

Proudly Canadian, Truly Global

Format: Electronic Book

**8th Global Conference on Digital
Marketing and Technology 2024**

January 12-14, 2024 – Cancun, Mexico

Conference Abstract

Venue

Royal Solaris Cancun

January 13, 2024

Cancun, Mexico



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



+1 672-971-2088 (Hotline)
Mon to Fri (10 am – 6 pm PST)

Global Conference Alliance Inc.
contact@globalconference.ca

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Welcome

As Conference Chair I'm honored to welcome all participants to the **8th Global Conference on Digital Marketing and Technology (GCDMT)** held on January 12-14, 2024, in beautiful Cancun, Mexico

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 Cancun and enjoy its scenic views, tropical climate, and friendly people. Cancun enjoys a global reputation as one of the world's top cities for quality of life and recreation. Cancun attracts many international conferences and events, including the sunny beaches and turquoise sea.

Thank you for considering attending the **8th Global Conference on Digital Marketing and Technology (GCDMT) 2024**. 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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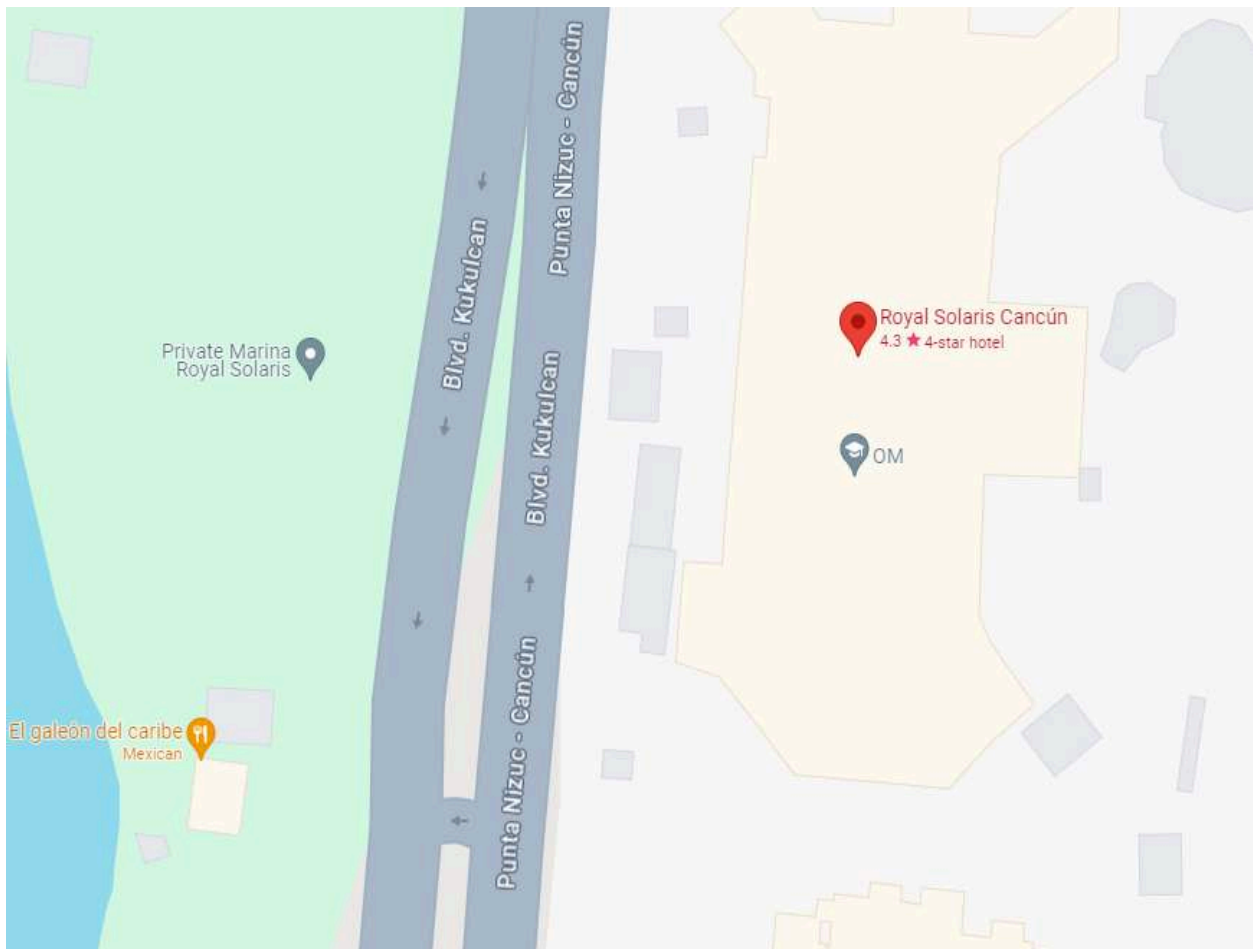
Conference Venue

Royal Solaris Cancun

Boulevard Kukulcan Km 20.5,
Lote 64 2a etapa. Sección A Zona Hotelera, 77500

Note: To obtain the conference room number, contact the hotel receptionist.

Directions:



Google map link: <https://maps.app.goo.gl/CsXr1FT1qJvn7CuJ6>

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Public Transit:

The Royal Solaris Cancun, nestled in the Hotel Zone along Boulevard Kukulcan Km 20.5, Lote 64, doesn't operate its own public transit facilities. However, it's conveniently accessible via Cancun's public transportation system. Guests staying at the Royal Solaris Cancun can utilize local buses, which navigate through the Hotel Zone. These buses serve as the main mode of public transit for visitors exploring Cancun. Guests can venture out to explore other areas of Cancun or travel to and from the hotel using this accessible and affordable transportation option.

Driving & Parking:

The Royal Solaris Cancun typically offers on-site parking facilities for guests arriving by car. They usually provide both self-parking and valet parking options. Guests can park their vehicles conveniently on the hotel premises, ensuring easy access to their accommodations. The parking facilities at Royal Solaris Cancun are designed to accommodate guests who choose to drive to the hotel.

Accessibility:

At the Royal Solaris Cancun, a commitment to accessibility is evident through various thoughtful accommodations. The hotel offers accessible rooms designed according to ADA standards, featuring widened doorways and bathroom grab bars. Ramps and elevators strategically placed across the property facilitate easy movement between different areas. Public spaces like restaurants and pools are designed with accessibility in mind. The hotel likely provides designated parking spaces closer to the entrance for guests with disabilities. Trained staff members are available to offer assistance and ensure that the needs of guests with diverse requirements are met.

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Conference Time Schedule

8th Global Conference on Digital Marketing and Technology (GCDMT) – January 12-14, 2024 –Cancun, Mexico

- **Friday, January 12, 2024** – Arrival & Reception of the participants to Cancun, Mexico
- **Saturday, January 13, 2024 (Conference Day)** – Registration, opening speech, keynote speech, and technical sessions:

Activity - Saturday, January 13, 2024 (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, January 14, 2024**– 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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Instructions for Oral Presentation

Saturday, January 13, 2024

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 8th Global Conference on Digital Marketing and Technology (8th GCDMT 2024) will be published in the online conference proceedings:

Title: Abstract Book of 8th Global Conference on Digital Marketing and Technology 2024

Format: Electronic book

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List of Participants

SL	Name	Affiliation	City and Country	Role
1.	Rony Jean	Collectif d'Appui au Developpement Socio Economique et Culturel	Ouanaminthe, Haiti	Listener

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