place regulations that cover the activities of private investigators by requiring them to be licensed by the Security Industry Authority (SIA). It is now a criminal offence to undertake private investigations without a licence. Approved licences will only be issued following satisfactory criminality and identity checks, and certificated competency-based training. Furthermore, it is also a criminal offence to breach the conditions of that licence for private investigations, as per section 9(4) of the "Private Security Industry Act 2001". (HM Government Report Home Affairs Committee Session 2012-2013 HC 100).*

*As a result of constant budget cuts, reduced investigative resources and continuing uncertainty across the UK police service this has presented many businesses and corporations with a big problem – how do they get the*



police to investigate the issues happening within their businesses? They are now ill equipped, understaffed, under skilled to deal with time consuming issues such as fraud, employee theft and ‘scamming’ in the same way as they did of old? Of the 43 police forces in the UK very few now have the skill set to investigate fraudulent activity. The Action Fraud website of 2009 (City of London Police) was set up as a ‘one stop shop’ for cases of fraud, both for the private consumer and businesses. It allowed for the self-reporting of cases, which are then referred to the relevant police for a line of enquiry. This could often take days or weeks, if it was referred at all. (As of September 2017, following a government fraud response review it has been suggested that 96% of frauds reported to the UK’s National Fraud Reporting Centre went undetected).

Because of the government’s regulation and the impact of the wave of austerity private investigating is slowly becoming a mainstream occupation, as the government realises that a solid network of skilled private investigators exists throughout the UK and therefore they should be seriously looked at as an extra source to bolster current UK law-enforcement resources.

The research area opens a number of enquiry lines e.g. where do private investigators ‘sit’ in the context of government policy (is policy sufficiently cognizant of their roles and contributions)? And, how do others (police, judicial services, victims of crime, define the contribution of private investigators when they are linked to handling government cases, and its associated outcomes.

There is no doubt that the public and private sectors overlap in different ways (Marx 1987). Moreover, while the public police have traditionally expressed scepticisms about the calibre of their private sector counterparts, there are a number of well-documented examples of effective cooperation (Shearing 1996). As a result of this it’s fair to say that the police have benefitted greatly from an additional source of information.

How then can we achieve future legal and harmonious collaboration between the public and private investigative services?

## PRESENTATIONS

- I *Price is what you pay: the origins of value for bitcoin*  
**Magnus Torfason**, University of Iceland, Iceland; **Mikolaj Jan Piskorski**, IMD Business School; **Frank Nagle**, Harvard Business School, USA
- II *Asset structure and financial performance of companies in Nigeria*  
**Maryam Abdu**, Department of Business administration, Faculty of Social and Management Sciences, Kaduna State University, Kaduna – Nigeria
- III *Recent developments in consumer protection in online channel context*  
**Dario Dunković**, University of Zagreb, Croatia.
- IV *Physician assisted suicide tourism – A future global business phenomenon*  
**Atish Prosad Mondal**; **Puja Bhowmik**, Department of Commerce, St. Xavier’s College (Autonomous), Kolkata, India

**17.30pm Mark T. Jones**

**CLOSING SPEECH FOR THE 1<sup>st</sup> DAY CONFERENCE**

**DAY 2**  
**TUESDAY 6<sup>th</sup> NOVEMBER 2018**

8.00 AM -9.15AM

Registration

9.15am-9.25am

**OPENING ADDRESS FOR DAY 2**

Mark T Jones, Centre for Innovative Leadership Navigation, UK

**SESSION 6 (PANEL SESSION)**

9.25am -11.00am (Tea/Coffee Break/Networking: 11.00am-11.15am)

**Session: Branding & Marketing****Session Chair: Dr Yehia Sabri Nawar**, Claude Littner Business School, University of West London, UK**Location: Buckingham suite**

9.25am-11.00am

**PRESENTATIONS**

- I *Life as a knowledge journey and the expected implications in contemporary consumer studies*  
**Codrin Chiru; Yaqub Murray**, School of Business, Royal Agricultural University, UK
- II *Impact of social network on purchase decision: a study on teenagers of Bangladesh*  
**Md. Ridhwanul Haq**, Institute of Business Administration, University of Dhaka, Bangladesh; **M Zamanur Rahman**, School of Business, Uttara University, Dhaka, Bangladesh; **Md. Rakibul Hasan**, Institute of Business Administration, University of Dhaka, Bangladesh
- III *Behavioural factors that contribute to employees' pensions participations: organisational culture perspective*  
**Ezinne Eluwa; Yehia Sabri Nawar**, Claude Littner Business School, University of West London, United Kingdom
- IV *Brand-self congruence and brand preference: A study on mobile phone users*  
**Sobia Shujaat; Shaheera Haroon**, Bahria University, Karachi, Pakistan; **Iram Tahir; Hamna Zaman**, University of Karachi, Pakistan
- V *Big Data Analytics: Towards recuperating National Student Survey (NSS) in Modern Universities. "The case of The University of West London"*  
**Thomas Anthony Morris; Yehia Sabri Nawar**, Claude Littner Business School, University of West London, United Kingdom
- VI *Impact of arousal on the consumer's memory for advertising*  
**Hayden Noel**, University of Illinois, Urbana-Champaign, USA; **Hila Riemer**, Ben-Gurion University of the Negev, Israel
- VII *The impact of ICT in leadership in Kuwait Schools*  
**Aminah Almutairi**, Dept. of computing, Portsmouth University, Portsmouth, UK

**SESSION 7 WORKSHOP**

11.15am-12.00pm

**Workshop on New perspective on Institutional Leadership****Workshop facilitator: Mark T Jones**, Centre for Innovative Leadership Navigation, UK**Location: Buckingham suite**

11.15am-12.00pm

**WORKSHOP**

*Leadership carries with it the burden of responsibility, as well as increasingly the need to accountable. Those in leadership roles invariably have to manage people, expectations and change. The ability to communicate effectively is of paramount importance, as is a willingness to consult and listen. Pressure goes with the territory of leadership, and this is particularly true for those in such roles in the higher education sector at this time. Whilst many are preoccupied with day to day firefighting, the effective leader*

*innovates, acts decisively and thinks ahead. In respect of conflict, prevention is better than cure, but failing that it is important to have some tried and tested approaches ready to address any problems that might arise. Areas of focus will include: Empower colleagues through trust; Lead by example; Handling conflict & anger; Listening Skills & Negotiation; Learning to look as well as see*

**SESSION 8 (PANEL SESSION)**

**12.00pm -13.00pm**

**Session: Branding & Marketing/HRM**

**Session Chair: Dr P. R. Datta**, Academy of Business and Retail Management, UK

**Location: Buckingham suite**

**12.00pm-13.00pm**

**PRESENTATIONS**

- I *The efficacy of modern technology on premier league's revenue stream: towards a viable social media business model analysis*  
**Leanne Catherine Quinn; Yehia Sabri Nawar**, Claude Littner Business School, University of West London, United Kingdom
- II *The impact of SMS marketing on consumer's behavior*  
**Firdous Ahmed**, Bahria University, Management Science Department, Islamabad, Pakistan
- III *Gender differences in non-farm micro and small enterprise financial performance in Ghana*  
**Sylvester Nsobire Ayambila**, University for Development Studies, Ghana
- IV *Big data: towards enhancing academic and non-academic turnover and retention in higher education*  
**Jennifer Thompson; Yehia sabri Nawar**, Claude Littner Business School, University of West London, United Kingdom
- V *Parameter recovery and forecasting accuracy: How robust is the multinomial logit model?*  
**Friederike Paetz**, Clausthal University of Technology, Germany  
**(Video presentation)**

**13.00-14.00**

**BREAK FOR LUNCH**

**SESSION 9**

**14.00pm-15.30pm**

**Session: Business and Management**

**Session Chair: Prof. Akhabue A. Okharedia**, Graduate School of Business Leadership, University of South Africa

**Location: Buckingham suite**

**PRESENTATIONS**

- I *The impact of employee perception and engagement on firm performance: leadership perspective*  
**Mohamed Saud Shaikh; Yehia Sabri Nawar**, Claude Littner Business School, University of West London, United Kingdom
- II *A comparative analysis of the implementation of freedom of association and collective bargaining principles in post-apartheid South Africa and the United States of America in respect of ILO standards*  
**Akhabue A. Okharedia**, Graduate School of Business Leadership, University of South Africa
- III *Legal audit: comparison between France, the United States and Algeria*  
**Massil Baraka; Faiza Benikhlef; Amel Kasmi**, HEC Alger University, Algeria
- IV *The impact of R & d on economic growth: an empirical study of the case of Algeria (1990 -2014)*  
**Sabah Fadel**, University of Algiers 3, Algeria; **Sabrina Takouche; Khaled Rouaski; Badreddine Talbi**, National High School of Statistic and Applied Economcs (Enssea), Algeria

- V *Risk management and performance: A case study of credit risk management in commercial banks*  
**Evangelia Fragouli; May Aldayel**, University of Dundee, UK
- VI *Impact of learning organization on job satisfaction: an empirical study of telecommunication companies of Pakistan*  
**Muhammad Jahangir; Rauza**, Faculty of Management Sciences, NUML Islamabad, Pakistan

**SESSION 10****15.30pm-16.30pm****Session: Round table discussion****Moderator: Prof. David Greaves**, Dg Anti-Fraud Consultants, UK**Location: Buckingham suite****15.30pm-16.30pm: Round Table Discussion****Theme of the discussion:** The 'management versus leadership' debate**Brief synopsis**

*Many people love discussing the difference between managers and leaders, often implying that leaders are somehow superior. Yet both activities are necessary for any business, large or small to survive and the best people are good at both. Most of the leading business practitioners share this view. In all organisations, large or small, leadership and management skills is a requirement for its objectives to be achieved. Good leadership can result in success, poor leadership can result in failure, and this leadership can be provided by one person or by a team of people. Leadership is the process of motivating other people to act ways to achieve specific goals.*

*The motivation of other people may be achieved in a variety of ways, which affect leadership styles, and the way a person exercises leadership can be identified as a series of actions, which are directed towards a particular objective. The emphasis is on action because, although leaders may exert influence through inspirational speeches, they are judged on what they do. It has become fashionable to distinguish leaders from managers. One does the right things, copes with change; the other does' things right, copes with complexity. The questions will always arise when discussing this "what this distinction means in the every-day life or organisations"? Can we separate them in practice? Or, more to the point, should we even try?*

**Questions for open debate:**

*How would you like to be managed by someone who doesn't lead, or*

*Why would you want to be led by someone who doesn't manage?*

*Thinking now of their duties, and your experience in the workplace how can we distinguish the difference between a Leader and a Manager by their functional duties?*

*Should both Leaders and Managers take time out to critically reflect on the actions?*

**16.30pm CLOSING REMARKS**

**Mark T. Jones**, Centre for Innovative Leadership Navigation (CILN), UK

**Dr P.R. Datta**, Executive Chair, Academy of Business and Retail Management, 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

**9th International Trade & Academic Research Conference (ITARC)  
4th International Conference on Institutional Leadership, Learning & Teaching (ILLT)**

**List of Participant & Institution Represented**

Author's Name	Institution, Country
Akhabue A. Okharedia	University of South Africa, South Africa
Amel Kasmi	Hec Alger University, Algeria
Aminah Almutairi	Portsmouth University, Portsmouth, Uk
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Badreddine Talbi	National High School of Statistic and Applied Economcs (Enssea), Algeria
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Caroline Kennedy	Professor of War Studies, Loughborough University, Uk
Chris Bellamy	University of Greenwich, UK
Codrin Chiru	Royal Agricultural University, UK
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Eugen Manole	Madeira Corporate Services S.A. Management Company in Madeira, Portugal
Evangelia Fragouli	University of Dundee, UK
Ezinne Eluwa	University of West London, United Kingdom
Faiza Benikhlef	Hec Alger University, Algeria
Firdous Ahmed	Bahria University, Pakistan
Frank Nagle	Harvard Business School, USA
Friederike Paetz	Clausthal University of Technology, Germany
George Kiourktsoglou	University of Greenwich, UK
Gina Balta	University of Greenwich, UK
Hamna Zaman	University of Karachi, Pakistan
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Massil Baraka	Hec Alger University, Algeria
May Aldayel	University of Dundee, UK
Md. Rakibul Hasan	University of Dhaka, Bangladesh
Md. Ridhwanul Haq	University of Dhaka, Bangladesh
Mikolaj Jan Piskorski	Imd Business School
Mohamed Saud Shaikh	University of West London, United Kingdom
Muhammad Jahangir	Numl Islamabad, Pakistan
Nammy K. Lee	University of Virginia, United States



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<b>Puja Bhowmik</b>	St. Xavier's College (Autonomous), Kolkata, India
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<b>Sabrina Takouche</b>	National High School of Statistic and Applied Economics (Enssea), Algeria
<b>Shaheera Haroon</b>	Bahria University, Karachi, Pakistan
<b>Sobia Shujaat</b>	Bahria University, Karachi, Pakistan
<b>Sylvester Nsobire Ayambila</b>	University for Development Studies, Ghana
<b>Thomas Anthony Morris</b>	University of West London, United Kingdom
<b>Uma Narain</b>	Jyoti Dalal School of Liberal Arts, Nmims University, Mumbai
<b>Yaqub Murray</b>	Royal Agricultural University, UK
<b>Yehia Sabri Nawar</b>	University of West London, UK

**9th International Trade & Academic Research Conference (ITARC)**  
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<b>Amel Kasmi</b> HEC Alger University, Algeria	Legal audit: comparison between France, the United States and Algeria
<b>Aminah Almutairi</b> Portsmouth University, Portsmouth, UK	<i>The impact of ICT in leadership in Kuwait Schools</i>
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<b>Maryam Abdu</b> Kaduna State University, Kaduna - Nigeria	<i>Asset structure and financial performance of companies in Nigeria</i>
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<b>Md. Ridhwanul Haq</b> University of Dhaka, Bangladesh	<i>Impact of social network on purchase decision: a study on teenagers of Bangladesh</i>
<b>Mikolaj Jan Piskorski</b> IMD Business School, Switzerland	<i>Price is what you pay: the origins of value for bitcoin</i>
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<b>Nammy K. Lee</b> University of Virginia, United States	<i>Online accounting education for nontraditional learners</i>
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<b>Rauza</b> NUML Islamabad, Pakistan	<i>Impact of learning organization on job satisfaction: an empirical study of telecommunication companies of Pakistan</i>
<b>Rumki Bandyopadhyay</b> Amity University Haryana (AUH), Amity Business School, India	Academic Leadership Framework for a Sustainable Higher Learning Environment

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<b>Sabrina Takouche</b> National High School of Statistic and Applied Economcs (Enssea), Algeria	<i>The impact of R &amp; d on economic growth: an empirical study of the case of Algeria (1990 -2014)</i>
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<b>Sobia Shujaat</b> Bahria University, Karachi, Pakistan	Brand-self congruence and brand preference: A study on mobile phone users
<b>Sylvester Nsobire Ayambila</b> University for Development Studies, Ghana	<i>Gender differences in non-farm micro and small enterprise financial performance in Ghana</i>
<b>Thomas Anthony Morris</b> University of West London, United Kingdom	<i>Big Data Analytics: Towards recuperating National Student Survey (NSS) in Modern Universities. "The case of The University of West London"</i>
<b>Uma Narain</b> Jyoti Dalal School of Liberal Arts, NMIMS University, Mumbai	<i>Academic leadership in India: The case of liberal arts education</i>
<b>Yaqub Murray</b> Royal Agricultural University, UK	<i>Life as a knowledge journey and the expected implications in contemporary consumer studies</i>
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<b>Yehia Sabri Nawar</b> University of West London, United Kingdom	<i>Big Data Analytics: Towards recuperating National Student Survey (NSS) in Modern Universities. "The case of The University of West London"</i>
<b>Yehia Sabri Nawar</b> University of West London, United Kingdom	<i>Big data: towards enhancing academic and non-academic turnover and retention in higher education</i>
<b>Yehia Sabri Nawar</b> University of West London, United Kingdom	<i>The efficacy of modern technology on premier league's revenue stream: towards a viable social media business model analysis</i>
<b>Yehia Sabri Nawar</b> University of West London, United Kingdom	<i>The impact of employee perception and engagement on firm performance: leadership perspective</i>

**LIST OF COUNTRIES REPRESENTED**

United Kingdom
United States of America
India
Iceland
Portugal
Nigeria
Croatia
Bangladesh
Pakistan
Israel
Ghana
Germany
South Africa
Algeria









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