

Proudly Canadian, Truly Global

Format: Electronic Book

**2nd Global Conference on Digital
Marketing and Technology 2023**

September 29 - October 01, 2023 – Vancouver, Canada

Conference Abstract

ISBN: 978-1-7380126-5-7

Venue

Douglas College

September 30, 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 **2nd Global Conference on Digital Marketing and Technology (GCDMT)** held on September 29 - October 01, 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 **2nd 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

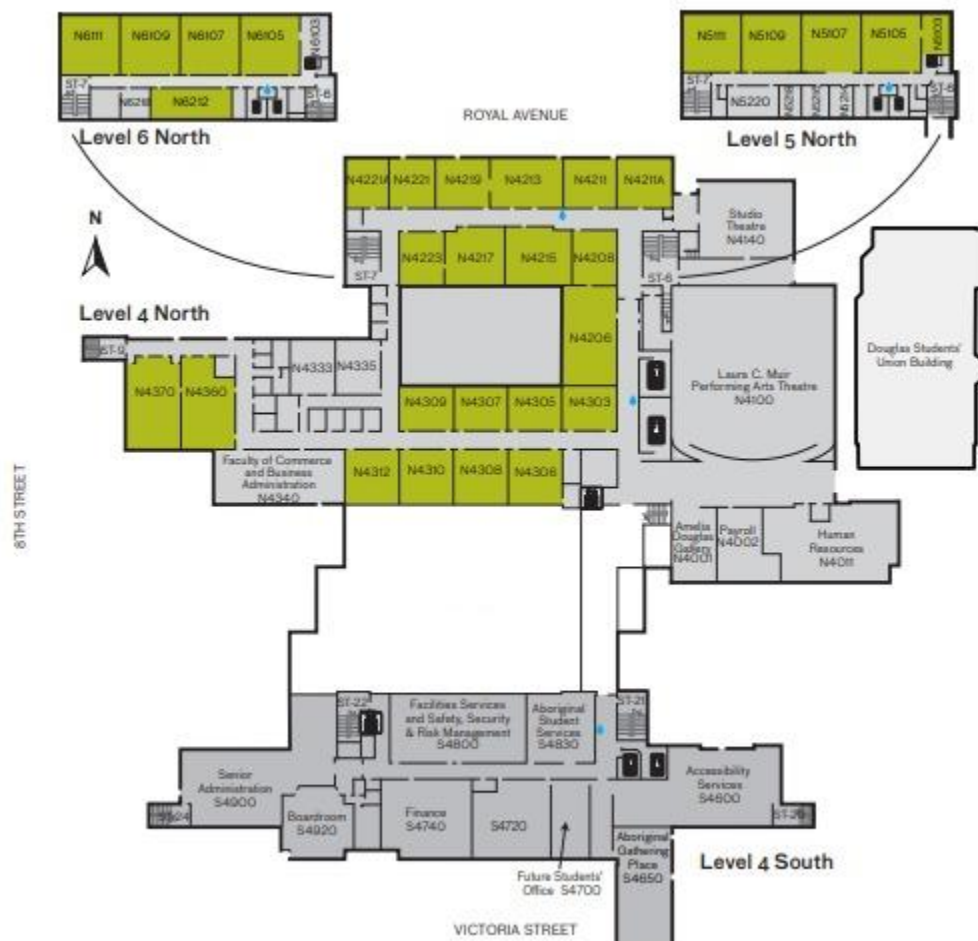
Douglas College

ROOM: N4215

700 Royal Avenue

New Westminster, BC- V3M 5Z5

Directions:



Google Map Link: [📍 700 Royal Ave](#)

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Public Transit:

Douglas College, New Westminster Campus, is within walking distance of New Westminster SkyTrain Station, which is served by the Expo Line. The SkyTrain provides quick and efficient transportation to various parts of Metro Vancouver, including downtown Vancouver, Burnaby, Surrey, and other areas. Multiple bus routes also serve the campus area, providing additional transportation options for commuters.

Driving & Parking:

For those who prefer to drive, the New Westminster Campus offers parking facilities for students, faculty, and visitors. There are designated parking lots available on campus, and parking permits are required to park in these lots. Students and staff can purchase parking permits from the college's parking services office. It's important to note that parking spaces can be limited, especially during peak hours, so it is advisable to arrive early to secure a parking spot.

Accessibility:

Douglas College is committed to providing accessibility and accommodations for individuals with disabilities. The New Westminster Campus is equipped with various accessibility features to ensure that everyone can navigate the campus comfortably. These features include accessible parking spaces, ramps, elevators, and accessible washrooms throughout the campus. The college also provides support services for students with disabilities, such as note-taking assistance, sign language interpreting, and alternative format materials.

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Conference Time Schedule

2nd Global Conference on Digital Marketing and Technology (GCDMT) Sep 29-Oct 01, 2023-Vancouver, BC, Canada

- **Friday, September 29, 2023** – Arrival & Reception of the participants to Vancouver, BC, Canada
- **Saturday, September 30, 2023 (Conference Day)** – Registration, opening speech, keynote speech, and technical sessions:

Activity - Saturday, September 30, 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> Dr. Gabriela Kurtz <i>Instructor, Douglas College, 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, October 01, 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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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

- **Paleo Chicken Bowl**
Vegetarian- Diet Chicken Breasts, Chia Seeds, Roasted Vegetables, Garden Green, Zoodle, Apple Cider Emulsion
- Assorted Bars, Squares & Cookies
- Bottle Juice (Apple/ Orange)
- Bottle Water

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Instructions for Oral Presentation

Saturday, September 30, 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 2nd Global Conference on Digital Marketing and Technology (2nd GCDMT 2023) will be published in the online conference proceedings:

Title: Abstract Book of 2nd Global Conference on Digital Marketing and Technology 2023

Format: Electronic book

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List of Participants

SL	Name	Affiliation	City and Country	Role
1.	Bella Gaëlle Caroline	Afromni sarl	Yaoundé, Cameroon	Listener
2.	Shamsudeen Abdul Jalil	Apple Man_Inn Ventures	Kumasi, Ghana	Listener
3.	Kiboro Isaac Njenga	Opus Technologies	Nairobi, Kenya	Listener
4.	Abdihakim Adan Edo	Dynamic Technologies	Mandera, Kenya	Listener
5.	Akrofi Jacob Yaw	Transcom Computer Institute	Kumasi, Ghana	Listener
6.	Mensah Richard	Transcom Computer Institute	Kumasi, Ghana	Listener
7.	Namo Yasmin	Transcom Computer Institute	Kumasi, Ghana	Listener
8.	Rebecca Akua Kakra Odei	Future Connect Training & Recruitment Ltd	Bradford, United Kingdom	Listener
9.	Mr Tharshanth Raju	Jerrad Contract	Trincomalee, Sri Lanka	Listener
10.	Ofon Richard Ichu	Group-Gouemey Ltd	Douala, Cameroon	Listener
11.	Stephen Michael Magembe	Galactic Trading Company Limited	Dar Es Salaam, Tanzania	Listener
12.	Amarjeet Singh	Goyum Screw Press	Ludhiana, India	Listener
13.	Tang Jean	Sonara	Limbe, Cameroon	Listener
14.	Joseph Andrew Izuchukwu	Sharp Production	Lagos, Nigeria	Listener
15.	Muhammad Imran	Pioneer Ideas Advertising Agency	Jeddah, Saudi Arabia	Listener
16.	Thushanth Ketheeswaran	Jerial Contractor	Trincomalee, Sri Lanka	Listener

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SL	Name	Affiliation	City and Country	Role
17.	Michael Asare	Apuzo Small Scale Mining Enterprise	Kumasig, Ghana	Listener
18.	Abdirahman Gani Awal	Minara Homes Limited	Nairobi, Kenya	Listener
19.	John Benjamin Mensah	Amaze Sports	Kumasi, Ghana	Listener
20.	Patrick Osei Kyeremateng	Goodlink Estate Agency	Kotei, Ghana	Listener
21.	Nester Asare Opoku	University of Potsdam	13347 Berlin, Germany	Listener
22.	Manu George	Gemma Effect	Accra, Ghana	Listener
23.	Owusuwaa Bofah	Transcom Computer Institute	Kumasi, Ghana	Listener
24.	Yared Admasu Kidane	Ethiopian Agricultural Transformation Institute (ATI)	Ethiopia, Addis Ababa	Listener
25.	Brenda Njuguna		Nairobi, Kenya	Listener
26.	Muhammad Umar Farooq	HigherSkills(Pvt.)Ltd.	Lahore, Pakistan	Listener
27.	Ahmad Ali	HigherSkills.PVT LTD.	Lahore, Pakistan	Listener
28.	Ghazal Khaksari	Silversea Media (Malaysia) SDN BHD	Langkawi, Malaysia	Listener
29.	Julia Komkova	MacPaw Way Ltd.	Dnipro , Ukraine	Listener
30.	Laith Ayman Mousa Obeidat	White Sea for Logistics Services	Irbid, Jordan	Listener
31.	Isaac Awafo	Electoral Commission Ghana	Sandema , Ghana	Listener
32.	Bwanika Julius	UNEB	Kampala, Uganda	Listener

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