



**12th Global Conference on
Business Management and
Economics 2022**

Conference Abstract

**Saturday, December 03, 2022
The University of British Columbia
Vancouver, BC, Canada**

Website – www.gcbme.org

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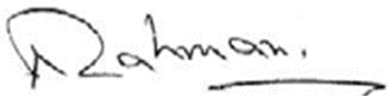
Welcome

As Conference Chair I'm honoured to welcome all participants to the 12th Global Conference on Business Management and Economics (GCBME 2022) at beautiful Vancouver, British Columbia, Canada.

A total of 63 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 12th 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

Conference Venue

UBC ROBSON SQUARE
ROOM: C245

800 Robson Street, Vancouver, British Columbia
Canada V6Z 3B7

Directions:



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 West Park 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 West Park 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, December 03, 2022

Activity	Time
Registration and Lunch	1:00 pm to 1:30 pm
Opening Remarks Dr. Afzalur Rahman Douglas College, Canada	1:30 pm to 1:35 pm
Keynote Speech Dr. Michael Henry Dean, School of Business and Economics Thompson Rivers University, Canada	1:35 pm to 2:05 pm
Photo Session	2:05 pm to 2:15 pm
<i>Technical Session</i>	2:15 pm to 2:55 pm
Break	2:55 pm to 3:10 pm
<i>Technical Session</i>	3:10 pm to 4:00 pm
Certificate Awarding and Closing Ceremony	4:00 pm to 5:00 pm

Conference Committee

Keynote Speaker **Dr. Michael Henry**



Michael Henry is the Dean of the School of Business & Economics at Thompson Rivers University. Mike Henry's career spans the non-profit and private sectors, government, and academia. His experience includes leadership of non-profit organizations, political organization, experience as a provincial elected official, small business ownership and consulting to government and the resource sector.

He is a past president of the Administrative Sciences Association of Canada, President-Elect of the Canadian Council for Small Business & Entrepreneurship and the Treasurer of the Canadian Federation of Business School Deans. He is a board member of the Kamloops Innovation Council, the Kamloops Chamber of Commerce and the Uptown Business Association.

He regularly consults with government, non-profit and private businesses on strategy, regulatory affairs, and public engagement. His research focuses on gender and trust issues in family business succession and international differences in family business. Mike holds an MBA from the University of Alberta and a DBA from the University of Southern Queensland

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*
- **Ashief Ahmed** – *Cyber Security Solutions Architect, Bank of Canada*

Global Conference on Business Management and Economics

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- **Dr. Erika Skita**– *Instructor, Granville College in Vancouver, Canada*
- **Anthony Green** – *Cyber Security Instructor, University of British Columbia*

Catering and Menus

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

- ✓ Chef's selection of grilled paninis (100% vegetarian)
- ✓ Chef's daily soup
- ✓ Chef's daily salad
- ✓ Assorted canned sodas
- ✓ Season fruit platter

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

- ✓ Puffed Rice Miz
- ✓ Fairtrade Coffee & Tea
- ✓ Drinking Water

Authors' Presentation Review

Saturday, December 03, 2022

Name and Affiliation	Title
<p>Mohamed Ibrahim Mohamed Ashker (Main Author) <i>Open University of Sri Lanka</i> <i>Sri Lanka</i></p> <p>Mohamed Nizam Fathima Nifroosha (Additional Author) <i>Reliance Education</i> <i>Sri Lanka</i></p>	<p>Leadership in crisis management: A study based on total quality management practices</p>
<p>Ssekimpi Benjamin Musoke <i>MRC/UVRI and LSHTM Uganda Research Unit.</i> <i>Uganda</i></p>	<p>Category management to achieve value for money in procurement.</p>
<p>Hevi Stewart Lloyd Tanyo Selase <i>Lecturer</i> <i>Ghana Communication Technology University South Africa</i> <i>Ghana</i></p>	<p>Big Data Management: Building Visitor Citizenship Behavior Through Value Co-creation</p>
<p>Arex Cabanas Nada <i>Marketing Manager, CIBI Information Inc.</i> <i>Philippines</i></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>

Instructions for Oral Presentation

Saturday, December 03, 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 12th Global Conference on Business Management and Economics (12th GCBME 2022) will be published in the online conference proceedings:

Title: Proceedings of the 12th Global Conference on Business Management and Economics **Format:** Electronic book

ISBN: 978-1-9990057-8-8

Authors' Presentation Schedule

Saturday, December 03, 2022

Technical Session

02:15 pm to 02:55 pm

Name, Affiliation, and Time	Title and Abstract
<p>Mohamed Ibrahim Mohamed Ashker (Main Author) <i>Open University of Sri Lanka Sri Lanka</i></p> <p>Mohamed Nizam Fathima Nifroosha (Additional Author) <i>Reliance Education Sri Lanka</i></p> <p><i>2:15 pm to 2:25 pm</i></p>	<p style="text-align: center;">Leadership in crisis management: A study based on total quality management practices</p> <p>In today's fast-paced business climate, crisis is a more complicated challenges for the leaders. Unpredictable technological developments, economic shifts, human hardships, and political consequences all combine to create uncertainty in today's business climate. Economic disruptions that culminate in crises are one way in which this instability presents itself beyond the authority of the government. Not only are those who have fled the country affected by the crisis, but so are those who are worried about losing their jobs in any of the other nations across the world. Clearly, businesses are fascinated by the current state of affairs. However, the environment is also a factor in crisis situations. If a crisis isn't contained or dealt with properly, it will snowball and set off a cascade of crises. An authoritarian leadership style has given way to a more collaborative and participatory one as the country has been rocked by political and economic turbulence. The world of business is becoming more complicated and nuanced. As a result of these enhancements, traditional crisis managers have evolved into a leader model that encourages scenario analysis and teamwork to develop the best possible solution. In order to better understand how to lead in times of crisis, we need to look at leadership from both a leadership and a crisis perspective. Crisis management is often regarded as a technique for evaluating the effects of adverse conditions, regardless of their origin, in an optimum and timely manner. There will be a comparison of the notions of leader and executive in the first section of this article, which will be accompanied with considerable literature on leadership ideas from total quality management principles. Leadership in crisis management will be discussed further</p>

	<p>in the second half of the paper, and the relevance and contribution to literature of crisis leadership will be examined in the last section.</p>
<p>Ssekimpi Benjamin Musoke <i>MRC/UVRI and LSHTM Uganda Research Unit. Uganda</i></p> <p><i>2:25 pm to 2:35 pm</i></p>	<p style="text-align: center;">Category Management to achieve value for money in Procurement.</p> <p>Procurements in multi-project organisations can get messy as more and more projects are undertaken and as the organization grows. In an organization with numerous requests going to the procurement department, things can get disorganized and staff may start to feel overwhelmed. One modern way to take control of the procurement processes is by using category Management a tool discovered by a university professor named Brian F. Harris in the 1980's. Operational /day to day procurement management is seen to handle purchase requests and procurement needs as they arise which differs from Category Management. With or without software solutions, category management helps to breakdown procurement into manageable sections providing control and grip over the whole purchasing process ensuring economy, efficiency and effectiveness. Procurement category management is applicable and useful in all types of companies as It cuts across all types of goods. Category management avails the department with opportunities to turn the procurement into a valuable asset. Management in many organisations has been forced search for all avenues to achieve the two most common goals; reducing cost and improving quality. In response to such external pressure, Medical research organisations and health care organizations in Uganda for example the MRC/UVRI and LSHTM Uganda Research Unit, The Uganda Virus Research Institute (UVRI), The Infectious diseases research collaboration (IDRC), Infectious Diseases Institute of Makerere University (IDI), National Medical Stores (NMS) and the world are looking for help. Category management enters into the picture as one of the tools that administration can rely on.</p>

<p>Hevi Stewart Lloyd Tanyo Selase <i>Lecturer, Ghana Communication Technology University South Africa Ghana</i></p> <p>2:35 pm to 2:45 pm</p>	<p>Big Data Management: Building Visitor Citizenship Behavior through value co-creation</p> <p>Purpose – This paper investigates the relationship between value co-creation and visitor citizenship behavior.</p> <p>Design/methodology/approach – A convenience sampling technique was used in the selection of 367 visitors who used electronic payment platforms at restaurants and fast-food firms in Cape Coast metropolis-Ghana, who answered questions relating to value co-creation and visitor citizenship behavior. Hierarchical regression was used to test the effects of the hypothesized paths.</p> <p>Findings – The findings show that value co-creation was positively related to visitor citizenship behavior.</p> <p>Research limitations – This study was restricted to the use of e-payments by visitors, however big data analytics is a broad concept, hence future studies could explore other functionalities of the phenomenon.</p> <p>Originality/value – In this research, the academic scope of VCC (DART model) was expanded from the perspective of big data management within the domain of tourism literature.</p> <p>Keywords – Value co-creation, DART model, Citizenship behavior, Ghana</p>
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<p>Arex Cabanas Nada <i>Marketing Manager, CIBI Information Inc. Philippines</i></p> <p><i>2:45 pm to 2:55 pm</i></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>
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List of Participants

SL	Name	Affiliation	City and Country	Role
1	Shirmila Tharanga Hewapathirana	Commercial Bank Of Ceylon Plc	Gampaha, Sri Lanka	Listener
2	Mohamed Ibrahim Mohamed Ashker	Open University of Sri Lanka	Colombo, Sri Lanka	Author
3	Mohamed Nizam Fathima Nifroosha	Reliance Education	Colombo, Sri Lanka	Co-Author
4	Ademakinwa Paul Tosin	Patoade Afonson Enterprises	Lagos, Nigeria	Listener
5	Ssekimpi Benjamin Musoke	MRC/UVRI and LSHTM Uganda Research Unit	Uganda	Author
6	Nimalie Chandima Kariawasam	Attorney - at - Law	Colombo, Sri Lanka	Listener
7	Eze Arinze Chinedu	Innovators Climate Approach Initiative	Abuja, Nigeria	Listener
8	Ibrahim Muhammadou Amadou	Amadou Business Sarl Au.	Rabat, Morocco	Listener
9	Oyediran Oyeniyi Michael	Gods Glory Food And Confectionery	Lagos State, Nigeria	Listener
10	Eyama Sylva	Presidential Cabinet Of The Democratic Republic Of Congo	Kinshasa, Democratic Republic Of Congo	Listener
11	Lohandjola Loïc	Presidential Cabinet Of The Democratic Republic Of Congo	Kinshasa, Democratic Republic Of Congo	Listener
12	Muhammad Aftab	Parsa Fabrics	Azad Kashmir, Pakistan	Listener
13	Alonge Kingsley Nosakhare	Kin-s Nosaal Global Limited	Lagos, Nigeria	Listener
14	Ogunoye Ademola	Netmetric Indian Of Information Technology	Oyo, Nigeria	Listener
15	Daniel Banda	Dankaren Entertainment Company Ltd	Central Uganda	Listener

16	Kelu Mansanga Nancy	Presidential Cabinet Of The Democratic Republic Of The Congo	Kinshasa, Democratic Republic Of Congo	Listener
17	Emokpae Omoregbee Ikponmwosa	Institute Of Economists Of Nigeria	Abuja, Nigeria	Listener
18	Ronald Ssewagudde	Wakiso Hill Secondary School Maya	Kampala, Central Uganda	Listener
19	Sserunkuma Christopher	Buvuma District Local Government	Lugazi, Central, Uganda	Listener
20	Dominic Izunna Nwabueze	Grand Oak Ltd	Anambra, Nigeria	Listener
21	Menbere Kinfte Habtie	Manufacturing Industry Development Institute Kaizen Excellence Center	Addis Ababa, Ethiopia	Listener
22	Haileab Kassa Dessie	Robera Private Limited Company Import & Export	Addis Ababa, Ethiopia	Listener
23	Henry Halkano Mohammed	Maseno University	Nairobi, Kenya	Listener
24	Eunice Wangui Murigi	Moi University	Nairobi, Kenya	Listener
25	Jackline Wakere Mutua	Masai Mara University	Kenya	Listener
26	Anne Wanjiru Muchendu	Kenyatta University	Nairobi, Kenya	Listener
27	Richard Otieno Magerenge	Ekialo Kiona	Homabay, Kenya	Listener
28	Yared Tegegn Wolde	Mekuria Enviro Friendly Consultancy	Addis Ababa Ethiopia	Listener
29	Amour Hassan Mahmoud	Amour Shop	Dar es salaam, Tanzania	Listener
30	Saidat Omobolaji Ogunjimi	Subfet Consultant Limited	Lagos, Nigeria	Listener
31	Hevi Stewart Lloyd Tanyo Selase	Ghana Communication Technology University	Accra, Ghana	Author
32	Oluwaseun Olusegun Sonuga	Visatos Educational Services And Consultancy	Ibadan, Oyo, Nigeria	Listener

33	Raju	Kurukshetra University Kurukshetra	Haryana, India	Listener
34	Obagbemi Ayoola Tosin	Pentagon Plastic Industry Limited	Lagos, Nigeria	Listener
35	Prakash Tripathi	Pascal Construction	Pokhara, Nepal	Listener
36	Omar Abdul Kareem Farhan Mohammad	Ajyad Company	Alzarqa, Jordan	Listener
37	Antony Mungai Kilonzo	Radds Technologies	Nairobi, Kenya	Listener
38	Mary Nyambura Muthoni	YPO Women Organization	Nairobi, Kenya	Listener
39	Zakaria Qasim Musa Harb	Mohammad Fariwan Car Accessories Company	Irbid, Jordan	Listener
40	Adetayo Murphtar Adekoya	Redapple Human Development Limited	Lagos, Nigeria	Listener
41	Jagjeet Singh	-	Punjab, India	Listener
42	Prabhjit Singh	-	Punjab, India	Listener
43	Amrit Kaur Mahal	-	Punjab, India	Listener
44	Tarn Taran	-	Punjab India	Listener
45	Didar Singh	-	Punjab, India	Listener
46	Sukhbir Singh	-	Punjab,India	Listener
47	Gurpreet Singh	-	Punjab, India	Listener
48	Amrinder Singh	-	Punjab, India	Listener
49	Manpreet Singh	-	Jammu, India	Listener

50	Mandeep Kaur	-	United Kingdom	Listener
51	Abhinoor Singh	-	Birmingham,UK	Listener
52	Mary Wanjiku Njoroge	-	Nairobi Kenya	Listener
53	Samuel Muigai Kariuki	Vintage Solutions	Nairobi, Kenya	Listener
54	Nwawoma Jane Kome	3 Nity Auto	Nigeria	Listener
55	Manda Matali Aurel	Presidency Of The Democratic Republic Of The Congo	Kinshasa, Democratic Republic Of The Congo	Listener
56	Tembo Katembo Nancy	Presidency Of The Democratic Republic Of The Congo	Kinshasa, Democratic Republic Of The Congo	Listener
57	Ilito Bomonga Dady	Presidency Of The Democratic Republic Of The Congo	Kinshasa, Democratic Republic Of The Congo	Listener
58	Toheeb Yemi Ayandeji	British Columbia University	Nigeria	Listener
59	Korir Sally Jerotich	Kenya Institute Of Business Management	Kenya	Listener
60	Surendra Bharatha Amarakoon	-	Colombo, Sri Lanka	Listener
61	Joaquim Grilo	Rangle.io	Portugal	Listener
62	Arex Cabanas Nada	Cibi Information Inc.	Philippines	Author
63	Beatrice Chita Bumeh	CREA agency SALR	Cameroon	Listener
64				
65				

Note
