



INTERNATIONAL CONFERENCE

IC-EMiD 2019

ABSTRACTS

(Proceedings IC-EMiD Conference -21
Sept 2019 held in London)

HOST PARTNER

QAHE & Northumbria University London Campus UK

London, UK

September 21, 2019

Organised by

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International Journal of
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Management, Innovation and
Development (IJEMID)



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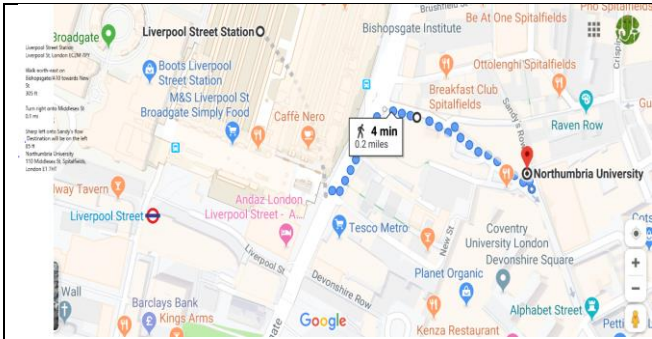
CONFERENCE VENUE

QAHE & Northumbria University London Campus LONDON, UK
Address: 110 Middlesex St, Spitalfields, London E1 7HT



QAHE & Northumbria University London Campus LONDON,
UK
Address: 110 Middlesex St, Spitalfields, London E1 7HT

ACCESSIBILITY AND MAP



Venue:

Map Directions: From Liverpool Street Station London:
Walk north-east on Bishopsgate/A10 towards New St
305 ft

Turn right onto Middlesex St and walk 0.1 mi
Sharp left onto Sandy's Row Destination will be on the
left

Northumbria University :110 Middlesex St, Spitalfields,
London E1 7HT

INTRODUCTION FOR PUBLICATIONS

All accepted papers for the IC-EMID conferences will be published in those proceeding/journal below.

1st International Conference on Entrepreneurship Management Innovation and Development (IC-EMID 2019)
|| International Conference Proceedings Series

IJEMID-International Journal of Entrepreneurship Management Innovation and Development || ISSN: 2516-3051

IC-EMID OVERVIEW

We are an international network of scholars, academicians and entrepreneurs who share similar interests in aspects of on Entrepreneurship Management innovation and development.

PURPOSE

International EMID Conferences promote international sharing, exchange, and dissemination of knowledge and development across the globe. Participation includes speakers and learners. The participants come from different backgrounds and countries. They share their researches, experiences and informally create long-lasting bonds.

SALIENT FEATURES OF CONFERENCE

To share your work, get recognised and real networking and socialising

Global networking and collaboration

To visit global cities to gain hands-on experience and opportunities to explore opportunities for further research, knowledge development, sharing, and dissemination.

International dissemination and synthesis of knowledge

Generation of multi-national academic community

Presenting PhD thesis/ dissertation/ already published work, discussing original concepts/ viewpoints/ way forward/ literature review

Publish research work in our collaborated international journals with ISSN number, indexing and impact factor

Presentation in oral/ poster/ video format

Affordable conferences at best locations around the world.

REGISTRATION

Kindly find the appropriate registration fees on the registration page of our website (also given below). ALL payments must be made ONLY to **SVS COLLEGE OF PROFESSIONAL EDUCATION LONDON LTD's HSBC bank account**.

CATEGORY	REGISTRATION FEE*	PAYMENT BANK DETAILS
Author/ Presenter	£ 175.00	ACCOUNT HOLDER: SVS COLLEGE OF PROFESSIONAL EDUCATION LONDON LTD. BANK : HSBC Bank Plc SWIFT/ BIC CODE: MIDLGB2155N BRANCH SORT CODE : 404214 BANK ACOOUNT: 31554476
Participation in Absentia	£ 150.00	
Listener/ Co-author (If attending)	£ 100.00	
Additional Paper Submission	£ 125.00	
Friend/ Family of Participant	£ 125.00	
Young Researcher Scholarship	£ 100.00	

PRESENTATION MODES AND OPTIONS

Oral/ Poster/ Recorded Video (You may record on your HD Phone/ Camera in a closed room with proper lighting, any friend/ colleague/ expert to present your research in our unique 10 minute presentation format).

INSTRUCTIONS FOR ORAL PRESENTATIONS

Devices Provided by the Conference Organizer:

Laptops (with MS-Office & Adobe Reader)
Projectors & Screens
Laser Sticks

Materials Provided by the Presenters:

Power Point or PDF Files (Files should be copied to the conference laptop at the beginning of each session)

Duration of each Presentation (Tentatively):

Keynote Speech: 10 Minutes of Presentation.
Regular Oral Presentation: about 12 Minutes of Presentation and 3 minutes for Q&A

INSTRUCTIONS FOR POSTER PRESENTATION

Materials Provided by the Conference Organizer:

The place to put poster

Materials Provided by the Presenters:

Home-made and printed Posters
Maximum poster size is A2, pasted on foam sheet, portrait direction
Load Capacity: Holds up to 0.5 kg

DRESS CODE

Please wear formal clothes or national representative clothing.

HOW TO SUBMIT

For details regarding Proposal and Full Paper, submission visits Authors Submission page.

<http://emidconferences.co.uk/proposal-submission>

<http://emidconferences.co.uk/full-paper-submit>

Participation in the international conference may be under the following categories:

Original Research Articles

Published Articles

Research Poster

Dissertation/ PhD Synopsis

Research Abstract

Listener/ Co-author

Absentia

THEMES AND SCOPE OF CONFERENCE

You are cordially invited to submit your proposal abstracts or papers for presentation consideration at the first International Conference on Entrepreneurship Management innovation and development (ICEMID).

THEMES : <http://emidconferences.co.uk/aims-and-themes>

ENTREPRENEURSHIP || **MANAGEMENT** || **INNOVATION** || **DEVELOPMENT**

REVIEW AND ACCEPTANCE

The 'Acceptance/ Invitation Letter' for the conference is provided on the basis of the review of submitted ' Proposal Abstract' and upon payments of the required registration fee. The review of the submitted abstract takes around 3-4 working days. For details on review process visit:

<http://emidconferences.co.uk/peer-review-process>

BEST PAPER AWARD

The Best Paper Award will be selected by our Award Committee. Every conference carries this award and the winner is awarded an e-certificate post conference by email.

PUBLICATION OPPORTUNITIES

Top 25% of manuscripts/ papers from the conference will also have an opportunity to publish with an international Journal IJEMID; provided such a manuscript meets the conditions, process, and standards of the Journal.

INTRODUCTIONS FOR KEYNOTE SPEAKERS

Opening Remarks & Keynote Speaker I



Dr. Arshad Jamal

*Northumbria University London Campus, UK
Dean, Northumbria University London Campus*

Dr. Arshad Jamal is an accomplished academic and researcher with exceptional teaching, research and scholarship abilities. As an active researcher, He has published research in peer reviewed journals and conferences. He has extensive programme management experience in higher education with excellent track record of managing successful academic programmes and professional projects. In his teaching, he likes to apply technology enhanced and research-rich teaching strategies. He has over twenty years of experience in teaching, research and practice and have delivered range of courses in the disciplines of IT and Business at undergraduate and postgraduate levels. Over the years, he has demonstrated knowledge and skills of programme design, session planning, effective assessment, awareness of diversity, working effectively with students, and application of professional value base in relation to teaching in higher education. A good team player with excellent networking, analytical and communication skills

Keynote Speaker II



Dr. Bilan Sahidi

University of Sunderland in London, UK

Bilan Sahidi is a senior lecturer and Programme Manager at University of Sunderland in London. He is holder of a PhD in Philosophy, Politics and Sociology from the RWTH-Aachen University (Germany). He holds also three masters' in Business (University of Sunderland), Marketing & Innovation from Anglia Ruskin University and Strategy. He is specialised in the Hegelian Philosophy and very active in the current research on the Ultimate foundation of Reason and ethics.

Keynote Speaker III



Ms. Rubina Vieira

St. Mary's University London, UK

Rubina is a Lecturer of Tourism Management and has been lecturing at independent colleges and universities for several years. She has a degree in International Relations from Universidade de Lisboa and a PG Diploma in Written Journalism. Prior to starting a career as a lecturer, Rubina worked as a journalist and has written numerous articles about the Tourism and Hospitality industry before completing an MA in Tourism Management at the University of Westminster. She has worked as an associate lecturer at the University of Sunderland and Anglia Ruskin University and is now undertaking PhD research on 'Tourism, Diaspora and Mobilities' at Leeds Beckett University.

Keynote Speaker IV



Mr. Sanjay K Sah

Director, Makesworth Accountants, London, UK

An Alumni of University of London and Fellow Chartered Certified Accountant with having earned a respected reputation in the field of Accounting, Sanjay has over 15 years of vast experience in working with Small & Medium Sized enterprises in the UK as well as overseas.

Having worked with business owners ranging from one man-start up to large companies requiring different level of services, he has developed a passion towards his profession as an Accountant and driven by the success of his clients whom he has catered for. He has spent many years in business working at Boardroom Level, holding various positions before being motivated to start my own practice, Makesworth Accountants where he has blended his technical skills in accounting and tax with business skills derived from his time in the industry.

TIME SCHEDULE

September 21, 2019 (Saturday): Registration

9.30 am-10.00am

Arrival, Welcome and Registration

Reception: QAHE & Northumbria University London Campus LONDON, UK

Address: 110 Middlesex St, Spitalfields, London E1 7HT

- Please print your Acceptance letter/registration form before you come to the conference.
- Your ID will be required for the registration.
- Certificate of Participation can be collected at the registration counter.

PROGRAMME OF THE DAY

September 21, 2019 (Saturday): Conference

Venue: Room No- 404, 4th floor, NU London

Morning Session	
9:30-10:00 AM	Registrations
10.00-10.10am	Opening Remarks and Welcome Note (Dr Sumesh Dadwal and Dr Vipin Nadda)
10.10-10.20am	Keynote Speaker 1 <i>Dr Bilan Sahidi</i>

10.20-10.30	<p>Keynote Speaker II <i>Dr Arshad Jamal</i></p>
10.30-10.40	<p>Keynote Speaker III <i>Ms. Rubina Vieira</i></p>
10.40-10.50	<p>Keynote Speaker IV <i>Mr. Sanjay K Sah</i></p>
10.50-11.20	<p>Morning Tea Break and Photo Session</p>
	<p>Plenary Session I <i>Chair: Dr Arshad Jamal</i></p>
11.30-11.45	<p>Topic: Entrepreneurial Success Factors of Nigerian Women Entrepreneurs in UK <i>Temitope Victoria Afolabi (b00320839@studentmail.uws.ac.uk)</i> <i>Dr. Seema Sharma (seema.sharma@uws.ac.uk)</i> <i>School of Business and Enterprises</i> <i>University of the West of Scotland London Campus</i></p> <p>Abstract</p> <p>Purpose and Objectives</p> <p>This study aims to make recommendations to Nigerian women entrepreneurs in UK on how they can achieve entrepreneurial success. To achieve this research aim, the main objectives formulated were: to explore the determinants of entrepreneurial success for Nigerian women entrepreneurs in UK, to analyse how the key entrepreneurial success factors assist them, and to investigate the entrepreneurial challenges faced by Nigerian women entrepreneurs in UK.</p> <p>Methodology</p>

	<p>Qualitative method, an exploratory case study approach was used to gather data from 15 businesses owned by Nigerian women entrepreneurs in London. And thematically analysed using NVivo.</p> <p>Results</p> <p>Key findings show Nigerian women entrepreneurs in the UK primarily depend on entrepreneurial success factors such as personal success factors, self-funding, physical networking and family support for business success. Major challenges identified were: access to funds, support for child care and access to mass market.</p> <p>Recommendations</p> <p>This Study suggests that Nigerian women entrepreneurs in UK should focus more on environmental success factors such as online networking; to leverage social media platforms, winning awards to increase their business credibility and visibility for more customers, investors and partnership. Also, these group of women entrepreneurs need mentorship and partnership for business feasibility.</p> <p>Further Research</p> <p>Further studies can compare the results of this research to that of other western countries where Nigerian women own and run businesses. This comparison can reveal some important information that can provide workable success factors to both new and existing women entrepreneurs in the nations. Also, further research can be on the entrepreneurial success factors of women entrepreneurs who are not of Nigeria origin. In addition, further research can investigate the feasible solutions to the entrepreneurial challenges of women entrepreneurs in UK.</p> <p>Keywords: Entrepreneurship, entrepreneurial success factors, challenges, Nigerian women entrepreneurs, UK</p>
11.45-12.00	<p>Topic:-Employment challenges among adult male ex-offenders after incarceration: A conceptual analysis of social discrimination <i>Muhammad Kamran (kk1900@hotmail.com)</i></p>

Lecturer in Business and Management
University of Sunderland in London, UK

Abstract

Social discrimination is defined as sustained inequality between individuals on the basis of illness, disability, religion, sexual orientation, or any other measures of diversity. The purpose of this study is to focus on apparent challenges that ex-offenders face as they attempt to reintegrate into the community. The paper also observes some major issues that are considered important when it comes to the analysis of reducing re-offending and employment challenges among adult male ex-offenders after incarceration.

Keywords: Social discrimination, inequality, diversity, challenges, community, male ex-offenders, incarceration.

12.00-
12.15

Topic- Analysis The Role Of Credit Rating Agenesis To Broadening SMEs Financial Accessibility In Developing Countries, A Case Study Of Bangladesh.

Rajib Kumer Sarker

PhD Research Student

University of Greenwich

Topic- Analysis the role of credit rating agenesis to broadening SMEs financial accessibility in developing countries, a case study of Bangladesh.

Abstract:

Small and Medium Enterprises (SMEs) has significant contribution to total GDP growth worldwide. Many Researches stated that SMEs are backbone of developing countries. Most of the developed countries economic histories reflect the contribution of SMEs is remarkable. SME entrepreneurs have been playing a very crucial role to increasing economic development as well as industrial production. SMEs growth depends on the county's potential manpower, enough material supply and finally accessibility to financial sources. If all these are available, then any nation could be benefited by SMEs. However, the most important element for SMEs growth is to find a reliable and easy assessable fund. Bank loan is very common and most popular source of formal external capital for SMEs all over the world. Bank loan is easy assessable for SMEs in some countries, but it is still difficult for some developing countries.

Many researchers observed that there are many young entrepreneurs or SMEs are not eligible to get bank loan because they do not have credit

history or information that bank requires to make a lending decision. However, due to the regulations and poor political issues makes it more difficult for SME's to get access to the bank funding. Bank require property as a security against the loan, in some case it takes way longer to execute a lending decision. Bank as a financial intermediary takes risk on behalf of individual savers money. Therefore, banks want to maximise their risk level. The bank internal credit risk grading (CGR) find it riskier to invest on SMEs. To responds to this need, credit rating agencies (CRAs) could plays a significant role in terms of SMEs financial accessibility; as they provide information about the borrowers' creditworthiness. Many developed and developing countries banks included external rating system to make their lending decision. Previously many empirical researches found the positive relation between credit rating agencies and SMEs financial accessibility. However, most of the research based on developed countries. External rating is still not a popular concept in many developing countries. Bangladesh first national recognised CRA established in 2002. Since then and now country has 8 national recognised domestic credit rating agencies. There are many reports has criticized their strategy and methods of rating SMEs. Moreover, very few commercial banks have adopted the external rating to evaluate their lending decision. Using impact evaluation method this research aims to identify the role of CRAs in SMEs financing intermediation in Bangladesh, does it have positive or negative relations? What new information CRAs is providing to create value in money market, is it cost effective to its quality? Is this information available elsewhere with lower cost and finally, does lenders (banks) and borrowers (SMEs) both are equally benefited by CRAs performance in efficient financial intermediation in Bangladesh? To better understand the issue from every aspect some SMEs, Banks officers and CRAs rating analyst's interview will be conducted. The expected outcome would be to minimise the credit risk by improving the existing SMEs rating process and bring positive influence on SME's financial accessibility in Bangladesh.

Keywords: Credit rating, Credit rating agencies (CRAs), Small and medium enterprise (SMEs) in Bangladesh and Formal Financial Institutes (Banks).

12.15-
12.30

Topic: Enhanced Tourist Experiences Of Destination By
Conceptualising The Latest Technology.
Azharul Islam

Abstract

In terms of tourism services and products, destination constitutes as an amalgam that conjointly provides an integrated experience to the consumer of tourism and under the umbrella of the destination it also forms an entity. All the tourism organisation organised to target tourist with the magnitude of tourism attractions and locations on offer, for that reason DMO's always faced intensified competition. This paper intends to combine the paradigm shift of two folds and call for a new one with reflections on the management and creation of experience in context of destination, those are determined by

1. A shift from inactively consuming to vigorously involved tourist in order to co-creates the personal experience of them.
2. With the tourist consumer, A shift towards using the latest technology in order enhance experiences.

For the experience, nowadays destination marketing organisations (DMOs) should facilitate the space which is compelling and attractive also allow for valuable tourism experience creation rather than creating prerequisites for experience. For the various players, an attractive environment should be established by space. This environment should be established by the consumer of tourism who is the important part of an experience and in the specific framework of destination, tourist creates with co-consumers of the experience and supplier of tourism, space, and value. For the conference, the conceptual framework will be related to enhancing the tourist experience of destination by latest technology. This paper also intended to show how the framework of enhancing tourist experiences evolved by conceptualising the new technology and will provide the managerial implication.

Keywords: Tourism services, destination, integrated experience, DMO's, intensified competition, co-creates the personal experience, technology

12.30-
12.45

Topic- Ethnic Tourism development through "Sustain-modification
"of Gypsies Culture in Moldova region of Romania."

Romeo Pal

Abstract

Ethnic tourism is one of the emerging tourist attractions in Romania which is known for its diverse culture and heritage of a thousand years. Romanian Gypsies (Roma) are large ethnic minority groups who are believed to have travelled to Europe from Northern India. They have a unique language, cultural heritage, historically important etc. This paper

	<p>has tried to evaluate how ethnic tourism development can facilitate the growth of the tourism industry in Romania with focus on Romanian Gypsies. An introspection trough a spiral of nodes created by Tourism, Social Science, Sustainability and Culture.</p> <p>Keywords: Ethnic tourism, Romania culture, heritage Gypsies (Roma) sustainability</p>
<p>12.45-13.45</p>	<p style="text-align: center;">Lunch <i>Venue: 4th floor NU London</i></p>
<p>Afternoon Session</p>	<p style="text-align: center;">Plenary Session 2 <i>Chair: Dr Bilan Sahidi</i> <i>Co-Chair : Ms. Rubina Viera</i></p>
<p>13.45-14.00</p>	<p style="text-align: center;">Topic- Value creation for rural women through Social Business-A case of Bangladesh <i>Hussin Alam</i> <i>Ph.D. Candidate</i> <i>Institute of Political Science , University of Wrocalw, Poland</i></p> <p>Abstract: Empowerment is the process of authorizing an individual to think, behave, take action and control work in an independent way. It is the state of feelings of self-empowered to take control of one's own destiny. It includes both controls over principles (Belief, values and attitudes) and over resources (Physical Human, Intellectual and Financial). Empowerment can be viewed as a means of creating a social environment in which one can take decisions and make choice either individually or collectively for social revolution. It strengthens innate ability by way of acquiring knowledge power and experience. Value creation for rural women is deliberated as a great venture to generate social business as a tool of women empowerment. Social business has been a role model in women’s empowerment in Bangladesh, and the</p>

country is realizing an intelligible change in society because of its efforts in this regard. All the elements are present in Yunus' thought, Social business models and practice. The European concepts of justice are to be found in South Asian models of social economic models of development as Social Business. According to Mohmmad Yunus Social Business is a powerful tool to create a world of three zeros, which is zero poverty, zero unemployment, and zero net carbon emissions, by combining three elements the concept of Social Business approach through which they enter the bottom of the pyramid area by helping to solve social problems and issues example in Bangladesh. As a result, businesses remain incapable of addressing many of our most pressing social problems. In the bottom of the pyramid area, nearly 2.7 billion people who live on less than \$2.50 a day. Especially developing countries poor women are living under the injustice. The current study aims at exploring how social business has been able to contribute to women have preparing themselves for their value in society. What led to the build-up and staggering growth of the women value crisis in developing countries and how social business will work with local partners to provide solutions and safe spaces for those in a critical situation? The study will try to find the reasons behind women injustice; and how social business can solve the rural women problems.

Keywords:

Empowerment, resources, social environment, Value creation, rural women

14.00-14:15	<p style="text-align: center;">Topic- Entrepreneurial Start-Ups And Challenges <i>Mr Julian Joy</i> <i>GSM London</i></p>
14.15-14.30	<p style="text-align: center;">Topic-Agile Business Innovation <i>Mr. Anwar Haq</i> <i>Northumbria University , London , UK</i></p>

	Poster Session
14.30-14.40	Topic -Poster Presentation <i>Student I</i>
15.35-15.45	Topic -Poster Presentation <i>Student II</i>
14.40-14.50	Topic -Poster Presentation <i>Student III</i>
14.50-15.00	Topic -Poster Presentation <i>Student IV</i>
15.00-15.10	Topic -Poster Presentation <i>Student V</i>
15.10-15.30	Participation Certificates and Best paper
15.30-15.40	Vote of Thanks And Closing <i>Mr Sanjay Sah</i>
15.40-16.00	Tea /Coffee, Networking And Photo Session

LISTENER LIST

IC-EMID International Conference



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Themes
Entrepreneurship
Management
Innovation
Development



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