

CONFERENCE **ABSTRACT**

November 08-10, 2024

Miami, USA



Proudly American, Truly Global

Abstract Book

November 08-10, 2024 - Miami, USA

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Venue

University of Miami

November 09, 2024

Miami, USA



Address
300 Lenora Street #1497,
Seattle, WA 98121, United States



+1 672-971-2088 (Hotline)
Mon to Fri (10 am – 6 pm PST)

Global Conference Alliance Inc.
contact@globalconference.ca

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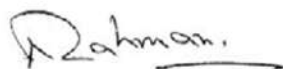
Welcome

As Conference Chair I'm honored to welcome all participants to the **Conference organized by Global Conference Alliance Inc.** held on November 08-10, 2024 in beautiful Miami, USA

This conference will be an excellent opportunity to meet and network with delegates from around the world in areas of management, marketing, international business, human resource management, accounting, finance, entrepreneurship, digital marketing, informational technology, Nursing, healthcare, HRM Leadership, Social Science, Engineering, business, and economics. Participants should benefit from conference presentations exploring cutting-edge reviews and investigations in basic and applied research.

Attending this conference also gives you an opportunity to explore Miami and enjoy its scenic views, tropical climate, and friendly people. Miami enjoys a global reputation as one of the world's top cities for quality of life and recreation.

Thank you for considering attending the Conference. A wide scope of participation will enrich our conference and help us all add significant value and experience to our shared research objectives.



Dr. Afzalur Rahman
CEO & Conference Chair
Global Conference Alliance Inc.
Proudly Canadian, Truly Global

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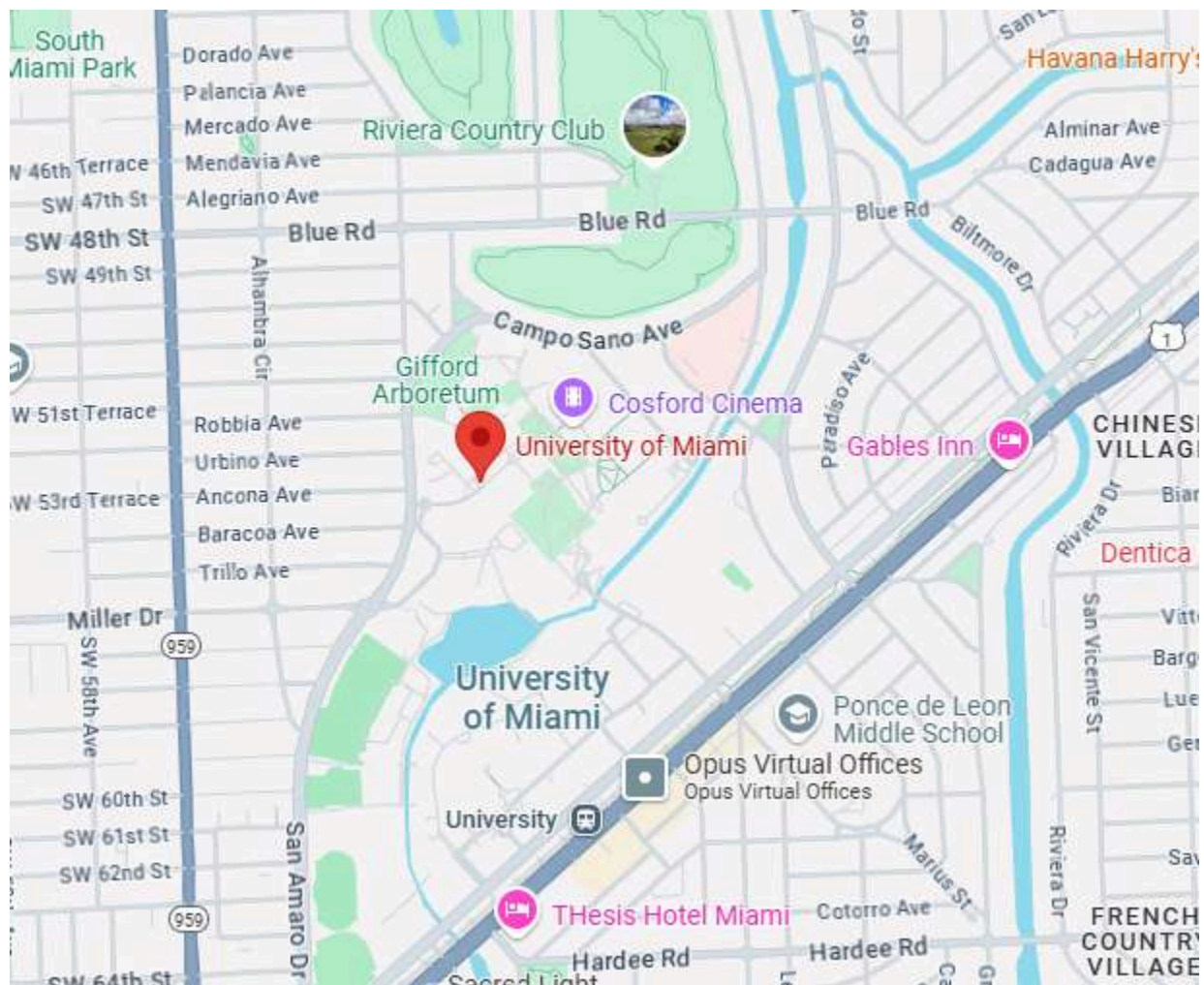
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Conference Venue

University of Miami

Training room, 1280 Stanford Drive
Coral Gables, FL 33146

Directions:



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Public Transit:

The University of Miami's Training Room, located at 1280 Stanford Drive in Coral Gables, FL 33146, is accessible by various public transit options, making it convenient for students, faculty, and visitors. The Metrobus system has several routes that pass near the campus, with stops within walking distance of Stanford Drive. Additionally, the nearby University Metrorail station provides direct access to the Metrorail system, which connects Coral Gables to the broader Miami area. From this station, a short walk or campus shuttle can take you to the training room location. For those traveling by car, parking options are available, though using public transit can ease the campus's often limited parking availability.

Driving & Parking

Driving to the University of Miami's Training Room, located at 1280 Stanford Drive in Coral Gables, FL 33146, is relatively straightforward, with easy access from major highways such as US-1 (South Dixie Highway) and nearby routes connecting Coral Gables to the greater Miami area. Once on campus, visitors will find parking available in designated lots and garages, though it's advisable to arrive early as parking can be limited, especially during peak hours. The university also has a permit system, so checking ahead for visitor parking options and daily fees can be helpful. Alternatively, metered parking may be available around campus, though spaces may vary in availability.

Accessibility

The University of Miami's Training Room, located at 1280 Stanford Drive in Coral Gables, FL 33146, is designed with accessibility in mind, ensuring ease of access for all visitors, including those with disabilities. The building is equipped with wheelchair-accessible entrances and pathways, as well as elevators to facilitate movement between floors. Accessible parking spaces are conveniently located near the entrance, and additional accommodations, such as automatic doors and designated seating, provide comfort and convenience. For visitors needing further assistance, the university offers support services, including campus maps highlighting accessible routes and mobility support options. This commitment to accessibility ensures an inclusive environment for all attending events or training sessions.

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Disclaimer

- Please note that all our conferences are multidisciplinary. In addition to the main topic, other topics may also be discussed during the scheduled sessions.
- It is mandatory to confirm your attendance prior to the conference to guarantee your seat and catering arrangements.
- Registered participants may either attend the entire event or choose to attend only their specific sessions.

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Conference Schedule

November 08-10, 2024 - Miami, USA

Disclaimer: Please note the main conference day is 9th November, 2024 and the conference will be held at **University of Miami**. If you need any help on the 8th November, 2024, please let us know by reaching out to our Hotline & Whatsapp number +1 672-971-2088. Otherwise, we are eager to have you on board on the conference day.

- **Friday, November 08, 2024** – Arrival of the participants in **Miami, USA**
- **Saturday, November 09, 2024 (Conference Day)** – Registration, opening speech, keynote speech, and technical sessions:

Registration will start from 01:00 PM, Gate Closes at 1:30 PM

Activity List, Saturday 9 November, 2024 (Conference Day)	Time
Registration and Lunch	1:00 PM - 1:30 PM
Opening Remarks by Conference Chair Dr. Afzalur Rahman	1:30 PM - 1:40 PM
Ice Breaking Session	1:40 PM - 2:00 PM
Technical Session 1: Digital Marketing; Advertising and Marketing Communications; E-Commerce and Internet Marketing; Social Media Management; SEO Keynote Speech by Dr. Gabriela Kurtz	2:00 PM - 2:30 PM
Break	2:30 PM - 2:40 PM
Technical Session 2: Business Management and Economics Author Presentation: Ugur Choban	2:40 PM - 3:10 PM
Break	3:10 PM - 3:20 PM
Technical Session 3: Business Management and Economics; International Business and Marketing; African Business and Technology; Supply Chain Management; Strategic Management and Planning African Economy and Culture Keynote Speech by Dr. Afzalur Rahman and Q/A	3:20 PM - 3:50 PM
Photo Session and Certificate Giving Ceremony	3:50 PM - 4:40PM
Closing Remarks	4:40 PM - 4:50 PM
Testimonials	4:50 PM - 5:00 PM

- **Sunday, November 10, 2024** – City Tour (optional to the participants)

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Conference Committee

Keynote Speech



Dr. Afzalur Rahman

Doctor of Business Administration – DBA in International Business (USA)

Certified International Trade Professional – CITP (Canada)

Former Professor of Business Management – Douglas College (Canada)

Dr. Afzalur Rahman is a distinguished international business professional with over 15 years of experience in the field of global trade. His contributions have significantly advanced the understanding and management of international trade, impacting both local and international business landscapes. Dr. Afzalur Rahman is also dedicated to fostering academic growth by offering premier training, conference hosting, and event planning services to scholars and researchers, supporting the exchange of knowledge within the business community.

Dr. Afzalur Rahman holds a Doctor of Business Administration (DBA) in International Business and a Master of Business Administration (MBA) in Finance. His undergraduate degree in Business Administration and Management was earned at the University of Windsor, Canada. He is a Certified International Trade Professional (CITP) and a Chartered Professional in Human Resources (CPHR), underscoring his expertise in both international trade and human resource management.

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Dr. Rahman's academic journey began as a professor of international business management at Thompson Rivers University, Canada. He has since held teaching and research positions at prestigious institutions including the University of British Columbia, Simon Fraser University, University Canada West, Columbia College, and Douglas College. His research interests span Business Strategy, International Business, International Marketing, Global Entrepreneurship, Retailing Management, and Human Resource Management. He has published numerous peer-reviewed articles on these subjects, contributing to the broader understanding of topics such as international trade theory, regional economic integration (NAFTA, ATPDEA, BRICS), foreign direct investment, and cross-cultural communication.

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Keynote Speech



Dr. Gabriela Kurtz

Instructor, Douglas College, Canada

Gabriela Birnfeld Kurtz is a multidisciplinary professional with over 12 years of experience spanning academia, design, digital marketing, and game research. She has excelled in teaching higher education for more than 10 years at institutions such as University Canada West, Langara, University of the Fraser Valley, Douglas College, and others. Gabriela also boasts 8 years of academic research experience and a PhD awarded with honors. She is an active member of multiple research labs and congress committees, with 30+ academic works published. Additionally, Gabriela has more than a decade of experience in digital marketing and branding strategy, having worked as a Marketing Manager in the software industry and coordinated communications at IDEAR/PUCRS. She is also a mentor for startups to become investment-ready and to scale-up their businesses through Digital Marketing in Canada and Brazil.

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Committee Members

- **Dr. Afzalur Rahman**, Douglas College, Canada Conference Chair
- **Dr. Michael Henry**, Thompson Rivers University, Canada; Dean, School of Business & Economics – Adviser
- **Masum Billah Bhuiyan**, Founder of Giant Marketers
IT Entrepreneur || Public Speaker || Business Coach || Digital Marketing Expert
- **Mr. John O’Fee**, QC, Thompson Rivers University, Canada - Business Law and Human Resource Management
- **Dr. Erika Skita**, Instructor, Granville College in Vancouver, Canada
- **Dr. Dushyant Gosai**, Colorado State University-Global Campus, United States - Accounting
- **Mr. Simon Parker**, Douglas College, Canada - Marketing and International Business
- **Dr. Ahmed Hoque**, Vancouver Island University, Canada - Economics and Banking
- **Dr. Emrul Hasan**, The University of British Columbia, Canada -Finance
- **Dr. Murat Eroglu**, Faculty Member, Adelphi University, USA
- **Ms. Marisa McGillivray**, Economist at Statistics Canada Consumer Prices Division
- **Mr. Quazi M. Ahmed**, IFC/World Bank Group Certified Master Trainer
- **Mrs. Yasmin Jahir**, Divisional Chair, Electrical and Computer Engineering Director of Operations, USA
- **Dr. Imtiaz Ahmed**, Assistant Professor, Department of Electrical Engineering and Computer Science, Howard University, Washington, DC, USA
- **Husnu Saner Narman**, Faculty Member at Marshall University

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Authors' Presentation Review

Saturday 9th November, 2024

Name and Affiliation	Title
Ugur Choban (Author) <i>SDU University</i>	Exploring the Roles of Social Identity and Group Norms on Irrational Decision-Making in Small Entrepreneurial Firms

Name and Affiliation	Title
Linda Anyang (Author) <i>Nanjing University of Posts and Telecommunications</i>	Perceived Risks of Cross-border E-commerce from The Perspective of Consumers

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Instructions for Oral Presentation

Saturday 9th November, 2024

Devices provided by the conference organizer:

- ❖ Laptop (with MS-Office and Adobe Reader)
- ❖ Projector and Screen

Materials provided by the presenters:

- ❖ PowerPoint or PDF files (files should be copied to the conference laptop at the beginning of each session)

Duration of each presentation:

- ❖ Regular oral presentation – 10 minutes including Q&A
- ❖ Keynote speech – 20 minutes

Instructions for Publication

All accepted papers in the Conference will be published in the online conference proceedings:

Title: Conference Abstract November 08-10, 2024 - Miami, USA

ISBN : 978-1-998259-58-8

Format: Electronic book

Instructions for Participants

To attend the conference, please ensure you bring a printed invitation letter and a valid photo ID (such as Passport, Driving License, or any government-issued ID with a photo) on the day of the event. Admittance to the conference will not be granted without these documents. We greatly appreciate your cooperation.

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Authors' Presentation Schedule

Saturday 9th November, 2024

Name and Affiliation	Title & Abstract
<p><i>Ugur Choban (Author)</i> <i>SDU University</i></p>	<p>Exploring the Roles of Social Identity and Group Norms on Irrational Decision-Making in Small Entrepreneurial Firms Abstract</p> <p>This research explores the mechanisms through which social identity and group norms lead to economically irrational decisions in small entrepreneurial firms. While the concept of “bounded rationality” articulated the adverse effects of constrained information and cognitive capabilities on decision-making, the specific impact of social identity and group norms on irrational decisions in small entrepreneurial firms remains underexplored. Using semi-structured interviews and multiple-case studies, this study examines how social identity and group norms influence irrational entrepreneurial decisions. Initial interviews will identify key themes, informing detailed case studies. Hence, the research aims to gain insights for developing strategies to support more rational decision-making in small firms.</p> <p>Index terms: Irrationality, Social Identity, Group Norms, Small Firms, Decision Making.</p>

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Name and Affiliation	Title & Abstract
<p>Linda Anyang (Author) <i>Nanjing University of Posts and Telecommunications</i></p>	<p>Perceived Risks of Cross-border E-commerce from The Perspective of Consumers</p> <p>Abstract</p> <p>Cross-border e-commerce is becoming increasingly popular around the world due to advanced technology and improved logistics services. Meanwhile, potential factors such as payment systems, culture, regulation, and socio-economic variance of different countries can cause significant risks for cross-border e-commerce. In this paper, the perceived risks associated with cross-border e-commerce (CBEC) were analyzed from the viewpoint of the consumers.</p> <p>The study conceptualized the potential risk factors of CBEC based on literature analysis into six factors (product selection and management risk, transaction risk, logistics risk, return policy risk, and environmental risk). The study used a statistical method to analyze the risk level of CBEC from 166 respondents' feedback. The study identified that return policy risk was the most bothersome among all cross-border e-commerce risk factors which accounted for 31% according to the consumers' survey, followed by logistics risk (21.38%). The third-rated cross-border e-commerce was the risk of the transaction (19.01%) which is a concern with the payment platforms, transaction charges, finding the correct value of the product, and making sure the buyer is paying to the right person. Moreover, the study found that environmental risk (9.87%) was the least categorical risk factor among the risks associated with the cross-border e-commerce process since consumers did not really care about the environmental location of the product, but the quality of the product and its convenient usage.</p> <p>The paper concluded that e-commerce platform owners should devise tracking technologies to control risks at all levels of cross-border activities. Besides, consumers must learn and understand their vendors, product and descriptions, and e-commerce platforms' authenticity by making inquiries from experts to reduce risk. Again, consumers should carefully choose their logistics partners to avoid many challenges.</p> <p>Keywords: Cross-border e-commerce risk, consumers perception, risk assessment, online trade</p>



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