

Proudly Canadian, Truly Global

**Format: Electronic Book**

**3<sup>rd</sup> Global Conference on Digital  
Marketing and Technology 2023**

*November 24 - 26, 2023 – Vancouver, Canada*

**Conference Abstract**

**Venue**

**The University of British Columbia**

**800 Robson Street, Vancouver, British Columbia**

**Canada V6Z 3B7**

**November 25, 2023**



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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 **3<sup>rd</sup> Global Conference on Digital Marketing and Technology (GCDMT)** held on Nov 24 - 26, 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 **3<sup>rd</sup> 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.**  
*Proudly Canadian, Truly Global*

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## Conference Venue

**UBC ROBSON SQUARE**  
**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

### **3<sup>rd</sup> Global Conference on Digital Marketing and Technology 2023 Nov 24-26, 2023 – Vancouver, Canada**

- **Friday, November 24, 2023** – Arrival & Reception of the participants to Vancouver, BC, Canada
- **Saturday, November 25, 2023 (Conference Day)** – Registration, opening speech, keynote speech, and technical sessions:

<b>Activity - Saturday, November 25, 2023 (Conference Day)</b>	<b>Time</b>
Registration and Lunch	1:00 pm to 1:30 pm
Opening Remarks <b>Dr. Afzalur Rahman</b> <i>Faculty Member, Douglas College, Canada</i>	1:30 pm to 1:35 pm
Keynote Speech <b>Masum Billah Bhuiyan</b> <i>Founder of Giant Marketers</i> <b>Dr. Gabriela Kurtz</b> <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, November 26, 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 strengths. 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

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## Authors' Presentation Review

**Saturday, November 25, 2023**

Name and Affiliation	Title
<b>Anchi Martina Ekah (Author)</b> <i>Pan African Institute for Development for  West Africa Buea Campus</i>	<b>The Impact of Digital Marketing on the  Buying Behaviour of Youths in the Buea  Municipality; the Case of Mtn Mobile  Cameroon</b>

Name and Affiliation	Title
<b>Manyi Ojong Chung (Author)</b> <i>Cameroon Development Cooperation</i>	<b>A Study on Analysis of Digital Marketing on  the Agricultural Produce of Cameroon  Development Cooperation (C.D.C).</b>

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## Instructions for Oral Presentation

**Saturday, November 25, 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 3<sup>rd</sup> Global Conference on Digital Marketing and Technology (3<sup>rd</sup> GCDMT 2023) will be published in the online conference proceedings:

**Title:** Abstract Book of 3<sup>rd</sup> Global Conference on Digital Marketing and Technology 2023

**Format:** Electronic book

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## Authors' Presentation Schedule

**Saturday, November 25, 2023,**

**Technical Session**

**02:15 pm to 02:55 pm**

Name and Affiliation	Title and Abstract
<p><b>Anchi Martina Ekah (Author)</b></p> <p><i>Pan African Institute for Development for West Africa Buea Campus</i></p>	<p><b>The Impact of Digital Marketing on the Buying Behaviour of Youths in the Buea Municipality; the Case of Mtn Mobile Cameroon</b></p> <p><b>Abstract:</b> Digital Marketing is a new form of marketing and opportunities for enterprises to communicate with potential customers. The supreme purpose of digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. The purpose of this study is to examine the impact of digital marketing on the buying behavior of the youths in the Buea Municipality. Specifically, the study assesses the extent to which digital marketing is used by consumers in Buea Municipality, identifies the factors influencing the buying behavior of the consumers of digital products and services in Buea Municipality and study the effects of digital marketing on consumer buying behavior in Buea Municipality. To achieve the study objectives, the study sampled 100 users of MTN mobile digital services using a structured questionnaire through convenient simple random and sampling techniques. Data were analysed using SPSS 21.0. Findings revealed that a majority of the consumers are aware of digital marketing and often make use of digital marketing channels such as websites, social media, multimedia ads and emails. It was suggested that MTN Mobile and other digital marketing cooperation should provide a secure and safe method of payment of online products and services for its consumers.</p> <p><b>Keywords:</b> Digital Marketing, buying behavior, consumer behavior MTN mobile.</p>

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Name and Affiliation	Title and Abstract
<p><b>Manyi Ojong Chung (Author)</b> <i>Cameron Development Cooperation</i></p>	<p><b>A Study on Analysis of Digital Marketing on the Agricultural Produce of Cameroon Development Cooperation (C.D.C).</b></p> <p><b>Abstract:</b> “Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.”</p> <p>The study deals with the consumer behaviour towards online usage and its further benefits. The tools which are used to develop and promotion of product service by CDC-Cameroon Development Corporation in the world market. Marketing is changing rapidly, the system of marketing moving towards digital. CDC has to understand the new era of marketing system and make similar changes in their business operations. The study will help customers to understand the significance of having online web presence, and the importance of digital marketing.</p> <p>The aims of this research are to identify the tools and techniques of online marketing, analyse online buying behaviour of online customers, determine the strategies used in digital marketing, understand the important terms used in digital marketing, study the types of advertisements.</p> <p>Data collection method was Primary and Secondary data. It is an edge work that has been made to determine answers to look into studies. It gives certain plan about how an inspection will happen which incorporates how info is collected, what tools are applied and how the tools are used in dissecting the gathered information.</p> <p><b>Keywords:</b> Digital Marketing, CDC, Internet, Customer behavior, optimization, data collection.</p>

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## List of Participants

SL	Name	Affiliation	City And Country	Role
1.	Andibanbang Cecil Undeakem	University Of Hertfordshire	Luton, United Kingdom	Listener
2.	Mwangi John Muturi	Kajiado County	Nairobi-Ngumba Estate, Kenya	Listener
3.	Angwang Erica Ayugho		Buea, Cameroon	Listener
4.	Kamegne Kamto Ulrich	le réaliste	London, United Kingdom (UK)	Listener
5.	Zakaria Kanyi Kamakia	Digi-Max Industries	Nairobi, Kenya	Listener
6.	Niringiyimana Jean Paul	National Bank of Rwanda	Kamonyi, Rwanda	Listener
7.	Donald Wandera	Omex Marketing Group Limited	Kampala, Uganda	Listener
8.	Isaak Abass	Centre for Youth and Literacy Development	Kumasi, Ghana	Listener
9.	Alade Adisa Akinloye		Lagos, Nigeria	Listener
10.	Adinkrah Samuel	Trancom Computer Institute	Kumasi, Ghana	Listener
11.	Nyachwo Elizabeth	Saket Group Limited	Kampala, Uganda	Listener
12.	Darko Akwasi Appiagyei	Orient Capital	Accra, Ghana	Listener
13.	Asare Jerry Comforter	Pixel Communications	Accra, Ghana	Listener
14.	Opoku Mary Asantewaa	Pixel Communications	Accra, Ghana	Listener
15.	Amoah Gifty	Pixel Communications	Accra, Ghana	Listener
16.	Roberts Gilbert Kwaku	Pixel Communications	Accra, Ghana	Listener
17.	Assan Ebenezer Mustapha	Pixel Communications	Accra, Ghana	Listener

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18.	Mesak Owusu	Supra Energy	Accra, Ghana	Listener
19.	Ofori Derrick	Accra Digital Centre	Kumasi, Ghana	Listener
20.	Missoh Koffi Yesuvi Nono	STTMD	Lome, Togo	Listener
21.	Yakub Nuhu	Kizo Contruction and Trading Limited	Accra, Ghana	Listener
22.	Emadallah Okhli	Technical and Engineering Services of Young Idea Makers of Fendersk	Khanbebeen City, Iran	Listener
23.	Doh Miranda Feh	Backend Tech Services Cameroon	Limbe, Cameroon	Listener
24.	Gasana Olivier	Glory Hirwa Investment Ltd	Kabuga , Rwanda	Listener
25.	Salim Labaran	Damaja Ventures	Accra, Ghana	Listener
26.	Emmanuel Mensah Blibo	Orient Capital	Dansoman ,Ghana	Listener
27.	Etumni Victor Chibuzor	VAHD Consult	Phnom Penh, Cambodia	Listener
28.	OGBE Peter Ugwu	Evans Baroque Ltd	Abuja , Nigeria	Listener
29.	Quao Ruffin Perri-Greno	Rupeg Trendz Ventures	Tema, Ghana	Listener
30.	Ridwan Olamilekan Bello	Eangle Global Group of Companies	Cape Town, South Africa	Listener
31.	Anchi Martina Ekah	Pan African Institute for Development for West Africa Buea Campus	Buea, Cameroon	Author (Early Bird)
32.	Elizabeth Konadu Afriyie	Royal Holloway University of London	London, United Kingdom (UK)	Listener
33.	Ngumswirri Albertine Chi	Tadita Group Institute	Mankon-Bamenda, Cameroon	Listener

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34.	Mobolaji Ajayi	Purelife Pharmacy	Lekki, Nigeria	Listener
35.	Manyi Ojong Chung	Cameroon Development Cooperation (CDC)	Limbe, Cameroon	Author (Early Bird)
36.	Toni	Teleinnovatives	Ambala, India	Listener
37.	Princeley Dohbit	AHD Consulting Solution	Bonaberi, Cameroon	Listener
38.	Michael Sarfo	Kinbu Senior High Technical School	Accra, Ghana	Listener
39.	Dharampreet Singh	Cognizant Technology Solutions India Private Limited	Moga, India	Listener With Notarization
40.	Agie Adama Jallow	FP Africa Company Limited	Manjai, Gambia	Listener With Notarization
41.	Varuna Gulshan	Dave and Swami Foodworks Private Limited	Delhi, India	Listener
42.	Mohammad Adel Mohammad Dar Sukhn	Alshaya Group Company	Zarqa, Jordan	Listener
43.	Khalid Mahmood	Compulogic Standard Solutions ®.	Islamabad, Pakistan	Listener With Notarization
44.	Adam Zakaria	Dmund Investments Limited	Accra, Ghana	Listener
45.	Muhirwa Clement	Emma Tour and Travel Agency	Kigali, Rwanda	Listener
46.	Rizinde Bwuzuzu Nouaima	Emma Tour and Travel Agency	Kigali, Rwanda	Listener
47.	Aime Biboum Severin Junior	Fast Flight	Douala, Cameroon	Listener With Notarization
48.	Aberdeen-heather	Broeren	Whitehorse Yt, Canada	Listener

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