

2015



**International Conference on Trade,
Business, Economics & Law**
Conference Programme

ICTBEL 2015 (Edinburgh)
15-17 June 2015



FLE Learning



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International Conference on Trade, Business, Economics and Law ICTBEL 2015 (Edinburgh)

15-17 June 2015

The Carlton Hotel, North Bridge, Edinburgh EH1 1SD United Kingdom

T: (+44) 0131 472 3000 F: (+44) 0131 556 2691

W: www.pumahotels.co.uk

Conference Programme Day ONE*

Monday, 15th June 2015

08:45 AM: 09:10 AM : **Registration and Welcome Tea/Coffee**
Lounge, The Carlton Hotel

09:10 AM: 09:15 AM : **Welcome and Opening Remarks** (Perth Room, The Carlton Hotel)
Welcome and Opening Remarks by Dr. Ramandeep Kaur Chhina, Course Director UNITAR & Assistant Professor, Heriot-Watt University.

Short Profile of Dr. Ramandeep Chhina: Dr. Ramandeep Chhina is an Assistant Professor of Business law at Heriot-Watt University, Edinburgh and is also an On-board Consultant with the United Nations Institute for Training and Research (UNITAR, Geneva). She did her BA (Laws), LLB and LLM from Guru Nanak Dev University, India and her second masters (MSt in Legal Research) and doctorate (DPhil) from the University of Oxford, UK. She is a qualified advocate in India and also a qualified non-practising solicitor of England and Wales, UK. Dr. Chhina's research interests are in the area of transnational commercial law and financial crime. With UNITAR, Dr. Chhina is involved, as a course director, in designing, developing and tutoring courses on anti-money laundering, anti-corruption, public finance management, multilateral trade negotiations and good governance. In April 2014, she delivered a training seminar to Belgian Development Agency (BTC) in Belgium on the evolution of public financial management controls. Previously, she also worked on the USAID funded project in West Bank (Palestine) as a consultant and advised the Palestinian ministry on developing a regulatory framework for monitoring the movement and production of precious metals in the territory. Dr. Chhina did practice as a solicitor in the business crime department of a law firm in UK and particularly handled multi-million money laundering cases. She is also currently involved in delivering Continuing Professional Development (CPD) courses to solicitors in UK on UK's anti-money laundering regime and Professional Ethics.

9:15 AM - 09:30 AM **Keynote Speech** (Perth Room, The Carlton Hotel)
Keynote Speech by Dr. Ramandeep Kaur Chhina, Course Director UNITAR & Assistant Professor, Heriot-Watt University, Implementation of the FATF Recommendations in developing countries: A Case Study from India Perspective

Day ONE Session ONE

Session chaired by Dr. Huala Adolf

Presentation Group : Economics

Conference Hall : Perth Room, The Carlton Hotel

9:30 AM - 10:15 AM

Prof. Stella Kostopoulou, Associate Professor, Aristotle University of Thessaloniki, *Local products festival tourism in cross-border areas: A market assessment approach* (Delegate Number : Kostopoulou 1785 - F28) : **Seat Number: 1**

10:15 AM - 11:00 AM

Prof. Mehmet Ivrendi, Professor, Eastern Mediterranean University, *The Monetary Policy Transmission Mechanism and Policy Instruments: Empirical Evidence* (Delegate Number : Ivrendi 1796 - F34) : **Seat Number: 2**

11:00 AM -11:15 AM **Morning Tea/Coffee Break** (Lounge, The Carlton Hotel)

Day ONE Session TWO

Session chaired by Dr. Ramandeep Chhina

Presentation Group : Law
Conference Hall : Perth Room, The Carlton Hotel

11:15 AM - 12:00 PM

Dr. Huala Adolf, Professor, Padjajaran University of Indonesia, *The Investment Disputes Settlement Mechanism in ASEAN* (Delegate Number: Adolf 1780 - F21) : **Seat Number: 3**

12:00 PM - 12:45 PM

Dr. An-an Chandrawulan, Lecturer and Vice Dean, Padjajaran University of Indonesia, *Liberalization of Investment Agreement under ASEAN Economic Community of 2015 and it's Legal Implication to Indonesia.* (Delegate Number : Chandrawulan 1794 - F20) **Seat Number: 4**

12:45 PM - 1:00 PM **Group Photograph** (Reception, The Carlton Hotel)

1:00 PM - 2:00 PM **Lunch** (Bridges Restaurant , The Carlton Hotel)

Day ONE Session THREE

Session chaired by **Dr. An-an Chandrawulan**

Presentation Group : Management & Marketing
Conference Hall : Perth Room, The Carlton Hotel,

2:00 PM - 2:45 PM

Dr. Chukuakadibia Eresia-Eke, Senior Lecturer, University of Pretoria, *The dialectics of stakeholder engagement in post-apartheid South Africa – The case of a multinational company and its host community* (Delegate Number : Eresia-Eke 1775 - F29) **Seat Number: 5**

2:45:00 PM - 3:30 PM

Ms. Nawt Almutairi, Postgraduate Student, Reading University, *Customer Journey on Social Media Sites: A case study of Saudi Consumers.* (Delegate Number: Almutairi 1824 - F31) **Seat Number: 6**

3:30 PM - 3:45 PM **Evening Tea/Coffee Break** (Lounge, The Carlton Hotel)

Day ONE Session FOUR

Session chaired by Dr. Ramandeep Chhina

Presentation Group : Economics
Conference Hall : Perth Room, The Carlton Hotel

3:45 PM - 4:00 PM

Mr. Chung Chao-Wei, PhD. Student, National Chung Hsing University, *Estimating the Leverage Effect of Stochastic Volatility between Corn and Soybean* (Delegate Number : Chao-Wei 1797 - F25) **Seat Number: 7**

4:00 PM - 4:15 PM

Mr. Chung Chao-Wei, PhD. Student, National Chung Hsing University, *Jump Process and Spillover effect of Stochastic Volatility between Corn and Soybean*

4:15 PM - 4:30 PM

Mr. Chung Chao-Wei, PhD. Student, National Chung Hsing University, *Analytical Value-at-Risk in the Asymmetric Volatility between Corn and Soybean*

4:30 PM - 5:00 PM

Group Discussion

07:30 PM - 9:30 PM

Welcome Dinner* at Bridge Restaurant, The Carlton Hotel (Only for those delegates who have registered and paid for the social events)

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Conference Programme Day TWO*

Tuesday, 16th June 2015

09:00 AM: 09:30 AM : **Registration and Tea/Coffee** (Lounge, The Carlton Hotel)

Day TWO Session ONE

Session chaired by **Dr. Huala Adolf**

Presentation Group : Business

Conference Hall : Perth Room, The Carlton Hotel

9:30 AM - 10:15 AM

Ms. Ananya Soikum, Student, Khon Kaen University, *The Factors Influencing Attitude Toward Precise Rice Cultivation of Farmers in the Northeast Region, Thailand* (Delegate Number : Soikum 1669 - F26)

Seat Number: 8

10:15 AM - 11:00 AM

Mr. Muazu Umar, Senior Lecturer, Abubakar Tafawa Balewa University, *Influence of Internet Marketing on Consumer Behavior* (Delegate Number : Umar 1857 - F33) **Seat Number: 9**

11:00 AM - 11:15 AM **Morning Tea/Coffee Break** (Lounge, The Carlton Hotel)

Day TWO Session TWO

Session chaired by **Dr. Ramandeep Chhina**

Presentation Group : Law & Finance

Conference Hall : Perth Room, The Carlton Hotel

11:15 AM - 12:00 PM

Dr. Kenneth Mould, Lecturer in Law of Contract, University of the Free State, *The nature of the athlete's contract and its significant effect on international sports law.* (Delegate Number : Mould 1604 - F8) **Seat**

Number: 10

12:00 PM - 12:45 PM

Dr. Jie Zhang, Lecturer, Xi'an Jiaotong – Liverpool University, *Calendar Anomalies: The Case of Industry Indexes in Chinese Stock Market* (Delegate Number : Zhang 1702 - F19) **Seat Number: 11**

12:45 PM - 2:00 PM **Lunch** (Bridges Restaurant , The Carlton Hotel)

Day TWO Session THREESession chaired by **Dr. Jie Zhang**

Presentation Group : Marketing
Conference Hall : Perth Room, The Carlton Hotel

2:00 PM - 2:45 PM

Mrs. Arirat Chueabunkoet Noth, Student, Khon Kaen University, *How Krengjai Value Influence on Thai and European Post-purchase Intention in a Service Context* (Delegate Number : Noth 1668 - F22) **Seat Number: 12**

2:45 PM - 3:30 PM

Dr. Pensri Jaroenwanit, Associate Professor, Khon Kaen University, *Factors Influencing Consumers' Attitude toward Environmentally-Friendly Food Products: New Environmental Paradigm (NEP) Scale Application* (Delegate Number : Jaroenwanit 1677 - F27) **Seat Number: 13**

3:30 PM - 3:45 PM **Evening Tea/Coffee Break** (Lounge, The Carlton Hotel)

Day TWO Session FOURSession chaired by **Dr. Kenneth Mould**

Presentation Group : Trade
Conference Hall : Perth Room, The Carlton Hotel

3:45 PM - 4:30 PM

Mrs. Guldehen Adiguzel, Ph.D. Student, Bogazici University, *Effects of Export Diversification on Financial Performance of Turkish Exporters* (Delegate Number : Adiguzel 1817 - F30) **Seat Number: 14**

4:30 PM - 4:45 PM **Closing Remarks by Dr. Ramandeep Chhina**

4:45 PM - 5:00 PM **Post-conference networking and discussion session**

LISTENER DELEGATES LIST

- Mr. Oluseye Olawale Odunuga, Finance/Audit Consultant, Salako Adewale & Co, *LISTENER* (Delegate Number : Odunuga 149 - F13) Seat Number: 15
- Ms. Obianuju Maryann Dimude, Legal Adviser/Tax Consultant, Salako Adewale & Co, *LISTENER* (Delegate Number : Dimude 150 - F14) Seat Number: 16
- Mr. Khial Muhammad Ahmadzai, CEO, Asia Construction Company, *Listener* (Delegate Number : Ahmadzai 152) Seat Number : 17
- Ms. Magda Pia Rani, Student, Taruna Bakti Junior High School, *LISTENER* (Delegate Number : Rani 154 - F23) Seat Number: 18

07:30 PM - 9:30 PM **Social Networking Dinner*** at Bridge Restaurant, The Carlton Hotel (Only for those delegates who have registered and paid for the social events)

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Conference Programme Day THREE*

Wednesday, 17th June 2015

09:00 AM – 06:30 PM:

**Stirling Castle, Loch Lomond & Glengoyne Distillery DAY
TOUR**

Check-in Time

09:00 AM

Coach departs at 09:15AM from

1 Parliament Square, Edinburgh EH1 1RE

Phone: 0131 226 1414

Description of the Tour:

We will leave at 9.15am (check-in 9.00am) from 1 Parliament Square on the Royal Mile in Edinburgh and takes you through Stirlingshire. Your guide will bring to life the turbulent times of William Wallace and explain his link to the countryside you are passing through.

Your first stop will be at Stirling Castle. You will stop there for about 2 hours which gives you enough time to explore the Stirling Castle. The entrance fee is not included in the social networking fee, it is optional extra: £13 for adults and £10 for any concessions. If you don't want to visit the Castle, you don't have to. There are other things you can do: visit the Abbey, The Old Town Jail or just enjoy walk in the town.

After that the route will take you through stunning Trossachs Mountains where you will be able to enjoy some of Scotland's most picturesque lochs.

Your lunchtime stop is in small village called Balmaha by the shores of Loch Lomond. You will stop there for about 1 hour 30 minutes. There is lovely traditional Scottish Restaurant called Oak Tree Inn where you can have a lunch and after that just enjoy the walk along the loch.

Your last stop of the day will be at Glengoyne Whisky Distillery where you will have the chance to visit one of Scotland's most beautiful distilleries and get a taste of the true spirit of the country – a Highland Malt Whisky.

After that you will be driving back to Edinburgh, where you should arrive around 6.15pm.

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IMPORTANT: The sightseeing entry fee is NOT included.

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

Presentation Duration: You are required to give an oral presentation of 45 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.

Ways of Presentation:

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

Conference Venue: Please note that the venue of the conference is Perth Room, The Carlton Hotel, North Bridge, Edinburgh EH1 1SD United Kingdom T: (+44) 0131 472 3000 F: (+44) 0131 556 2691 W: www.pumahotels.co.uk. For further information about venue, please visit <http://ictbel.flelearning.co.uk/ictbel/Venue>.

Hotel Booking: To book your accommodation during conference, kindly visit www.booking.com and book your accommodation near to the Edinburgh Castle or Waverley Station. We are conducting our ICTBEL conference at The Carlton Hotel, North Bridge, Edinburgh EH1 1SD (www.pumahotels.co.uk). Kindly therefore book your accommodation nearby.

Recommended Hotels list:

1. The Carlton Hotel, Edinburgh
2. Radisson Blu Hotel Edinburgh
3. The Scotsman Hotel
4. Apex International
5. Apex City
6. The Balmoral Hotel

Nearest Railway Stations

Waverley Station Edinburgh (0.1 miles)

Haymarket Station Edinburgh (2 miles)

Nearest Bus Stations

Elder Street, Bus Station EDINBURGH, Scotland. (0.37 miles)

Airport

Edinburgh Airport (8 miles)

Things to Do in Edinburgh

National Museum of Scotland : This recently refurbished but still appealingly eccentric palace of wonder is a mad dash through the history of the world and everything in it — both natural and man-made. More than 800 objects make up the mind-boggling installation that is the Window on the World in the Grand Gallery, but I always first pay a visit to the utterly charming, completely barmy Lewis Chessmen. There are interactive galleries to keep children of all ages happy, free tours and Family Footprint Trails to make exploration more exciting. When it all gets a bit much, stop for a giant scone in the Balcony Café, treat yourself to lunch or tea in the glamorous (and correspondingly pricey) rooftop Tower Restaurant; or take the lift from the 5th floor to the charming but little-visited roof garden for a moment of peace and a surprising city panorama (open 10am-4pm).

Address: Chambers Street, EH1 1JF

Getting there: bus to George IV Bridge (23, 27, 41, 42, 67) or Chambers Street (35, 45)

Opening times: daily, 10am-5pm

Arthur's Seat : No one knows how this extinct volcano in Holyrood Park got its name, but die-hard romantics think it was the location of Camelot. It's 251 metres high, but if you have enough puff and the right footwear it is a relatively easy climb. I like to start opposite the Palace of Holyroodhouse car park and follow the Radical Road path — paved in 1820 by unemployed weavers — past Salisbury Crags. Take in the ruins of St Anthony's Chapel before the steep climb to the rocky summit with its incredible views. Follow marked routes (maps available at the Holyrood Park Information Centre in Horsewynd) and pay attention to signs telling you where not to walk — it might be crowded with walkers of every description, but can still be dangerous.

Address: Arthur's Seat, EH8

Getting there: bus to Holyrood (35, 6)

The Scottish Parliament: Whether you consider it an over-priced blot on the landscape or an architectural triumph, Catalan architect Enric Miralles' controversial but award-winning building at the bottom of The Royal Mile will always start a debate. You can buy parliamentary shortbread in the gift shop or have a coffee while playing spot the politician in the Parliament Café. There is a permanent exhibition about the Scottish Parliament, free guided tours (booking recommended) are on offer, and, if you are keen to see politics in action, you can book tickets to attend committee meetings or debates. Possibilities are complicated by whether or not Parliament is sitting, so it is best to check the website if you are planning a visit.

Address: Canongate, EH99 1SP

Getting there: bus to Holyrood (6, 35)

Dunbars Close: It is easy to miss the entrance to this drowsily peaceful hidden garden, a few steps off The Royal Mile just past Canongate Kirk. Created by the visionary Sir Patrick Geddes as one of a network of Old Town gardens, it was immaculately restored in the late 1970s. A beautifully kept recreation of a 17th-century garden, it is a series of small, delightfully private rooms. If it's fine, grab a picnic from Mimi's Picnic Parlour (mimisbakehouse.com) on your way down the Canongate to eat sitting on one of the tiny lawns at the very end of the garden.

Address: Canongate, High Street, EH8 8BW

Getting there: bus to Holyrood (6, 35)

Royal Botanic Garden Edinburgh : At the first sign of a sunny day it feels as if all Edinburgh heads to this deliriously tranquil space, only 15 minutes' walk from the city centre, but somehow never crowded. With 70 acres of trees, shrubs, rare plants and specialist gardens, it's easy to happily lose yourself. If it rains, shelter in

the gloriously steamy Victorian Palm House (the tallest in Britain), although I like to hide in the seashell and pinecone decorated stone pavilion in the Queen Mother's Memorial Garden. There are guided garden walks from the John Hope Gateway and exhibitions in 18th-century Inverleith House. The Gatehouse Restaurant serves breakfast, lunch and tea, or eat outdoors at the self-service Terrace Cafe.

Address: entrances on Inverleith Row (East Gate) and Arboretum Place (West Gate and John Hope Gateway)

Getting there: Bus to Inverleith - East Gate (8, 23, 27)

St Giles' Cathedral : The distinctive crown spire of this great church marks the historic heart of The Royal Mile. Despite the ponderous piers supporting the tower of the much-altered but essentially Gothic High Kirk of Edinburgh, the soaring interior of this ancient church is flooded with light. Stained glass only came to this 'Cradle of Presbyterianism' in the late 19th century – Reformation leader John Knox would have been very unhappy to see the colourful window in the south wall dedicated to him. Everyone loves the carved angel playing the bagpipes in the exquisitely detailed Thistle Chapel, still used by the 16 Knights of the Most Noble Order of the Thistle. If you have a head for heights, take the new guided rooftop tour (must be booked in advance – stgilestour@gmail.com, £5 per person). In any case, look out for the volunteer guides who will answer your questions, show you around and tell you some fascinating stories.

Address: St Giles' Cathedral, EH1 1RE

Getting there: bus to George IV Bridge (23, 27, 41, 42, 67), tram to Princes Street stop

St Mary's Cathedral : Often overlooked, this triple-spired West End cathedral — Scotland's largest — was designed by George Gilbert Scott. A celebration of Victorian Gothic Revival, it perhaps surprisingly has unashamedly modern stained glass by Sir Eduardo Paolozzi, one of the founders of British Pop Art. Highly recommended, especially for the heavenly Phoebe Anna Traquair murals in the Song School which have recently been restored, and don't forget to look out for the swinging sculptures by Aliisa Hyslop in the cathedral grounds. There are free guided tours of the Song School and the murals in August; at other times they can be seen by appointment.

Address: Palmerston Place, EH12 5AW

Getting there: bus to Haymarket Terrace (12, 26, 31, 48), tram to West End - Princes Street stop

Scottish National Gallery : Cultural indigestion isn't an issue at this manageably-sized gallery housing the national collection of fine art. Old Masters, a good selection of Impressionists and Post-Impressionists and a proudly comprehensive collection of Scottish art — including Scotland's favourite painting, The Reverend Robert Walker Skating on Duddingston Loch — are on show, as well as world-class temporary exhibitions. Originally two buildings, the galleries are now connected by the sleek Gardens Entrance overlooking Princes Street Gardens. You can shop, eat and attend free 45-minute lunchtime lectures. A useful free Gallery Bus runs between the Scottish National Gallery and the Scottish National Gallery of Modern Art. Until June 2015, a new exhibition will show 30 drawings and watercolours by Edinburgh-born David Roberts. Well known for his architectural drawings, this exhibition also includes a selection of Roberts' Scottish watercolours and prints (admission free).

Address: The Mound, EH2 2EL

Getting there: bus to Princes Street (multiple services), tram to Princes Street stop or Gallery bus

Scottish National Gallery of Modern Art : Scotland's national collection of modern art occupies two notable buildings unimaginatively re-named Modern One and Modern Two. They are set in beautiful grounds containing Charles Jencks' extraordinary Landform and sculptures by Henry Moore. Cubist, Expressionist, post-war and contemporary art are well represented, although I could easily spend all my time looking at the fascinatingly chaotic recreation of Scottish artist Eduardo Paolozzi's studio in Modern Two. You may wish to linger in the Café Modern One's garden terrace, or the more formal Café Modern Two, which serves a particularly good afternoon tea under the steely gaze of a seven-metre-tall sculpture of Vulcan. Catch 'The Two Roberts - Colquhoun and MacBryde', a fascinating collection by two celebrated post-war artists whose work has not been seen for

decades (exhibitions runs to May 24 2015; £8; £6, concessions; children under 12 free). A useful free Gallery Bus runs between the Scottish National Gallery of Modern Art and the Scottish National Gallery.

Address: 75 Belford Road, EH4 3DR

Getting there: bus to Ravelston Dykes (13), or Gallery Bus

Calton Hill : Rising abruptly at the east end of Princes Street, this monumental mason's dream of a hill is a magnet to photographers and Festival fireworks-watchers. The most immediately recognisable building is the National Monument, intended as a tribute to the Scottish soldiers who fell in the Napoleonic Wars. This unfinished mini-Parthenon was nicknamed 'the Scottish Disgrace' (the project ran out of money), but reinforces Edinburgh's claim to be the Athens of the North. The views from the top of the Nelson Monument are astonishing — don't forget your camera and try to time your 143-step climb for when the white ball drops down the mast, signalling the one o'clock gun at the Castle.

Address: at the east end of Princes Street; access from Regent Road on the south side, or Royal Terrace from the north

Getting there: bus to Princes Street (multiple services), tram to York Place stop

Portobello Beach : City crowds getting a bit much? Be like generations of Edinburgh day-trippers: jump on the bus and head for Portobello Beach. There might not be donkey rides any more, but 'Porty' still retains considerable old-fashioned seaside charms. It has a mile of sand, a promenade, sailing club, kite flying, blokarting (sand yachting), kite-surfing and clean water for paddling and safe swimming (no lifeguards). Bored with the beach? Close by you will find ice-cream parlours, sweetie shops, amusement arcades, family-friendly cafés and pubs. Try the Beach House Café, right on the promenade, before indulging in a Turkish Bath (£7.20) at the Portobello Swim Centre further down the beach.

Getting there: bus to Portobello High Street (15, 26)

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

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Conference Division

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