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**Format: Electronic Book**

**15<sup>th</sup> Global Conference on Business  
Management and Economics  
(GCBME) 2023**

*March 17-19, 2023 – Vancouver, Canada*

**Conference Abstract**

**ISBN: 978-1-7389002-2-0**

**Venue**

**The University of British Columbia**

**March 17-19, 2023**

**Vancouver, BC, Canada**

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### Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4  
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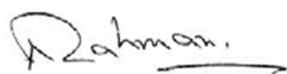
## Welcome

As Conference Chair I'm honored to welcome all participants to the **15<sup>th</sup> Global Conference on Business Management and Economics (GCBME)** held on March 17-19, in beautiful Vancouver, BC, Canada

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, 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 Vancouver and enjoy its scenic views, tropical 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 the **15<sup>th</sup> Global Conference on Business Management and Economics (GCBME) 2023**. 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.**

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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 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.

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## Conference Time Schedule

### **15th Global Conference on Business Management and Economics (GCBME) – March 17-19, 2023 –Vancouver, BC, Canada**

- *Friday, March 17, 2023* – Arrival & Reception of the participants to Vancouver, BC, Canada
- *Saturday, March 18, 2023* – Registration, opening speech, keynote speech, and technical sessions:

<i>Activity</i>	<i>Time</i>
<i>Registration and Lunch</i>	<i>1:00 pm to 1:30 pm</i>
<i>Opening Remarks Dr. Afzalur Rahman Douglas College, Canada</i>	<i>1:30 pm to 1:35 pm</i>
<i>Keynote Speech To be announced</i>	<i>1:35 pm to 2:05 pm</i>
<i>Photo Session</i>	<i>2:05 pm to 2:15 pm</i>
<i>Technical Session (Paper presentation)</i>	<i>2:15 pm to 2:45 pm</i>
<i>Break</i>	<i>2:45 pm to 3:10 pm</i>
<i>Technical Session (Paper presentation)</i>	<i>3:10 pm to 4:00 pm</i>
<i>Certificate Awarding and Closing Ceremony</i>	<i>4:00 pm to 5:00 pm</i>

- *Sunday, March 19, 2023*– City visit (optional to the participants)

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## Conference Committee

### Keynote Speech

**Dr. Afzalur Rahman**  
**Faculty Member, Douglas College, Canada**



Afzalur Rahman, DBA, is a full-time faculty member at Douglas College, British Columbia, Canada. Previously he has worked at Thompson Rivers University, The University of British Columbia, Okanagan College, and Shanghai Institute of Technology. Dr. Rahman's research has focused primarily on the areas of International Business, International Marketing, Human Resource Management, Business Strategy, and Global Entrepreneurship. Afzalur completed his Doctor of Business Administration (DBA) in International Business from Argosy University-Tampa in Florida, United States. He also completed a Master of Business Administration (MBA) degree from North South University and a B.Comm. (Honors Business Administration) degree from University of Windsor.

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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*

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## Catering and Menu

### ❖ Robson Lunch Combo (1:00 pm to 1:30 pm)

- ✓ Roasted chicken sandwich
- ✓ Soup of the day
- ✓ Yogurt parfait

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

- ✓ Coffee

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## Authors' Presentation Review

**Saturday, March 18, 2023**

<b>Name and Affiliation</b>	<b>Title</b>
<b>Erfan Nikbakht</b> University of Khayyam	<b>The effect of optimal parenting on children's health</b>
<b>Che-Hui Lien</b> Department of Marketing, Thompson Rivers University	<b>Retaliatory Consumption in the Post COVID-19</b>

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## Instructions for Oral Presentation

**Saturday, March 18, 2023**

**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 – 30 minutes

## Instructions for Publication

All accepted papers in the 15<sup>th</sup> Global Conference on Business Management and Economics (15<sup>th</sup> GCBME 2023) will be published in the online conference proceedings:

**Title:** Abstract Book of 15th Global Conference on Business Management and Economics 2023

**Format:** Electronic book

**ISBN:** 978-1-7389002-2-0

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## Authors' Presentation Schedule

**Saturday, March 18, 2023,**

**Technical Session**

**02:15 pm to 02:55 pm**

Name and Affiliation	Title and Abstract
<p><b>Erfan Nikbakht</b> University of Khayyam</p>	<p>Parenting quality is widely accepted as a primary effective factor of children's life. Given the robust linkage between parenting quality and children's health, offering and evaluating parenting education that fosters optimal parenting in the general population is essential. The present study examined the three factors in self-determination theory (competence, relatedness, au) in optimal parenting and its effect on the child's health . in this study The Perceptions of Parents Scales concern the degree to which parents provide what self-determination theories considers an optimal parenting context (Grolnick, Deci, &amp; Ryan, 1997) was used. The scales are completed by children to describe their guardians and the caregivers to describe their children. For this purpose, an interactive and online site has been designed (safestep.baby), which asks parents and children to answer the questionnaire, and through this, data is collected. Also, a tool has been invented (Safe step2) that can be used to measure children's mental states (such as stress, fear, worry, and happiness). Combining these data and analyzing their information can be valuable about the importance of optimal parenting and its relationship with children's health. The statistical population of this research is one hundred children aged 3 to 9 years in Mashhad and their parents. The collected data were analyzed with SPSS and its validity and reliability were evaluated. The innovation of this research is in the design of a questionnaire site and a tool for measuring children's mental states that can collect first-hand data. It seems that this tool and this site can not only collect raw data, but also provide a proper analysis of the children's condition using a questionnaire.</p> <p>Keywords: optimal parenting, children, health, Spss, self-determination.</p>

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Name and Affiliation	Title and Abstract
<p><b>Che-Hui Lien</b> Department of Marketing, Thompson Rivers University</p>	<p>The COVID-19 pandemic has a huge impact on consumers' consumption. During the COVID-19 pandemic, people have cancelled or postponed their travel plans, which largely affects Tourism. The loss of travel experiences activates a self-discrepancy because people are unable to achieve their ideal selves through travel. Self-discrepancy leads to people's negative affective state, which in turn motivates the need for retaliatory consumption behavior to reduce that discrepancy. Retaliatory consumption refers to the behavior of restricting people's consumption demand in a particular period and then releasing the desire to go on a shopping spree once the restriction is lifted. The objective of this study is to undertake an in-depth analysis of self-discrepancy and analyze consumers' consumption coping strategies. A survey was conducted and regression analysis was employed to verify and validate the research model. The results confirmed a negative affective state of consumers caught in the situation of COVID-19, which has a significant effect on their consumption coping strategies. The findings provide insights for tourism companies in understanding consumers' attitudes and behaviors in the post COVID-19.</p> <p>Keywords: Retaliatory consumption, self-discrepancy, strategy</p>

## List of Participants

SL	Name	Affiliation	City and Country	Role
1.	Sumuel Justice Grimshaw Brown	Kwa Me Nkrumah University of Science and Technology	Kumasi, Ghana	Listener
2.	Ibrahim Siyad Kuno	Tawakal International Limited	Nairobi, Kenya	Listener
3.	Nakatte Rebecca Naome	Kasarob Marketing Agency	Kampala, Uganda	Listener
4.	Mwisaaka Susan	Kasarob Marketing Agency	Kampala, Uganda	Listener
5.	Nabagala Nuriat	Agreed Consultants	Kampala, Uganda	Listener
6.	Bbosa David	Agreed Consultants	Kampala, Uganda	Listener
7.	Wafula Emmanuel	Kasarob Marketing Agency	Kampala, Uganda	Listener
8.	Kansiime Jolly	Agreed Consultants	Kampala, Uganda	Listener
9.	Namusisi Winnie	Kakimu Merchandise Limited	Kampala, Uganda	Listener
10.	Namazzi Joelia	Kakimu Merchandise Limited	Kampala, Uganda	Listener
11.	Kalebu Edward	Kakimu Merchandise Limited	Kampala, Uganda	Listener
12.	Nambunanayakkara Wasan Don Indika Sanjeewan Sirimanna	Business Proprietor	Dehiwala, Sri Lanka	Listener
13.	Barnabas Churu Kinyoi	Royal Brookrays General Agencies Ltd	Nairobi, Kenya	Listener
14.	Mwenyango Rebecca Deborah	Kasarob Marketing Agency	Kampala, Uganda	Listener
15.	Erfan Nikbakht	University of Khayyam	Mashhad, Iran	Author

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SL	Name	Affiliation	City and Country	Role
16.	Richard Kariuki Githae	Baniff General Merchants Limited	Nairobi, Kenya	Listener
17.	Anton Roshan Villavarayan	Global Lanka Enterprises	Wattala, Sri Lanka	Listener
18.	Morteza Farajpour Loutij	-----	Tehran, Iran	Listener
19.	Loku Abiya Awule	Horizon High School, Bweyale	Kampala, Uganda	Listener
20.	Muhammad Aftab	Parsa Fabrics	Muzaffarabad, Pakistan	Listener
21.	Nnanga Thabita Monique	Centre De Vaccinations Internationales De Douala - Bonanjo	Yaounde, Cameroun	Listener
22.	Ebanda Manga Lucien Serge	Cegelec Cameroun	Douala, Cameroun	Listener
23.	Etong Ebolo Marcelle Rosie	Hopital De District De Bonassama	Douala, Cameroun	Listener
24.	Christopher Makworo Chibu	Chibu Enterprises	Machakos, Kenya	Listener
25.	Abdulwahab Issack Ibrahim	Tawfiq Clearing and Forwarding Ltd	Nairobi, Kenya	Listener
26.	Belinga Beyala Reine Nina	Centre De Vaccinations Internationales De Douala - Bonanjo	Douala, Cameroon	Listener
27.	Mbome Berthe Huguette	Centre De Vaccinations Internationales De Douala - Bonanjo	Douala, Cameroon	Listener
28.	Nguewou Nguewou Ernest	Geo-polytech & Sciences	Yaounde, Cameroon	Listener

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SL.	Name	Affiliation	City and Country	Role
29	Nsa Simon Pierre	Ministere Des Enseignements Secondaires	Douala, Cameroon	Listener
30.	Veronica Adama Kamara	Network Forum for Women with Disability	Makeni, Sierra Leone	Listener
31.	Sammy Kemboi Maiyo	Wei wei Investment Ltd	Eldoret, Kenya	Listener
32.	Okeke, Emmanuel Uwa	Eu & Mouton Distribution Limited	Okota, Nigeria	Listener
33.	Srijan Nepal	Neco Business Pvt. Ltd	Kusunti, Lalitpur, Nepal	Listener
34.	Ahmad Hussien Abdul Kareem Alkhatib	Al-Mnuntaha for import & export	Irbid, Jordan	Listener
35.	Bidzogo Noah Fabricia	Nachtigal Hydro Power Company	Yaounde, Cameroun	Listener
36.	Harjit Singh	Goyum Screw Press	Ludhiana, India	Listener
37.	Mohit	Mattoo	Ludhiana, India	Listener
38.	Thompson Olaolu Olaekan	Sg Cars (Pty) Ltd	Midrand, South Africa	Listener
39.	Purity Njoki Nganga	Kiambu County Government	Nairobi, Kenya	Listener
40.	Rukia Muhamed Ali	----- -----	Eastleigh, Kenya	Listener
41	Che-Hui Lien	Thompson Rivers University	British Columbia, Canada	Author

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