

Proudly Canadian, Truly Global

Format: Electronic Book

**4th Global Conference on Digital
Marketing and Technology 2023**

December 15-17, 2023 – Vancouver, Canada

Conference Abstract

Venue

**800 Robson Street, Vancouver, British Columbia
Canada V6Z 3B7**

December 16, 2023

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Global Conference Alliance Inc.

300-9850 King George Blvd Surrey, BC V3T 4Y3,Canada

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Welcome

As Conference Chair I'm honored to welcome all participants to the **4th Global Conference on Digital Marketing and Technology (GCDMT)** held on December 15-17, 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 **4th 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

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Conference Venue

ROOM: C680 HSBC HALL

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

4th Global Conference on Digital Marketing and Technology (GCDMT) – December 15-17, 2023 –Vancouver, BC, Canada

- **Friday, December 15, 2023** – Arrival & Reception of the participants to Vancouver, BC, Canada
- **Saturday, December 16, 2023 (Conference Day)** – Registration, opening speech, keynote speech, and technical sessions:

Activity - Saturday, December 16, 2023 (Conference Day)	Time
Registration and Lunch	1:00 pm to 1:30 pm
Opening Remarks Dr. Afzalur Rahman Douglas College, Canada	1:30 pm to 1:35 pm
Keynote Speech Dr. Afzalur Rahman Douglas College, Canada	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, December 17, 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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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, December 16, 2023

Name and Affiliation	Title
Dina Maher Shafiq Saad Youssef (Author) <i>Menoufia University</i>	Unmasking the True Potential of 301 Redirects: Leveraging White Hat SEO for Online Success

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Instructions for Oral Presentation

Saturday, December 16, 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 4th Global Conference on Digital Marketing and Technology (4th GCDMT 2023) will be published in the online conference proceedings:

Title: Abstract Book of 4th Global Conference on Digital Marketing and Technology 2023

Format: Electronic book

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Authors' Presentation Schedule

Saturday, December 16, 2023,

Technical Session

02:15 pm to 02:55 pm

Name and Affiliation	Title and Abstract
<p>Dina Maher Shafiq Saad Youssef (Author)</p> <p><i>Menoufia University</i></p>	<p>Title: Unmasking the True Potential of 301 Redirects: Leveraging White Hat SEO for Online Success</p> <p>Abstract:</p> <p>This research paper examines the significance of Search Engine Optimization (SEO) in the online landscape and explores the impact of 301 redirects within the realm of SEO. The study emphasizes the importance of both on-page and off-page SEO techniques, investigates the correlation between SEO and income generation, distinguishes between black hat and white hat SEO practices, and provides a comprehensive analysis of utilizing 301 redirects as a white hat strategy for website optimization. Additionally, the paper highlights the potential drawbacks of using 301 redirects for link building. Overall, this research emphasizes the critical role of SEO in enhancing website visibility, attracting organic traffic, and driving business success.</p> <p>Keyword: SEO, Search Engine Optimization, on-page, off-page, black hat SEO, White hat SEO, 301 redirect.</p>

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List of Participants

SL	Name	Affiliation	City and Country	Role
1.	Robert Maina Njaramba	Nut Gas	Mombasa, Kenya	Listener
2.	Onesmus Ngelechei	Hasbah Kenya Limited	Nairobi, Kenya	Listener
3.	Nkanga Yebele Kevin	Gabriel International Congo	Kinshasa, Congo	Listener
4.	Alireza Tahaiabady	Badkoobeh	Tehran, Iran	Listener
5.	Borel duclen Tchuengue Tchiengang	ETS BT Shopping	Bangangte, Cameroon	Listener
6.	Andje Obam Carine Brenda	Société Civlie Immobilière Renaissance	Yaoundé, Cameroun	Listener
7.	James Adejo Adams	C A Tech Nigeria Limited	Salah Aldin Deira, United Arab Emirate	Listener
8.	Busola Aina	LOJ Digital and Printing Services	Shomolu, Nigeria	Listener
9.	Dina Maher Shafiq Saad Youssef	Menoufia University	Tanta, Egypt	Author
10.	Musubi Saraphine Magadaline	AMA Consulting Engineering Ltd	Nairobi, Kenya	Listener With Notarization
11.	Kanyerezi Brenda	Mubende Producers and Marketing Co	Mubende, Uganda	Listener
12.	Katende David	Mubende Producers and Marketing Co	Rubaga North, Uganda	Listener
13.	Cissokho Fatou Bintou	Sirel Technlogie	Dakar, Senegal	Listener With Notarization

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14.	Nantege Faith Kyomya	Mubende Producers and Marketing Co	Mengo,Uganda	Listener
15.	Nalwoga Leilah	Mubende Producers and Marketing Co	Kampala, Uganda	Listener
16.	Nso Etoma Clinton	CDS Ship Chandler, B.P. 13154	Douala, Cameroon	Listener
17.	Faith Eunice Wambui Kariuki	Park Place Business Center	Nairobi, Kenya	Listener With Notarization
18.	Emeka Lawrence Ononiwu	Udemy	Ejigbo LCDA, Isolo, Nigeria	Listener With Notarization
19.	David Joseph		Agbor, Nigeria	Listener With Notarization
20.	Leah Cheboi	General Farmers Ltd	Eldoret, Kenya	Listener
21.	Lamptey Benjamin	Ocean-Air Logistics and Supply Limited	Accra, Ghana	Listener
22.	Shahzaib	Khizer Links International	Rawalpindi,Pakistan	Listener
23.	Tassadduq Iqbal	Tassadduq Online Services	Rawalpindi, Pakistan	Listener With Notarization
24.	Elahe Almasi Nafouti	The University of Miskolc	Miskolc, Hungary	Listener
25.	Alieu M Bah	Partner In Health	Monrovia, Liberia	Listener
26.	Adel Fatemi	Rastak Samaneh Vira	Tehran, Iran	Listener With Notarization
27.	Okeoma Gerald Egbujor	Alpha Step Links Nig Ltd	Amuwo Odofin , Nigeria	Listener
28.	Hossein Imani	Bank Mellat	Gorgan, Iran	Listener
29.	Mirian Naa Adjorkor Pobee	Accra Air Travel Centre	Accra , Ghana	Listener
30.	Soundja Kapche Venus	Africa Reinsurance Broking Solutions	Douala, Cameroon	Listener

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31.	Samuel Ameyaw Asare	His Majesty Phones	Accra , Ghana	Listener With Notarization
32.	Nancy Akaru Lokuya	Lochogor Enterprises	Lodwar, Kenya	Listener With Notarization
33.	Milad Mahmoudian	Saman Pardaz	Tehran, Iran	Listener With Notarization
34.	Raphael Ayitey Quaye	Gigs in Cooperation	Accra, Ghana	Listener
35.	Atena Sahebpanah	Salamat Hooshman Behyan	Tehran, Iran	Listener
36.	Karim Esfahani	Eworld Aria Co.	Tehran, Iran	Listener
37.	Ayo Vincent Sunday	Sunny Day Interior Nigeria Limited	Ibadan, Nigeria	Listener With Notarization
38.	Mayowa Jamiu Oladejo	Raola Travels and Tours Nig Ltd	Ibadan, Nigeria	Listener
39.	Adewole David Adekola	Fina Trust Microfinace Bank	Gbongan, Nigeria	Listener With Notarization
40.	Yasir Mehmood	Shan Mall Online Store	Rawalpindi, Pakistan	Listener
41.	Ajani Damilola Ayobami	Addosser Microfinance Bank Ltd	Ikeja, Nigeria	Listener
42.	Ogundeji Imoleoluwa Oyekunle	CIT Microfinance Bank Ltd	Ikeja, Nigeria	Listener
43.	Deborah Donkoh	Night Falls Pub	Kasoa, Ghana	Listener
44.	Ajayi Oluwaseun Moroukola Mary	Tincan Island Container Terminal Apapa (TICT)	Apapa, Nigeria	Listener With Notarization
45.	Osman Abubakar	Amira Rabiou Ventures	Toptown, Ghana	Listener
46.	Ahmed Musah	Amira Rabiou Ventures	Toptown, Ghana	Listener
47.	Sulley Farl	Amira Rabiou Ventures	Toptown, Ghana	Listener

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48.	Ahmed Rufai Ibrahim	Amira Rabiou Ventures	Toptown, Ghana	Listener
49.	Wenong Nelson Tiku	Guinness SA Cameroon	Buea, Cameroon	Listener
50.	Foncham Lyod Leonel Mukom	Greenwitch Digital Business	Yaounde, Cameroon	Listener
51.	Ezekiel Asiedu	Primoit Company Limited	Accra, Ghana	Listener
52.	Diallo Mamadou Alpha	DM Alpha-comercio Geral SU	Camama, Angola	Listener
53.	Bakyayita Harman	Strategic Marketers Uganda Ltd	Kampala, Uganda	Listener
54.	Richmond Danquah	Diamond Nest Ventures	Koforidua, Ghana	Listener
55.	Kusi Benjamin	Environmental Dialogue Network-GH	Nsoatre, Ghana	Listener
56.	Duru Nelson Ifesinachi	Fonbnk Technology Limited	Orlu, Nigeria	Listener
57.	Elimimian Patience	Servicia Technologies Ltd	Ibadan, Nigeria	Listener
58.	Amara Touray	AB Batchilly (SU) LDA	Luanda, Angola	Listener
59.	Samusa Hajji	AB Batchilly (SU) LDA	Luanda, Angola	Listener
60.	Yahaya Bilkisu Ayoni	Masdom Technologies NIG LTD	Ogbomosho, Nigeria	Listener
61.	Ojoawo Abidemi Joshua	Liftdsouls Multinational Investment Ltd	Ibadan, Nigeria	Listener
62.	Jibril Ahmed Sheikh		Wajir, Kenya	Listener
63.	Afagnigni Abdouraman	SODEPA	Yaounde, Cameroon	Listener
64.	Perpetual Adinkra Adjei	HeFRA (Health Facilities Regulatory Agency)	Accra, Ghana	Listener
65.	Sajjad Malekee	Nokia	Nairobi, Kenya	Listener

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66.	Ceesay Musa	AB Batchilly (SU) LDA	Luanda, Angola	Listener
67.	Seyed Ali Mohammad Mirjafari	Azad university	Nairobi, Kenya	Listener
68.	Stephen Forson	New Patriotic Party	Accra, Ghana	Listener
69.	Ogunsanya Jolade Fadekemi	Edtify Premier Technology Limited	Ibadan, Nigeria	Listener
70.	Zahid Ahmad	Al-Haj FAW Motors Pvt Limited, Karachi, Pakistan	Landi Kotal City, Pakistan	Listener With Notarization
71.	Mehakdeep Singh	On Time Digital Clicks	Tarn Taran, India	Listener With Notarization
72.	Adeloye Emmanuel Opeyemi	Ondo State Ministry of Finance	Akure, Nigeria	Listener With Notarization
73.	Kaleem Ullah Khan	Sales & Marketing (Territory Manager), Hilton Pharmaceutical	Mansehra, Pakistan	Listener With Notarization
74.	Tahir Khan	Al-Haj FAW motors Pvt Limited, Karachi Pakistan	City Jamrud District, Pakistan	Listener With Notarization
75.	Adiole Chikodi Clifford	DonDon Africa, Luanda	Luanda, Angola	Listener
76.	Jean De Dieu Ndayishimiye	Business Entrepreneur	Bujumbura, Burundi	Listener With Notarization
77.	Robert Ackwonu Thompson	Regal Multimedia Marketing Homes	Accra, Ghana	Listener
78.	Ali Aisha Abdikadir	Kakumatt Supermarkets Ltd	Nairobi, Kenya	Listener With Notarization
79.	Aicheou Apastes Solange	SELYS -Africa	Abidjan, Côte d'Ivoire	Listener
80.	Julian Peter Benedict	North Island College	Comox BC, Canada	Listener
81.	Adewuyi Ademola Oladimeji	Ladda Technology Ltd	Ibadan, Nigeria	Listener

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82.	Salithamby Rauf	Capital FM-Trymas Media Network Pvt Ltd	Sri Lanka	Listener With Notarization
83.	Davies Samuel	Barberboss	Cape Coast, Ghana	Listener
84.	Aigbovo Blessing Enoma	Bucks Technologies Ltd	Ibadan, Nigeria	Listener
85.	Ajadi Olajumoke Aminat	Hitchafrica Technologies Ltd	Ibadan, Nigeria	Listener
86.	Uyigue Gift Osayamwen	Chelkron Technologies Limited	Ibadan, Nigeria	Listener
87.	Ideawor Lewis	2-opeter Nig Ent	Lagos, Nigeria	Listener With Notarization
88.	Ali Mohamed Omar Chunda	Head of Market Department, Zanzibar Broadcasting Corporation (ZBC)	Zanzibar, Tanzania	Listener

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