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Format: Electronic Book

**21st Global Conference on Business
Management and Economics 2023**

August 25-27, 2023 – Toronto, Canada

Conference Abstract

ISBN: 978-1-7380126-3-3

Venue

Sheraton Centre Toronto Hotel

August 26, 2023

Toronto, Canada



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Global Conference Alliance Inc.

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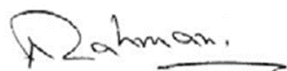
Welcome

As Conference Chair I'm honored to welcome all participants to the **21st Global Conference on Business Management and Economic (GCBME)** held on August 25-27, 2023, in beautiful Toronto, 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 Toronto and enjoy its scenic views, tropical climate, and friendly people. Toronto enjoys a global reputation as one of the world's top cities for quality of life and recreation. Toronto attracts many international conferences and events, including Fort York National Historic Site.

Thank you for considering attending the **21st Global Conference on Business Management and Economic (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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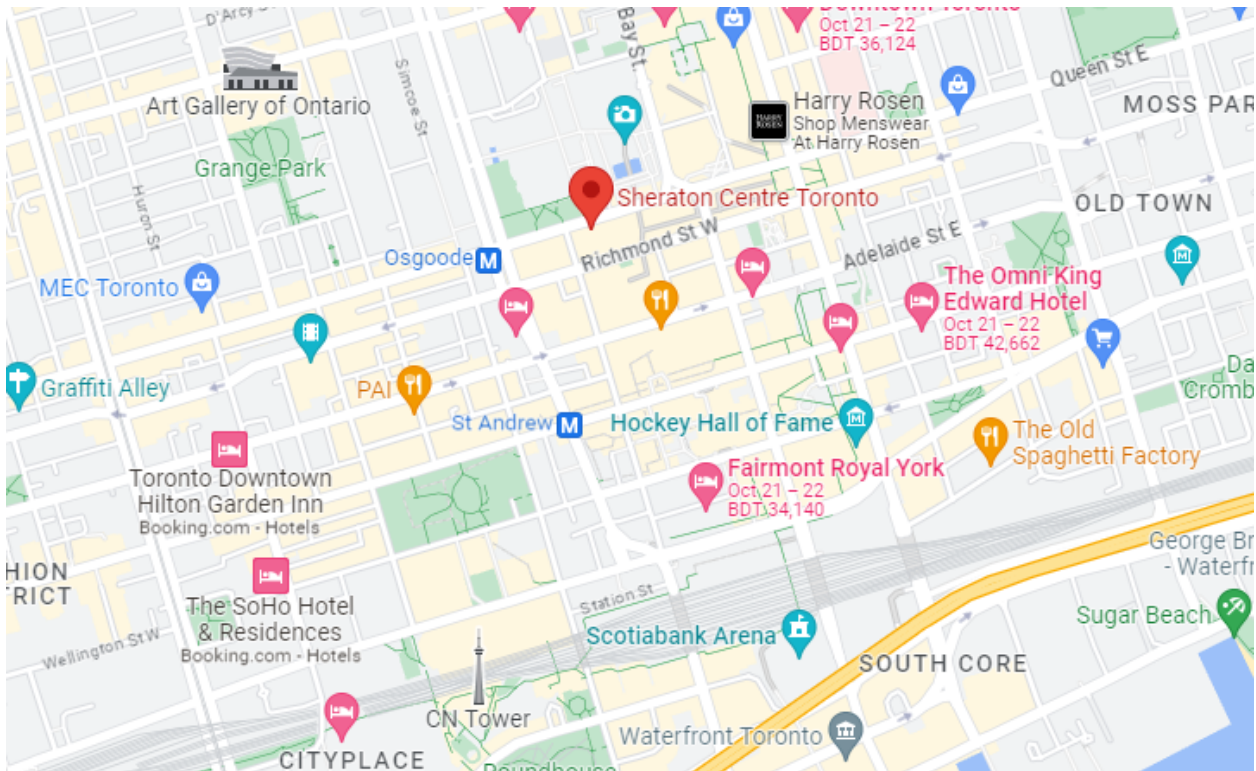
Conference Venue

Sheraton Centre Toronto Hotel

123 Queen St W

Toronto, ON M5H 2M9, Canada

Directions:



Google Map Link: [📍 Sheraton Centre Toronto Hotel](#)

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Entry Instruction for Sheraton Centre Toronto Hotel at August 26 2023

Your meeting room is located on Mezzanine Floor, easily accessible via Richmond Elevators or Richmond Staircase.

Executive Meeting Specialists (EMS):

On the day of your event, the Executive Meeting Specialists (EMS) Team will be available to welcome and greet upon arrival. EMS will act as your main point of contact and be your “meeting concierge” during the event. They can be reached by dialing #4500 from our in-house phone located inside each meeting room or via mobile at 416-936-2068. EMS Team will be a great resource to successfully execute your event with us at the Sheraton Centre Toronto Hotel. Please do not hesitate to reach out to the team as they will be at your service throughout your event.

Encore Global (AV):

Encore Global will provide you with all audiovisual-related services for the upcoming event as our in-house AV provider. For any audiovisual-related assistance on the day of, please call Encore Operations Team at 416-717-8034 and a technician will be delighted to assist.

Parking:

On property:

- **Valet Parking (Please note we have limited spaces):**
 - Hourly: \$25.00 + Tax (\$28.25)
 - Daily: \$60.00 + Tax (\$67.80) – 24Hrs – in and Out Privileges– Maximum Height
 - Clearance 6.5 feet or 2 meters (example – Standard Ford F-150 Pickup Truck)
- **We are currently not offering oversized vehicles parking**

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Off property:

- Nathan Phillips Square Garage (Connected directly to the hotel)- 110 Queen Street West
– Maximum Height Clearance 6.3 feet or 1.93 meters
- Monday – Friday:
 - \$3.50/half hour
 - Day Maximum (7 am – 6 pm): \$20.00
 - Night Maximum (6 pm – 7 am): \$6.00
- Sat/Sun/Holidays:
 - Maximum (7 am – 7 am): \$8.00

****Nathan Phillip Square Garage (City Hall Parking) is not affiliated with the hotel and any guest who self-parks, will be responsible for their own parking charges. Parking fees may change without notice****

Lobby:

Please be advised that the Hotel does not allow any type of signage in the lobby and on the lobby level. However, you are encouraged and welcomed to place signage on your event spaces wherever applicable.

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Conference Time Schedule

21st Global Conference on Business Management and Economics (GCBME) – August 25-27, 2023 – Toronto, Canada

- **Friday, August 25, 2023** – Arrival & Reception of the participants to Toronto, Canada
- **Saturday, August 26, 2023 (Conference Day)** – Registration, opening speech, keynote speech, and technical sessions:

Activity - Saturday, August 26, 2023 (Conference Day)	Time
Registration and Lunch	1:00 pm to 1:30 pm
Opening Remarks Dr. Afzalur Rahman <i>Douglas College, Canada</i>	1:30 pm to 1:35 pm
Keynote Speech Dr. Muhammad Mohiuddin <i>Associate professor of International Business and Global Strategy at Laval University, Quebec, Canada.</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, August 27, 2023**– City visit (optional to the participants)

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Conference Committee

Keynote Speech



Dr. Muhammad Mohiuddin

*Associate professor of International Business and Global Strategy
at Laval University, Quebec, Canada.*

Dr. Mohiuddin taught at Thompson Rivers University, (Canada); University of Paris-Est, (France); Osnabruck University of Applied Science, (Germany); Shanghai University of Technology, and Tianjin University of Technology, (China). His research was published at Research Policy, Applied Economics, Journal of Global Information Management, Review of Economic Philosophy, Strategic Change, International Journal of Logistics Research & Applications, International Journal of Knowledge Management, Journal of Environmental Management, and Journal of Cleaner Production, among others. He was also awarded research grant from ‘Social Sciences and Humanities Research Council’ (SSHRC), Canada.

He is currently serving as Director of Research Group on contemporary Asia (GERAC) at Laval University. He is also co-Managing editor of Transnational Corporations Review, and Topic Editor of “Sustainability”.

He is a member, Board of directors, Canadian council on small business and entrepreneurship (CCSBE), and member of CEDIMES Institute (France).

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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

❖ **Buffet Lunch (1:00 pm to 1:30 pm)**

- ✓ **Vegetarian Mulligatawny Soup** GF|DF|NF|V
Cumin Spices Lentils, Potatoes, Carrots, Rice,
Soft Rolls, Mini Naan, Whipped Butter G|D|NF
- ✓ **Kachumber Salad** GF|DF|NF|VG
Chilled Cucumber & Tomato Salad, Onions, Cilantro, Chill, Citrus vinaigrette
- ✓ **Cauliflower Chickpea Salad** GF|DF|NF|VG
Turmeric Coriander Spiced Cauliflower, Chilled, Grape Tomatoes, Sweet Peppers, Cumin
Dusted Chickpeas
- ✓ **Cumin Scented Basmati Rice** GF|DF|NF|VG
Toasted Cardamom
- ✓ **Paneer Masala** GF|DF|NF|V
Paneer Cheese, Green Peas, Tomato Butter Sauce
- ✓ **Chicken Curry** GF|D|NF
Rich Tomato Chicken Gravy
- ✓ **Baked Tandoori Tilapia** GF|DF|NF|SF
Roasted Tandoori Spiced Tilapia, Blistered Pearl Tomatoes, Masala Sauce
- ✓ **Kheer Pudding** GF|D|N|V
Sweet Milk Basmati Rice Pudding, Roasted Nuts, Raisins
- ✓ **Orange Cream Cake** G|D|N
Vanilla Genoise Sponge, Sun Kissed Orange Cream Cheese Frosting

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Authors' Presentation Review

Saturday, August 26, 2023

Name and Affiliation	Title
Davinder Kaur (Author) <i>Ludhiana College of Engineering & Technology, Katani Kalan, Ludhiana, Punjab, India</i>	The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Consequence of Brand Loyalty and Perceived Quality

Name and Affiliation	Title
Daniel Frimpong (Author) <i>Omanbapa Ghana Ltd</i>	Agribusiness Entrepreneurial Management; A tool for eradicating Youth Unemployment and Extreme Poverty in Decentralized Regimes in Rural Communities of Sub-Saharan Africa
Jones Amoako <i>Omanbapa Ghana Ltd</i>	
Raphel Frimpong <i>Omanbapa Ghana Ltd</i>	

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Instructions for Oral Presentation

Saturday, August 26, 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 21st Global Conference on Business Management and Economics (21st GCBME 2023) will be published in the online conference proceedings:

Title: Abstract Book of 21st Global Conference on Business Management and Economics 2023

Format: Electronic book

ISBN: 978-1-7380126-3-3

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Authors' Presentation Schedule

Saturday, August 26, 2023,

Technical Session

02:15 pm to 02:55 pm

Name and Affiliation	Title & Abstract
<p>Davinder Kaur (Author) <i>Ludhiana College of Engineering & Technology, Katani Kalan, Ludhiana, Punjab, India</i></p>	<p>The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Consequence of Brand Loyalty and Perceived Quality</p> <p>According to the assumption, consumers buy recognized brands before an unknown brand. If the consumers do not select according to theories, what are the variables that have a great impact on the buying behavior? There are not more studies about the impact of brand awareness on brand selection, which is why this area was inspected. One of the reasons for this study was to do an investigation about brand awareness among rural females; to check, what point it matters when buying brands. The conclusions of the study were that all investigated variables had some significance for the alternative of the brands, while excellence had a greater effect on brand preference than brand awareness.</p> <p>Keywords: Brand awareness, FMCG, Rural area, Brand loyalty.</p>

Name and Affiliation	Title & Abstract
<p>Daniel Frimpong (Author) <i>Omanbapa Ghana Ltd</i></p> <p>Jones Amoako <i>Omanbapa Ghana Ltd</i></p> <p>Raphel Frimpong <i>Omanbapa Ghana Ltd</i></p>	<p>Agribusiness Entrepreneurial Management; A tool for eradicating Youth Unemployment and Extreme Poverty in Decentralized Regimes in Rural Communities of Sub-Saharan Africa</p> <p>Abstract: According to the International Labour Organization (ILO), young people in rural communities are three times more likely to be unemployed. It posits that about 70% of the global labour force within the rural communities have no access to formal sector employment. Self-Employment/Entrepreneurship which is an alternative to traditional formal employment pathways is least recognized in most rural settings. Indigenous Entrepreneurship which is a home-grown job creation and self-employment avenue is considered the most sustainable and surest guarantee for improving the bizarre youth unemployment and endemic rural poverty situation. This entails using appropriate local skills and technology to solving the very basic social challenges. Countries like Rwanda, Ghana, Mauritius and Botswana are living testimonies to this. The United Nations Conference on Trade & Development 2018 (UNCTAD) report on rural unemployment sees indigenous entrepreneurship as a panacea to the canker of rural unemployment and endemic poverty. To sustain this approach calls for Targeted Policy Direction & Advocacy, Trade Growth & Business Development, Mentorship and Sustainable Funding Source for Indigenous Entrepreneurship. This approach must focus on Youth Entrepreneurship, Women Entrepreneurship and promoting Intrapreneurship for Persons Living with Disabilities. These are the main actors affected by the ropes of unemployment and rural poverty & joblessness. Whilst Governments sign onto International Trade Pacts like African Free Trade Continental Agreement (AFCTA), conscious efforts must be made to build and scale up the capacities of Indigenous Entrepreneurs in key sectors like Agribusiness, Climate Change Management, Education, Health, Security and Transportation. Concessions in terms of quota purchase can be allocated to</p>

	<p>inspire budding youth and women entrepreneurs in the above key sectors. The greater focus should go into agribusiness since any nations that produces what it eats has the capacity to diversify into any other sector. This research work is geared towards enhancing rural employment and poverty reduction through indigenous entrepreneurship. The focus is on Youth, Women and Disability-led Entrepreneurship. The Research intends to evaluate how indigenous entrepreneurship can economically improve decentralized political regimes through revenue mobilization, royalty/tax enhancement, and job & wealth creation.</p> <p>Keywords: Endemic rural poverty; home-grown job creation; Self-Employment/Entrepreneurship, indigenous entrepreneurship, ,United Nations Conference on Trade & Development, Trade Pacts, African Free Trade Continental Agreement (AFCTA), Intrapreneurship for Persons Living with Disabilities, Targeted Policy Direction, Trade Growth.</p>
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List of Participants

SL	Name	Affiliation	City and Country	Role
1.	Mohamed Hassan Issack	Sunderland Communication Limited	Nairobi, Kenya	Listener
2.	Eric Kang Ngape	Camexkang	Douala, Cameroon	Listener
3.	Stanley Songku Nshing	Flexible Agro Corporation Limited	Buea, Cameroon	Listener
4.	Abigail Ayetor		Godollo, Hungary	Listener
5.	Hashmatullah Ghafoori	Livelihood, Economic and Agriculture Development Organization (LEADO)	Beylikduzu İstanbul, Turkey	Listener
6.	Ajang Ebwengulle Henry	Camexajang	Douala, Cameroon	Listener
7.	Roshan Khadka	Neco Business Pvt. Ltd	Kathmandu, Nepal	Listener
8.	Deependra Paudel	Rkd Holdings Limited	Kaski, Nepal	Listener
9.	Eldon Keiwua	Seasons Hotel	Narok, Kenya	Listener
10.	Fridah Kendi Kawira	Executive Super Rides	Nairobi, Kenya	Listener
11.	Clauny Joseph	CNAL	Delmas, Haïti	Listener
12.	Wilfrance Abraham	CNAL	Delmas, Haïti	Listener
13.	Sudip Sapkota	Aujar Ek Solution Pvt. Ltd	Kathmandu, Nepal	Listener
14.	Getenet begashaw gebremariam	Aone manufacturing plc	Addis Ababa, Ethiopia	Listener
15.	Addisu Gebremedhin Atsibha	The International Fund for Agricultural Development (IFAD)	Addis Ababa, Ethiopia	Listener
16.	Bismark Boakye Danquah	Eszterhazy Karoly Catholic University	Eger, Hungary	Listener

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17.	Ali Djibrine Souleymane	Galaxy International	N'Djamena, Chad	Listener
18.	Joseph Irungu Chege	Aimo Tours And Travel Agency	Nairobi, Kenya	Listener
19.	Endalkachw Legesse Hailu	Nolu's Restaurants LLC	Abu Dhabi, United Arab Emirates	Listener
20.	Davinder Kaur	Ludhiana College of Engineering & Technology, Katani Kalan, Ludhiana, Punjab, India	Ludhiana, India	Author
21.	Francis Mungai Karango	Framka Solutions Limited	Kikuyu, Kenya	Listener
22.	Haftom Girmay Gebru	Manufacturing Industry Development Institute	Ethiopia	Listener
23.	Ashok Kumar	Kurukshetra University	Kurukshetra, India	Listener
24.	Kikondo Nee Bibila Seltavie Cripsi Ericka	Etablissement Ericka Business	Brazzaville, Congo (Brazzaville)	Listener
25.	Ongagna Nee Ngongo Helene Patricia	Etablissement Ericka Business	Brazzaville, Congo (Brazzaville)	Listener
26.	Bernice Appiah	Maa Nkrumah Gh Ltd	Sunyani, Ghana	Listener
27.	Musu Sannoh Oraegbunam	World Wide Travel Agency	Monrovia, Liberia	Listener
28.	Ndjeme Dibobe	Christophe Patrick	Douala, Cameroon	Listener
29.	Rahman Rashid	Barakat-plus Ventures	Accra, Ghana	Listener
30.	Aro Mary Bolaji	Tranquilane Logistics and Global Services Limited	FCT, Nigeria	Listener
31.	Violah Chepkosgei Saisi	Saisi Hardware	Eldoret, Kenya	Listener

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32.	Jamiu Ayodeji Oderinde	Coventry University	Derby, United Kingdom (UK)	Listener
33.	Fonkem Patricia Manyi	sodprocam	Douala, Cameroon	Listener
34.	Mary Cynthia Chapazi Nchonganyi	University of Brussels	Leuven, Belgium	Listener
35.	Amit Verma	Goyum Screw Press	Ludhiana, India	Listener
36.	Ransford Aryee	Just One Day Poultry	Mamprobi Accra, Ghana	Listener
37.	Gideon Cheruiyot Koech	Rianab Logistics limited	Kobujoi, Kenya	Listener
38.	Fuad Adan Ali	Aymart Supercenter Limited	Nairobi, Kenya	Listener
39.	Ngan Bangwen Samuel		Douala/ Newbell, Cameroon	Listener
40.	Mirza Sami Ullah Baig	Hannam university city daejeon	Chilgok-gun, South Korea	Listener
41.	Niguse Gebreegziabher Bayimot	Hiwot Tesfaye Import and Export Manufacturing	Addis Ababa, Ethiopia	Listener
42.	Rahul Goswami	Gagan International	Ludhiana, India	Listener
43.	Jatinder Kumar	ICICI Prudential Life Insurance	Hoshiarpur, India	Listener
44.	Gladys Rabia Irambabazi	Ms Davis Investment	Dar es salaam, Tanzania	Listener
45.	Barkasiam Bronnia Jela	Kabarak University	Kenya	Listener
46.	Armstrong Kwame Foster	Megamind Entertainment	Madina, Ghana	Listener
47.	Mohammed Yusifu	Megamind Entertainment	Madina, Ghana	Listener

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48.	Bikoumou Sirius Wil	Sirius Group SARL	Brazzaville, Congo	Listener
49.	Thanuskanth	Royal Enterprises Ltd	Trincomalee, Sri Lanka	Listener
50.	Sandeep Singh	Gagan International	Sahnewal, India	Listener
51.	Namusisi Winnie	Kakimu Merchandise Limited	Kasubi, Uganda	Listener
52.	Kyaterekera Moses Kartel	Basenene Investments	Nansana, Uganda	Listener
53.	Driciru Rose	Blison Company Limited	Kampala, Uganda	Listener
54.	Nathi Kashan Santhamoorthy	Automobile Ltd	Trincomalee, Sri Lanka	Listener
55.	Seyed Mojtaba Fathi Choobeh	Wittenborg University of Applied Sciences	Maarsen, Netherlands	Listener
56.	Amarakoon Mudiyansele Gamini Amarakoon	Dialog Axiata	Rajagiriya, Sri Lanka	Listener
57.	Thevarasa Anuyan	Royal Technological Campus	Batticaloa, Sri Lanka	Listener
58.	Maxwell Ehwi	Brunel University London,uk	London, United Kingdom (UK)	Listener
59.	Harichchandran Suman	Best choice	Kaluwanchikudy, Sri Lanka	Listener
60.	Suntharalingam Sharukanth	Royal Technological Campus	Jakarta, Indonesia	Listener
61.	Thevarasa Bojithan	Best choice	Jakarta, Indonesia	Listener
62.	Ganeshalingam MetharSujai	Royal Technological Campus	Jakarta, Indonesia	Listener
63.	Mohamed Shamhan Mohamed Baduruzzaman	Pt Frk Export Dan Import	Cempaka Putih,jakarta Pusat, Indonesia	Listener

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SL	Name	Affiliation	City and Country	Role
64.	Nuradiin Abdi Ahmed	SAF UK International	Addis Ababa, Ethiopia	Listener
65.	Tharkeekan Ketheswaran	Hari Electronics	Trincomalee, Sri Lanka	Listener
66.	Wannakuwattewaduge Priyanga Samith Fernando	Singer PLC	Moratuwa, Sri Lanka	Listener
67.	Paranavithanage Swarna Jayanthi Kurukulasooriya	People's Bank , Sri Lanka	Colombo, Sri Lanka	Listener
68.	Appiah Samuel	Golden Power Travel and Tour	Kumasi, Ghana	Listener
69.	Daniel Frimpong	Omanbapa Ghana Ltd	Sunyani West Municipality, Ghana	Author
70.	Munday Kienzi Eunice	Anglicane church	Kinshasa, CA	Listener
71.	Ilunga Junior Noel Tshiala	Anglicane church	Kinshasa, CA	Listener
72.	Darrell Kipngetch Suge	Jomo Kenyatta University	Eldoret, Kenya	Listener
73.	Nuriat Nabagala	Agreed Consultants	Nansana, Uganda	Listener
74.	Ogunmuko Sunday Samson	OLULAD Technologies Company Limited	Sango Ota, Nigeria	Listener
75.	Esmael Gebi Beriso	Ethiopian Youth Dialogue for Peace Association (EYDPA)	Addis Ababa, Ethiopia	Listener
76.	Evans Obuobi	OB Logistics	Accra, Ghana	Listener
77.	Osman Zakaria	Ghana Education Service	Accra, Ghana	Listener

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Note

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