

2017



Oxford Conference Series: November 2017 Conference Programme

7th International Conference on Interdisciplinary Social
Science Studies ICISSS 2017

5th Academic International Conference on Business,
Marketing and Management – AICBMM 2017

Conference Venue: University of Oxford, St. Anne's
College, Oxford, United Kingdom

Conference Dates: 13th-15th November 2017



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 Oxford, nor the 7th International Conference on Interdisciplinary Social Science Studies ICISSS 2017 November (Oxford); and 5th Academic International Conference on Business, Marketing and Management – AICBMM 2017 November (Oxford) Conference are University of Oxford and/or the St. Anne's College programs or activities.

Oxford Conference Series | 13th-15th November 2017

Conference Programme Day ONE*

Monday, 13th November 2017

08:30 AM: 09:00 AM : **Registration and Tea/Coffee** (Ruth Deech Building - Foyer A)
09:00 AM: 09:10 AM : **Welcome Remarks** - Tsuzuki Lecture Theatre
Welcome Remarks by **Ms. Samantha Sintes-Barber**, Conference Co-ordinator, FLE Learning.

Day ONE Session ONE – Keynote Session

Presentation on: **Monday, 13th November 2017**

Session chaired by **Ms. Samantha Sintes-Barber**

Presentation Group: Keynote Session

Conference Room/Hall - Tsuzuki Lecture Theatre

9:10:00 AM - 9:30:00 AM

Dr. Carl Bradley, Lecturer, Massey University (**New Zealand**), *Outlaw Bikers, methamphetamine and cultural change* (Delegate Number: Bradley 5454 - AV20 - **Oral Presentation**) **Seat No:** 1

9:30:00 AM - 9:50:00 AM

Dr. Noor Muhammad, Assistant Professor, Ghulam Ishaq Khan Institute of Engineering Sciences and Technology (**Pakistan**), *Measuring the success and failure of SMEs (service industry) based on PZ&B service quality dimensions in rural areas: Evidence from Pakistan* (Delegate Number: Muhammad 5557 - AV29 - **Oral Presentation**) **Seat No:** 2

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

Dr. Ratugamage Asha Nimali Fernando, Senior Lecturer, University of Sri Jayewardenepura (**Sri Lanka**), *Nature of Ethical Mind: A Buddhist Perspective* (Delegate Number: Fernando 5658 - AV40 - **Oral Presentation**) **Seat No:** 3

10:10:00 AM - 10:30:00 AM

Dr. Eiman Eissa, Lecturer, Qatar University (**Qatar**), *Advertising and Consumer Psychology in Qatar: Before and After the GCC Blockade* (Delegate Number: Eissa 5693 - AV54 - **Oral Presentation**) **Seat No:** 4

10:30:00 AM - 10:50:00 AM

Ms. Feriha Özdemir, Ph.D. Student & Research Assistant, University of Siegen (**Germany**), *Mobility Trap? – New mobility in case of electromobility in a German regiopolis* (Delegate Number: Özdemir 5681 - AV45 - **Oral Presentation**) **Seat No:** 5. **Co-Author:** **Mr. Christophe Said**, Research Assistant and Ph.D. Student, University of Siegen (**Germany**), (Delegate Number: Said 5681 - AV46 - **Oral Presentation**) **Seat No:** 6

10:50 AM -11:10 AM **Tea/Coffee Break** (Ruth Deech Building - Foyer A)

Day ONE Session TWO –

Presentation on: **Monday, 13th November 2017**

Session chaired by **Dr. Eiman Eissa**

Presentation Group: Interdisciplinary Studies

Conference Room/Hall - Tsuzuki Lecture Theatre

11:10:00 AM - 11:30:00 AM

Dr. Parichart Wongweeranonchai, Lecturer, Assumption University (**Thailand**), *Assessing Dimensions of Brand Personality among Utilitarian and Symbolic products: Evidence from Thai consumers* (Delegate Number: Wongweeranonchai 4807 - AY12 - **Oral Presentation**) **Seat No:** 7

11:30:00 AM - 11:50:00 AM

Mr. Ahmad Sohail Khan, Lecturer, Government College University Faisalabad (**Pakistan**), *Risk Averseness & Status Signaling: Examining the effects of Consumer Willingness to Buy Counterfeit Luxury Fashion Products* (Delegate Number: Khan 5418 - AY13 - **Oral Presentation**) **Seat No:** 8

11:50:00 AM - 12:10:00 PM

Mr. Dmytro Moisieiev, PhD Researcher, Cranfield University (**United Kingdom**), *How Return Policies' Exchange Leniency Affects Consumer Satisfaction and Regret* (Delegate Number: Moisieiev 5579 - AY16 - **Oral Presentation**) **Seat No:** 9

12:10:00 PM - 12:30:00 PM

Mr. Jean Chrysostome Kanamugire, Senior Lecturer, North-West University (**South Africa**), *African Response to Transboundary Movement of Hazardous Wastes* (Delegate Number: Kanamugire 5629 - AV48 - **Oral Presentation**) **Seat No:** 10

12:30:00 PM - 12:50:00 PM

Dr. Ali Rafeeq, Assistant Professor, United Arab Emirates University (**United Arab Emirates**), *Instagram journalism – How UAE online news websites use Instagram in digital storytelling* (Delegate Number: Rafeeq 5653 - AV56 - **Oral Presentation**) **Seat No:** 11

12:50:00 PM – 1:00:00 PM

Day one Group Photograph

1:00:00 PM - 1:50:00 PM

Lunch Break (Ruth Deech Building - Foyer B)

Day ONE Session THREE –

Presentation on: **Monday, 13th November 2017**

Session chaired by **Dr. Carl Bradley**

Presentation Group: Social Sciences

Conference Room/Hall - Tsuzuki Lecture Theatre

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

Mr. Sonnet Sarker, Alumni, University of Delhi (**India**), *Narrative of aging in postcolonial Bengal: A study of 'The Shadow Lines' and 'Namesake'* (Delegate Number: Sarker 5607 - AV52 - **Oral Presentation**) **Seat No:** 12

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

Mrs. Tess McGirr, PhD Student, Australian National University (**Australia**), *Foundations for welfare to work: Participation in Australian Government-funded family services and the employability and employment outcomes of welfare recipients with young children* (Delegate Number: McGirr 5514 - AV22 - **Oral Presentation**) **Seat No:**

13

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

Mrs. Kartini Kamaruzzaman, PhD Student, University of Leicester (**United Kingdom**), *An In-Depth Analysis of Cyberconflict: A Case Study of British Muslims and the Mobilisation of the #NotInMyName Movement* (Delegate Number: Kamaruzzaman 5365 - AV18 - **Oral Presentation**) **Seat No:** 14

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

Mr. Yu Shing Hung, Research Assistant & Independent Researcher, University of Warwick (**United Kingdom**), *Good Muslim; Bad Muslim: The Existence or Absence of Cultural Tolerance towards American Muslims in Los Angeles?* (Delegate Number: Hung 5486 - AV21 - **Oral Presentation**) **Seat No:** 15

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

Mr. Muzammir Anas, Lecturer, Sultan Zainal Abidin University (**Malaysia**), *The Relationship Between Balaghah Aspect and Narrative Structure in the Story of Moses a.s. With the Pious Man* (Delegate Number: Anas 5037 - AV05 - **Oral Presentation**) **Seat No:** 16

3:30:00 PM - 3:50:00 PM

Mrs. Syrrina Haque, Lecturer/Visiting Faculty, Kinnaird College for Women (**Pakistan**), *Goddesses and Women: The Dichotomous Coexistence of Religio-Social Inflected Vision of Indian Feminism in Bapsi Sidhwa's Water* (Delegate Number: Haque 5511 - AV38 - **Oral Presentation**) **Seat No:** 17

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

Tea/Coffee Break (Ruth Deech Building - Foyer A)

Day ONE Session FOUR–

Presentation on: **Monday, 13th November 2017**

Session chaired by **Dr. Noor Muhammad**

Presentation Group: Social Sciences

Conference Room/Hall - Tsuzuki Lecture Theatre

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

Dr. Yulia Nigmatzyanova, Senior Lecturer, RUDN University (**Russia**), *On Criteria for Selecting Material for Teaching English for Specific Purposes* (Delegate Number: Nigmatzyanova 5538 - AV24 - **Poster Presentation**) **Seat No:** 18

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

Dr. Maria Rudneva, Associate Professor, RUDN University (**Russia**), *Vocabulary Development: The Case Study of MOOC Implementation* (Delegate Number: Rudneva 5595 - AV35 - **Poster Presentation**) **Seat No:** 19

4:50:00 PM - 5:10:00 PM

Mr. Isaac Ntiamoah, PhD Student, University of Portsmouth (**United Kingdom**), *Readiness for Organisational Change in Public Sector Higher Educational Institutions in Ghana: Employees', Managers and Policy Makers Perspectives* (Delegate Number: Ntiamoah 5162 - AY19 - **Poster Presentation**) **Seat No:** 20

5:10:00 PM - 5:30:00 PM

Ms. Jacqoline Austin, Assistant Professor, Forman Christian College (**Pakistan**), *Tales tell and theater impacts: Importance of role-plays and theater in multidisciplinary classrooms* (Delegate Number: Austin 5592 - AV55 - **Oral Presentation**) **Seat No:** 21

5:30:00 PM - 5:50:00 PM

Mr. Saif Alqubaisi, PhD Candidate, Aston University (**United Arab Emirates**), *Role of Governance, Risk and Compliance on Successful Portfolio Project Management* (Delegate Number: Alqubaisi 5680 - AY20 - **Virtual Presentation (Skype Video Conference)**) Seat No: 22

5:50:00 PM - 6:10:00 PM

Dr. Nandini Sahay, Assistant Professor, Amity Institute of Social Sciences (**India**), *Dowry Deaths in Bihar and Role of Social Worker* (Delegate Number: Sahay 5654 - AV49 - **Virtual Presentation (Skype Video Conference)**) Seat No: 23

6:10:00 PM - 6:30:00 PM

Mr. Wilegoda Mudalige Charith Lakshan, Student, University Of Sri Jayewardenepura (**Sri Lanka**), *An anthropological approach to Angampora as a traditional martial art: Current trends and views* (Delegate Number: Charith Lakshan 5602 - AV33 - **Oral Presentation**) Seat No: 24

Notes :

07:30 PM - 9:30 PM

Welcome Dinner* at Browns Oxford 5-11 Woodstock Road, Oxford, Oxfordshire, OX2 6HA Tel: 01865 511995 (Only for those delegates who have registered and paid for the social events)

Oxford Conference Series | 13th-15th November 2017

Conference Programme Day TWO*

Tuesday, 14th November 2017

09:00 AM: 09:20 AM : **Registration and Tea/Coffee** (Ruth Deech Building - Foyer A)

Day TWO Session ONE –

Presentation on: **Tuesday, 14th November 2017**

Session chaired by **Dr. Susan Silverstone**

Presentation Group: Social Sciences

Conference Room/Hall - Tsuzuki Lecture Theatre

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

Mr. Peter Kristofik, Associate Professor, Dean, Faculty of Economics, Matej Bel University (**Slovakia**), *Classical and Alternative Methods of Punishment: Economic Comparison based on European Evidence* (Delegate Number: Kristofik 5671 - AV44 - **Oral Presentation**) **Seat No:** 25

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

Dr. Kamila Borsekova, Head of Research and Innovation Centre, Matej Bel University (**Slovakia**), *Electronic Monitoring as an Alternative Form of Punishment: An Exploratory Study based on European Evidence* (Delegate Number: Borsekova 5667 - AV47 - **Oral Presentation**) **Seat No:** 26

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

Mrs. Irma Rachmawati Maruf, Associate Professor, Universitas Pasundan (**Indonesia**), *Transformation from Civil Law Principles to Common Law Principles in Maritime Pollution Cases under Indonesian Law* (Delegate Number: Maruf 5709 - AV53 - **Oral Presentation**) **Seat No:** 27

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

Ms. Daryna Dvornichenko, Associate Professor, National University (**Ukraine**), *Continuity and Transformation of the EU Policy towards The Kurdish Issue in Turkey and Iraq* (Delegate Number: Dvornichenko 5406 - AV51 - **Oral Presentation**) **Seat No:** 28

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

Dr. Muryanto Amin, Dean, University of Sumatera Utara (**Indonesia**), *Recruitment, Forming of Cadres, and Financial Management of Political Party in North Sumatera, Indonesia* (Delegate Number: Amin 5429 - AV06 - **Virtual Presentation (Skype Video Conference)**) **Seat No:** 29

11:00 AM -11:20 AM **Tea/Coffee Break** (Ruth Deech Building - Foyer A)

Day TWO Session TWO –

Presentation on: **Tuesday, 14th November 2017**

Session chaired by **Dr. Kamila Borsekova**

Presentation Group: Business & Management

Conference Room/Hall - Tsuzuki Lecture Theatre

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

Ms. Monaliz Amirkhanpour, PhD Researcher, University of Gloucestershire (**Cyprus**), *The Success Factors of Mobile Marketing via Smartphones in Retail* (Delegate Number: Amirkhanpour 5316 - AY02 - **Oral Presentation**)

Seat No: 30

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

Dr. Susan Silverstone, Professor, National University (**USA**), *Do Service Blueprints Make a Significant Difference in Strategy Efficiency to a Marketing Service organization?*. (Delegate Number: Silverstone 5436 - AY04 - **Oral Presentation**)

Seat No: 31

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

Mr. Fawad Ahmed, PhD Candidate, Wuhan University of Technology (**China**), *A Study on Employee Readiness for Technology Acceptance of Decision Support Systems in E-Business Environment* (Delegate Number: Ahmed 5569 - AY15 - **Oral Presentation**)

Seat No: 32

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

Mrs. Margaret Ifeoma Abazie-Humphrey, Principal Reintegration Officer, Office of the Special Adviser to the President on Niger Delta (**Nigeria**), *Entrepreneurship: A Pathway for Conflict Resolution – A Case Study of the Niger Delta 30,000 Ex-militants* (Delegate Number: Abazie-Humphrey 4992 - AY09 - **Oral Presentation**)

Seat No: 33

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

Mr. Mohammad Fahad Noor, Lecturer, Independent University (**Bangladesh**), *Contemporary Sustainability Status of the Banking Sector of Bangladesh* (Delegate Number: Noor 5479 - AY21 - **Oral Presentation**)

Seat No: 34

1:00:00 PM – 1:05:00 PM

Day TWO Group Photograph

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

Lunch Break (Ruth Deech Building - Foyer B)

Day TWO Session THREE –

Presentation on: **Tuesday, 14th November 2017**

Session chaired by **Mr. Jean Chrysostome Kanamugire**

Presentation Group: Social Sciences

Conference Room/Hall - Tsuzuki Lecture Theatre

2:00:00 PM - 2:20:00 PM

Ms. Zakia Jamal, Lecturer, Independent University (**Bangladesh**), *bKash Bangladesh: Unleashing the opportunities of mobile financial services* (Delegate Number: Jamal 5485 - AY24 - **Oral Presentation**)

Seat No: 35

2:20:00 PM - 2:40:00 PM

Dr. Pogkrong Boon-Long, Assistant Professor, Thammasat University (**Thailand**), *Exploring the Meanings of Genius through the Female Protagonist in "Bad Genius," Thailand's 2017 Blockbuster Film* (Delegate Number: Boon-Long 5460 - AV09 - **Oral Presentation**) **Seat No:** 36

2:40:00 PM - 3:00:00 PM

Dr. Saengchan Hemchua, Assistant Professor, Srinakharinwirote University (**Thailand**), *Watching Feature-Length Film to Improve Listening Skill and Use of English* (Delegate Number: Hemchua 5245 - AV26 - **Oral Presentation**) **Seat No:** 37

3:00:00 PM - 3:20:00 PM

Prof. Valerie Ross, Deputy Dean of Research & Industry Linkage, Universiti Teknologi MARA (**Malaysia**), *Translational Research in Music* (Delegate Number: Ross 5375 - AV41 - **Oral Presentation**) **Seat No:** 38

3:20:00 PM - 3:40:00 PM

Mr. Mehmet Kasap, Lecturer, Dumlupinar University (**Turkey**), *A Study on Philosophy of Architecture and Music: Deconstructivism in Architecture and British Rock & Heavy Metal Music* (Delegate Number: Kasap 5635 - AV42 - **Oral Presentation**) **Seat No:** 39

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

Prof. Liqin Wu, Professor, Anhui University of Finance & Economics (**China**), *Eye Movement Measure Testing the Switching Cost in the Pure Chinese and Code-Switching Contexts* (Delegate Number: Wu 5492 - AV11 - **Oral Presentation**) **Seat No:** 40

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

Tea/Coffee Break (Ruth Deech Building - Foyer A)

Day TWO Session FOUR –

Presentation on: **Tuesday, 14th November 2017**

Session chaired by **Prof. Liqin Wu**

Presentation Group: Social Sciences

Conference Room/Hall - Tsuzuki Lecture Theatre

4:20:00 PM - 4:40:00 PM

Ms. Jaismeen Kaur, Research Scholar, Punjabi University (**India**), *Empty Nest Syndrome : When Parental Overprotection, Loneliness and Stress Intrude Parent's Life* (Delegate Number: Kaur 5537 - AV16 - **Oral Presentation**) **Seat No:** 41

4:40:00 PM - 5:00:00 PM

Mrs. Nasiem Alyami, Student, Manchester Metropolitan University (**United Kingdom**), *The Influence of Organisational Culture on Integrated Marketing Communications Strategies in Higher Education in Saudi Arabia* (Delegate Number: Alyami 5637 - AY18 - **Oral Presentation**) **Seat No:** 42

5:00:00 PM - 5:20:00 PM

Ms. Sanchi Jain, Alumni, University of Oxford (**India**), *Sanskritization: Acquiescence or Assertion? A Critical Study of Dalit Agency in Contemporary India* (Delegate Number: Jain 5396 - AV31 - **Oral Presentation**) **Seat No:** 43

5:20:00 PM - 5:40:00 PM

Ms. Kinkiri Ravali Reddy, Student, CMR Law School (**India**), *Honor Killing : Inter Caste Wed Locks – A Social Evil?* (Delegate Number: Reddy 5344 - AV02 - **Oral Presentation**) **Seat No:** 44

5:40:00 PM - 6:00:00 PM

Ms. Kajol Shah, Student, Pandit Deendayal Petroleum University (**India**), *The Global propaganda of ISIS and the role of social media platforms* (Delegate Number: Shah 5606 - AV30 - **Oral Presentation**) **Seat No:** 45

6:00:00 PM - 6:20:00 PM

Mr. Raj Singh Chundawat, Student, Pandit Deendayal Petroleum University (**India**), *Utopian Narratives to Realism: The case of Bollywood Revolution* (Delegate Number: Chundawat 5535 - AY11 - **Oral Presentation**) **Seat No:** 46

LIST OF LISTENERS

Mr. Akinsete Olabode, Masters Candidate, University of Vienna (**Austria**), *Listener* (Delegate Number: Olabode 5456 - AV12 - **Listener**) **Seat No:** 47

Mr. Wilegoda Mudalige Ravindra Puspakumara, (**Sri Lanka**), *Listener* (Delegate Number: Ravindra Puspakumara 335 - AV34 - **Listener**) **Seat No:** 48

Dr. Abdellahi Hussein, Program Manager, Qatar Foundation (**Qatar**), *Listener* (Delegate Number: Hussein 341 - AV43 - **Listener**) **Seat No:** 49

Mrs. Anoud Alsaab, MSc Student, King's College London (**United Kingdom**), *Listener* (Delegate Number: Alsaab 343 - AY23 - **Listener**) **Seat No:** 50

Mr. Mohammed Almodemmegh, Student, University of Wolverhampton (**United Kingdom**), *Listener* (Delegate Number: Almodemmegh 345 - AY26 - **Listener**) **Seat No:** 51

Mr. Ajlan Alajlan, Student, University of Wolverhampton (**United Kingdom**), *Listener* (Delegate Number: Alajlan 346 - AY27 - **Listener**) **Seat No:** 52

Mr. Naif Almahmoud, Student, University of Wolverhampton (**United Kingdom**), *Listener* (Delegate Number: Almahmoud 344 - AY25 - **Listener**) **Seat No:** 53

07:30 PM - 9:30 PM **Social Networking Dinner* at Bella Italia Restaurant, 6 George St, Oxford OX1 2AF**
(Only for those delegates who have registered and paid for the social events).

Oxford Conference Series| 13th-15th November 2017

Conference Programme Day THREE*

Wednesday, 15th November 2017

10:00 AM to 12:00 PM **Explore Oxford through - Oxford City Sightseeing (Open top Bus)**

Your Ticket for Oxford City Sightseeing (Open top Bus) is valid for 24 hrs on both Guide Friday GREEN and City Sightseeing RED buses and you can get on and off at any of the 19 stops on the tour – keep a hold of your ticket for re-boarding!

12:00 PM – 13:30 PM **Networking Lunch**

Your networking lunch is provided at **Vaults & Garden Café, University Church, High Street, Oxford OX1 4AH** **Phone: 01865 279 112**. You will find **Vaults & Garden Café** in the historic and contemporary heart of Oxford, situated in the 1* listed Old Congregation house of Oxford University, which was built in 1320, with the Old University Library above and the University Church Gardens on Radcliffe Square.

13:30 PM – 15:00 PM: **Oxford Literary Walking Tour (90mins)**
Departing at 2:00 from: **Vaults & Garden Café, University Church (Main Gate Entrance)**

Description of the Oxford Literary Walking Tour:

Oxford's magic has inspired generations of creative writers, some of them internationally famous, like J.R.R. Tolkien and C.S. Lewis, others known to a more restricted but discerning readership, like Philip Larkin and Beerbohm himself. Literary walking tour evokes many of these unique personalities and shows you the places where they studied and relaxed, were rapt by religious fervour, composed in mad erotic delirium, or drifted away into dreams of other worlds and other days. Our guides, noted literary experts, will take you round the centre of "that sweet city... with her dreaming spires" as Matthew Arnold phrased it, and give you a genuine flavour of Oxford's glorious literary past, and her vibrant present. Colleges will be visited so that the living atmosphere of the university, jealously preserved through long centuries, can be experienced just as it was by the writers themselves. The tour lasts for an hour and a half, giving plenty of time to wander and savour the delights of the 'English Athens': its halls, chapels, cloisters, and gardens which, as W.H. Auden expressed it, the rooks still haunt "like agile babies." The whole history of the English language can be traced in these ancient places, right up to a 21st century of dynamic change, and the resonant names of Shelley, Swift, Wilde, T.E. Lawrence, Gerard Manley Hopkins, Waugh, Amis, Philip Pullman and Le Carré will come to assume greater significance and fascination, even for those who know their work well. For those who do not, a whole new world of knowledge and imagination awaits discovery. **Length:** 90 minutes

15:00 AM to 17:00 PM **Explore Oxford through Oxford City Sightseeing (Open top Bus)**

Your Ticket for Oxford City Sightseeing (Open top Bus) is valid for 24 hrs on both Guide Friday GREEN and City Sightseeing RED buses and you can get on and off at any of the 19 stops on the tour – keep a hold of your ticket for re-boarding!

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

Important Information

Registration & Welcome Pack: All delegates **MUST register** for the conference at the registration desk on the first day of the conference between 8:30am to 9:00am. 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: Papers submitted and presented at the conference will be published in the conference proceedings, subject to their acceptance by the review committee. To be considered for publication in the conference proceedings, submitted papers must strictly adhere to our prescribed in-house referencing style ie., Harvard Citing and Referencing Style. Each conference proceeding will have a unique digit International Standard Serial Number (ISSN) and/or International Standard Book Number (ISBN) code. For further information, please visit <http://www.flelearning.co.uk/submission-guideline>.

If you want your FULL paper (maximum 5000 words) to be published in the conference proceedings, kindly handover the duly signed copy of the COPYRIGHT LICENCE AGREEMENT to the FLE representative at registration desk on DAY ONE of the conference. A copy of the copyright agreement will be provided to you in your 'Conference Welcome Pack' on the first day of the conference. Once we will receive your duly signed agreement, we will be in contact with you within the next three weeks to confirm when you can expect a proof of your paper to review, if accepted for publication in the proceedings.

If you also wish your FULL paper to be considered for publication in the peer-reviewed e-journal, you must authorise us to consider your paper for publication in the respective Journal by giving us your clear instructions in the same Copyright agreement. For publication in the E-Journal, please be advised that after the acceptance of your full paper for publication in any of our E-Journals, your paper will enter the production cycle and you will be asked to pay the publication fee/charges in the sum of £52.50 per 5,000 words. If the payment is not received before the deadline (usually 5 working days from the acceptance notice), your paper will be withdrawn from the publication process. However, on receipt of the publication fee, the necessary editing and formatting corrections will be made and you will receive the final proof of your article for review and/or approval to publish.

Please note that if a copy of the duly signed agreement is not received by us, we will not be able to publish your contribution in any manner. For further information about publication, please visit our website <http://www.flepublications.com/>

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

Data Protection Policy: Under the data protection law, we cannot share the personal data and presentation materials of any conference delegate without his/her permission. We therefore encourage all delegates to personally exchange their business cards during the conference if they want to exchange any further

correspondence. For detailed information about our data protection policy, please visit <http://www.flelearning.co.uk/data-protection>

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

Conference Venue Contact Details:

University of Oxford, St Anne's College
56 Woodstock Road Oxford OX2 6HS
Telephone: +44 (0) 01865 274800 (The Porters' Lodge)

Directions:

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

Nearest Railway Stations

Amey Railways, Oxford Train Station, Park End St, Oxford OX1 1HS

Nearest Coach/Bus Stations

48 George St, Oxford OX1 2AQ, United Kingdom.

The bus station and railway station are both located about 20 minutes' walk from the College.

Taxis are available from both stations and should take about 5-7 minutes to reach us (traffic depending).

Car The city centre is avoided by approaching college from the north, ideally on the A4144 (Woodstock Road) or alternatively the A4165 (Banbury Road), both of which are accessible from the ring road. If using the M40 from the north, leave at Junction 9 and take the A34 southbound. From the south-east, leave the M40 at Junction 8 take the A40 northbound. This becomes the Oxford ring road (Northern Bypass), and you can then take the A4144 (Woodstock Road) from this. The best option for those coming from outside Oxford by car is to use the Peartree Park and Ride, close to the junction of Woodstock Road (A4144) and the A34. Park and Ride buses come straight down Woodstock Road and stop at the Radcliffe Infirmary, which is next door to GTC. There are pay-and-display car parking spaces in St Giles and the surrounding streets, but the centre of Oxford is often extremely congested. On-road parking near the College is almost impossible (most of this is residents only), and it will not usually be possible to arrange visitor car parking on the College site.

Coach There are very frequent services from London Victoria Station and Heathrow and Gatwick Airports, operated by Oxford Bus and Stagecoach ('The Oxford Tube' and the 'X90'). A less frequent service connects with Birmingham International Airport. There are connections with many other parts of the country, including a direct service to Cambridge. The central bus and coach station (Gloucester Green) is a 15-minute walk south of the College. There is a nearby taxi rank (across the square of Gloucester Green, outside the cinema).

Rail There are frequent direct trains from London Paddington and regular links northwards via Birmingham, southwards via Reading, and westwards via Didcot. Consult the interactive National Rail timetable. The Oxford central station is a 20-minute walk from GTC, but there is a taxi rank at the station. The new Oxford Parkway station is a fast train from London Marylebone to north Oxford. There are several buses, (2, 2A, 2D, and S5) that leave regularly from the parkway station to the Bevington Road stop, a four-minute walk from College. Consult the Chiltern Railways website for timetable.

Air The most convenient arrival airport is London Heathrow, from which there is a frequent express coach service to Oxford (see below). London Gatwick is a little further, but again there is direct coach service to and from Oxford. Birmingham International, Stansted and Luton have less frequent coach and/or rail connections with Oxford.

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

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