

2018



Cambridge Conference Series: July 2018 Conference Programme

9th International Conference on Interdisciplinary Social
Science Studies– ICISSS 2018

8th International Conference on Trade, Business,
Economics and Law– ICTBEL 2018

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

Conference Dates: 23rd-25th July 2018



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 twenty eight 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 the 9th International Conference on Interdisciplinary Social Science Studies– ICISSS 2018 (Cambridge) and 8th International Conference on Trade, Business, Economics and Law– ICTBEL 2018 (Cambridge) Conference are University of Cambridge and/or the Newnham College programs or activities.

Cambridge Conference Series| 23rd- 25th July 2018

Conference Programme Day ONE*

Monday, 23rd July 2018

- 08:45 AM: 09:15 AM : Registration and Tea/Coffee ([Lucia Windsor Room](#))
- 09:15 AM: 09:25 AM : Welcome Remarks by Ms. Samantha Sintes-Barber, Conference Coordinator
- 09:25 AM: 09:30 AM : Opening Remarks by Prof. Sibusiso Moyo, Deputy Vice Chancellor, Durban University of Technology (South Africa), Keynote Speaker and Conference Chair.

Day ONE Session ONE

Presentation on: **Monday, 23rd July 2018**

Session chaired by **Dr. Olusegun Vincent, Senior Lecturer, Pan Atlantic University**

Presentation Group: Keynote Session

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

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

Prof. Philomina Okeke-Ihejirika, Professor, University of Alberta (**Canada**), *Integrating the Experiences and Viewpoints of Students in Graduate Training: A Qualitative Study of Female Participants in Four African Universities* (Delegate Number: Okeke-Ihejirika 6019 - BK26 - **Oral Presentation**) **Seat No:** 1. **Co-Author(s) :** **Prof. Sibusiso Moyo**, Deputy Vice Chancellor, Durban University of Technology (**South Africa**), *Integrating the Experiences and Viewpoints of Students in Graduate Training: A Qualitative Study of Participants in Four African Universities* (Delegate Number: Moyo 6019 - BK27 - **Oral Presentation**) **Seat No:** 2

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

Prof. Maria Matshidiso Kanjere, Professor, University of Limpopo (**South Africa**), *The corrosive implication of corruption on business in South Africa* (Delegate Number: Kanjere 5964 - BL03 - **Oral Presentation**) **Seat No:** 3

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

Dr. Fanny Ming Yan Chung, Lecturer, The Chinese University of Hong Kong (**Hong Kong**), *Stakeholders in Cultural Development: Impacts of Art Marketing and Advocacy* (Delegate Number: Chung 6219 - BK24 - **Oral Presentation**) **Seat No:** 4

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

Mrs. Eman Faisal, Ph.D. Candidate, University of Cambridge (**United Kingdom**), *A triadic model of self-evaluation, motivation, and skills' development: A study with first-year undergraduates* (Delegate Number: Faisal 6198 - BK17 - **Oral Presentation**) **Seat No:** 5

10:50 AM -11:10 AM

Tea/Coffee Break

Day ONE Session TWO

Presentation on: **Monday, 23rd July 2018**

Session chaired by **Dr. Olusegun Vincent, Senior Lecturer, Pan Atlantic University**

Presentation Group: Business & Economics

Conference Room/Hall - Lucia Windsor Room

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

Dr. Mei Po Mabel Shek, Senior Lecturer, The Education University of Hong Kong (**Hong Kong**), *Using Video Annotation Tool to enhance student-teachers' reflective thinking and communication skills through a collaborative learning community* (Delegate Number: Shek 6043 - BK19 - **Oral Presentation**) **Seat No: 6**

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

Ms. Suveena Rungrodruttanagorn, Head of Department, Rajamangala University of Technology Phra Nakhon (RMUTP) (**Thailand**), *Explaining and Forecasting for Thai Clothing Export under ASEAN Free Trade Area (AFTA)* (Delegate Number: Rungrodruttanagorn 6122 - BL18 - **Oral Presentation**) **Seat No: 7**

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

Ms. Hema Soondram, Senior Lecturer, University of Mauritius (**Mauritius**), *Understanding the tax morale of Small and Medium enterprises: A survey of business owners* (Delegate Number: Soondram 6365 - BL15 - **Oral Presentation**) **Seat No: 8**

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

Ms. Asra Maqbool, Phd Scholar, Taylor's University (**Malaysia**), *Re-Conceptualizing 'Rational Expectancy' Through: Evolutionary Psychology, Anthropology, Behavioral Genetics and Neuropsychology* (Delegate Number: Maqbool 5857 - BK08 - **Oral Presentation**) **Seat No: 9**

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

Dr. Serpil Kahraman, Assistant Professor, Yasar University (**Turkey**), *Data Mining Methods in Financial Economics* (Delegate Number: Kahraman 6200 - BL12 - **Oral Presentation**) **Seat No: 10**

12:50:00 PM – 1:00:00 PM

Day one Group Photograph

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

Lunch Break

Day ONE Session THREE

Presentation on: **Monday, 23rd July 2018**

Session chaired by **Dr. Fanny Ming Yan Chung, Lecturer, The Chinese University of Hong Kong**

Presentation Group: Social Sciences

Conference Room/Hall - Lucia Windsor Room

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

Prof. Leila Kajee, Associate Professor, University of Johannesburg (**South Africa**), *Notions of justice: South African teachers engage and negotiate* (Delegate Number: Kajee 5998 - BK18 - **Oral Presentation**) **Seat No: 11**

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

Dr. Vusala Yusif Amirbayova, Piano Teacher, Sultan Qaboos University (**Oman**), *Essence and Importance of Artistic content in Major Music Works* (Delegate Number: Amirbayova 5824 - BK07 - **Oral Presentation**) **Seat No: 12**

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

Mrs. Sy-Chyi Wang, Associate Professor, National Chiayi University (**Taiwan**), *Effects of Embedded Stretch Animation Clips on Learners' Attention, Performance, and Health Status* (Delegate Number: Wang 6068 - BK32 - **Oral Presentation**) **Seat No:** 13

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

Ms. Muna Aullad Thani, Language Instructor, Sultan Qaboos University (**Oman**), *What Makes a Good Self-Access Center?* (Delegate Number: Aullad Thani 6202 - BK34 - **Oral Presentation**) **Seat No:** 14

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

Dr. Ecaterina Pavel, Assistant Professor, Transilvania University of Brasov (**Romania**), *The Abdomen: A Comparative History of the Anatomical Terms In English And Romanian* (Delegate Number: Pavel 6286 - BK33 - **Oral Presentation**) **Seat No:** 15

03:40 AM -04:00 PM

Tea/Coffee Break

Day ONE Session FOUR

Presentation on: **Monday, 23rd July 2018**

Session chaired by **Ms. Prisca Rumokoy, PhD Candidate, University of Washington**

Presentation Group: Social Sciences

Conference Room/Hall - Lucia Windsor Room

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

Dr. Olusegun Vincent, Senior Lecturer, Pan Atlantic University (**Nigeria**), *Role of Industry Context in the Firm Environmental- Financial Performance Link: Insights from Extractive Sector* (Delegate Number: Vincent 6191 - BL17 - **Oral Presentation**) **Seat No:** 16

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

Prof. Claudiu Botoc, Lecturer, West University of Timisoara (**Romania**), *Leading the FinTech Investments: An empirical country analysis* (Delegate Number: Botoc 6110 - BL11 - **Oral Presentation**) **Seat No:** 17

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

Dr. Abed AL-Nasser Abdallah, Associate Professor, American University of Sharjah (**United Arab Emirates**), *Does cross-listing in the US improve investment efficiency? Evidence from UK cross-listings* (Delegate Number: Abdallah 6305 - BK35 - **Oral Presentation**) **Seat No:** 18

7:30 PM - 9:30 PM

Welcome Dinner* at MillWorks, The Watermill, Newnham Road, Cambridge CB3 9EY
E: info@themillworks.co.uk T: 01223 367507 (Only for those delegates who have registered and paid for the social events) **Millworks is located on the Mill Pond, opposite The Granta Riverside Pub.**

Cambridge Conference Series| 23rd- 25th July 2018

Conference Programme Day TWO*

Tuesday, 24th July 2018

Day TWO Session ONE

Presentation on: **Tuesday, 24th July 2018**

Session chaired by **Dr. Kwanruetai Boonyasana, Lecturer, Rajamangala University of Technology Phra Nakhon**

Presentation Group: Social Sciences

Conference Room/Hall - Lucia Windsor Room

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

Dr. Trenton Mize, Assistant Professor, Purdue University (**United States**), *How Sex, Gender, and Sexual Orientation Influence Hiring Decisions* (Delegate Number: Mize 6097 - BK29 - **Oral Presentation**) **Seat No:** 19

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

Mrs. Sharifa Al Battashi, Doctoral Student, University College London (**United Kingdom**), *Translanguaging and Children's Negotiations of Identities in Imaginative Play: A Linguistic Ethnography* (Delegate Number: Al Battashi 6046 - BK11 - **Oral Presentation**) **Seat No:** 20

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

Mr. Mohamed Alhanaee, Student, Canterbury Christ church University (**United Kingdom**), *The main themes of soft policing adoption in Abu Dhabi Police: Qualitative approach* (Delegate Number: Alhanaee 6208 - BK25 - **Oral Presentation**) **Seat No:** 21

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

Mr. Jamal Abdi, Postgraduate Student, Linkoping University (**Denmark**), *Expanding the Explanatory Sphere of Rational Choice Theory: Bridging Rational Choice Theory and Social Identity Theory* (Delegate Number: Abdi 6254 - BK23 - **Oral Presentation**) **Seat No:** 22

10:50 AM -11:10 AM

Tea/Coffee Break

Day TWO Session TWO

Presentation on: **Tuesday, 24th July 2018**

Session chaired by **Ms. Suveena Rungrodruttanagorn, Head of Department, Rajamangala University of Technology Phra Nakhon (RMUTP)**

Presentation Group: Law & Economics

Conference Room/Hall - Lucia Windsor Room

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

Ms. Kahfiya Hasbi, Program Officer, IDH The Sustainable Trade Initiative (**Indonesia**), *Tendency of Injustice in the Implementation of "REDD+" Benefit Sharing Scheme in Indonesia'* (Delegate Number: Hasbi 6150 - BK21 - **Oral Presentation**) **Seat No:** 23

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

Ms. Prisca Rumokoy, PhD Candidate, University of Washington (**United States**), *Agriculture Negotiation in the Doha Round: Why We Are Here* (Delegate Number: Rumokoy 6183 - BL10 - **Oral Presentation**) **Seat No:** 24

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

Ms. Pimkamol Kongphok, PhD Candidate, University of Southampton (**United Kingdom**), *Multimodal Transport Documents in the Context of International Trade Law* (Delegate Number: Kongphok 6309 - BL09 - **Oral Presentation**) Seat No: 25

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

Prof. Yunsheng Hsu, Professor, National Chung Hsing University (**Taiwan**), *Impact of Supervision Mechanism on the Earnings Management Behaviors of International Diversification Firms* (Delegate Number: Hsu 6325 - BL13 - **Oral Presentation**) Seat No: 26

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

Dr. Kwanruetai Boonyasana, Lecturer, Rajamangala University of Technology Phra Nakhon (RMUTP) (**Thailand**), *Influence of Integrated Marketing Communications in Online Social Networking on Clothing Purchase of ASEAN Consumers* (Delegate Number: Boonyasana 6123 - BL16 - **Oral Presentation**) Seat No: 27

12:50:00 PM – 1:00:00 PM

Day one Group Photograph

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

Lunch Break

Day TWO Session THREE

Presentation on: **Tuesday, 24th July 2018**

Session chaired by **Ms. Pimkamol Kongphok**, PhD Candidate, University of Southampton

Presentation Group: Social Sciences

Conference Room/Hall - Lucia Windsor Room

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

Mr. Danang Wirawan, Expert Advisor, PT Telkom Indonesia (**Indonesia**), *Transaction Security in Indonesian Online Business: Will Marketplace Service Providers be Our New Legitimate Mediator?* (Delegate Number: Wirawan 6204 - BK20 - **Poster Presentation**) Seat No: 28

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

Ms. Betzabet Garcia-Mendoza, MSc Student, Universidad Autonoma Metropolitana (**Mexico**), *Creation of narratives in the mazatec indigenous language as a method to encourage the use of the language and propagation in the new digital media.* (Delegate Number: Garcia-Mendoza 5936 - BK12 - **Oral Presentation**) Seat No: 29 **Co-Author(s)** : **Dr. Carlos R. Jaimez-Gonzalez**, Associate Professor, Universidad Autonoma Metropolitana (**Mexico**), *Creation of narratives in the mazatec indigenous language as a method to encourage the use of the language and propagation in the new digital media* (Delegate Number: Jaimez-Gonzalez 5936 - BK13 - **Oral Presentation**) Seat No: 30

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

Ms. Jailan El-Bous, Graduate Teaching Assistant, Arab Academy for Science, Technology and Maritime Transport (**Egypt**), *New Media Content and It's Effect on Egyptian Football Fans' Engagement and Loyalty* (Delegate Number: El-Bous 6203 - BK22 - **Oral Presentation**) Seat No: 31

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

Mr. Abdullah Hafeez, Assistant Professor, Bahria University (**Pakistan**), *Experiencing Aggression from Dementia Patients: Moderating Role of Emotional Support* (Delegate Number: Hafeez 5893 - BK15 - **Oral Presentation**) Seat No: 32

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

Dr. Sirirat Rattanapituk, Marketing Lecturer, The University of the Thai Chamber of Commerce (**Thailand**), *The Effects of Service Problem Severity and Brand Love on Brand Forgiveness, Brand Avoidance and Brand Revenge* (Delegate Number: Rattanapituk 6121 - BK36 - **Oral Presentation**) **Seat No:** 33

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

Prof. Victor Ojakorotu, Professor, North West University (**South Africa**), *Gendering Violence: The Oil Paradox, Women and Conflict in the Niger Delta of Nigeria* (Delegate Number: Ojakorotu 6398 - BK37 - **Oral Presentation**) **Seat No:** 34

04:00 AM: 04:10 AM

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Closing Remarks by **Prof. Sibusiso Moyo**, Deputy Vice Chancellor, Durban University of Technology (**South Africa**), **Keynote Speaker and Conference Chair**.

Conference Coordinator

Ms. Samantha Sintes-Barber, Conference Assistant/Co-ordinator, FLE Learning (**United Kingdom**).

7:30 PM – 9:30 PM **Social Networking Dinner* Zizzi, 16 Bene't St, Cambridge CB2 3QN Phone: 01223 357508** (Only for those delegates who have registered and paid for the social events)

Cambridge Conference Series| 23rd- 25th July 2018

Conference Programme Day THREE*

Wednesday, 25th July 2018

11:30 AM to 1:00 PM

Explore Cambridge through - Cambridge City Sightseeing (Open top Bus)

Starting Point: Open top bus stop near The Anchor Inn, Silver St, Cambridge CB3 9EL

Group will depart from Silver St, Cambridge CB3 9EL (Open Top Bus Stop Number ONE) and your Open top bus ticket will be handed over to you there at 11:15 AM.

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

1:15 AM – 02:30 PM

Social Networking Lunch with Cambridge Punting (60 mins) or Cambridge Walk Tour

The Granta Riverside Pub

Your networking lunch and punting boat will be provided/started at The Granta, 14 Newnham Rd, Cambridge CB3 9EX Phone: 01223 505016 Punting Phone: 01223 301845

02:30 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 8:00am to 08:20am. 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/smarty during the conference.

Presentation Duration: You are required to give an oral presentation of 15 minutes (maximum) plus 5 minutes for discussion where other participants may ask you questions regarding your presentation and research. Please note that your presentation must be in English language.

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

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

FULL Paper Publication Policy: Papers submitted and presented at the conference will be published in the conference proceedings, subject to their acceptance by the review committee. To be considered for publication in the conference proceedings, submitted papers must strictly adhere to our prescribed in-house referencing style ie., Harvard Citing and Referencing Style. Each conference proceeding will have a unique digit International Standard Serial Number (ISSN) and/or International Standard Book Number (ISBN) code. For further information, please visit <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: Please note that the venue of the conference is Lucia Windsor Room, Newnham College, University of Cambridge, Sidgwick Avenue, Cambridge CB3 9DF University of Cambridge, Newnham College, Sidgwick Avenue, Cambridge CB3 9DF United Kingdom.

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

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

University of Cambridge Accommodation

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

How to find Newnham College

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

By Coach

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

By Air

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

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

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

By Road

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

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

By Train

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

By Taxi

Getting a cab into Cambridge can often work out to be a more convenient, faster cheaper option. [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

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