

Format: Electronic Book

**9th Global Conference on Digital
Marketing and Technology 2024**

January 26-28, 2024 – Vancouver, Canada

Conference Abstract

Venue

The University of British Columbia

January 27, 2024

Vancouver, Canada

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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 **9th Global Conference on Digital Marketing and Technology (GCDMT)** held on January 26-28, 2024, in beautiful Vancouver, 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 Toronto and enjoy its scenic views, tropical climate, and friendly people. Toronto enjoys a global reputation as one of the world's top cities for quality of life and recreation. Toronto attracts many international conferences and events, including the Niagara Falls so impressive is the amount of water flowing over.

Thank you for considering attending the **9th 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

UBC ROBSON SQUARE

ROOM: C215

800 Robson Street, Vancouver, British Columbia

Canada V6Z 3B7

Directions:



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Public Transit:

York University's Glendon Hospitality & Conference Services, situated at 2275 Bayview Avenue in Toronto, ON, Canada, benefits from convenient access to public transit. The campus is well-connected with nearby bus routes and subway stations, making it easily accessible for students, staff, and visitors. Whether you're attending a conference or exploring the beautiful campus, public transit offers a convenient and sustainable transportation option.

Driving & Parking:

York University's Glendon Hospitality & Conference Services provides easy access for those traveling by car. Located at the corner of Bayview and Lawrence Avenue, the campus enjoys a favorable location with convenient access to major roads. Ample parking facilities are available, ensuring hassle-free parking for attendees and guests. Whether you're hosting an event or attending a conference, driving to Glendon Hospitality is a convenient option.

Accessibility:

York University's Glendon Hospitality & Conference Services is dedicated to ensuring accessibility for all individuals. The campus is designed to accommodate people with diverse mobility needs, offering accessible entrances, ramps, and elevators. Signage and facilities are in place to meet accessibility standards, ensuring a welcoming and inclusive environment for everyone. York University's Glendon campus strives to provide an accessible space where individuals of all abilities can fully enjoy their event or conference experience.

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Conference Time Schedule

9th Global Conference on Digital Marketing and Technology (GCDMT) – January 26-28, 2024 –Vancouver, Canada

- **Friday, January 26, 2024** – Arrival & Reception of the participants to Vancouver, Canada
- **Saturday, January 27, 2024 (Conference Day)** – Registration, opening speech, keynote speech, and technical sessions:

Activity - Saturday, January 27, 2024 (Conference Day)	Time
Registration and Lunch	1:00 pm to 1:30 pm
Opening Remarks Dr. Afzalur Rahman <i>Douglas College, Canada</i>	1:30 pm to 1:35 pm
Keynote Speech Dr. Afzalur Rahman <i>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, January 28, 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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Authors' Presentation Review

Saturday, January 27, 2024

Name and Affiliation	Title
Danial Khashei <i>Payam-e Noor University of Iran, Khansar Branch</i>	A Study of New Digital Marketing Development and The Influence of the Metaverse on Contemporary Advertising

Name and Affiliation	Title
Soroush Zare <i>Shawer Engineering Company</i>	Investigating the impact of digital marketing capabilities on the company's performance (case study: knowledge-based companies in Iran)

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Instructions for Oral Presentation

Saturday, January 27, 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 9th Global Conference on Digital Marketing and Technology (9th GCDMT 2024) will be published in the online conference proceedings:

Title: Abstract Book of 9th Global Conference on Digital Marketing and Technology 2024

Format: Electronic book

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Authors' Presentation Schedule

Saturday, January 27, 2024,

Technical Session

02:15 pm to 02:55 pm

Name and Affiliation	Title & Abstract
<p>Danial Khashei <i>Payam-e Noor University of Iran</i></p>	<p>A Study of New Digital Marketing Development and The Influence of the Metaverse on Contemporary Advertising.</p> <p>Abstract:</p> <p>In contemporary society, there is a rapid adoption and integration of technology. The incorporation of the internet and other modern devices has enhanced the flexibility, diversity, and sophistication of various systems, enabling them to perform numerous tasks efficiently. Among the technological advancements in internet adaptation, virtual worlds and augmented reality have proven to be particularly successful. Nonetheless, the pursuit of new technical breakthroughs has given rise to a recent virtual world known as Metaverse. Metaverse is a digital space that has become increasingly realistic and interactive due to advancements in virtual and augmented reality technology. Users can actively engage in this virtual realm and make real-time choices. Businesses are utilizing automation to offer customers an authentic shopping experience. Additionally, the Metaverse has opened up new avenues for businesses to explore technological possibilities with regard to creativity. This paper serves as an introduction to the Metaverse and its advancements.</p> <p>Keywords: Metaverse, marketing, digital marketing, online marketing, future metaverse</p>

Name and Affiliation	Title & Abstract
<p>Soroush Zare <i>Shawer Engineering Company</i></p>	<p>Investigating the impact of digital marketing capabilities on the company's performance (case study: knowledge-based companies in Iran)</p> <p>Abstract:</p> <p>Marketing capability is the ability of an organization to understand and fulfill customers' needs precisely at the right time, in the right place, and with impeccable cost-effectiveness. Marketing capability plays a pivotal role in ensuring sustainable business performance. Given the diverse array of business organizations that contend with competitive advantage, survival challenges, privatization, and aspects of information technology and the digital economy, a multitude of factors come into play during the decision-making process. Consequently, the decision-making within business organizations should be anchored in the methodology of competitive intelligence networking. Therefore, the present article aims to highlight the Investigation of the impact of digital marketing capabilities on a company's performance. The studied community comprises knowledge-based companies in Iran. The research method is applied in terms of purpose and survey method. The method of data collection was a questionnaire with 18 questions. The face validity of the questionnaire was confirmed using experts' opinions, its structural validity using confirmatory factor analysis, and finally, its reliability validity was confirmed using composite reliability. Data analysis was done with the help of structural equation modeling and using SPSS22 and Lisrel software. In the end, the results showed that the capabilities of digital marketing have a significant effect on the variables Market-driven orientation, Market-driving orientation, and the company's performance. Moreover, the variables Market-driven orientation and Market-driving orientation have a significant impact on the company's performance.</p> <p>Keywords: Online Marketing Capability, Market-driven orientation, Market-driving orientation, Knowledge-based companies</p>

List of Participants

SL	Name	Affiliation	City and Country	Role
1.	Elias Abdirahman Adan	Gadget Zone Electronics Limited	Nairobi, Kenya	Listener
2.	Smash Abdallah	Lisa Paper Works Limited	Kitale, Kenya	Listener
3.	Ghislaine Wokam Wokam	AB Education and Consultancy	Douala, Cameroon	Listener
4.	Shaban Abdulla Juma	Khamira Tours, Travel and Safaris	Fuoni, Tanzania	Listener
5.	Seyedesamila Salehiamreii	Blue Box Digital Marketing Agency	Tehran, Iran	Listener
6.	Wirkom Kela Epse Tahsoh Delphine	Prydecam	Douala, Cameroon	Listener
7.	Danial Khashei	Payam-e Noor University of Iran, Khansar Branch	Istanbul, Turkey	Author
8.	Kana Mbianda Alain	Politechnique De Douala	Yaounde, Cameroon	Listener
9.	Soroush Zare	Shawer Engineering Company	Isfahan, Iran	Author
10.	Kuate Kengne Franck Arden	G M G BAT	Douala, Cameroon	Listener
11.	Markson Oyinmiebi Gboru	JK Marketing	Abuja, Nigeria	Listener
12.	Akberet Zelealem Zerhun	EPR Trading PLC	Mekelle, Ethiopia	Listener
13.	Rebar Omer Mohammed	Al-andalus Group Co.	Sulaymaneyah, Iraq	Listener
14.	Mercy Jelagat Chumba	Fountain Health Care Ltd	Eldoret, Kenya	Listener
15.	Siewe Odelette Gaelle	Complex Santa Lucia	Douala, Cameroon	Listener
16.	Manekeng Teje Suzanne Gaelle	Lewat Hotel	Douala, Cameroon	Listener
17.	Ali Azarmi Gilan	Rail Gardesh Iranian	Tehran, Iran	Listener
18.	Amir Eizadie	Rail Gardesh Iranian	Tehran, Iran	Listener
19.	Nafise Masihpour	Kimia Pharmaceutical (Noavaran Daroui Kimia)	Tehran, Iran	Listener

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20.	Mohammadreza Kianiharchegani	Kia Pardaz Behyar	Esfahan, Iran	Listener
21.	Murinda Paul	Harambee Company Ltd	Rwanda	Listener
22.	Terry Effah	Imagin Advertising	Accra, Ghana	Listener
23.	Lorenzo Kipngetich	Self Employed Computer Technician	Eldoret, Kenya	Listener
24.	Kow Asemanyi	Tulane University	New Orleans, United States of America	Listener
25.	Zahra Sharifi Khoobdeh	Atieh Derakhshan E-zehn	Tehran, Iran	Listener
26.	Sathiyaseelan Lavan	Digitweb Lanka Pvt (Ltd)	Jaffna, Sri Lanka	Listener
27.	Siewe Sintcheu Epse Yomi Monthe Marguerite Aimee	Ets Sima Print	Yaounde, Cameroon	Listener
28.	Daud Latifa		Kumasi, Ghana	Listener
29.	Achinek Isaac Blowns		Bastos Yaounde, Cameroon	Listener
30.	Seyed Abolfazl Hosseini	Aria Motor	Tehran, Iran	Listener
31.	Shadabalsadat Razavi Bahabadi	Pelk Beauty	Yazd, Iran	Listener
32.	Majid Movafegh	Pishro Etehad Nikan Company	Tehran, Iran	Listener
33.	Akum Deklerk Amos	Rapide Express Services Sarl	Douala, Cameroon	Listener
34.	Behnam Taghipour Almaki	SAM Business Group	Karaj, Iran	Listener
35.	Amir Heydarpour	Naghsh and Negar Designers Company	Karaj, Iran	Listener
36.	Fatemeh Tatlari	Daneshvar Clothing Production	Tehran, Iran	Listener
37.	Hanieh Heydarpoor	Mezon Samira	Karaj, Iran	Listener
38.	Mbah Lionel Wamucho	Cloud Space Academy	Varissuo, Finland	Listener

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