

8th Global Conference on Business Management and Economics 2022

Conference Abstract



**Saturday, July 30, 2022
The University of British Columbia
Vancouver, British Columbia, Canada**

<https://gcbme.org/>

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Global Conference on Business Management and Economics

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Vancouver, British Columbia

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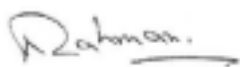
Welcome

As Conference Chair I'm honoured to welcome all participants to the 8th Global Conference on Business Management and Economics (GCBME 2022) at beautiful Vancouver, British Columbia, Canada.

A total of 42 participants from 15 countries are attending our conference. This conference will be an excellent opportunity to meet and network with delegates around the world in areas of management, marketing, international business, human resource management, accounting, finance, entrepreneurship, 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 Vancouver and enjoy its scenic views, mild climate, and friendly people. Vancouver enjoys a global reputation as one of the world's top cities for quality of life and recreation. Vancouver attracts many international conferences and events, including the 2010 Winter Olympics and Paralympics.

Thank you for considering attending 8th GCBME 2022. 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
Chair, GCBME 2018-2022
Douglas College
British Columbia, Canada

Conference Venue

UBC ROBSON SQUARE

ROOM: C400

800 Robson Street

Vancouver, British Columbia

Canada V6Z 3B7

Directions:



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Public Transit

UBC Robson Square is a short walk from the Burrard, Granville, and City Centre SkyTrain stations. Use the Translink website to plan your trip via transit from any location in the Lower Mainland: <https://www.translink.ca/>

Driving & Parking

To access the WestPark lot for 800 Robson Street (Lot 189), head south on Howe Street to the corner at Nelson Street. The parking lot entrance will be on your right, just before Nelson. Note that Howe is a one-way street. Once you have entered the parking lot, follow the directional signs to UBC Robson Square. Please consult the WestPark website for current pricing. Or Call Westpark at: 604-669-7275 [PARK]

Accessibility

UBC Robson offers elevator access via our entrance on Hornby Street at Robson Street.

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Conference Time Schedule

Saturday, July 30, 2022

Activity	Time
Registration and Lunch (Raincouver)	1:00 pm to 1:30 pm
Opening Remarks Dr. Afzalur Rahman Douglas College, Canada	1:30 pm to 1:35 pm
Keynote Speech Mr. John O'Fee, QC <i>Faculty Member,</i> <i>Thompson Rivers University, Canada</i>	1:35 pm to 2:05 pm
Keynote Speech Ashief Ahmed <i>Cyber Security Solution Architect,</i> <i>Bank of Canada</i>	2:05 pm to 2:35 pm
Photo Session	2:35 pm to 2:40 pm
<i>Technical Session (4 papers)</i>	2:40 pm to 3:20 pm
Break	3:20 pm to 3:30 pm
<i>Technical Session (3 papers)</i>	3:30 pm to 4:00 pm
Certificate Awarding and Closing Ceremony	4:00 pm to 4:15 pm

Conference Committee

Keynote Speaker Mr John O'Fee



John received his Commerce degree and a Law degree from the University of British Columbia and commenced private legal practice in Kamloops immediately upon graduation. His work centred around real estate development, corporate transactions, wills and estates. John pursued community service while establishing and growing his practice.

Committee Members

- **Dr. Michael Henry**, Thompson Rivers University, Canada; Dean, School of Business & Economics – Adviser.
- **Dr. Ahmed Hoque**, Vancouver Island University, Canada - *Economics and Banking* •
Mr. John O'Fee, QC, Thompson Rivers University, Canada - *Business Law and Human Resource Management*.
- **Dr. Murat Eroglu**, Adelphi University, United States - *Management and Entrepreneurship*.
- **Mr. Simon Parker**, Douglas College, Canada - *Marketing and International Business* • **Dr. Dushyant Gosai**, Colorado State University-Global Campus, United States - *Accounting*.
- **Dr. Emrul Hasan**, The University of British Columbia, Canada - *Finance* • **Dr. Afzalur Rahman**, Douglas College, Canada - *Conference Chair*.
- **Mrs. Farjana Yasmin** – *Conference Director*.

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Catering and Menus

▪ Continental Lunch - Raincouver (1:00 pm to 2:00 pm) (All Halal)

- ✓ Chef's selection CHICKEN sandwiches
- ✓ Chef's daily soup
- ✓ Chef's daily salad
- ✓ Assorted Individual Bottled Juices & Canned Sodas

▪ Break - Power Up (3:20 pm to 3:30 pm)

- ✓ Locally roasted coffee served with milk, cream, white, raw sugar, sweetener and one milk alternative.
- ✓ Drinking Water

Authors' Presentation Review

Saturday, July 30, 2022

Name and Affiliation	Title
Mohammedris Karim <i>University of South Australia , Australia</i>	An Investigation into Risk Management Practice amongst Quantity Surveyors in Construction Industry in Australia
Md Tasnimul Hasan Khan Tuhin <i>Cardiff Metropolitan University, UK</i>	Cryptocurrency: How it will transform the future business and business transactions
Dr. DJIOFACK Jean Bertin <i>Ph.D. in Economics, Douala, Cameroon.</i>	Are micro-credit banks a factor in project development?
Arex C. Nada <i>College of Arts and Sciences, Southern Luzon State University, Philippines.</i>	The prying eye: A study on the adherence of the selected national broadsheets to the code of ethics of National Press Photographers Association
H.M. Jahirul Haque (1 st Author) <i>Professor and Senior Advisor (BOT), Canadian University of Bangladesh</i> Hasan M Sami (2 nd Author) <i>Senior Lecturer, School of Business, Canadian University of Bangladesh</i> Quazi M. Ahmed (Corresponding Authors) <i>Lead Consultant & CEO, FutureLeaders</i>	Increasing the rate of economic contribution in the Service Sector of Bangladesh by enhancing skill sets of employees
Mohamed Ibrahim Mohamed Ashker <i>Lecturer, The Green Inn Pvt Ltd, Sri Lanka</i>	Impact of brand image on consumer buying behavior – Special reference to automobile sector
Mohamed Nizam Fathima Nifroosha <i>Sri Lanka</i>	Critical Analysis of work stress and its impact on millennial generation lifestyles

Instructions for Oral Presentation

Saturday, July 30, 2022

- **Devices provided by the conference organizer:**
 - Laptop (with MS-Office and Adobe Reader)
 - Projector and Screen

- **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:**
 - Regular oral presentation – 10 minutes including Q&A
 - Keynote speech – 30 minutes

Instructions for Publication

All accepted papers in the 8th Global Conference on Business Management and Economics (8th GCBME 2022) will be published in the online conference proceedings:

Title: Proceedings of the 8th Global Conference on Business Management and Economics

Format: Electronic book

ISBN: 978-1-9990057-6-4

Authors' Presentation Schedule

Saturday, July 30, 2022

Technical Session

02:40 pm to 04:00 pm

Name, Affiliation, and Time	Title and Abstract
<p>Mohammedris Karim <i>University of South Australia , Australia</i></p> <p>2:40 pm – 2:50 pm</p>	<p>An Investigation into Risk Management Practice amongst Quantity Surveyors in Construction Industry in Australia</p> <p>Quantity surveyors are involved in every stage of the construction projects. Quantity surveyors are cost economists and consultants who are required to support the cost-effectiveness of the project throughout the project life cycle, taking from pre-construction stage to post-construction stage. Though quantity surveyors are known as a professional discipline, but they are not immune to the risks and threats in their practising environment. Result of which, when poorly managed could lead to inefficient performance of quantity surveying practices and overall project performance during the construction. Therefore, this research assessed the project risk management practices between quantity surveying professionals in the construction industry in Australia by identifying the severity of risk factors affecting quantity surveyors, challenges faced by quantity surveyors while practising risk management, and elements that can improve risk management practice.</p> <p>The research included both a questionnaire survey and interviews. 42 questionnaires were sent to 7 medium to large construction firms, either contractor or consultant quantity surveyor, out of which 27 were received back. And 7 experienced senior to director level quantity surveyors were interviewed in order to gather more information for the research. It was identified that the client related risk factors followed by project management risk factors are the highest-ranked risks that can affect quantity surveying practices, and quantity surveyor professional face challenges while practising risk management to minimize these risks, these challenges are mainly lack of understanding of tools and techniques, lack of QS IT software, ongoing implementation of traditional QS practices and unclear scope of the work.</p> <p>However, these challenges can be overcome mainly by taking help from professional and expert project management/quantity surveying individuals and getting proper project management pieces of training. It was found that when it comes to responding to the top risks, quantity surveyors usually try to reduce them by proper risk mitigation techniques or transferring them. Also, senior to director level quantity surveyors prefer to prevent risks by proper risk management practice such as creating risk registers and coming up with a solution to each possible risk and comparing the ongoing project with the previously done projects.</p>

<p>Md Tasnimul Hasan Khan Tuhin <i>Cardiff Metropolitan University, UK</i></p> <p>2:50 pm – 3:00 pm</p>	<p>Cryptocurrency: How it will transform the future business and business transactions</p> <p>To facilitate digital barter, an encrypted peer-to-peer network was developed fourteen years ago which is now famously known as cryptocurrency. Cryptocurrency and other digital assets are being used by a plethora of businesses all over the world for a variety of investment, operational and transactional objectives. Though there are pitfalls of cryptocurrencies such as price volatility, high energy consumption for mining activities and use in criminal activities, over the past few years Cryptocurrency became more popular in businesses than before just because of the safe transactions with little cost and time.</p>
<p>Dr. DJIOFACK Jean Bertin, <i>Ph.D. in Economics, Douala, Cameroon.</i></p> <p>3:00 pm – 3:10 pm</p>	<p>Are micro-credit banks a factor in project development?</p> <p>Microcredit took off under the leadership of Muhammad Yunus, a Bangladeshi economist in the 1970s. Nicknamed “the banker of the poor”, the father of microcredit and the founder of the Grammen Bank which won him the Nobel Peace Prize in 2006, stated that he had not prepared for the installation of the microcredit system and that he was not equipped with banking knowledge. Microcredit is a small loan, with interest, granted to micro-entrepreneurs who do not have access to traditional financial services.</p>
<p>Arex C. Nada <i>College of Arts and Sciences, Southern Luzon State University, Philippines.</i></p> <p>3:10 pm– 3:20 pm</p>	<p>The prying eye: A study on the adherence of the selected national broadsheets to the code of ethics of National Press Photographers Association</p> <p>Newspapers use visual components to deliver information more effectively and efficiently and elicit emotional responses from readers. The purpose of the study was to determine whether chosen national broadsheets adhered to the NPPA (National Press Photographers Association) photojournalism code of ethics. It focused on determining the visual contents of photos depicting calamity, crime, and tragedy published in selected national broadsheets using the NPPA Code of Ethics; to analyze the contents and presentation of photos depicting calamity, crime, and tragedy through the analysis of text and subtext; and to determine the level of adherence of the selected national broadsheets to the NPPA photojournalism code of ethics in publishing photos about the tragedy. The results indicate that the crime, tragedy, and calamity photographs published in the selected national broadsheets correspond to the NPPA code of ethics regarding the accuracy of the visual content, but the narratives frame the issues. The photojournalists communicate the story of a subject through the use of emotionally charged photographs. The photographs depicting tragedy, crime, and calamity published in chosen national broadsheets follow the NPPA code of ethics.</p>

<p>H.M. Jahirul Haque (1 st Author) <i>Professor and Senior Advisor (BOT), Canadian University of Bangladesh</i></p> <p>Hasan M Sami (2 nd Author) <i>Senior Lecturer, School of Business, Canadian University of Bangladesh</i></p> <p>Quazi M. Ahmed (Corresponding Authors) <i>Lead Consultant & CEO, FutureLeaders</i></p> <p>3:30 pm- 3:40 pm</p>	<p>Increasing the rate of economic contribution in the Service Sector of Bangladesh by enhancing skill sets of employees</p> <p>Forty seven percent graduate professionals are unemployed according to the recent survey of Bangladesh Bureau of Statistics (BBS). It has been confirmed by Ansari & Bradshaw through local urbanization that many western countries are lacking qualified working individuals in the areas of software quality assurance, business analytics, web development and design, graphic design, digital marketing and so on. This research would investigate empirical evidences of some south Asian economies, like Sri Lanka, Vietnam and Singapore in their service sector development. In context of Bangladesh, it's observed that nearly half a million registered freelancers have contributed by adding only \$100 million annually in Bangladesh's GDP. Our research would propose a sustainable solution to transform Bangladeshi graduates into skillful workforces for the service sector of Bangladesh. The proposed research would show tangible evidences of some successful organizations like BJIT Ltd, Technovista Inc, BrainStation 23 Ltd, Datasoft Inc, Datapath Inc and various others which are contributing to the Bangladeshi economy positively. Due to lower per unit labor cost, the intended work projects get delivered with a much lower price. This low labor cost and regulated quality service assurance has given Bangladesh an edge over other western high labor cost competitors. It's been observed through various project management evaluation process that about 20-30% cost efficiency could be attained by increasing efficiency of the employees of service sector and thus more such tasks could be inaugurated for overall Economic benefit of Bangladesh. This research would focus how the project management and expert work process guidelines can make service sector more efficient in Bangladesh through FDI, Outsourcing and various other ways.</p>
<p>Mohamed Ibrahim Mohamed Ashker <i>Lecturer, The Green Inn Pvt Ltd, Sri Lanka</i></p> <p>3:40 pm – 3:50 pm</p>	<p>Impact of brand image on consumer buying behavior – Special reference to automobile sector</p> <p>The purpose of this study was to investigate the influence that customers of the millennial generation have on the purchasing decisions made in the automobile sector in Malaysia and Singapore. As a result of increased consumer demand, automobile sales in Malaysia and Singapore are anticipated to go up in the years to come. The automobile sector faces a tremendous obstacle when attempting to fulfill the requirements imposed by its customers and live up to the standards they set. In order to be profitable and gain an advantage in If they are emphasized in the image of the brand, consumer characteristics make a product more appealing to potential buyers. When researching consumer behavior, it is consistently shown that an organization's brand image is the single most important factor in determining purchasing patterns and trends.</p>

<p>Mohamed Nizam Fathima Nifroosha <i>Sri Lanka</i></p> <p>3:50 pm – 4:00 pm</p>	<p>Critical Analysis of work stress and its impact on millennial generation lifestyles</p> <p>This research elaborates about the work stress and its impact on millennial generation lifestyles. This study will primarily concentrate on the banking industry in Dubai as its primary topic. Employers in the banking industry need to use efficient methods of stress management in order to boost employee productivity and improve their ability to make decisions. The act of workers of a firm sharing their knowledge and areas of expertise with the rest of the organization leads to an increase in the productivity of that company. In today's increasingly competitive markets and firms, one of the most effective methods to maintain a competitive advantage is to create an educated and well-informed staff. This may be accomplished in a number of different ways.</p> <p>The vast majority of people who work in banks in today's contemporary society are worried about stress, which is becoming an increasingly widespread issue. When employed by some psychologists, the word "stress" refers to both the factor that causes the stress as well as the stimulus that results from it. People could have some form of physiological or psychological reaction as a consequence of going through something difficult or being in a potentially dangerous scenario. There are both internal and environmental factors that contribute to stress that is brought on by one's job. To provide an example, an individual's personality is considered an internal feature, but work-related stresses are an example of an external effect.</p> <p>One school of thought maintains that stress is the single factor that contributes to the health issues and exhaustion experienced by bank personnel. Several models, such as those for stress management and organizational performance, have been the subject of research that has conclusively shown this to be the case. It is possible to classify solutions for managing stress into one of two primary categories, organizational strategies or individual strategies, according to the adverse consequences that they are intended to mitigate. There are strategies available for coping with stress in the workplace that is tied not just to one's job but also one's personality. Reducing stress in the workplace should be a priority for all bank workers, as well as management and senior staff members.</p>
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List of Participants

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