

CONFERENCE **ABSTRACT**

July 12-14, 2024
Halifax, Canada



Proudly Canadian, Truly Global

Abstract Book

July 12-14, 2024 – Halifax, Canada

Format: Electronic Book

ISBN: 978-1-998259-36-6

Venue

Saint Mary's University

July 13, 2024

Halifax, Canada



Table of Contents

Welcome Remarks -----	02
Conference Venue -----	03-04
Conference Time Schedule -----	05
Conference Committee -----	06-07
Authors' Presentation Review -----	08
Instructions for Oral Presentation-----	09
Instructions for Publication -----	09
Instructions for Participants -----	09
Authors' Presentation Schedule -----	10

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



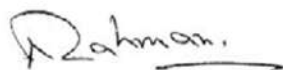
Welcome

As Conference Chair I'm honored to welcome all participants to the **Conference organized by Global Conference Alliance Inc.** held on July 12-14, 2024, in beautiful Halifax, 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. Halifax enjoys a global reputation as one of the world's top cities for quality of life and recreation. Halifax 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
Global Conference Alliance Inc.
Proudly Canadian, Truly Global

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada
Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)
Email: contact@globalconference.ca | Visit: www.globalconference.ca

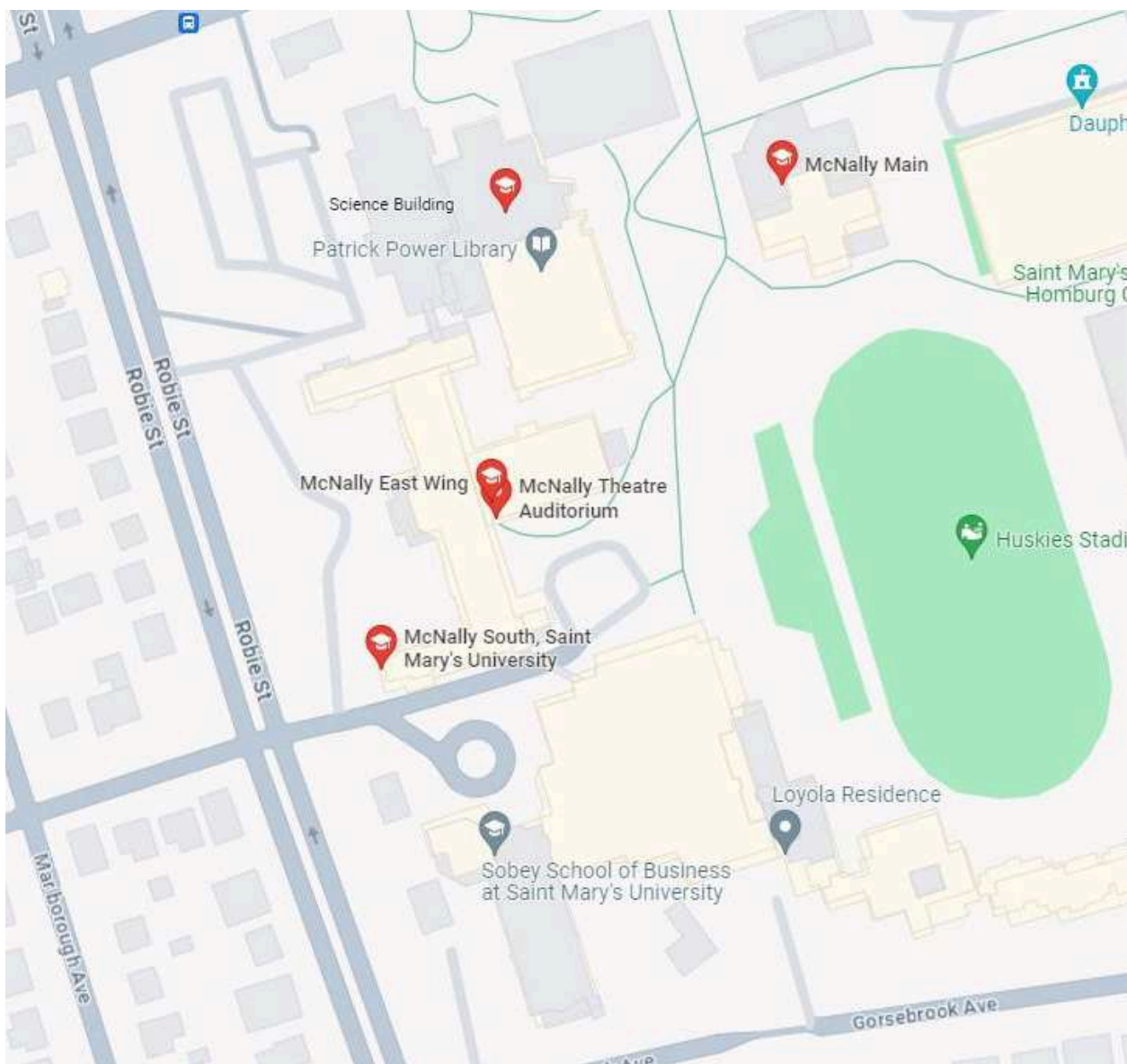


Conference Venue

Saint Mary's University

McNally Building -MM028, 923 Robie Street, Halifax NS B3H 3C3

Directions:



Google map: <https://maps.app.goo.gl/2jfJoo5KZJFG4ceTA>

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Public Transit:

Saint Mary's University, located at McNally Building MM028, 923 Robie Street, Halifax, NS B3H 3C3, is well-served by public transit facilities. The university is accessible via several Halifax Transit bus routes, making it convenient for students and staff to commute from various parts of the city. The nearby bus stops along Robie Street and surrounding areas provide frequent services, connecting the campus to key locations such as downtown Halifax, major shopping centers, and residential neighborhoods. Additionally, the proximity to bike lanes and pedestrian pathways supports alternative, eco-friendly transportation options. Overall, the public transit facilities around Saint Mary's University offer reliable and efficient connectivity for the campus community.

Driving & Parking

Saint Mary's University offers a range of driving and parking facilities to accommodate students, staff, and visitors. On-campus parking includes various lots and designated areas, with options for both daily and permit parking. Additionally, nearby street parking is available, though it may be subject to city regulations and time limits. Overall, the driving and parking facilities at Saint Mary's University are designed to facilitate convenient access to the campus for all commuters.

Accessibility

The campus is accessible by major roadways, with clear signage directing drivers to the university. The university provides accessible parking spaces for those with disabilities, as well as electric vehicle charging stations to support sustainable transportation.

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Conference Time Schedule

July 12-14, 2024 –Halifax, Canada

- **Friday, July 12, 2024** – Arrival & Reception of the participants in Halifax, Canada
- **Saturday, July 13, 2024 (Conference Day)** – Registration, opening speech, keynote speech, and technical sessions:

Registration will start from 10:00 AM, Gate Closed 10:30 AM

Activity – Saturday, July 13, 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, July 14, 2024** – City visit (optional to the participants)

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



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.

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada
Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)
Email: contact@globalconference.ca | Visit: www.globalconference.ca



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

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Authors' Presentation Review

Saturday, April 27, 2024

Name and Affiliation	Title
Abena Abokoma Asemanyi (Author) <i>University of Education</i>	Social Media, Cultural Hybridity, and Ideology in Selected Ghanaian Produced Popular Advertisements

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Instructions for Oral Presentation

Saturday, July 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 – 20 minutes

Instructions for Publication

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

Title: Conference Abstract July 12-14, 2024, Halifax, Canada.

ISBN : 978-1-998259-36-6

Format: Electronic book

Instructions for Participants

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.

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Authors' Presentation Schedule

Saturday, July 13, 2024

Name and Affiliation	Title & Abstract
<p>Abena Abokoma Asemanyi (Author)</p> <p><i>University of Education</i></p>	<p>Social Media, Cultural Hybridity, and Ideology in Selected Ghanaian Produced Popular Advertisements.</p> <p>Abstract: This study fills the void of marginal attention given the considerations of a dual influence of hybridity and ideology in the portrayal of Ghanaian-produced advertisements on social media. The study seeks to: first, examine the dimensionality and discursive construction of hybridity and its ideological connotations of selected Ghanaian-produced advertisements; second, to interrogate audiences' reception and perspectives on such hybrid content and the latter's ideological constraints; and third, investigate factors that influence the construction and reception of the hybridized content. The study is hinged on the concept of hybridity as a post-colonial theory and the concept of ideology. The study is anchored on qualitative content analysis using social media ads collected from 10 companies selected from the top local and Global Marketing companies in Ghana (Ghana Club 100 ranking, 2022). In-depth interviews were conducted with some officials from the sampled companies and 10 selected postgraduate students of the University of Education, Winneba to find out the audience reception and perspectives on the advertisements. Data analysis revealed that all the social media advertisements consciously encoded hybrid materials in their content; second, that audiences lacked the sophisticated awareness of acknowledging the hybrid content embedded in the ads and third, it also showed a subtle ideological incorporation of the marks of post-colonialism. The study concludes that the regular utilization of hybrid content in Ghanaian advertisements has achieved permanence in media production and brand advertisements, more importantly; its acceptance by the local people has turned such social media products into an ideological imposition on audiences.</p> <p>Keywords: Social media, advertisements, cross-cultural strategies, cultural hybridity, globalization, global markets, brands, marketing communication.</p>

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca





Global Conference Alliance Inc.



Please Take a minute &
Review Us on Google



www.globalconference.ca
contact@globalconference.ca



Contact
+1 236 477 8411 (Customer Service)
+1 672-971-2088 (Hotline & WhatsApp)
Mon to Fri (10 am – 6 pm PST)

