

CONFERENCE **ABSTRACT**

May 10–12, 2024

Toronto, Canada



Proudly Canadian, Truly Global

Abstract Book

May 10-12, 2024 – Toronto, Canada

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Venue

George Brown College

May 11, 2024

Toronto, Canada



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Global Conference Alliance Inc.

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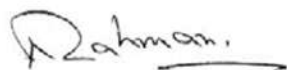
Welcome

As Conference Chair I'm honored to welcome all participants to the **Conference organized by Global Conference Alliance Inc.** held on May 10-12, 2024, in beautiful Toronto, 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, HRM Leadership, Social Science, Engineering, 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. 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 2010 Winter Olympics and Paralympics.

Thank you for considering attending the Conference. 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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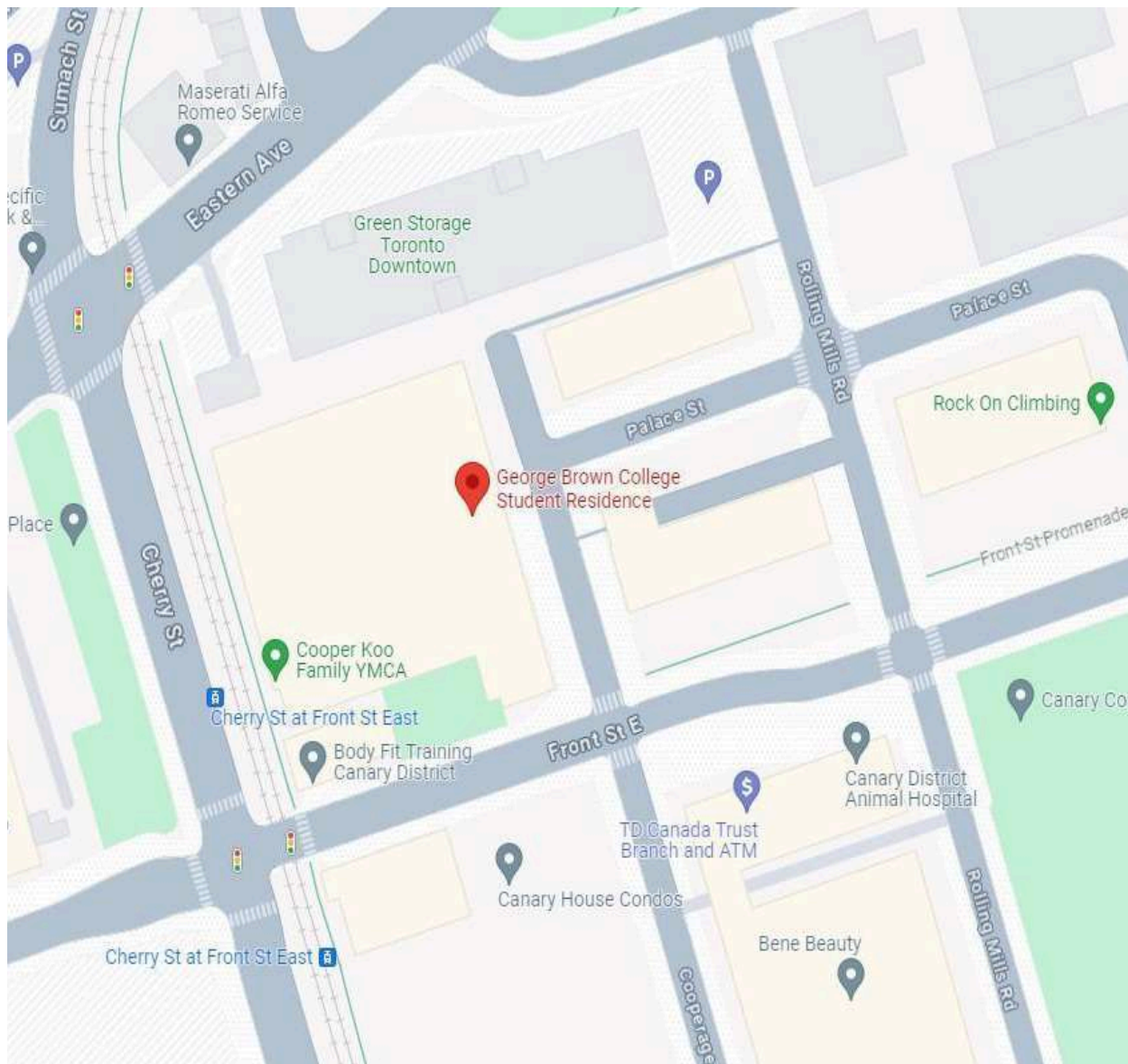
Conference Venue

George Brown College

RESIDENCE & CONFERENCE CENTRE - TORONTO DOWNTOWN

80 Cooperage St, Toronto, Ontario, M5A 0J3

Directions:



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Public Transit:

George Brown College, located in downtown Toronto, enjoys seamless connectivity to the city's robust public transit network. With subway stations, streetcars, and bus routes nearby, commuting to and from campus is effortless. This accessibility not only simplifies daily travel but also encourages exploration of Toronto's diverse offerings. Additionally, discounted transit passes make commuting affordable for students, fostering inclusivity and enhancing the college experience.

Driving & Parking

Getting to George Brown College by car is easy because there's lots of parking for students, teachers, and visitors. The college is in downtown Toronto, so it's close to big roads. There are many places to park, like parking garages and lots. It's simple to find a spot. The college also wants people to think about the environment, so they suggest carpooling or using public transport when possible.

Accessibility

At George Brown College, accessibility is key. They prioritize making the campus welcoming and inclusive for all students. They provide physical accommodations like ramps and elevators, as well as support services such as academic assistance and counseling tailored to individual needs. The college also promotes awareness and understanding of accessibility issues through education and community events.

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Conference Time Schedule

May 10-12, 2024 – Toronto, Canada

- **Friday, May 10, 2024** – Arrival & Reception of the participants to Toronto, Canada
- **Saturday, May 11, 2024 (Conference Day)** – Registration, opening speech, keynote speech, and technical sessions:

Registration will start from 10 AM, Gate Closed 10:30 AM

Activity - Saturday, May 11, 2024 (Conference Day)	Time
Registration, Opening Remarks, Coffee	10:00 AM - 10:15 AM
Keynote Speaker - Topic 1	10:15 AM - 10:30 AM
Keynote Speaker - Topic 2	10:35 AM - 10:50 AM
Keynote Speaker - Topic 3	10:55 AM - 11:10 AM
Keynote Speaker - Topic 4	11:15 AM - 11:30 AM
Keynote Speaker - Topic 5	11:35 AM - 11:50 AM
Keynote Speaker - Topic 6	11:55 AM - 12:10 PM
Lunch / Photoshoot	12:15 PM - 12:45 PM
Keynote Speaker - Topic 7	12:50 PM - 1:05 PM
Keynote Speaker - Topic 8 & 9	01:10 PM - 1:25 PM
Keynote Speaker - Topic 10 & 11	1:30 PM - 1:45 PM
Keynote Speaker - Topic 12 & 13	1:50 PM - 2:05 PM
Technical Session/ Paper Presentation - All Topic	2:05 PM - 2:50 PM
Closing Ceremony / Photo session	2:50 PM- 3:00 PM

- **Sunday, May 12, 2024** – City visit (optional to the participants)

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Conference Committee

Keynote Speech



Dr. EDUARDO M. V. JASSON

*Professor Global Managements & International Business Management Programs
Fleming College Toronto*

Dr. Eduardo M. V. Jasson holds a Ph.D. in Business Administration specializing in International Business Management and Strategy from York University, Canada. With an MBA from York University and IDEA's Business School, Argentina, and multiple engineering degrees from Instituto Tecnológico de Buenos Aires (ITBA), Argentina, he brings a diverse educational background. Dr. Jasson has taught various business courses at institutions in Argentina and Canada and currently teaches at Fleming College Toronto, Global University System. His research focuses on strategy development, institutional competitiveness, international business, and innovation management. Previously, he held leadership roles in organizations such as Moreno Group – Viterro Intl. Argentina and C.A.L.S.A. Dr. Jasson's extensive professional experience spans agribusiness, food, and engineering sectors, including positions at Tecnor S.A. and the "Domecq Garcia" Submarine Shipyard.

Keynote Speaker Topic: Exploring the Future of Internationalization: a Strategic Perspective

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Keynote Speech



ADANNA MADUEKE

Pioneering Digital Creator dedicated to reshaping beauty ideals and empowering women across the globe.

Adanna Madueke, a pioneering Digital Creator dedicated to reshaping beauty ideals and empowering women across the globe. With an online community surpassing 1 million subscribers, Adanna seamlessly integrates African heritage and the celebration of natural beauty through her magnetic presence on YouTube. Her groundbreaking documentary, “Our African HAIRitage,” delves deep into the cultural significance of natural hair, sparking dialogues that transcend borders. Adanna’s global impact is evident in the 2021 YouTube Canada Impact report by Oxford Economics. Notably, she’s been selected for the prestigious 2023 YouTube Black Voices Program, solidifying her position as a trailblazer in the digital space. Fueled by her personal experiences of overcoming oppression as an ethnic minority, Adanna spearheads the “Crown Revival” movement, inspiring women to embrace their cultural roots and inherent beauty with confidence. Join us as we explore the far-reaching impact of Adanna’s work, challenging societal norms, and fostering self-love and acceptance on a global scale within the context of the African economy and cultural landscape.

Keynote Speaker Topic: Empowering Women, Enriching Culture: Adanna Madueke’s Impact on the African Digital Economy”

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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
- **Dr. Imtiaz Ahmed**, Assistant Professor, Department of Electrical Engineering and Computer Science, Howard University, Washington, DC, USA

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Authors' Presentation Review

Saturday, April 27, 2024

Name and Affiliation	Title
Henry Owusu Afriyie (Author) <i>Abeh Informatics Consult Ltd</i> Abel Yaw Tetteh (Co-Author) <i>Abeh Informatics Consult Ltd</i>	Waste to Energy Technology Management, the most sustainable and efficient Waste Management approach towards reducing water and airborne diseases in the Sub-Saharan Africa: Case Study of Cosmopolitan Regions.

Name and Affiliation	Title
Gang Seog Ryu (Author) <i>Korea University</i>	Regulatory Focus and Consumer Preference for New Products

Name and Affiliation	Title
Jeffrey David Anstine (Author) <i>North Central College</i>	Graduation Rates at Colleges and Universities: a Lagged Regression Analysis.

Name and Affiliation	Title
Ogunkolade Ola Sunday (Author) <i>Newcastle College University</i>	Examining Millennial Perspectives on Corporate Social Responsibility in the United Kingdom Fast Fashion.

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Name and Affiliation	Title
<p>Mohamed Faizal Kalanther Lebbe (Author) <i>Prince City Campus (PVT) Ltd</i></p> <p>Jameerul Jamaldeen (Co-Author) <i>Prince City Campus (PVT) Ltd</i></p>	<p>How does globalization affect employment, Law and International Trade globally: A comparative analysis to overcome the negative impacts.</p>

Name and Affiliation	Title
<p>Menasie Yitbarek Mengistu (Author) <i>Dire Dawa University Institute of Technology</i></p>	<p>Development and Characterization of a Composite Material for Construction Applications: Eastern Ethiopia.</p>

Name and Affiliation	Title
<p>Akinpelu Sunday Oluwaseun (Author) <i>University of Ibadan</i></p>	<p>Influence of Transformational Leadership on Staff Motivation and Job Satisfaction at the University of Ibadan, Nigeria.</p>

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Instructions for Oral Presentation

Saturday, May 11, 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 – 20 minutes

Instructions for Publication

All accepted papers in the Conference will be published in the online conference proceedings:

Title: Conference Abstract May 10-12, 2024, Toronto, Canada.

ISBN : 978-1-998259-27-4

Format: Electronic book

Instructions for Participation

To attend the conference, please ensure you bring a printed invitation letter and a valid photo ID (such as Passport, Driving License, or any government-issued ID with a photo) on the day of the event. Admittance to the conference will not be granted without these documents. We greatly appreciate your cooperation.

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Authors' Presentation Schedule

Saturday, May 11, 2024

Name and Affiliation	Title & Abstract
<p>Henry Owusu Afriyie (Author) <i>Abeh Informatics Consult Ltd</i></p> <p>Abel Yaw Tetteh (Co-Author) <i>Abeh Informatics Consult Ltd</i></p>	<p>Waste to Energy Technology Management, the most sustainable and efficient Waste Management approach towards reducing water and airborne diseases in the Sub-Saharan Africa: Case Study of Cosmopolitan Regions.</p> <p>Background:</p> <p>The clarion call for Waste to Energy Technology is gaining momentum in Sub-Saharan Africa as it is gradually becoming the surest bet for reducing water and airborne diseases. According to the Alliance of Medical Associations in Sub-Saharan Africa (2018 Medical Report) close to 980,000MT of both Solid and Liquid wastes are generated per each Cosmopolitan region half yearly. These wastes are left to the dictates of nature which add up to the ongoing climatic changes in the form of rise in sea levels as 70% of these waste materials find their route into sea bodies. Waste (also known as rubbish, refuse, garbage) is unwanted or useless materials. Solid wastes are from municipal, industrial, and agricultural activities. However, any refuse or waste can be an economic resource to others depending on the application of the rightful technologies with Waste to Energy Technology (WTE) as the most tried and tested in the Asian Regions. Waste is just value that we are too stupid not to use (Albert Einstein). Solid waste (SW) is an environmental and public health problem. There is a sustainable management method for Solid Waste. Uncontrolled landfill gases have negative health impacts on the local populace. Sorting Solid Waste increases its ability to be repurposed. Solid Waste is a cost-effective renewable energy source. Examples of Solid Waste includes Wood residuals from lumber mills (off-cuts, sawdust), Expired trees, Agricultural waste and Sorted municipal wastes (plastic, paper). Project assumptions of setting up a successful Waste to</p>

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	<p>Energy Technology is estimated at an Installed capacity cost of: \$4,500,000 Includes equipment, shipping, customs and installation, Annual Operations and Administrative cost of \$250,000. The Project useful lifetime is 20 years, Electricity generation: 7,560 MWh, Price of 1kWh to national grid = USD 0.15 and the Cost of acquiring 1kWh worth of waste = USD 0.01. These facts make Waste to Energy Technologies not only reliable but cost effective and efficient.</p> <p>Keywords: Airborne & Water Diseases, Agricultural waste and Sorted municipal wastes; Clean Energy; Climatic Changes; Logistic Regression, Urban sustainability</p>
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Name and Affiliation	Title & Abstract
<p>Gang Seog Ryu (Author) <i>Korea University</i></p>	<p>Regulatory Focus and Consumer Preference for New Products</p> <p>Abstract We propose a novel way to classify new products and examine how regulatory focus will affect consumer preferences for them. Based on product attribute configuration, the level of existing attributes changes (modified product) or new attributes are added in new products (added product). In addition, based on consumer perceptions of products, inferior attributes are improved (improved product) or superior attributes are enhanced (fortified product). We expect that consumers will show different preferences for the types depending on their regulatory orientations. Regulatory focus theory suggests two types of self-regulation systems: individuals with a promotion focus value advancement-related goals, strive to attain positive outcomes and gains, and show risk-seeking propensities. In contrast, prevention-focused individuals pursue safety-related goals, avoid negative outcomes and losses, and tend to be risk-averse.</p> <p>We hypothesize that prevention-focused individuals will prefer the modified or improved product, while promotion-focused individuals will prefer the added or fortified product for the following reasons. First, compared to a modified product, an added product is expected to offer greater pleasure because of the newness of the added attribute(s). However, to take advantage of</p>

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the new attributes, people may have to make efforts in learning about them (i.e., learning costs). In addition, since individuals have not experienced the new attributes yet, they will perceive greater risks for the added product than a modified product whose attributes they are accustomed to. Second, individuals are likely to perceive the strengths/advantages of a product as potential gains that they will obtain because they are superior to the reference. On the other hand, the weaknesses/disadvantages of a product will be considered as potential losses because they are inferior to the reference. Thus, a fortified product will be considered as having increased potential gains, whereas an improved product will be perceived as having reduced potential losses. Since people tend to be more sensitive to losses than gains, improving weaknesses is expected to generate more favorable evaluations than enhancing strengths. Moreover, prevention-focused individuals are more loss-averse than promotion-focused ones.

We conducted two laboratory-based experiments in which one hundred eighty college students from Korea University participated. The study results demonstrated that participants' preferences for new product differed depending on their regulatory orientations. In Experiment 1, prevention-focused participants preferred modified product to added product, but promotion-focused participants showed little difference in their preferences. In Experiment 2, prevention-focused participants more frequently switched to new product when its weaknesses were improved compared to when its strengths were fortified, whereas promotion-focused participants revealed little difference in their switching behavior. The findings will assist firms in deciding which types of new product to introduce depending on their target customers' self-regulatory orientations, so that the product will have a greater chance to be adopted by customers. Alternatively, new products should be framed differently depending on whether they target promotion-focused or prevention-focused consumers.

Keywords: regulatory focus, consumer preference, new product typology, product strategy.

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Name and Affiliation	Title & Abstract
<p>Jeffrey David Anstine (Author) <i>North Central College</i></p>	<p>Graduation Rates at Colleges and Universities: a Lagged Regression Analysis</p> <p>Abstract</p> <p>Many colleges and universities are seeing declining enrollments due to changes in demographics and more people questioning the value of a college degree. It is increasingly important for institutions of higher education to have a high percentage of incoming students graduate from their school. Regression analysis has been used to predict graduation rates at institutions of higher learning. While this approach has many advantages over other methods of explaining differences in completion rates previous research has some limitations. One problem is the regressions use all variables from the same time period. Graduation rates are a function of variables, such as standardized test scores of when the students started school. This research adds to the literature by estimating regressions predicting graduation rates as a function of significant variables from four and six years previously.</p> <p>Keywords: Business Management, Business Statistics, Graduation rates, Colleges, Universities, Higher Education, Regression Analysis</p>

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Name and Affiliation	Title & Abstract
<p>Mohamed Faizal Kalanther Lebbe (Author) <i>Prince City Campus (PVT) Ltd</i></p> <p>Jameerul Jamaldeen (Co-Author) <i>Prince City Campus (PVT) Ltd</i></p>	<p>How does globalization affect employment, Law and International Trade globally: A comparative analysis to overcome the negative impacts.</p> <p>Abstract</p> <p>Introduction: The dramatic expansion of globalization has caused both advantages and disadvantages to the entire world. This document primarily focuses on the negative impacts of globalization to employment, law and international trade while it has increased economic growth, cultural exchange, new business markets, spread of ideas, technology and innovations, created jobs, improved people's living standard, and increased choices. Globalization has resulted several disadvantages such as job displacement, loss of jobs, lower wage, cultural homogenization which leads to loss of diversity and identity, various negative environmental effects like increased pollution and deforestation, loss of biodiversity caused by economic specialization and infrastructure development, greenhouse gas emission, global expansion difficulties, marketing and global communication challenges, increased competition, immigration challenges and many more. Literature Review: Several states are reluctant to implement laws against the violations of globalization as they financially benefit to a greater extent. Corruption and bribe are commonly known fact amongst the political leaders, high officials and the designated authorities, as a result the negative impacts of globalization continue and cause number of adverse effects to the nations from around the world. The existing laws and regulations are not governed to protect people from the damages generated by globalization. For example, environmental pollution and global warming have become burning issues to the entire globe. There are difficulties that pose a threat due to globalization and we have become treacherously exposed to systemic hazards that exceed borders. Research methodology: The researcher used a combination of qualitative and quantitative methods, open-ended and closed- ended questions to achieve the objectives of the research, scholarly literatures, Google Scholars, References and comprised data focusing on exposures concerning the</p>

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issues and challenges of globalization and the possible solutions to limit the disadvantages of globalization. Findings and Recommendations: Countries should put forward appropriate policies and practices in place that limit the disadvantages of globalization and the businesses need to prepare to face the challenges caused by globalization and they should learn about how to make benefits by globalization. The business owners need to identify opportunities related to globalization and the risks it brings can empower them to be more effective and offer more value to their businesses. The business owners should gain understanding of the macroeconomic, political, and social conditions that have an impact on modern globalization. The issues need to be shifted from global governance to national governance. Businesses should focus on where the biggest economic gains can be made, and navigate the difficulties to reach their global expansion goals. Conclusion: Even though globalization is an established part of the modern world, it brings challenges as companies start to grow and expand across borders. Countries must accept shared responsibility for managing the risks that it has created. Companies encounter many characteristics of their businesses change once they enter the global marketplace. For example, globalization makes the workforce more diverse. This diversity is an overall positive change, but it creates some challenges. Therefore, globalization requires a truly global response and coordinated action to address the issues effectively.

Keywords: Globalization, Trade, Law

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Name and Affiliation	Title & Abstract
<p>Ogunkolade Ola Sunday (Author) <i>Newcastle College University</i></p>	<p>Examining Millennial Perspectives on Corporate Social Responsibility in the United Kingdom Fast Fashion.</p> <p>Abstract Corporate social responsibility (CSR) is growing as firms must address sustainability challenges. However, engaging key consumer groups like millennials is necessary to make an influence. Millennials are more aware of CSR, yet limiting conceptualizations assume consistency. Therefore, this paper investigates millennial fashion consumer relationships with corporate social responsibility (CSR) initiatives in the United Kingdom fast fashion context. The quantitative, cross-sectional study examined CSR awareness, buying intent, loyalty, and emphasis areas in 102 different UK millennials aged 18–38. Non-probability sampling was utilised for social media recruitment. Hypothesis testing was possible with descriptive, correlational, regression, and dominance analysis. Findings shows that Minimal variability was found between retailers’ CSR perceptions. However, CSR attitudes significantly predicted key outcomes like purchase intent and loyalty, explaining over 49% of variance. Interestingly, supply chain ethics upholding labor rights emerged as the most influential CSR area over environmental factors. Reliance on self-reports, absence of qualitative data, and lack of probability sampling constrain generalizability and explanatory power are limitations of the work. Advancing contextualized understanding that warrants incorporating mixed methods and critical paradigms that analyze identity plurality and systemic contradictions are recommended. Rather than exaggerating consumer “choice,” solutions that should enable joint structural and individual action.</p> <p>Keywords: Fast Fashion, Corporate Social Responsibility, Millennial Consumers, United Kingdom, Apparel Retail.</p>

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Name and Affiliation	Title & Abstract
<p>Menasie Yitbarek Mengistu (Author) <i>Dire Dawa University Institute of Technology</i></p>	<p>Development and Characterization of a Composite Material for Construction Applications: Eastern Ethiopia.</p> <p>Abstract</p> <p>This study focuses on the development and characterization of a composite material for ceiling board construction in the Ethiopian context, utilizing waste paper, sawdust, and pineapple leaf fibers to address environmental concerns through waste material recycling. The manufacturing process involves manual mechanical bonding techniques with dissolved polystyrene films serving as a binding agent. The investigated composite exhibited water absorption values ranging from 6% to 8.1% and density values between 500 kg/mm³ and 611.1 kg/mm³. Optimized properties were achieved with a composition of 25% pineapple leaf fiber, 40% sawdust, 25% binder, and 10% waste paper. Furthermore, the composite ceiling boards demonstrated satisfactory nail-holding capacity and performed comparably to conventional ceiling boards, indicating their suitability for internal low-cost construction projects. Additionally, these composite materials offer insulation benefits in both acoustic and thermal aspects. This research suggests promising opportunities for the effective utilization of such composites in Ethiopian construction practices, thereby contributing to sustainable development and environmental conservation efforts.</p> <p>Keywords: Composite Material, Construction Applications, Textile, Ethiopia</p>

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Name and Affiliation	Title & Abstract
<p>Akinpelu Sunday Oluwaseun (Author) <i>University of Ibadan</i></p>	<p>Influence of Transformational Leadership on Staff Motivation and Job Satisfaction at the University of Ibadan, Nigeria.</p> <p>Abstract</p> <p>The study investigated the impact of transformational leadership on staff motivation and job satisfaction at the University of Ibadan. The study adopted a cross-sectional survey research design and gathered data from 231 non-academic/administrative staff in the University of Ibadan. Data were gathered using standardized scales of measurement. Frequency distribution revealed that more of the respondents 43.3% were between 31 and 40 years old. Findings revealed that there exists a significant relationship between job satisfaction and transformational leadership ($r = .56; p < .01$). Also, there exists a significant relationship between motivation and transformational leadership ($r = .56; p < .01$). Based on the findings, it was concluded that transformational leadership is vital to the overall satisfaction and motivation of non-academic staff. It was therefore recommended that University management should make it a point of duty to organize leadership training for their executive and administrative heads. Emphasis should be laid on developing skills that align with being a transformational leader.</p> <p>Keywords: Transformational leadership, Motivation, Job satisfaction, Non academic staff, Nigeria.</p>

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