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Format: Electronic Book

**18th Global Conference on Business
Management and Economics 2023**

June 23-25, 2023 – Vancouver, Canada

Conference Abstract

ISBN: 978-1-7389002-6-8

Venue

The University of British Columbia

June 24, 2023

Vancouver, BC, Canada



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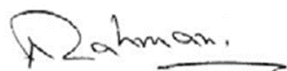
Welcome

As Conference Chair I'm honored to welcome all participants to the **18th Global Conference on Business Management and Economics (GCBME)** held on June 23-25, 2023, 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 **18th 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

18th Global Conference on Business Management and Economics (GCBME) – June 23-25, 2023 – Vancouver, BC, Canada

- *Friday, June 23, 2023* – Arrival & Reception of the participants to Vancouver, BC, Canada
- *Saturday, June 24, 2023 (Conference Day)* – Registration, opening speech, keynote speech, and technical sessions:

<i>Activity</i>	<i>Time</i>
Registration	<i>1:00 pm to 1:30 pm</i>
Opening Remarks <i>Dr. Afzalur Rahman</i> <i>Faculty Member, Douglas College, Canada</i>	<i>1:30 pm to 1:35 pm</i>
Keynote Speech <i>Dr. Afzalur Rahman</i> <i>Faculty Member, Douglas College, Canada</i>	<i>1:35 pm to 2:05 pm</i>
Photo Session	<i>2:05 pm to 2:15 pm</i>
Technical Session (Paper presentation)	<i>2:15 pm to 2:55 pm</i>
Break	<i>2:55 pm to 3:10 pm</i>
Technical Session (Paper presentation)	<i>3:10 pm to 4:00 pm</i>
Certificate Awarding and Closing Ceremony	<i>4:00 pm to 5:00 pm</i>

- *Sunday, June 25, 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
- **Dr. Murat Eroglu**, Faculty Member, Adelphi University, USA
- **Ms. Marisa McGillivray**, Economist at Statistics Canada Consumer Prices Division
- **Mr. Quazi M. Ahmed**, IFC/World Bank Group Certified Master Trainer
- **Mrs. Yasmin Jahir**, Divisional Chair, Electrical and Computer Engineering Director of Operations, USA
- **Justin Williams**, Dean, Faculty of Commerce and Business Administration Douglas College, Canada

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Catering and Menus

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

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

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

- Coffee
- Soft Drinks
- Coke
- Diet coke

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Authors' Presentation Review

Saturday, June 24, 2023

Name and Affiliation	Title
Henry Dimingu Aurora College	Exploring Diversity in Post-secondary Institutions: Assimilation, Integration, or Inclusion

Name and Affiliation	Title
Rahul Verma University of Houston - Downtown Priti Verma Texas A&M University, Kingsville	Impact of Economic News and Social Media Sentiments on Stock Returns: Information or Noise?

Name and Affiliation	Title
Tamur Ilyas University of Gujrat	Influential Emerging Technologies and Conventional Factors Impact on Consumer Buying Behaviour “Profound Dimensional Horizon”

Name and Affiliation	Title
Mohamed Ibrahim Mohamed Ashker (Main Author) Open University Sri Lanka Mohamed Nizam Fathima Nifroosha (Additional Author) Circle of Success Academy	Leadership In Crisis Management: A Study Based On Total Quality Management Practices

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Instructions for Oral Presentation

Saturday, June 24, 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 18th Global Conference on Business Management and Economics (18th GCBME 2023) will be published in the online conference proceedings:

Title: Abstract Book of 18th Global Conference on Business Management and Economics 2023

Format: Electronic book

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Authors' Presentation Schedule

Saturday, June 24, 2023,

Technical Session

02:15 pm to 02:55 pm

Name and Affiliation	Title and Abstract
<p>Henry Dimingu Aurora College</p>	<p>Exploring Diversity in Post-secondary Institutions: Assimilation, Integration, or Inclusion</p> <p>Purpose With the shifting demographics of societies such as Canada, access to higher education presents various challenges, one of which is post-secondary institutions' need to adapt to the demands of an increasingly diverse student body. With a genuine feeling of diversity and inclusion rather than assimilation, this proposed study will be presented as a paper to beget positive discussions about the culture of equitable accessibility and accommodation for all post-secondary students. This study aims to examine the factors influencing university prioritization of diversity, equity, and inclusion (DEI) and how increased diversity on institutional campuses can help students achieve educational mobility.</p> <p>In my study, I will make the case that while post-secondary institutions can facilitate improved access, they also need to commit to creating support services and a more welcoming and inclusive atmosphere to ensure student success among an increasingly diverse student body. To achieve this purpose, the study poses the following questions explicitly:</p> <ol style="list-style-type: none"> 1. How do post-secondary institutions create a culture of equal accessibility and accommodation for all students?

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	<ol style="list-style-type: none"> 2. What are the perceptions and experiences of students regarding their institution's DEI policies? 3. How can post-secondary institutions promulgate equity, diversity, and inclusion policies into their procedures? <p>Conceptual Framework</p> <p>The conceptual framework for this study will incorporate theories of constructivism (Merriam, Caffarella, & Baumgartner, 2007), components of critical race theory, social identity theory, institutional theory, and Inclusive Excellence Framework (Freire, 1970/2007; Nayak, 2007; Trechter & Bucholtz, 2001) which is a meta-analysis aimed at integrating DEI efforts through dimensions of an organization.</p> <p>Why is Diversity and Inclusion in Post secondary Institutions Key?</p> <p>Despite post-secondary education being a crucial path to economic mobility for citizens in Canada, racial and socioeconomic variables continue to have a substantial impact on who gets access to and succeeds in school (Itano-Boase et al., 2021). Institutions have taken several steps to integrate equity, diversity, and inclusion policies into their operations. However, despite their good intentions and planning, discriminatory exclusions have become unintended consequences (Mohanty, 2012; Tamtik & Guenter, 2019; Wilcox & Lawson, 2022). Thus, there is a need to expand the governance and benefits accessible to all students (Mohanty, 2012; Tamtik, 2022; Tamtik & Guenter, 2019). In order to help all students achieve their educational goals, diversity and inclusion initiatives must be developed and put into practice in academic institutions (Itano-Boase et al., 2021; Preston, 2016). In addition, post-secondary institutions must adapt to and mirror the changing demographics, immigration trends, and internationalization happening across Canada and embrace training a skilled workforce that contributes to a vibrant economy and mobility for all (Smith, 2020).</p>
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	<p>Methodology</p> <p>Since this study explores how post-secondary institutions prioritize diversity, equity, and inclusion and how increased diversity on institutional campuses can aid students in achieving educational mobility, I will utilize a qualitative case study research design to collect and analyze data (Yin, 2016). A qualitative research design is chosen over a quantitative approach to enable the study's participants to provide deeper and richer information (Stake, 2005). Furthermore, given the constructivist nature of the meaning-making involved in this study, a qualitative study is ideally suited to the conceptual framework of this research (Patton, 2002). Therefore, one-on-one interviews and document analysis will be used as data collection techniques.</p> <p>Significance of the study</p> <p>This paper will build upon, expand the discourse around diversity, and argue for a more inclusive approach, inviting and embracing various socioeconomic, ethnic, gender groups, etc., to create a broader pool of thought processes and worldviews.</p>
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Name and Affiliation	Title and Abstract
<p>Rahul Verma University of Houston - Downtown</p> <p>Priti Verma Texas A&M University, Kingsville</p>	<p>Impact of Economic News and Social Media Sentiments on Stock Returns: Information or Noise?</p> <p>This study provides empirical evidence on the relative impact of innovations in information content and noise embedded in the sentiments of economic news and social media on DJIA, S&P 500, NASDAQ and Russell 2000 index returns. The generalized impulse responses generated from the VAR models suggests significant negative effects of three distinct categories of social media sentiments while significant positive impact of</p>

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	<p>economic news sentiments on stock returns. The magnitude of the impact of the economic news sentiments is larger in all the cases. In addition, the economic news sentiments of economic news seem to have greater information content and driven by risk factors to a greater extent than the sentiments of social media which probably contains more noise. Moreover, there are significant negative response of stock returns to irrational component of social media sentiments while significant positive response to rational component of economic news. Lastly, the magnitude of the impact of rational economic news sentiments is higher than those of irrational social media sentiments. Our results are consistent with the view that business news is manifestation of rational outlook to a larger extent than social media and can drive stock valuations. On the other hand, social media has greater noise components and at best can be used as a contrarian indicator. These results have important implications especially for retail investors for whom social media has become the most popular source of investment ideas. We argue that by balancing it with other sources of information such as news, such investors may avoid making the wrong decisions.</p>
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Name and Affiliation	Title and Abstract
<p>Tamur Ilyas University of Gujrat</p>	<p>Influential Emerging Technologies and Conventional Factors Impact on Consumer Buying Behaviour “Profound Dimensional Horizon”</p> <p>The phenomenon consumer buying behaviour is mysteriously subtle and much more complicated in essence of its understanding of variability influenced by exactly and definitely immeasurable factors lay down susceptible grounds for a given contextual change. Consumer buying behaviour is</p>

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subject to change to a spectrum of external and internal stimuli ranging from psychological, Social and cultural, personal and economic stimulus complemented by technological developments. In addition to conventionally studied factors Technological intervention has transparently become integrated and infused in consumer buying decision and is evident of much of the influential change in phenomenon. This investigation stays meticulously coherent to analytically view profound changes that has been brought by technological advancements into consumer markets along with the conventional factors and how conventional factors' collision has been altered. Ranging from infrastructures and transportational facilities of elements and products, cutting-edge mechanical integration in products' manufacturing and Most dramatic use of Internet is altering the traditional buying methods. Information and data is now shared and collected through social platforms at breakneck speed and most convenient place for marketers to directly target and influence the strategic adopted actions. Online shopping is the modern day trend of being able to search and buy almost everything at the comfort of being at your home over the internet changing the traditional buying methods drastically. Companies have come to realize the significant impact on the phenomenon and have adapted to adjust marketing strategies accordingly keeping in view online reviews of interactive consumers and suggestion platform profoundly affecting the buying decisions of thousands of consumers . Unclouded understanding of technological transformation provides the opportunities to devise strategies and design new capabilities which would enable companies to accomplish their targeted goals.

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Name and Affiliation	Title and Abstract
<p>Mohamed Ibrahim Mohamed Ashker (Main Author) Open University Sri Lanka</p> <p>Mohamed Nizam Fathima Nifroosha (Additional Author) Circle of Success Academy</p>	<p>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 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>

List of Participants

SL	Name	Affiliation	Country	Role
1.	Arnan Reinniel Soriano Caraulia	Fastrack Solutions Inc.	Philippines	Listener
2.	Sushan Senchyuri	York St John University	United Kingdom (UK)	Listener
3.	Rohit Chawla		India	Listener
4.	Modou Lamin Darboe	Gambia Teachers union co-operative credit union	Gambia	Listener
5.	Sandra Ashionye Uzuh	University of the West Indies, Kingston, Jamaica	Jamaica	Listener
6.	Henry Dimingu	Aurora College	Canada	Author
7.	Sarah Tola Benanga		Congo (Kinshasa)	Listener
8.	Kirti Kumar	Daivik Nidhi Limited	India	Listener
9.	Kapil Kumar	Irrigation And Power (Dhbvn)	Borada, India	Listener
10.	Mayele Lupungu Isaac	Mesp « Mutuelle Agréée »	Congo (Kinshasa)	Listener
11.	Abhijeet Murudkar		India	Listener
12.	Teniola gbenga tayo	Elevation transactions ltd	Nigeria	Listener
13.	Kalombo Mbombo Kellyane	Exode Travel	Congo (Kinshasa)	Listener
14.	Ramesh Khadka	Yoochang Gmt Co Ltd	South Korea	Listener

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SL	Name	Affiliation	Country	Role
15.	Christopher Kimani Kamau	Fairmont The Norfolk Luxury Hotel	Kenya	Listener
16.	Yaa Anaglate	Miskolci Egyetem	Hungary	Listener
17.	Awang Espiroh Buse	Ets Esven (Espiroh Venture)	Cameroon	Listener
18.	Jones Onchiri Tora	National Construction Authority	Kenya	Listener
19.	Rahul Verma	University of Houston - Downtown	United States	Author
20.	Tamur Ilyas	University of Gujrat	Pakistan	Author
21.	Nelson Amoah Kopor	Nelskop Electronics	Ghana	Listener
22.	Mohamed Ibrahim Mohamed Ashker	Open University Sri Lanka	Sri Lanka	Author
23.	Mohamed Nizam Fathima Nifroosha	Circle of Success Academy	Sri Lanka	Additional Author
24.	Shi Li	Carleton University	Canada	Listener
25.	Kheira Abdirahman	Skyward Express	Kenya	Listener

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