

2016



4th International Conference on Interdisciplinary Social Science Studies Conference Programme

Conference Venue: University of Cambridge
Newnham College, Cambridge, United Kingdom
Conference Dates: 4th-6th July 2016



FLE Learning



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FLE Learning

FLE Learning seeks to develop the knowledge and skills of both public and private sector actors on key new developments and issues in the area of law, trade, business, finance and economics by organising a variety of events, such as conferences, courses, training, and workshops.

In the past year, FLE has successfully organised eleven international academic conferences in which delegates from over 65 different countries participated, including Afghanistan, Algeria, Australia, Azerbaijan, Bangladesh, Belgium, Brazil, Bulgaria, Canada, Chile, China, Cyprus, Czech Republic, DR Congo, Egypt, Estonia, France, Georgia, Germany, Ghana, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Jordan, Korea, Kuwait, Lithuania, Malaysia, Mauritius, Mexico, Morocco, Netherlands, New Zealand, Nigeria, North Cyprus, Oman, Pakistan, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Singapore, Slovakia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Taiwan, Thailand, Turkey, United Arab Emirates, United Kingdom, USA and Uzbekistan. FLE has also organised and provided various intensive onsite training programmes to public sector organisations and firms in the past years to develop and improve their controls and systems so as to ensure effective compliance with financial crime laws and regulations. Registered experts from the company also provided technical assistance to different firms to develop their risk portfolio by assessing various risks facing the firm and to update and improve the firm's internal controls and systems to efficiently detect and prevent potential financial crimes.

FLE (previously known as 'FLE Legal Education') was established in 2005 as the foremost provider of the Qualified Lawyers Transfer Test (QLTT) in the Indian Sub-Continent, and was set up with the support of the Law Society of England and Wales and the British High Commissioner, New Delhi. QLTT was conducted in India by FLE in conjunction with Central Law Training (CLT), UK, and successful completion allows practising Indian lawyers to be admitted to the Roll of Solicitors of the Supreme Court of England and Wales. The programme was launched in India to allow Indian lawyers to take this test while in their home country.

FLE Learning is not a part of, or otherwise affiliated, to the University of Cambridge, nor is 4th International Conference on Interdisciplinary Social Science Studies (ICISSS) a University of Cambridge and/or Newnham College program or activity.

4th International Conference on Interdisciplinary Social Science Studies

4th-6th July 2016

Conference Programme Day ONE*

Monday, 4th July 2016

08:45 AM: 09:15 AM : **Registration, Tea & Coffee** (Lucia Windsor Room)

09:15 AM: 09:25 AM : **Welcome and Opening Remarks** (Lucia Windsor Room) by
Prof. Matshidiso Taole, Associate Professor, University of South Africa and
Conference Chair.

Short Academic Profile: Prof. Matshidiso Taole is an associate professor at University of South Africa in the department of Curriculum and Instructional Studies. She has presented papers at local and international conferences in the field of curriculum and rural education. Her interests are curriculum studies, multi-grade teaching, rural education and online learning and teaching. She is presently involved in teaching practice, student supervision and community engagement projects.

9:25:00 AM - 9:50:00 AM – Keynote Speech

Prof. Matshidiso Taole, Associate Professor, University of South Africa, *Improving the Assessment Practices in Multi-Grade Classrooms* (Delegate Number: Taole 2803 - X11)

Day ONE Session ONE

Session chaired by **Ms. Pramod Rai**

Presentation Group: Interdisciplinary Social Science Studies

Conference Room - Lucia Windsor Room

9:50:00 AM - 10:15:00 AM

Prof. Suriamurthee Moonsamy Maistry, Associate Professor, University of KwaZulu-Natal, *Teaching about Economic and Social Inequality in Social Sciences classrooms in South Africa* (Delegate Number : Maistry 2779 - X4) Seat. No: 2

10:15:00 AM - 10:40:00 AM

Dr. Parichart Toomnan, Lecturer, Khon Kaen University, *Language learning strategies of Thai students: a case study in the Northeast of Thailand* (Delegate Number: Toomnan 2806 - X6) Seat. No: 3

10:40:00 AM - 11:05:00 AM

Dr. Asli E. Mert, Independent Researcher (currently), Independent Researcher (recently completed PhD at the University of Oxford), *Women's and Men's Gender Ideologies: The Household vs. The Labour Market* (Delegate Number: E. Mert 2860 - X29) Seat. No: 4

11:05:00 AM – 11:20:00 AM **Morning Tea/Coffee Break**

Day ONE Session TWO

Session chaired by **Prof. Matshidiso Taole**

Presentation Group: Interdisciplinary Social Science Studies

Conference Room - Lucia Windsor Room

11:20:00 AM - 11:45:00 AM

Ms. Pramod Rai, Assistant Professor, DIT University, *Indian English: Idiosyncrasies and Intelligibility* (Delegate Number : Rai 4007 - X28) Seat. No: 5

11:45:00 AM - 12:10:00 PM

Mr. Wirat Wongpinunwatana, Assistant Professor, Khon Kaen University, *Cross-cultural Communication: Knowledge and Understanding of Chinese Students Majoring in Thai* (Delegate Number : Wongpinunwatana 2978 - X27) Seat. No: 6

12:10:00 PM - 12:35:00 PM

Mr. Mandeep Singh Sehmi, PhD Researcher and Research Assistant, Coventry University, *The increase in divorce rates amongst Sikhs: British Asian Perspectives* (Delegate Number : Sehmi 3044 - X35) Seat. No: 7

12:35:00 PM - 2:00:00 PM

Dr. Asma Qadri, Assistant Professor, University of the Punjab Lahore, *Shaikh Farid Ud Din Masood Life and Work* (Delegate Number : Qadri 2883 - X7) Seat. No: 8

1:00 PM – 1:05 PM

Day ONE Group Photograph

1:00 PM - 2:00 PM

Lunch Break

Day ONE Session THREE

Session chaired by **Dr. Asli E. Mert**

Presentation Group: Interdisciplinary Social Science Studies

Conference Room - Lucia Windsor Room

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

Dr. Supakit Buakaw, Lecturer, Khon Kaen University, *Tone Variation by Age Group of Udon Thani Phuan* (Delegate Number : Buakaw 3003 - X26) Seat. No: 9

2:25:00 PM - 2:50:00 PM

Mr. La Li, Student, University of Hong Kong, *The Future Governance of Hong Kong after The Umbrella Movement: From Text to Context* (Delegate Number : Li 3090 - X19) Seat. No: 10

2:50:00 PM - 3:15:00 PM

Dr. Hanan Alhajeri, Assistant Professor, Kuwait University, *The Future of Iran's Ambition in Latin America after the Nuclear Deal* (Delegate Number : Alhajeri 2862 - X30) Seat. No: 11

Day ONE Session FOUR

3:30:00 PM - 5:30:00 PM

Cambridge Literacy Walk Tour (2 Hours Tour)

Starting Point

Porters Lodge, Newnham College

Ending Point

St John's College Main Gate, St John's Street, Cambridge

Description of the Tour

A Guided walking tour taking in the history, stories, characters, achievements and architecture of both the City and the University to include a visit inside one of the famous colleges. **The tour is organised for all registered delegates to explore University of Cambridge in a group together**

07:30 PM - 9:30 PM

Welcome Dinner* at The Anchor Inn, Silver St, Cambridge CB3 9EL. Telephone: 01223 353554 (Only for those delegates who have registered and paid for the social events)

4th International Conference on Interdisciplinary Social Science Studies

4th-6th July 2016

Conference Programme Day TWO*

Tuesday, 5th July 2016

08:45 AM: 09:00 AM : Registration and Tea/Coffee (Lucia Windsor Room)

Day TWO Session ONE

Session chaired by **Ms. Snober Sataravala**

Presentation Group: Interdisciplinary Social Science Studies

Conference Room - Lucia Windsor Room

9:00:00 AM - 9:25:00 AM

Dr. Denise Dantas, Assistant Professor, University of São Paulo, *Design as a cultural issue: Toys design aspects in Brazil, a developing country* (Delegate Number: Dantas 2841 - X33) Seat. No: 12

9:25:00 AM - 9:50:00 AM

Ms. Jagna Mucha, PhD Candidate, University of Warsaw, *Application of good governance concept through the European e-Justice System* (Delegate Number: Mucha 4052 - X36) Seat. No: 13

9:50:00 AM - 10:15:00 AM

Mr. Daniel Gough, Doctoral Researcher, Birmingham City University, *Towards a Typological Approach for Classification of Private Military and Security Contractors* (Delegate Number: Gough 3061 - X34) Seat. No: 14

10:15:00 AM - 10:40:00 AM

Mrs. Humayra Mishu, PhD Researcher, Nottingham Trent University, *The Politics of International Law of Conflict Management: A Case Study of Bangladesh Conflict Management*. (Delegate Number: Mishu 2981 - X31) Seat. No: 15

10:40:00 AM - 11:05:00 AM

Dr. David Canton-Cortes, Lecturer, University of Malaga, *Blame Attributions Among Child Sexual Abuse Survivors and Disclosure of the Abuse* (Delegate Number: Canton-Cortes 2950 - X9) Seat. No: 16

11:05:00 AM – 11:20:00 AM Morning Tea/Coffee Break

Day TWO Session ONE

Session chaired by **Dr. David Canton-Cortes**

Presentation Group: Interdisciplinary Social Science Studies

Conference Room - Lucia Windsor Room

11:20:00 AM - 11:45:00 AM

Dr. Krisanaphong Poothakool, Assistant Professor, Rangsit University, *An analysis of drug problems in Thailand* (Delegate Number: Poothakool 2875 - X8) Seat. No: 17

11:45:00 AM - 12:10:00 PM

Prof. Cem Kagan UZUNOZ, Associate Professor, Istanbul Aydin University, *A Study in Ethno-Photography: Researching Visual Memory through the Samples of Parietal Art from the Ancient City Hattusa and the Duduk Mountain*. (Delegate Number: UZUNOZ 3079 - X15) Seat. No: 18

12:10:00 PM - 12:35:00 PM

Ms. Snober Sataravala, Assistant Professor, St Mira's College for Girls, *How will the Parsis Be Remembered?* (Delegate Number : Sataravala 3086 - X22) Seat. No: 19

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

Mrs. Vanessa Capistrano Ferreira, PhD student in International Relations, Sao Paulo State University - UNESP, *The European Court of Human Rights: An analysis from perspectives of inclusion and the recognition of differences in identity* (Delegate Number : Capistrano Ferreira 2786 - X3) Seat. No: 20

1:00 PM – 1:05 PM

Day TWO Group Photograph

1:05 PM - 2:00 PM

Lunch Break

Day TWO Session THREE

Session chaired by **Mrs. Humayra Mishu**

Presentation Group: Interdisciplinary Social Science Studies

Conference Room - Lucia Windsor Room

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

Ms. Varshali Sharma, Student, Manipal University Jaipur, *Blue Ocean Business Model through Public Private Partnership for Reclaimed Water* (Delegate Number : Sharma 2771 - X2) Seat. No: 21

2:25:00 PM - 2:50:00 PM

Ms. Yang Yu Peh, Student, Nanyang Technological University, *Reviving Memory: The Forgotten Stories of Nagaland* (Delegate Number: Peh 2918 - X23) Seat. No: 22

2:50:00 PM - 3:15:00 PM

Mr. Ndikum Yanick Bile Mofor, Assistant Manager, Mitanyen Co Operative Credit Union Ltd, *Management by Objective as an Instrument for Organizational Performance Case: Mitanyen Co Operative Credit Union Ltd Cameroon* (Delegate Number: Yanick Bile Mofor 3097 - X16) Seat. No: 23

3:15:00 PM - 3:40:00 PM

Mr. Fotso Clarence Carden, Branch Manager, Mitanyen Cooperative Credit Union Ltd, *Assessing the Impact of Risk Management in Reducing the Risk of Financial Institutions in Cameroon* (Delegate Number : Clarence Carden 3098 - X17) Seat. No: 24

3:40:00 PM - 4:10:00 PM

Dr. Federico Quesada, Associate Professor, Universidad Estatal a Distancia de Costa Rica, *Industrial Policy Design with Input-Output Matrix and Genetic Algorithms* (Delegate Number : Quesada 4019 - X32) Seat. No: 25

4:10:00 PM - 4:20:00 PM

Closing Remarks by Prof. Matshidiso Taole, Conference Chair

7:00 PM – 9:00 PM

Social Networking Dinner* at India House, 31 Newnham road, Cambridge, CB3 9EY.

Telephone: (01223) 461 661 (Only for those delegates who have registered and paid for the social events)

4th International Conference on Interdisciplinary Social Science Studies

4th-6th July 2016

Conference Programme Day THREE*

Wednesday, 6th July 2016

09:00 AM to 12:30 PM **Explore Cambridge through - Cambridge City Sightseeing (Open top Bus)**

Your Ticket for Cambridge City Sightseeing (Open top Bus) is valid for 24 hrs on open top buses and you can get on and off at any of the 16 stops on the tour – keep a hold of your ticket for re-boarding!

12:30 AM – 02:00PM **Networking Lunch**

The Granta

Your networking lunch will be provided at The Granta, 14 Newnham Rd, Cambridge CB3 9EX Phone: 01223 505016.

2:00 PM – 03:00PM

Punting (60 mins)

Starting Point

Granta Moorings (next to Granta Riverside Pub)

Mill Pond, Newnham Rd, Cambridge CB3 9EX Phone: 01223 301845

Description

The tour includes 60 mins punting. During punting you will explore Queens' College and the Mathematical Bridge, Kings College, Claire College, Trinity Hall, Trinity College, St. Johns College, the bridge of Sighs, and Magdelene College.

03:00 AM to 05:00 PM **Explore Cambridge through Cambridge City Sightseeing (Open top Bus)**

With your 24-hour pass, relax for the hour-long full tour, or design a personalized itinerary with 16 possible stops with easy access to Trinity College, King's College Chapel, The Backs and more. Enjoy unobstructed views from the open-air viewing deck and fun onboard commentary as you savor this medieval university town.

Note: Day ONE Welcome Dinner*, Day TWO Social Networking Dinner* and Day THREE* social networking events are only for those delegates who have registered and paid for the social events.

Important Information

Registration & Welcome Pack: All delegates **MUST register** for the conference at the registration desk on the first day of the conference between 08:45am to 09:15am. At the registration desk, they will be provided with conference welcome pack, which will include conference programme, conference abstracts, certificate of attendance and other useful information.

Dress Code: Although there is no particular dress code for the conference, we would like to request you to kindly dress formally/smartly during the conference.

Presentation Duration: You are required to give an oral presentation of 20 minutes (maximum) plus 5 minutes for discussion where other participants may ask you questions regarding your presentation and research. Please note that your presentation must be in English language.

PowerPoint Presentation: For your presentation, you can either use PowerPoint or Prezi, whichever is more convenient for you. For PowerPoint presentation, we request you to kindly bring it on your own USB/memory stick. You do not need to email us your presentation copies. However, please note that each delegate will be given internet access during the conference.

Wifi: Each Delegate will be given a wifi code to use internet connection during the conference

FULL Paper Publication Policy: All abstracts/proposals will be published online after the conference and uploaded on FLE's website. If you want your FULL paper (maximum 5000 words) to be published in the conference proceedings, kindly handover the duly signed copy of the COPYRIGHT LICENCE AGREEMENT to the FLE representative at registration desk on DAY ONE of the conference. A copy of the copyright agreement will be provided to you in your 'Conference Welcome Pack' on the first day of the conference. Once we will receive your duly signed agreement, we will be in contact with you within the next three weeks to confirm when you can expect a proof of your paper to review.

If you also wish your FULL paper to be considered for publication in the peer-reviewed e-journal, you must authorise us to consider your paper for publication in the respective Journal by giving us your clear instructions in the same Copyright agreement. Please note that if a copy of the duly signed agreement is not received by us, we may not be able to publish your contribution in any manner. For further information about publication, please visit our website <http://www.flepublications.com/>

Social Media: Please follow us for **conference updates** and your **presentation pictures** on **Facebook** (<https://www.facebook.com/fle.learning>) and **twitter** (<https://twitter.com/FLELearning>)

Non-Smoking Area: We would like to bring it to the notice of all registered delegates that the conference venue is a non-smoking College. It is therefore our humble request that no registered conference delegate should smoke inside the college premises.

Data Protection Policy: Under the data protection law, we cannot share the personal data and presentation materials of any conference delegate without his/her permission. We therefore encourage all delegates to personally exchange their business cards during the conference if they want to exchange any further correspondence. For detailed information about our data protection policy, please visit <http://www.flelearning.co.uk/data-protection>

Information about the – Newnham College - Conference Venue

Newnham is one of the 31 colleges of the University of Cambridge. College have 370 undergraduates, 285 graduate/postgraduate students, and about 70 academic staff. The College is set in beautiful gardens with an adjoining sports field and tennis courts, just across the road from the University's Sidgwick site and about 10 minutes' walk from the historic centre of Cambridge.

The College was established in 1871 as one of the first women's colleges. Newnham is still a women's college, and the only undergraduate college with an all-female Fellowship.

Conference Venue Details: Please note that the venue of the conference is Lucia Windsor Room, Newnham College, University of Cambridge, Sidgwick Avenue, Cambridge CB3 9DF. For further information about venue, please our website <http://icisss.flelearning.co.uk/icisss/venue>

Hotel Booking: To book your accommodation during conference, kindly visit www.booking.com and book your accommodation near to the conference venue. **Recommended Hotels list:**

1. DoubleTree by Hilton Cambridge
2. Best Western Plus the Gonville Hotel
3. Cambridge City Hotel
4. Royal Cambridge Hotel
5. Premier Inn Cambridge City Centre
6. Holiday Inn Express Cambridge
7. Travelodge Hotel - Cambridge Central

University of Cambridge Accommodation

To book accommodation during your conference stay, please note that generally there is ample accommodation available at the University of Cambridge and you can get rooms at very nominal price. Please visit <http://www.accommodation.cam.ac.uk/visitingcambridge/Listings.aspx> to book your accommodation.

How to find Newnham College

The College ([College map](#)) is on [Sidgwick Avenue](#), just off the [A603](#) and approximately 2 miles from junction 12 on the M11. Please note that Silver Street is closed to cars for part of the day, and has a 'tidal flow' system for the rest. At most times it will be easier, when approaching the College from the southern part of Cambridge, to use Fen Causeway.

By Coach

National Express operates coach services to Cambridge from major towns & cities throughout the U.K. There are frequent coach services from both Central London, and London Stansted Airport through to the city. The X5 cross county Stagecoach service links Oxford to Cambridge, via Bicester, Buckingham, Milton Keynes & Bedford.

By Air

Cambridge is within easy reach of London Heathrow, London Gatwick & Birmingham International Airport. London

- Heathrow London (68 miles)
- Stansted Airport (30 miles)
- Getwick Airport (93 miles)
- Birmingham Airport (88 miles)

From any UK Airport to Cambridge use National Express coach services. To book your ticket, please visit <http://www.nationalexpress.com/wherewego/airports/index.aspx>

By Road

From the South & from London, Cambridge is a short trip up the M11 motorway. From the north, the A1 and M1 link to the A14 dual carriageway straight to the city, and from the east and west, the A14 again takes you to Cambridge.

For short stay trips the City Centre Car Parks offer great convenience, but for longer visits there are five world class Park & Ride sites located on the outskirts of the City that provide free parking and a swift and frequent bus ride to the City Centre.

By Train

There is a fast and frequent rail service from London King's Cross & London Liverpool Street through to Cambridge. There are excellent connections from Scotland & the North via Peterborough, and regional services from Birmingham & the Midlands, East Anglia & the Northwest. For bus services from Cambridge railway station into the city centre look for the Citi 1, Citi 3 or Citi 7 services.

By Taxi

Getting a cab into Cambridge can often work out to be a more convenient, faster cheaper option. [minicabit's](#) nationwide network of licensed cab firms covers all corners of the UK, so no matter where you're coming from you can book a cab direct to Cambridge. Visit [minicabit](#) to plan your trip.

By Car Hire

Rent Direct Car and Van Rental are based near the city centre on Elizabeth Way. Please visit [www.rentdirectuk.com](#) for full details and to book. They offer a full range of vehicles that you can hire to make visiting Cambridge and the surrounding area that little bit more convenient. Local, friendly and reliable if you would prefer to speak to them directly please telephone 01223 309 409 and they will be more than happy to help you through the booking process.

Please ask if you would like to hire a sat nav along with your car, as this can take the stress out of finding your way around the county and make your stay so much more enjoyable! They can also collect you from the train station (subject to opening hours and availability) and take you back to their branch making your onward journey that little bit easier.

Alternatively, Rhino Car Hire are a leading rental broker based in the UK offering excellent value car hire throughout the UK including Cambridge and from all major transport hubs including Heathrow, Gatwick and Stansted and the major rail stations. Please visit [www.rhinocarhire.com](#) or call **0845 508 9845**.

By Bus

Stagecoach operates a comprehensive service to the city from around the county. Please visit [www.stagecoachbus.com](#) for full details.

The Guided Busway offers an innovative and frequent service from Huntingdon to the city centre including stops at the Rail Station and Addenbrookes Hospital. Park and Ride sites for this service can be found at St Ives, Longstanton and Trumpington. Please visit [www.thebusway.info](#) for full details.

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

FLE Learning Ltd

Conference Division

T: 0044 131 463 7007 F: 0044 131 608 0239

E: submit@flelearning.co.uk W: www.flelearning.co.uk