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Format: Electronic Book

**23rd Global Conference on Business
Management and Economics 2023**

October 14-15, 2023 – Las Vegas, USA

Conference Abstract

Venue

**4505 W Hacienda Ave,
Ste G2, Las Vegas, NV 89118**

**October 15, 2023
Las Vegas, USA**

Table of Contents

Welcome Remarks -----	03
Conference Venue -----	04-05
Conference Time Schedule -----	06
Conference Committee -----	07-10
Authors' Presentation Review -----	11
Instructions for Oral Presentation-----	12
Instructions for Publication -----	12
Authors' Presentation Schedule -----	13-14
List of Participants-----	15

Global Conference Alliance Inc.

9932 Woodrow Street, Vienna, VA 22181, Washington Metropolitan Area, United States of America
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Welcome

As Conference Chair I'm honored to welcome all participants to the **23rd Global Conference on Business Management and Economics (GCBME)** held on October 14-15, 2023, in beautiful Las Vegas, USA

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 Las Vegas and enjoy its scenic views, tropical climate, and friendly people. Las Vegas enjoys a global reputation as one of the world's top cities for quality of life and recreation. Las Vegas attracts many international conferences and events, including the Lost City Museum.

Thank you for considering attending the **23rd 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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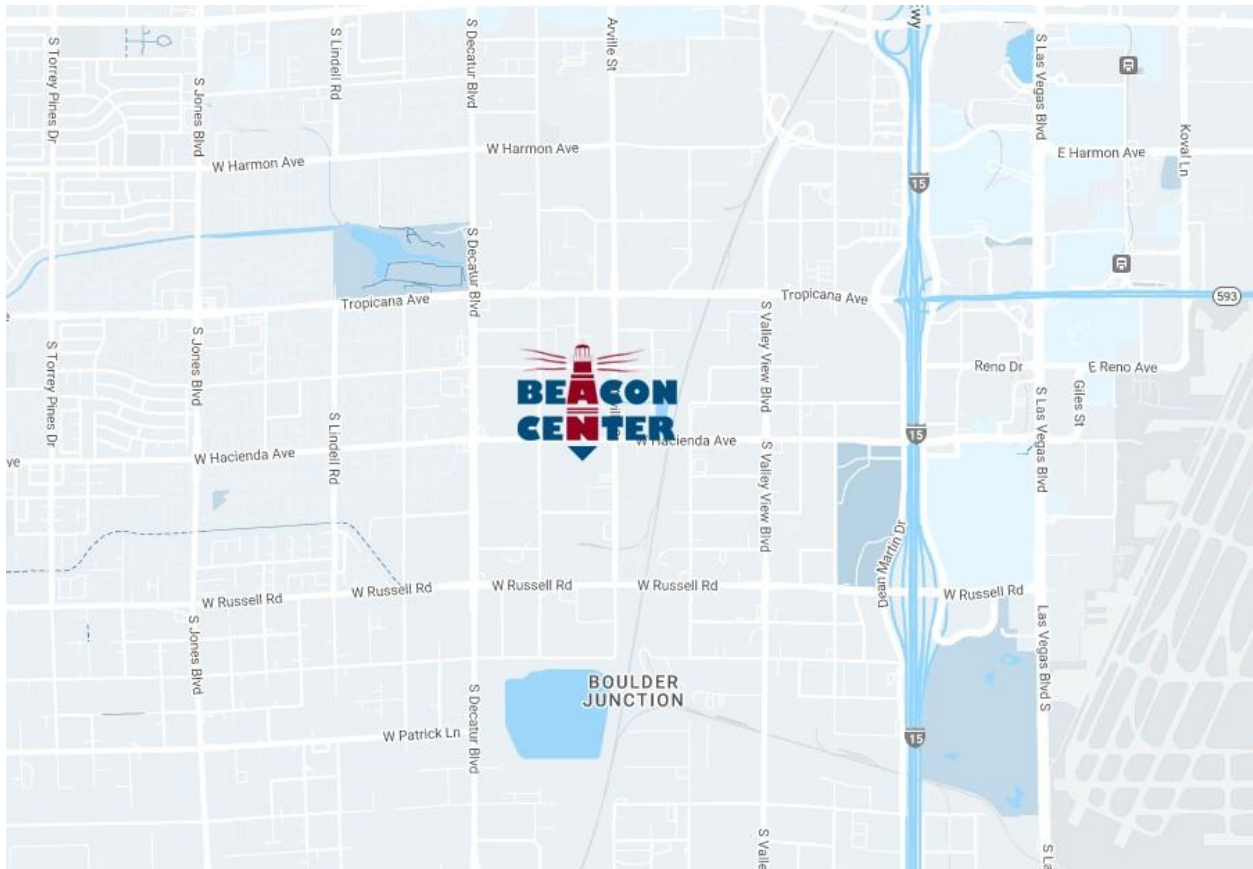
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Conference Venue

**4505 W Hacienda Ave, Ste G2,
Las Vegas, NV 89118**

Directions:



Google Map Link: [📍 4505 W Hacienda Ave g2](#)

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Public Transit:

The Beacon Center at 4505 West Hacienda Ave Suite G2 in Las Vegas, Nevada, is accessible via public transit. Several bus routes serve this area, making it convenient for those relying on public transportation. Check the local transit authority's website for specific routes and schedules.

Driving & Parking:

If you're driving to The Beacon Center, it's situated in a convenient location with ample parking options. The center likely has on-site parking available for visitors, but you can also find additional parking facilities nearby. Be sure to check for any parking fees or restrictions in the area.

Accessibility:

The Beacon Center is committed to providing accessibility for all. The facility is likely equipped with ramps, elevators, and other features to accommodate individuals with mobility challenges. If you have specific accessibility needs, it's advisable to contact the center in advance to ensure they can accommodate your requirements effectively.

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Conference Time Schedule

23rd Global Conference on Business Management and Economics (GCBME) October 14-15, 2023 – Las Vegas, USA

- **Saturday, October 14, 2023** – Arrival & Reception of the participants to Las Vegas, USA
- **Sunday, October 15, 2023 (Conference Day)** – Registration, opening speech, keynote speech, and technical sessions:

Activity - Sunday, October 15, 2023 (Conference Day)	Time
Registration and Lunch	11:00 am to 11:30 am
Opening Remarks Dr. Afzalur Rahman <i>Douglas College, Canada</i>	11:30 am to 11:35 am
Keynote Speech Kimberly Nehls, Ph.D. <i>Interim Assistant Dean for External Relations, University of Nevada, Las Vegas</i> Special Guest Joe Green <i>International Business Development, Vegas Chamber of Commerce</i>	11:35 am to 12:05 pm
Photo Session	12:05 pm to 12:15 pm
Technical Session	12:15 pm to 12:55 pm
Break	12:55 pm to 1:10 pm
Technical Session	1:10 pm to 2:00 pm
Certificate Awarding and Closing Ceremony	2:00 pm to 3:00 pm

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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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Kimberly Nehls, Ph.D.

Interim Assistant Dean for External Relations, University of Nevada, Las Vegas

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Special Guest



Joe Green

International Business Development Vegas Chamber of Commerce

Joe Green has been a resident of Las Vegas for almost two decades and has witnessed the city's community flourish and become increasingly diverse. Throughout this period, he has leveraged his 30 years of expertise in business strategy, sales, and marketing. He has led digital sales teams in Las Vegas and opened markets throughout the West Coast for AT&T to do the same during the infancy of digital advertising. Joe has been instrumental in promoting emerging industries and fostering a diverse local business community by facilitating connections between businesspeople and business opportunities since his work began with the Vegas Chamber in 2018. He plays a crucial role in expanding the Chamber's influence and increasing its global significance. Joe has built a network of resources that spans from the local to the international level and collaborates with the World Affairs Council and the Nevada Consular Corp. Additionally, he is an active member of the SCORE community, offering his clients valuable support in areas such as business strategy, marketing, sales, and best practices

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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

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Authors' Presentation Review

Sunday, October 15, 2023

Name and Affiliation	Title
Jintana Rattanakhemakorn (Author) <i>Khon Kaen University International College</i>	The Influence of Skin-Whitening Product Advertisements on Thai University Students: A Social Media Study

Instructions for Oral Presentation

Sunday, October 15, 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 23rd Global Conference on Business Management and Economics (23rd GCBME 2023) will be published in the online conference proceedings:

Title: Abstract Book of 23rd Global Conference on Business Management and Economics 2023

Format: Electronic book

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Authors' Presentation Schedule

Sunday, October 15, 2023,

Technical Session

12:15 pm to 12:55 pm

Name and Affiliation	Title and Abstract
<p>Jintana Rattanakhemakorn (Author) <i>Khon Kaen University International College</i></p>	<p>Title: The Influence of Skin-Whitening Product Advertisements on Thai University Students: A Social Media Study</p> <p>Abstract Currently, billions of internet users around the world use social media. Skin-whitening product advertisements have become pervasive on social media platforms, particularly targeting young consumers like Thai university students. This research is designed to investigate the impact of these advertisements on students' beauty ideals, self-esteem, and purchasing decisions. A mixed-methods approach was employed, combining online surveys with both closed-ended and Likert-scale questions, and focus group interviews with 368 university students from various Thai universities. Structural equation modeling and content analysis were utilized to analyze the data. The findings indicated that exposure to skin-whitening product advertisements on social media had a significant influence on students' perceptions of beauty standards and their self-esteem. The study also discovered that social media engagement with skin-whitening product advertisements positively correlated with students' intention to purchase or use these products. While exposure to advertisements had a positive impact on some students' self-esteem, participants also reported that visual communication and celebrities featured in the advertisements were influential in purchase decisions. Overall, this study highlights the substantial influence of skin-whitening product advertisements on Thai university students' beauty</p>

	<p>ideals, self-esteem, and purchasing behavior. Ultimately, this research can contribute to discussions on promoting healthy beauty standards and empowering consumer choices.</p> <p>Keywords: Skin whitening product, Social media advertising, Social media marketing, Purchase intention, Self esteem</p>
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List of Participants

SL	Name	Affiliation	City and Country	Role
1.	Shirajul Islam	Asian University for Women	Cumilla, Bangladesh	Listener
2.	Ekanade Modupe Bolutife	Serviteco Limited, Nigeria	Ikeja, Nigeria	Listener
3.	Jasmin Akter	Asian University for Women	Cumilla, Bangladesh	Listener
4.	Haruna Maulaya	CEO, Alfayda Enterprise	Kumasi, Ghana	Listener
5.	Jintana Rattanakhemakorn	Khon Kaen University International College	Muang, Thailand	Author
6.	Bouesso Pethas Esther	Loyal Assurance	Brazzavill, Congo	Listener

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