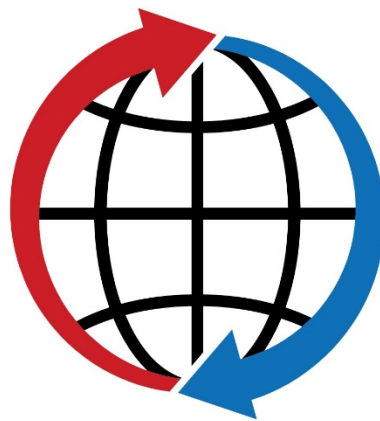


5th Global Conference on Business Management and Economics 2019

Conference Abstract



GCBME

**Saturday, October 26, 2019
The University of British Columbia
Vancouver, British Columbia, Canada**

<https://gcbme.org/>

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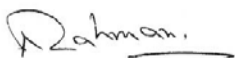
Welcome

As Conference Chair I'm honoured to welcome all participants to the 5th Global Conference on Business Management and Economics (GCBME 2019) at beautiful Vancouver, British Columbia, Canada.

A total of 72 participants from 25 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 5th GCBME 2019. 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 2019
Douglas College
British Columbia, Canada

Conference Venue

UBC ROBSON SQUARE

ROOM: C245

800 Robson Street

Vancouver, British Columbia

Canada V6Z 3B7

Directions:



Global Conference on Business Management and Economics

61-7250 144 Street

Surrey, British Columbia

Canada V3W1L7

T: +1-778-257-5225 | E: contact@gcbme.org | W: <https://gcbme.org/>



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.

Conference Time Schedule

Saturday, October 26, 2019

Activity	Time
Registration and Breakfast (Rise & Shine)	8:30 am to 9:30 am
Opening Remarks – Dr. Afzalur Rahman, Douglas College, Canada	9:30 am to 9:35 am
Keynote Speech – Mr. John Swain Jr., Douglas College, Canada	9:35 am to 10:05 am
Photo Session	10:05 am to 10:10 am
<i>Technical Session (2 papers)</i>	10:10 am to 10:50 am
Coffee Break (Power Up)	10:50 am to 11:00 am
<i>Technical Session (3 papers)</i>	11:00 am to 12:00 pm
Lunch Break and Networking	12:00 pm to 1:00 pm
Certificate Awarding and Closing Ceremony	1:00 pm to 2:00 pm

Conference Committee

Keynote Speaker Mr. John Swain Jr.



Mr. Swain is a lawyer and college instructor. Mr. Swain has frequently taught or lectured on business and business law in undergraduate, graduate, and master's level programs in Chicago and Vancouver. His work has covered the areas of business management, business strategy, entrepreneurship, business law, international trade law, and real estate law.

Prior to joining the British Columbia bar, Mr. Swain spent twelve years as the principal managing lawyer of a boutique solicitor's practice in Chicago that focused on real estate, corporate matters, and commercial transactions. He has acted for buyers, sellers, borrowers, developers, corporations, manufacturers, retailers, start-ups, growth companies, and qualified investors covering a variety of matters across various industries.

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

- **Continental Breakfast - Rise & Shine (8:30 am to 9:30 am)**
 - ✓ Assorted Breakfast Pastries - butter, preserves & spreads
 - ✓ Fresh Fruit Salad Bowl
 - ✓ Assorted Individual Bottled Juices
 - ✓ Fairtrade Coffee & Tea

- **Break - Power Up (10:50 am to 11:00 am)**
 - ✓ Naked Snacks - Cashews, almonds, pumpkin seeds, cranberries & yogurt chips
 - ✓ Fairtrade Coffee & Tea

- **Lunch - The False Creek (12:00 pm to 1:00 pm)**
 - ✓ Variety of Chef's Selection Deluxe Sandwiches & Wraps
 - ✓ Chef's Selection Grain Salad
 - ✓ Chef's Selection Vegetable Salad
 - ✓ Assorted Bite Size Sweets
 - ✓ Assorted Individual Bottled Juices & Canned Sodas

Authors' Presentation Review

Saturday, October 26, 2019

Name and Affiliation	Title
Mark Lokanan <i>Royal Roads University, Canada</i>	Securities Regulation in Canada: The Case of IIROC
Prosper Agyemang Osei <i>Global Communities - USAID RING Project, Ghana</i>	Exploring Mortgage Financing in the Housing Sector of Ghana
MD Rashedul Hasan Regain <i>University of Dhaka, Bangladesh</i>	US-China Trade War: Analyses of Effect on Global Economy and Wider Implications
Masoumeh Dabiri <i>Tejarat Bank, Iran</i>	Financial Development, Real Section, Economic Growth, GMM Method for the Dynamic Data Panel
Mohamed Ibrahim Mohamed Ashker <i>Lecturer, The Green Inn Pvt Ltd, Sri Lanka</i>	Impact of Below the Line (BTL) Activities on 'Brand Preference' - A Study on Branded Apparels Sector

Instructions for Oral Presentation

Saturday, October 26, 2019

- **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 – 20 minutes including Q&A
 - Keynote speech – 30 minutes

Instructions for Publication

All accepted papers in the 5th Global Conference on Business Management and Economics (5th GCBME 2019) will be published in the online conference proceedings:

Title: Proceedings of the 5th Global Conference on Business Management and Economics

Format: Electronic book

ISBN: 978-1-9990057-4-0

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Authors' Presentation Schedule

Saturday, October 26, 2019

Technical Session 10:10 am to 12:00 pm

Name, Affiliation, and Time	Title and Abstract
<p>Mark Lokanan <i>Royal Roads University, Canada</i></p> <p>10:10 am – 10:30 am</p>	<p>Securities Regulation in Canada: The Case of IIROC</p> <p>The paper analyzes the processing of complaints against investment brokers and dealer members through the Investment Industry Regulatory Organization of Canada (IIROC) from 2008 to 2017. IIROC is the self-regulatory organization (SRO) that is responsible for policing investment dealers and brokerage firms that trade in Canada's securities market. Data from the study came from IIROC's enforcement annual reports for the years examined. The case processing is evaluated base on the misconduct funnel that was originally designed for street crime and applies to the enforcement of investment fraud. The misconduct funnel is used as a framework to examine IIROC's claim that it brought in more complaints (funnel in) than government regulators and shows how these complaints are funneled out and funneled away as they are processed through IIROC's enforcement system. The results indicate that IIROC is ineffective in disciplining its members and is unable to handle the more serious quasi-criminal and improper sales practices offenses. It is hard not to see the results of the paper being used by the legislator in Ottawa to show the importance of a federal securities regulatory agency such as the Securities and Exchange Commission (SEC) in the United States.</p>
<p>Prosper Agyemang Osei <i>Global Communities - USAID RING Project, Ghana</i></p> <p>10:30 am – 10:50 am</p>	<p>Exploring Mortgage Financing in the Housing Sector of Ghana</p> <p>Housing provision remains the basic critical need in the human development especially those in the developing countries like Ghana. Housing delivery in many developing countries is low due to high population growth, rapid urbanization and low-income levels. The study explored the mortgage financing in the housing sector of Ghana. With the current effort at social and economic development by Third World countries, a study like this is significant, as it is capable of contributing to the present knowledge in the area</p>

	<p>of mortgage financing. The populations for this study were made up of workers from formal sectors who qualified to access mortgage loan and mortgage providers. Primary data source was employed. It was found that mortgage financing largely depends on social and financial factors. These two factors have positive correlation with the mortgage performance with the formal explained most of the variations in mortgage performance. Some of the mortgage options identified were residential property for personal use or rental and mortgage for buy, build and own a home. The study also identified high interest rate, high inflation rate and low-income levels of workers as some of the challenges facing the industry.</p>
<p>MD Rashedul Hasan Regain <i>University of Dhaka, Bangladesh</i></p> <p>11:00 am – 11:20 am</p>	<p>US-China Trade War: Analyses of Effect on Global Economy and Wider Implications</p> <p>The paper examines the economic consequences of trade war. It uses descriptive analyses of graphs that describe the tendency of US protectionist measures and Chinese retaliation. By using data analysis and graphs, it is found that trade war will spread beyond two countries and both countries economy will bear the major share of burden of tariff war but the global economy will loose in term of welfare due to adverse economic and political ramifications on international trade. Ultimately emerging countries will be benefited by the trade war because of shift in demand to areas where they have comparative advantages. A rise in economical crisis would adversely influence industrial productions and restrain investment. Other countries on the sideline are hit indirectly due to weaker global economic growth. In macro economic scenario the global real GDP will decrease which reflects reduction in real exports, reduced foreign investment and financial stress in global economy. In worst case scenario, recession may hit the global economy.</p>
<p>Masoumeh Dabiri <i>Tejarat Bank, Iran</i></p> <p>11:20 am – 11:40 am</p>	<p>Financial Development, Real Section, Economic Growth, GMM Method for the Dynamic Data Panel</p> <p>During recent decades, liaison be-tween economic growth and the financial development have allured many economists and policy makers attention, there are, however, diver-gent standpoints among economists and with regard to the supremacy of financial development on economic growth. This research strives to investigate about the influence of financial development on economic growth based on the real section development. Accordingly, a dynamic data panel</p>

	<p>estimated for 11 oil producer country during (1998-2015) by using GMM method. In order for the measurement of financial development index, we adopted credits given to the private section then divided it on gross domestic product. The industry value added also was used for the measurement of the real section development index. Results taken from model estimation display the positive influence of financial development on economic growth, the financial development index coefficient, however, stays on %1 negative level with regard to the granted credit growth rate difference for the private section and for the gross domestic product and the industry value added). Consequently, the growth of credits granted to the private section will abate the financial development influence on the economic growth if it is not together with the real section economy.</p>
<p>Mohamed Ibrahim Mohamed Ashker <i>Lecturer, The Green Inn Pvt Ltd, Sri Lanka</i></p> <p>11:40 am – 12:00 pm</p>	<p>Impact of Below the Line (BTL) Activities on 'Brand Preference' - A Study on Branded Apparels Sector</p> <p>This research talks about the impact of below the line (BTL) activities on 'brand preference' - A study on Branded Apparels. In this research, the independent variable is BTL activities and the dependent variable is brand preference. The research carried forward with two objectives, that is - to study the impact of BTL activities on brand preference amongst branded apparel customers and to identify the key BTL activities in the branded apparels industry and the significance of their impact. In the data analysis, researcher tested correlation and ANOVA in order to find the relationship between the independent and dependent variables. The hypothesis testing showed a positive outcome in this research.</p>

List of Participants

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