

9th Global Conference on Business Management and Economics 2022

Conference Abstract

**Saturday, September 24, 2022
The University of British Columbia
Vancouver, British Columbia, Canada**

<https://gcbme.org/>



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Global Conference on Business Management and Economics

422 Richards Street, Unit 170

Vancouver, British Columbia

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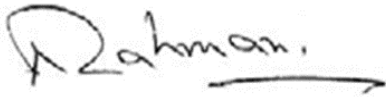
Welcome

As Conference Chair I'm honoured to welcome all participants to the 9th Global Conference on Business Management and Economics (GCBME 2022) at beautiful Vancouver, British Columbia, Canada.

A total of 101 participants from 20 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 9th 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
Professor, Douglas College
Vancouver, Canada

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Conference Venue

UBC ROBSON SQUARE

ROOM: C245

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, September 24, 2022

Activity	Time
Registration and Lunch (Raincouver)	1:00 pm to 1:30 pm
<i>Opening Remarks</i> Dr. Afzalur Rahman Douglas College, Canada	1:30 pm to 1:35 pm
<i>Keynote Speech</i> Ashief Ahmed Cyber Security Solution Architect, Bank of Canada; Faculty Member, Canadian College of Technology and Business (CCTB) Vancouver Community College (VCC)	1:35 pm to 2:05 pm
Photo Session	2:05 pm to 2:15 pm
<i>Technical Session (4 papers)</i>	2:15 pm to 2:55 pm
Break (Straight As)	2:55 pm to 3:10 pm
<i>Technical Session (3 papers)</i>	3:10 pm to 4:00 pm
Certificate Awarding and Closing Ceremony	4:00 pm to 5:00 pm

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Conference Committee

Keynote Speaker

Mr. Ashief Ahmed



Mr. Ashief is a steadfast and experienced cyber security professional with a demonstrated fourteen years history of working in various industries such as Government, Utilities, Energy, BPO, Telco, and Retail sectors.

He is working as a Cyber Security Solutions Architect at the Bank of Canada and the duties include but are not limited to all aspects of security, governance, risk, and compliance. Ashief received his Master of Information Technology and MBA (major in Management Information Systems) from the University of Dhaka and holds 34 IT and Security related certifications CISM, CISA, CDPSE, CCSK, and other designations. He also holds a bachelor's degree in Computer science and Engineering. He is currently working as a Cybersecurity faculty at the Canadian College of technology and business and Vancouver Community College.

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 Erogul**, 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

▪ Corporate Lunch (Vegetarian) - Raincover (1:00 pm to 1:30 pm)

- ✓ Chef's selection of grilled paninis (100% vegetarian)
- ✓ Chef's daily soup
- ✓ Chef's daily salad
- ✓ Assorted Individual Bottled Juices & Canned Sodas

▪ Break - Straight As (2:55 pm to 3:10 pm)

- ✓ Assorted Cookies Fairtrade Coffee & Tea
- ✓ Drinking Water

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Authors' Presentation Review

Saturday, September 24, 2022

Name and Affiliation	Title
<p>Mark Lokanan (Main Author) <i>Associate professor, Royal Roads University BC, Canada</i></p> <p>Sana Ramzan (Additional Author) <i>Royal Roads University BC, Canada</i></p>	The Use application of Machine Learning to Study Fraud in the Accounting Literature
<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>	Increasing the rate of economic contribution in the Service Sector of Bangladesh by enhancing skill sets of employees
<p>Anne Mastamet Mason <i>Tshwane University of Technology South Africa</i></p>	Cumulated body shape and measurements of African women with unique body shapes for better ready-to wear clothing
<p>Ramatoulie Whan Banutu-Gomez <i>Research Assistant Banutu Business College Lamin Kombo North, West Coast Region, The Gambia</i></p>	The Role of Leadership in Developing and Managing Ethics in an Organization
<p>Mohsen Ayyash <i>Ministry of Education, Palestine</i></p>	Gender Composition Effects on the Gender Pay Gap in Palestine: a multilevel modeling approach
<p>Hamideh Jafari <i>Department of Electrical Engineering, Faculty of Electrical Engineering, Khormuj Islamic azad University, Bushehr, Iran</i></p>	The role of Information Technology in optimization of electricity market management
<p>Jasdeep Kaur <i>PhD. Research Scholar Department of Journalism & Mass Communication Punjabi University, Patiala</i></p>	Social Marketing Campaigns by SONY in India - A Case Study

Instructions for Oral Presentation

Saturday, September 24, 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 9th Global Conference on Business Management and Economics (9th GCBME 2022) will be published in the online conference proceedings:

Title: Proceedings of the 9th Global Conference on Business Management and Economics

Format: Electronic book

ISBN: 978-1-9990057-7-1

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Authors' Presentation Schedule

Saturday, September 24, 2022

Technical Session

02:15 pm to 04:00 pm

Name, Affiliation, and Time	Title and Abstract
<p>Mark Lokanan (Main Author) Associate professor, Royal Roads University BC, Canada</p> <p>Sana Ramzan (Additional Author) Royal Roads University BC, Canada</p> <p>2:15 pm to 2:25 pm</p>	<p>The Use application of Machine Learning to Study Fraud in the Accounting Literature</p> <p>This study aims to objectively synthesize the volume of accounting literature on financial statement fraud using a systematic literature review research method (SLRRM). This paper analyzes the vast financial statement fraud literature based on inclusion and exclusion criteria. This criteria filters articles published in the accounting fraud domain and peer-reviewed quality journals based on the Australian Business Deans Council (ABDC) journal ranking. A reverse search of analyzing the abstracts of the articles further filters the search to 96 peer-reviewed articles. After examining the 96 articles, the current literature continuously evolves from statistical to computational approaches such as artificial intelligence (AI) and machine learning (ML) for financial statement fraud prediction and detection. This evolution of the literature was because of the effect of micro and macro variables on financial statement fraud and the inadequacy of audit procedures to predict and detect fraud. The findings also concluded that A* peer-reviewed journals accepted articles that showed a complete picture of performance measures of computational techniques in their results. Therefore, this paper contributes to the literature by providing insights to researchers about why ML articles on fraud do not make it to top accounting journals and which computational techniques are the best algorithms for predicting and detecting financial statement fraud.</p>

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<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>2:25 pm to 2:35 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>
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Anne Mastamet Mason
*Tshwane University of
 Technology*
South Africa

2:35 pm to 2:45 pm

Cumulated body shape and measurements of African women with unique body shapes for better ready-to wear clothing

The current supply of ready-to-wear clothing for women in Africa is geared towards the perfect figure, which is described as one in which the bust is 8 cm smaller than the hip. The reason for this is that African sizing has been adopted from the Western world. Africa is home to many people with different sizes, body types and statures. South of the Sahara and along the African equator live medium to tall, slender to well-built people. People in central Africa tend to be medium to tall and of medium to good build. Along the Tropic of Capricorn and below, people in Africa tend to be shorter and of medium build. Generally, most African women are curvy, although women in southern Africa tend to be curvier, like the historic South African slave icon Sartjie Baartman, whose unique body shape led her into slavery during her lifetime and even after her death. Many studies have shown that many female consumers are dissatisfied with ready-to-wear clothing. Clothing retailers also report that many garments are returned because of incorrect sizing and poor fit. The problems associated with clothing fit in Africa are related to the lack of up-to-date anthropometric data on the African population and the use of adjusted size charts based on different body types, sizes, and measurements. Size charts must be current and relevant to consumers in a target market. In addition, pattern-making principles should be aligned with relevant anthropometric data such as body measurements and body shapes. Given the lack of up-to-date anthropometric data in Africa, retailers and fashion designers need to collect body measurements and body shapes using appropriate methods so that the data collected can be transformed over time into up-to-date charts that are useful for appropriate clothing. Up-to-date data will ultimately increase consumer satisfaction with their clothing and reduce returns in retail stores. This paper describes procedures used in gathering data and transposing pattern methods for appropriate clothing production.

Keywords: Cumulated body measurements, African body shapes, ready-to-wear clothing

Ramatoulie Whan

Banutu-Gomez

*Research Assistant Banutu
Business College Lamin Kombo
North, West Coast Region, The
Gambia*

2:45 pm to 2:55 pm

The Role of Leadership in Developing and Managing Ethics in an Organization

The purpose of this research is to understand ethics in an organization, developing ethics programs, topics embedded in ethics in the organization, implementation of ethics within an organization, and leader's role in sustaining ethics in an organization. A leader must entail a wide range of skill sets and knowledge to be successful in the scope of developing and managing ethics in an organization. This research utilizes a quantitative research method. We designed and distributed survey questionnaires. We also conducted lots of literature reviews. Through our research, we have derived data and presented it in a meaningful manner to represent how leaders develop and manage ethics in an organization. After surveying employees from a variety of companies, we found that there is a direct correlation of the significance of the leadership role in creating a code of ethics, in the implementation and management of ethics within an organization. It is revealed that leaders need to construct and maintain the ethics program while leading by example and conducting ethical behaviors regularly. The results also revealed that leaders with positive ethical behavior do impact the employees and organization. Thus, leaders have to creatively implement effective strategies to sustain ethics in the organization. Furthermore, the results revealed that 34% of respondents supported that their organization must create more training and have team meetings to discuss unethical issues that may be occurring and to listen to everyone's input and opinion. The results revealed that Managing and maintaining ethics in the workplace is a constant battle and that it should be the responsibility of each employee in the organization. Key Words: Leadership, Code of ethics, Program, Organization, and Implementation.

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Mohsen Ayyash
 Ministry of Education,
 Palestine

3:10 pm to 3:20 pm

**Gender Composition Effects on the Gender Pay Gap in Palestine:
 a multilevel modeling approach**

Inequality in the wage paid between men and women is a global phenomenon faced by the world. The problem is more severe in developing countries due to the social-cultural factor. Palestine is one of the countries experiencing a gender pay gap whereby various studies consistently showed that men are advantaged over women in the Palestinian labor market. Therefore, this study aims to investigate the impact of occupational gender composition on wage levels in the Palestinian labor market utilizing data of the Palestinian Labor Force Survey (PLFS) over the period 2014 to 2020. The current study applied a two-level wage model using two-digit occupational classifications. The findings reported evidence of wage inequality due to occupational groups which account for about 23.4% of wage differentials. Moreover, on average, wages in male-dominated occupations are higher than those in gender-integrated and female-dominated occupations, which supports the devaluation hypothesis. The results also indicated that men enjoyed wage advantage over women, regardless of occupational gender composition supporting the universal male advantage hypothesis. Moreover, the size of the gender pay gap is wider in occupations dominated by females as compared to other gender-typed occupations. Besides, a significant portion of the between-occupation wage gap in the Palestinian labor market is mainly explained by workers' characteristic including place of work, industrial and employment sector, region, work status, and marital status. The study suggested reducing the gender wage gap through equal pay enforcement and programs to encourage women participation in the labor market.

Keywords: Gender, Occupational Wage Inequality, Multilevel modeling, Palestine

<p>Hamideh Jafari <i>Department of Electrical Engineering, Faculty of Electrical Engineering, Khormuj Islamic Azad University, Bushehr, Iran</i></p> <p>3:20 pm to 3:30 pm</p>	<p>The role of Information Technology in optimization of electricity market management</p> <p>Information technology (IT) in optimization of electricity consumption is one of the important factors in electricity distribution systems today. The electricity market is a system for buying and selling electricity in the form of supply and demand to determine the price of electricity in the new structure of the electricity industry, unlike its old structure. That production and distribution management was single management, the mentioned systems operate independently. The irregular and non-linear nature of load consumption due to various factors has caused the load consumption to be not very accurately predictable and part of the excess energy produced is practically wasted. One of the new methods to prevent this energy loss is to use in this study while examining this method, its efficient role in the development of the electricity market and the optimal distribution of electrical energy is examined.</p> <p>Keywords—Information Technology, Electricity market management, Optimization</p>
<p>Jasdeep Kaur <i>PhD. Research Scholar Department of Journalism & Mass Communication Punjabi University, Patiala</i></p> <p>3:30 pm to 3:40 pm</p>	<p>Social Marketing Campaigns by SONY in India - A Case Study</p> <p>Sony India Pvt Limited is a wholly-owned subsidiary of Sony Corporation in Japan, has positioned itself as a premium brand across product categories such as television, digital imaging, personal audio, home entertainment, car audio, gaming, and professional solutions. Sony India has been working to contribute toward the marginalized sections of society to build a better future for the people by implementing several welfare schemes. Social marketing campaigns of SONY focus on several areas such as education, providing shelter, rehabilitation of the differently-abled, sustainability and the environment, and heritage protection. This study will find out the various strategies and activities taken by SONY for the fulfilment of their social goals.</p> <p>Keywords: Social Marketing, SONY, Campaigns, Corporate Social Responsibility, India.</p>

List of Participants

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