

Proudly Canadian, Truly Global

Format: Electronic Book

**1st Global Conference on
International Business Marketing 2023**

July 28-30, 2023 – Vancouver, Canada

Conference Abstract

ISBN: 978-1-7380126-1-9

Venue

The University of British Columbia

July 29, 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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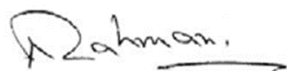
Welcome

As Conference Chair I'm honored to welcome all participants to the **1st Global Conference on International Business Marketing (GCIBM)** held on July 28-30, 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 International Business Marketing (GCIBM) 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 International Business Marketing (GCIBM)– July 29, 2023 –Vancouver, BC, Canada

- **Friday, July 28, 2023** – Arrival & Reception of the participants to Vancouver, BC, Canada
- **Saturday, July 29, 2023 (Conference Day)** – Registration, opening speech, keynote speech, and technical sessions:

Activity - Saturday, July 29, 2023 (Conference Day)	Time
Registration and Lunch	1:00 pm to 1:30 pm
Opening Remarks Dr. Afzalur Rahman <i>Faculty Member, Douglas College, Canada</i>	1:30 pm to 1:35 pm
Keynote Speech Dr. Afzalur Rahman <i>Faculty Member, Douglas College, Canada</i> Success Adewole <i>Nigerian Entrepreneur</i>	1:35 pm to 2:05 pm
Photo Session	2:05 pm to 2:15 pm
Technical Session (Paper presentation)	2:15 pm to 2:55 pm
Break	2:55 pm to 3:10 pm
Technical Session (Paper presentation)	3:10 pm to 4:00 pm
Certificate Awarding and Closing Ceremony	4:00 pm to 5:00 pm

- **Sunday, July 30, 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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Success Adewole

Nigerian entrepreneur

Success Adewole is a Nigerian entrepreneur and a student of International Supply Chain Management at Douglas College in British Columbia, Canada. He completed his Bachelor's degree in Oil and Gas Engineering at All Nations University in Koforidua, Ghana. As part of his final year project, he conducted a research project on the comparative analysis of fuels, specifically petrol and diesel, from Total II filling station and Mobile I filling station in Koforidua Ghana. Success Adewole is the Managing Director of Success Call Limited, a study abroad agency that offers assistance to international prospects seeking to further their studies in Ghana, the Netherlands, the UK, and Canada. Additionally, he serves as the Nigerian representative for the Global Conference Alliance, where he facilitates the organization's registrations and activities and awareness campaigns in Nigeria. In addition to his involvement in the study abroad industry, Success has also established other successful businesses such as "The WOW Effect Artistry," a digital media and art company. In 2018, his company was commissioned by the Office of the Security Adviser to the President of Nigeria to create an art piece depicting Peace and Democracy in relation to the 2019 general elections in Nigeria. Success Adewole's diverse entrepreneurial ventures highlight his passion for education, the arts, and making a positive impact in society. Alongside his studies in International Supply Chain Management, he actively contributes to the growth and presence of the Global Conference Alliance in Nigeria, while also assisting students in their pursuit of educational opportunities through Success Call Limited. Through his endeavors, Success aims to leave a lasting impression and contribute to the development of his community and beyond.

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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

❖ **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, July 29, 2023

Name and Affiliation	Title
Omary Swallehe (Author) <i>Mzumbe University</i>	Determinants for the entry modes choice into foreign markets by SMEs in Tanzania

Name and Affiliation	Title
Collins Darkwah Aboagye (Author) <i>Sgc Solutions Ltd</i>	Running Head: Global International Business and Marketing

Name and Affiliation	Title
Adadu Michael Ushie (Author) <i>Xi'an Jiaotong University, Xi'an China</i>	Sustainable environmental performance and top-level managerial environmental commitment: The role of corporate environmental ethics and financial resource slack

Name and Affiliation	Title
Sukhjeet Kaur Matharu (Author) <i>Prestige Institute of Management and Research, Indore, MP, India</i>	Saukhyam: Empowering women through eco-friendly strategies

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Instructions for Oral Presentation

Saturday, July 29, 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 International Business Marketing (1st GCIBM 2023) will be published in the online conference proceedings:

Title: Abstract Book of 1st Global Conference on International Business Marketing 2023

Format: Electronic book

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Authors' Presentation Schedule

Saturday, July 29, 2023,

Technical Session

02:15 pm to 02:55 pm

Name and Affiliation	Title and Abstract
<p>Omary Swallehe (Author) <i>Mzumbe University</i></p>	<p>Determinants for the entry modes choice into foreign markets by SMEs in Tanzania</p> <p>Purpose –This paper aims to investigate the determinants for the entry mode selection by SMEs in Tanzania. Specifically, the study seeks to determine the criteria these establishments use in selecting the entry mode overseas by SMEs in the country.</p> <p>Design/methodology/approach – In this study, a Stepwise Regression technique was employed through Minitab software. The study employed a cross-sectional descriptive design to collect and analyse data from 326 SMEs obtained randomly from Dar Es Salaam. Findings The findings reveal that; Form of ownership, resources, size, manager’s behaviour, Firm orientation, trust, networking, HR capability, Firm structure and proximity to the markets are critical in determining the entry mode choice by SMEs in Tanzania. These variables account for 54.0% of the variance in explaining the determinants for entry mode selection by SMEs in Tanzania.</p> <p>Originality/value –The study has identified the critical determinants for selecting entry mode among SMEs in developing countries. The study will be used as a stepping stone for those aspiring to investigate the entry mode selection criteria in the future.</p> <p>Keywords: Tanzania, SMEs, Determinants, Stepwise Regression, Entry mode, foreign markets, Minitab</p>

Name and Affiliation	Title and Abstract
<p>Collins Darkwah Aboagye (Author) <i>Sgc Solutions Ltd</i></p>	<p>Running Head: Global International Business and Marketing</p> <p>This paper presents an exploration of the dynamic field of global international business and marketing. It examines the challenges and opportunities that arise from conducting business in a global context, with a specific focus on the interconnectedness of markets and the importance of effective marketing strategies. The paper aims to contribute to the existing literature by providing insights into the current trends and best practices in global business and marketing.</p> <p>The research methodology employed in this study is a comprehensive literature review, drawn from various scholarly articles, books, and reports. The analysis highlights key concepts, theories, and frameworks that guide international business and marketing practices. Special attention is given to the impact of globalization, cultural diversity, and technological advancements on international business operations.</p> <p>The findings of this study underscore the significance of adapting business strategies to suit the global market landscape. Effective market entry strategies, such as market segmentation, targeting, and positioning, are crucial for organizations seeking to expand their operations internationally. Additionally, the importance of cultural sensitivity and understanding is emphasized, as cultural differences play a pivotal role in shaping consumer behavior and preferences.</p> <p>Furthermore, the paper explores the role of technology in facilitating global business and marketing. It examines the influence of digital platforms, social media, and e-commerce on reaching a global customer base. Strategies for leveraging technology and digital marketing tools are discussed to enhance international market penetration and brand visibility.</p> <p>The implications of the study extend to both academia and practitioners in the field of international business and marketing. The insights provided can guide future research endeavors and assist organizations in developing effective global marketing strategies. By embracing the opportunities and addressing the challenges presented in the global marketplace, businesses can maximize their potential for growth and success.</p> <p>Keywords: Global international business, marketing, globalization, market entry strategies, cultural diversity, technology, digital marketing.</p>

Name and Affiliation	Title and Abstract
<p>Adadu Michael Ushie (Author) <i>Xi'an Jiaotong University, Xi'an China</i></p>	<p>Sustainable environmental performance and top-level managerial environmental commitment: The role of corporate environmental ethics and financial resource slack</p> <p>Abstract : Does top-level managerial environmental commitment drive corporate environmental ethics (CEE) as an important signal in emerging economies? Building on signaling theory, this study helps to understand how top-level managerial environmental commitment drives CEE to enhance environmental performance. Specifically, we investigate how CEE and financial resources slack simultaneously influence the link between top-level managerial environmental commitment and environmental performance. Using sample data from 327 Chinese firms and analyzed through SPSS version 21, we tested the proposed hypotheses through moderated mediating analyses. The findings indicate that firms with a high top-level managerial environmental commitment achieve better environmental performance. Our findings further show that the moderating role of financial resource slack and the mediating role of CEE positively enhance the relationship between top-level managerial environmental commitment and environmental performance. These findings suggest that top-level managerial environmental commitment to corporate ethics provides critical signals in driving environmental performance. Hence, our study advances environmental management and strategy literature by showing that top-level managerial environmental commitment is the most important strategy for firms that pursue environmental performance in an unstable business environment.</p> <p>Keywords: Sustainability; environmental performance; top-level managerial environmental commitment, corporate environmental ethics; financial resource slack</p>

Name and Affiliation	Title and Abstract
<p>Sukhjeet Kaur Matharu (Author) <i>Prestige Institute of Management and Research, Indore, MP, India</i></p>	<p>Saukhyam: Empowering women through eco-friendly strategies</p> <p>Abstract : In this study, we have endeavored to assess the influence of social enterprise on empowering marginalized segments of society. Our research delves into the role of social enterprises as a transformative force, particularly in enhancing the socio-economic standing of women in rural areas. Furthermore, we examine a specific case study that exemplifies the implementation of a circular economy model, which has effectively uplifted the financial well-being of rural women. Additionally, this paper investigates the sustainable solution provided by the social enterprise, specifically tailored to address the needs of women in rural India.</p>

List of Participants

SL	Name	Affiliation	Country	Role
1.	Kakula Richard Ngobi	Suubi Production and Marketing Group	Uganda	Listener
2.	Kato Herman	Suubi Production and Marketing Group	Uganda	Listener
3.	Namwanga Hajjarah	Suubi Production and Marketing Group	Uganda	Listener
4.	Sally Wambui	Nairobi Serena Hotel	Kenya	Listener
5.	Josephine Njoki Muchiri	Internet Traders	Kenya	Listener
6.	Adetula Adedayo Adesola	Nigeria Immigration Services	Nigeria	Listener
7.	Naveen Kumar	Swami Vivekanand Faculty Of Management And Technology	India	Listener
8.	Giwa Bolanle Biodun	The Nigeria Immigration Services	Nigeria	Listener
9.	Ayodeji Oladotun Douglas	The Nigeria Immigration Services	Nigeria	Listener
10.	Saroj Kumar Shrestha	Edge Lead International Pvt. Ltd	Nepal	Listener
11.	Kole Smart Akinbowa	The Nigeria Immigration Services	Nigeria	Listener
12.	Ademola John Adeola	The Nigeria Immigration Services	Nigeria	Listener
13.	Mandeep Kaur		India	Listener
14.	Amrit Kaur Mahal		India	Listener

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SL	Name	Affiliation	Country	Role
15.	Jagjeet Singh		India	Listener
16.	Satinder Kaur		India	Listener
17.	Baldev Singh		India	Listener
18.	Mopembe Mpepo Jean De Dieu	Drepa-hope	Congo (Kinshasa)	Listener
19.	Tiwa Tchinda Lysette Flore	Global Reference Network Group	Cameroon	Listener
20.	Gabriel Awosemo	Gpay Digital Services	Mexico	Listener
21.	Samuel Frimpong Opuni	Bohye Multimedia Company Ltd,radio And Televisin	Ghana	Listener
22.	Omary Swallehe	Mzumbe University	Tanzania	Author
23.	Abdiwali Jibril Hassan	Somali Embassy in Tanzania	Tanzania	Listener
24.	Brenda A. Coredo	Ruson Safaris Ltd	Kenya	Listener
25.	Adedeji Solomon Wickliffe	Bfree Africa/soladek Resources Llc	Nigeria	Listener
26.	Oladele Saheed Adewale	Winstar Unique Multiconcept	Nigeria	Listener
27.	Alemshet Tilahun Niguse		Ethiopia	Listener
28.	Mohamed Dilan Bahar	Energynet Pvt Ltd	Sri Lanka	Listener
29.	Ogunmuko Sunday (Samson)	Lagos State polytechnic	Nigeria	Listener
30.	Sajal Kalra	Guru Globe Immigration	India	Listener

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SL	Name	Affiliation	Country	Role
31.	Sandeep Kumar	Guru Globe Immigration	India	Listener
32.	Kwadwo Oppong Fordjour	Opp Ford Enterprise	Ghana	Listener
33.	Gillian Oppong Fordjour	Inness Agriculture Ltd	Ghana	Listener
34.	Ankit Koundal	Goyum Screw Press	India	Listener
35.	Kavuma Paul Martin	Blison Company Limited	Uganda	Listener
36.	Collins Darkwah Aboagye	Sgc Solutions Ltd	Ghana	Author
37.	Chinagolum Emmanuel Ifeanyi	Say Yes To Jesus Today Nig. LTD	Nigeria	Listener
38.	Adadu Michael Ushie	Xi'an Jiaotong University, Xi'an China	Nigeria	Author
39.	Farhad M Limonadi	DNA	America	Listener
40.	Emile Rougerie Wendeu Wendeu	ETS. Wendeu	Cameroon	Listener
41.	Sukhjeet Kaur Matharu	Prestige Institute of Management and Research, Indore, MP, India	India	Author
42.	Philly Ssenyonjo	Youth Compassion for Humanity Uganda	Uganda	Listener

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