

Proudly Canadian, Truly Global

Format: Electronic Book

**1st Global Conference on Digital
Marketing and Technology 2023**

June 23-25, 2023 – Vancouver, Canada

Conference Abstract

ISBN: 978-1-7389002-7-5

Venue

The University of British Columbia

June 24, 2023

Vancouver, BC, Canada



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Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



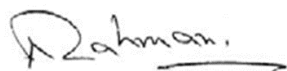
Welcome

As Conference Chair I'm honored to welcome all participants to the **1st Global Conference on Digital Marketing and Technology (GCDMT)** 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 **1st Global Conference on Digital Marketing and Technology (GCDMT) 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

1st Global Conference on Digital Marketing and Technology (GCDMT) – 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 Dr. Afzalur Rahman <i>Faculty Member, Douglas College, Canada</i>	<i>1:30 pm to 1:35 pm</i>
Keynote Speech Masum Billah Bhuiyan <i>Founder of Giant Marketers</i> Dr. Gabriela Kurtz <i>Instructor, 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



Masum Billah Bhuiyan

Founder of Giant Marketers

IT Entrepreneur || Public Speaker || Business Coach || Digital Marketing Expert

Harmonizing business endeavors with benevolent efforts by being responsible to society is the principle of Mr. Masum Billah Bhuiyan. He is currently working as the Founder & CTO of Giant Marketers (One of the most reliable & reputed Digital Marketing Companies in Bangladesh) & have around 14+ years' experience in Digital Marketing Industry.

Team Development, Strategic Planning, Cross- Border Communication, Project & People Management, Implementation Framework Design, & Growth Mechanism Design for most of the digital marketing channels etc are his core strength. He is a Growth-Centric business leader, with a variable track record of successful Business Development through rich capacity in Digital Marketing & SEO for different clients across the world.

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Dr. Gabriela Kurtz

Instructor, Douglas College, Canada

Dr. Gabriela Kurtz is an instructor at Douglas College in the Department of Marketing and the Program Head of the Digital Marketing program at Tamwood Careers. Before coming to Canada, Dr. Kurtz was an Adjunct Professor at the Pontifical Catholic University of Rio Grande do Sul (Brazil), part of the School of Communications, Arts, and Design – Famecos. With more than 8 years of experience in research, Dr. Kurtz was a member of 2 congress committees (History of Games and Digra Brazil); a member of 2 research laboratories (DaVint Lab PUCRS and LAD UFRGS), and had more than 30+ academic works published/presented at events worldwide. Her main area of research lies in Games Studies, Gender Studies, Communication, and Data Visualization.

On the Marketing side, Dr. Kurtz has more than 10 years of experience working in Digital Marketing and Branding – 4 years in the IT industry and 6+ years as a consultant for various businesses, specializing in B2B. She also worked as the Communications Coordinator of IDEAR (Interdisciplinary Lab of Entrepreneurship) at the Pontifical Catholic University of Rio Grande do Sul. She organized several hackathons and events while fostering Entrepreneurship in education at the University. In Canada, she continues to have contact with Entrepreneurs by being an advisor at Volition, helping Start-Ups to become investment-ready or to gain traction in the Market.

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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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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 1st Global Conference on Digital Marketing and Technology (1st GCDMT 2023) will be published in the online conference proceedings:

Title: Abstract Book of 1st Global Conference on Digital Marketing and Technology 2023

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List of Participants

SL	Name	Affiliation	Country	Role
1.	Iqra Fayyaz	KIA motors citrus city	Pakistan	Listener
2.	Daniel Robert Chibole	Mcdonalds Ltd	Kenya	Listener
3.	Nakalembe Lydia Lutimbazi	Prism Marketing Limited	Uganda	Listener
4.	Kisseka Shadrack	Prism Marketing Limited	Uganda	Listener
5.	Nabukeera Hawa	Prism Marketing Limited	Uganda	Listener
6.	Malaba Tshiamala David	Technology For All	Congo (Kinshasa)	Listener
7.	Bossey Bessambo Yannick Gregory	Genietech Group	Congo (Kinshasa)	Listener
8.	Maureen Akinyi Ooko	Sparks & Brands Africa	Kenya	Listener
9.	Binita Karki Shrestha	Nepcine LLC	Nepal	Listener
10.	Osman Zakaria	Ghana Education Service	Ghana	Listener
11.	GAYATRI DANGI CHHETRI	N.M.S DRIVING INSTITUTE	Nepal	Listener
12.	Reuben	Marock Holdings Limited	Kenya	Listener
13.	Charles Maina Wanjau	Marock Safaris and tours	Kenya	Listener
14.	Zac Phillips	Designing Results Marketing	Canada	Listener

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Note
