CONFERENCE ABSTRACT

August 9-11, 2024
Toronto, Canada

Abstract Book

August 09-11, 2024 – Toronto, Canada

Format: Electronic Book

ISBN: 978-1-998259-39-7

Venue

George Brown College

August 10, 2024
Toronto, Canada

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<u>Welcome</u>

As Conference Chair I'm honored to welcome all participants to the **Conference organized by Global Conference Alliance Inc.** held on August 09-11, 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 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 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

<u>Conference Venue</u>

George Brown College

RESIDENCE & CONFERENCE CENTRE TORONTO DOWNTOWN

80 Cooperage St, Toronto, Ontario, M5A 0J3

Directions:

Google map: https://maps.app.goo.gl/KsfeWmYT3QMpTm1C6

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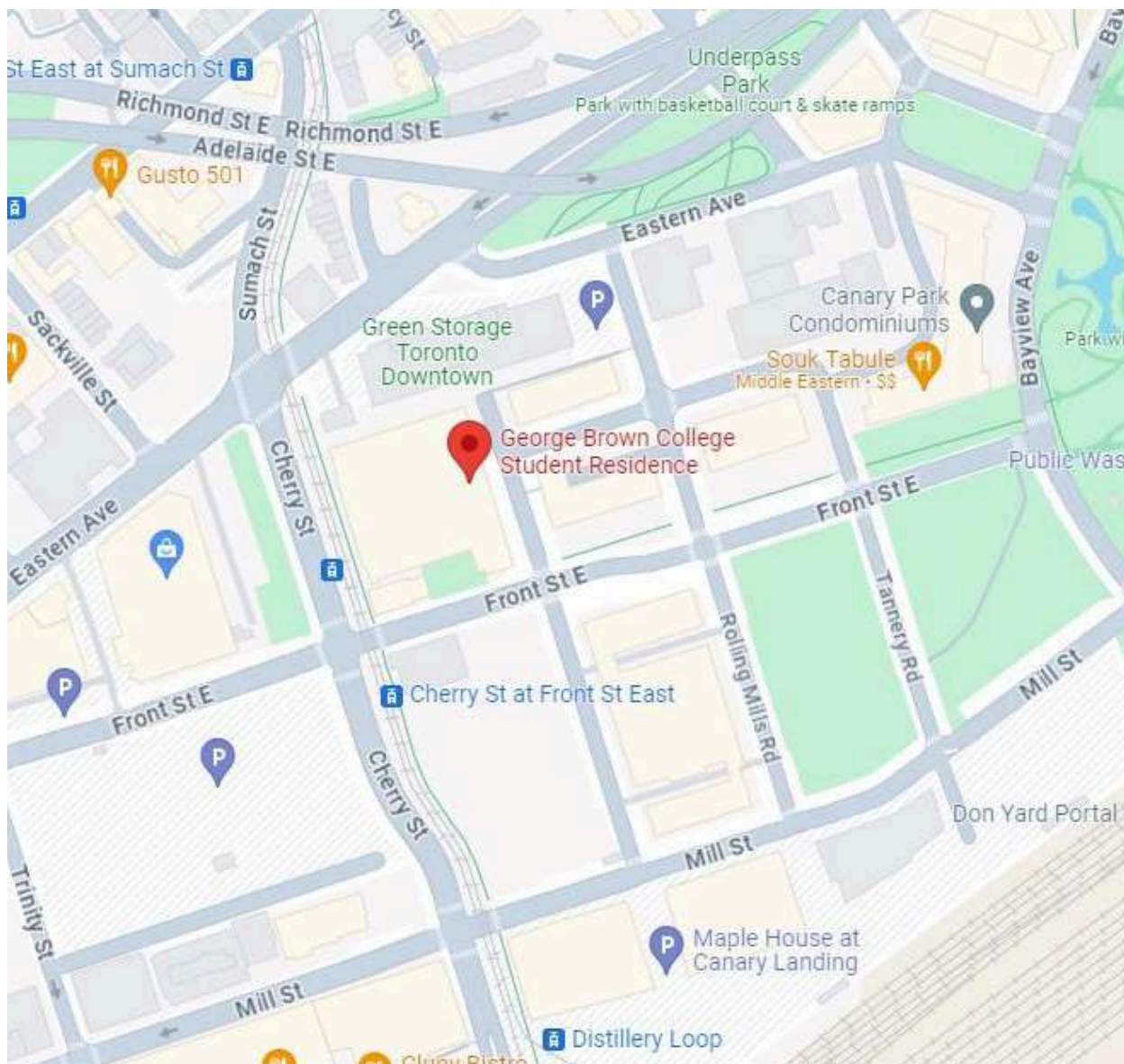Email: contact@globalconference.ca | Visit: www.globalconference.ca

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.

Conference Time Schedule

August 09-11, 2024 –Toronto, Canada

- **Friday, August 09, 2024 –** Arrival & Reception of the participants in Toronto, Canada
- **Saturday, August 10, 2024 (Conference Day) –** Registration, opening speech, keynote speech, and technical sessions:

Registration will start from 1 PM, Gate Closed 1:30 PM

Activity - Saturday, August 10, 2024 (Conference Day)	Time
Registration, Opening Remarks & Lunch	1:00 PM - 1:30 PM
Keynote Speaker - Topic 1	1:35 PM - 1:45 PM
Keynote Speaker - Topic 2	1:50 PM - 2:00 PM
Keynote Speaker - Topic 3	2:05 PM - 2:15 PM
Keynote Speaker - Topic 4	2:20 PM - 2:30 PM
Keynote Speaker - Topic 5	2:35 PM - 2:45 PM
Keynote Speaker - Topic 6	2:50 PM - 3:00 PM
Keynote Speaker - Topic 7	3:05 PM - 3:15 PM
Keynote Speaker - Topic 8 & 9	3:20 PM - 3:30 PM
Keynote Speaker - Topic 10 & 11	3:35 PM - 3:45 PM
Keynote Speaker - Topic 12 & 13	3:50 PM - 4:00 PM
Technical Session/ Paper Presentation (For all Topic)	4:05 PM - 4:40 PM
Coffee Break, Certificate Giving and Photo session	4:45 PM - 4:55 PM
Closing Ceremony and Photo Session	4:55 PM - 5:00 PM

- **Sunday, August 11, 2024 –** City visit (optional to the participants)

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Conference Committee
Keynote Speech

Nancy Mudford
Business Instructor, Brampton Campus

Nancy's work as a Professor helps to bring her entrepreneurial experiences into the classroom. Her goal is to ensure that students are prepared for today's workplace with job ready skills. Today we have AI to contend with in an educational setting to prepare our students to be successful in their future work environments. Her goal is to strive to keep up with current trends, learn new interactive software learning tools, and introduce a variety of current "hot" topics and new ideas to help students venture outside of their comfort zone. The next generation inspires and motivates her to become a better professor.

Keynote Speaker topic: Social Entrepreneurship: Ethics People/Planet Profit Innovation and New Trends

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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.

Keynote Speech

Ms. Yasmin Jahir

Divisional Chair, Electrical and Computer Engineering Director of Operations, USA

Experienced Product Engineer with a demonstrated history of working in the computer software industry. Skilled in developing with background on c/c++, Java, OpenCV, Matlab, and c#. Strong engineering professional with a Master of Science (MS) focused in Electrical and Computer Engineering from University of Oklahoma.

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Keynote Speech

Himanshi Solanki
Digital Marketing Instructor at Greystone College

Digital Marketing Specialist and Consultant with 7+ years of experience, empowering the next generation as a professor and industry mentor.

Keynote Speaker topic: Impact of AI in Digital Marketing and Advertising

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 Erogul**, 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

Authors' Presentation Review

Saturday, August 10, 2024

Name and Affiliation	Title
Sampath Praneetha Ahangama Dikkumburage (Author) *Storyline*	**The Role of Social Media Influencer Marketing in Building Brand Loyalty**

Name and Affiliation	Title
Athar Hameed Butt (Author) *Westminster International University in Tashkent*	**Transforming episodic individual and collective employee gratitude into persistent gratitude: challenges and strategies**

Name and Affiliation	Title
Ameer Hamza Khan (Author) *Transcend Global Trading L.L.C*	**The introduction of 5% VAT in 2018 in the United Arab Emirates impacts the General Public, Accounting Professionals, and Economy in the United Arab Emirates.**

Name and Affiliation	Title
Chandrakumar Iyavu (Author) *International College of Cambridge (Pvt) Ltd*	**The challenges faced by developing countries in the realm of education, teaching, and learning: A comparative analysis with developed nations to overcome the challenges.**

Name and Affiliation	Title
Milion Kejela Eba (Author) *Silesian University of Technology*	**Designing of hybrid renewable energy resources for smart villages for sustainable economy, using fuzzy and Artificial Neural Network.**

Name and Affiliation	Title
Sena Begna Deressa (Author) *Silesian University of Technology*	**Artificial Intelligence, Internet of Things, and Hydrogen Fuel Cells- Based Uninterrupted Hybrid Renewable Energy for Real-Time Implementation in the Remote/Desert Houses**

Name and Affiliation	Title
Mohamed Hashi Dore (Author) *Ministry of Education, Galmudug State of Somalia*	**Cultural Preservation and Promotion within African Contexts**

Instructions for Oral Presentation

Saturday, August 10, 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 August 09-11, 2024, Toronto, Canada.

ISBN : 978-1-998259-39-7

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.

Authors' Presentation Schedule

Saturday, August 10, 2024

Name and Affiliation	Title & Abstract
Sampath Praneetha Ahangama Dikkumburage (Author) *Storyline*	**The Role of Social Media Influencer Marketing in Building Brand Loyalty.** **Abstract** This research examines the importance of influencer marketing in fostering brand loyalty, with a specific emphasis on the L'Oréal Paris Shampoo Brand. In order to get a deeper comprehension of the manner in which various demographic segments of consumers establish connections with businesses, this study investigates factors like the age and marital status of the respondents. The findings indicate a favorable correlation between brand loyalty and both influencer collaboration strategies and the selection of social media platforms. When influencer collaboration strategies are effectively implemented and appropriate social media platforms are used for promotional efforts, there is an increased likelihood of customers exhibiting brand loyalty. A positive correlation exists between the kind of content and the effectiveness of influencer marketing efforts. In this particular context, the effect of influencer authenticity on customer loyalty seems to be minimal, despite its inherent importance. The regression analysis reveals that differences in brand loyalty for the L'Oréal Paris Shampoo Brand may be significantly explained by the strategies used for influencer collaboration, the choice of social media platform, and the kind of material utilized. The factors under consideration have a substantial influence on the development of brand loyalty, as they account for about 95.4% of the observed variability in this phenomenon. **Keywords**: Influencer Marketing, Brand Loyalty, L'Oréal Paris Shampoo Brand, Social Media Platforms and Consumer Engagement

Name and Affiliation	Title & Abstract
Athar Hameed Butt (Author) *Westminster International University in Tashkent*	**Transforming episodic individual and collective employee gratitude into persistent gratitude: challenges and strategies** Gratitude is a universally experienced cognitive-affective phenomenon, which is considered to have significant mental and physical health benefits at the workplace. Episodic gratitude is a momentary and transient feeling that people experience in response to a kindness, favor or benefit. Employees can experience episodic gratitude at individual and collective (group) levels in response to various organizational policies and practices. Scholars suggest that if such episodic gratitude is experienced persistently by the employees, it can become part of the organizational essence or character at the institutional level. The present paper suggests while the experience of episodic gratitude may be commonplace at the individual level and possibly more difficult at the collective level, transforming such transient gratitude into a persistent experience which becomes embedded in the organizational character can be quite challenging. The article focuses on policies and practices that arise episodic individual and collective employee gratitude; the barriers and challenges are discussed that a). hinder attempts to engender employee gratitude at episodic levels, and b). thwart efforts to transform episodic (individual and collective) gratitude into a persistent experience which becomes embedded in the organizational character. The paper also discusses strategies to deal with such challenges. A model of such issues is also presented which can inform future research and practice. **Keywords:** employee gratitude, episodic gratitude, collective gratitude, persistent gratitude, institutional gratitude, employee well-being.

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Name and Affiliation	Title & Abstract
Ameer Hamza Khan (Author) *Transcend Global Trading L.L.C*	**The introduction of 5% VAT in 2018 in the United Arab Emirates impacts the General Public, Accounting Professionals, and Economy in the United Arab Emirates.** **Abstract** The introduction of Value Added Tax (VAT) in the United Arab Emirates has significantly impacted the general public, Accounting Profession, and economy in various ways. While initially met with mixed reactions, VAT implementation has led to a more diversified revenue stream for the government, enabling the UAE to reduce its reliance on oil revenues. This has also facilitated the country's efforts towards economic diversification and sustainability. On the flip side, the general public has had to adjust to higher prices of goods and services, leading to increased cost of living. However, VAT has also paved the way for improved infrastructure, public services, and social welfare programs, benefiting the public at large. In essence, the introduction of VAT in the UAE has brought about a blend of challenges and opportunities for the general public and accounting professionals, ultimately shaping the economic landscape of the nation. **Keywords:** VAT, accountant, UAE, perceptions, economy, qualitative, General Public, skilled and Non skilled.

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Name and Affiliation	Title & Abstract
Chandrakumar Iyavu (Author) *International College of Cambridge (Pvt) Ltd*	**The challenges faced by developing countries in the realm of education, teaching, and learning: A comparative analysis with developed nations to overcome the challenges.** **Introduction** Developing nations encounter (multifaceted) challenges in the realm of education, teaching, and learning. The challenges obstruct the advancement and the excellence of education. This abstract investigates into a comparative analysis aimed at identifying and addressing the challenges faced by developing countries and the possible solutions compared with the developed nations.

Name and Affiliation	Title & Abstract
Milion Kejela Eba (Author) *Silesian University of Technology*	**Designing of hybrid renewable energy resources for smart villages for sustainable economy, using fuzzy and Artificial Neural Network.** **Abstract** It has become permanent imperative for the power engineers to look out for the renewable energy sources such as sun, wind, geothermal and biomass as sustainable, cost-effective and environment friendly alternatives for conventional energy sources. Combining these renewable energy sources with back-up units to form a hybrid system can provide a more economic, environment friendly and reliable supply of electricity in all load demand conditions compared to single-use of such systems. However, the non- availability of these renewable energy resources all the time throughout the year has led to research in the area of hybrid renewable energy systems by implementing smart villages in the woredas of major cities, towns, villages and institutions. In the past few years, a lot of research has taken place in the design, optimization, operation and control of the renewable hybrid energy systems. It is indeed

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evident that this area is still emerging and vast in scope. The main aim of this research work is to implement various advanced tools and intelligent techniques in the effective use of Hybrid Renewable energy through the maximum power tracking Nano PV Solar panels, Wind generator and Battery backup. In the effective utilization these non-conventional energy sources, Nano PV solar panels, induction generators, microcontrollers, batteries, buck/boost converter circuits, power inverter circuits, has played a vital role. From stimulation result, under any variation of atmospheric conditions, point of maximum power is specified fast and precisely by using neural network and fuzzy logic. Both techniques in PV and wind maximum power-point tracking have a better dynamic performance in comparison with the other methods. Also the maximum power point is tracked by dc-dc boost converter. So the maximum power and the best efficiency of solar Wind battery hybrid system energy are obtained.

Keywords: Hybrid Renewable Energy, Microcontrollers, Sensors, Artificial Intelligent Techniques, Converters, Inverters, etc.

Name and Affiliation	Title & Abstract
Sena Begna Deressa (Author) *Silesian University of Technology*	**Artificial Intelligence, Internet of Things, and Hydrogen Fuel Cells- Based Uninterrupted Hybrid Renewable Energy for Real-Time Implementation in the Remote/Desert Houses** **Abstract** This research presents an innovative approach to address the critical need for reliable and sustainable energy solutions in remote and desert regions. By exploring the combinations of advanced technologies including Artificial Intelligence (AI), Internet of Things (IoT), and an array of renewable energy sources solar, wind, hydrogen fuel cells, a bicycle-based electric generator, and a hand-driven generator an uninterrupted hybrid renewable energy system has developed. This system is designed to provide a stable and sustainable green energy to

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	remote (desert houses where limited) no access to conventional energy sources. The installed energy system uniquely integrates renewable sources of Solar Energy, Wind Energy, and latest Hydrogen Fuel Cells Energy with novel human- powered generators to ensure uninterrupted energy availability. The bicycle-based generator and hand-driven generator are not only innovative solutions to energy generation but also promote physical activity and self- sufficiency among residents. These sources are especially critical during periods when solar, wind, and hydrogen fuel cells cannot meet the energy demand, thus ensuring a 24/7 power supply. In this work AI algorithms predicts energy availability and demand, enabling the system to dynamically select the most efficient energy source in real- time. The IoT framework facilitates seamless communication between system components, allowing for real time monitoring, control, and optimization of energy production, storage and distribution. The implementation of this hybrid renewable energy system aims to demonstrate a scalable and replicable model for energy independence in desert areas, reducing dependence on non-renewable energy sources and minimizing environmental impact. Moreover, the system is designed with a view towards scalability, ensuring that it can be adapted for broader applications beyond desert areas, potentially transforming energy access in remote communities worldwide thereby showcasing the model as the best in order to generate and use Uninterrupted Green Energy. The project realized the development of 5 KW installed capacity prototypes with integration of existing renewable energy technologies along with Hydrogen Fuel Cells (Green Hydrogen), bicycle-based and hand-driven generators. Through rigorous testing and optimization, this innovation validated the feasibility, efficiency, and impact of utilized system, showing the way for wider implementation across desert areas. This work represents a significant step forward in achieving energy security, stimulating local innovation, environmental sustainability, and economic development in desert areas and beyond. **Keywords:** Artificial Intelligence, Internet of Things, uninterrupted

Name and Affiliation	Title & Abstract
Mohamed Hashi Dore (Author) *Ministry of Education, Galmudug State of Somalia*	**Cultural Preservation and Promotion within African Contexts** **Abstract** The 6th Global Conference on African Economy and Culture (GCAEC) in Toronto, Canada, scheduled for August 9-11, 2024, focuses on "Cultural Preservation and Promotion within African Contexts." This paper delves into the rich tapestry of African cultural heritage and the challenges it faces in contemporary times, particularly in the wake of globalization. It highlights the importance of cultural preservation and promotion, discussing the critical role culture plays in societal cohesion, individual well-being, and identity formation. Furthermore, it examines the various challenges impeding cultural preservation and promotion within African contexts, including lack of funding and the impact of rapid globalization. The paper also presents strategies for addressing these challenges, such as community engagement, education and awareness programs, and digital preservation initiatives. **Keywords:** African culture, cultural heritage, literature, arts, music, cultural preservation, cultural promotion, globalization, funding challenges, community engagement, education programs, digital preservation initiatives, cultural diversity, traditional practices, oral tradition, cultural identity, social justice, indigenous knowledge, cultural sustainability, UNESCO, traditional arts and crafts, cultural centers, heritage preservation, indigenous cultures, language preservation, cultural integration, Pan Africanism, cultural festivals, identity politics, social inclusion, cultural exchange, educational curriculum, intangible cultural heritage, digital archives, National Library Complex, Nigeria Deposit Library, Center for Black and African Arts and Civilization, Pan African University, cultural exchange processes, social networking tools.

<u>Note</u>

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