

CONFERENCE **ABSTRACT**

August 23-25, 2024
Seattle, USA



Proudly Canadian, Truly Global

Abstract Book

August 23-25, 2024 – Seattle, USA

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Venue

Seattle University

August 24, 2024

Seattle, USA



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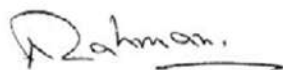
Welcome

As Conference Chair I'm honored to welcome all participants to the **Conference organized by Global Conference Alliance Inc.** held on August 23-25, 2024, in beautiful Seattle, USA.

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

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

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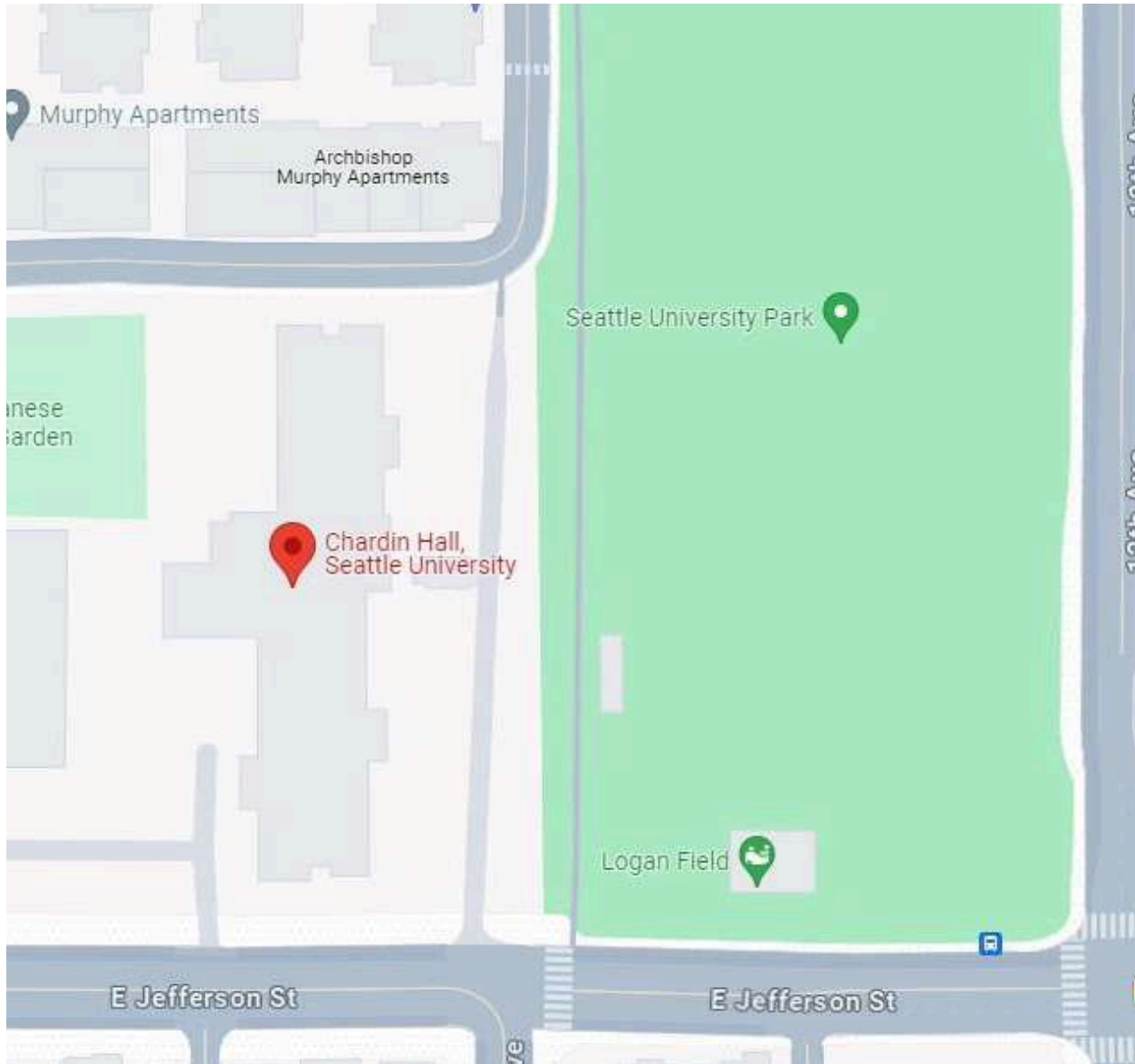
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Conference Venue

Seattle University
Chardin Hall #124
1020 E. Jefferson Street WA 98122

Directions:



Google map: <https://maps.app.goo.gl/dPaWsEhFnhHZu7H96>

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Public Transit:

Chardin Hall at Seattle University, located at 1020 E. Jefferson Street, WA 98122, is well-served by Seattle's public transit system. The hall is easily accessible via several King County Metro bus routes, which connect the university with various neighborhoods and key locations across the city. The nearby bus stops offer frequent service, providing convenient transportation options for students and residents. Additionally, the Capitol Hill Link light rail station is just a short distance away, offering quick access to downtown Seattle and other major destinations in the region.

Driving & Parking

Chardin Hall at Seattle University, located at 1020 E. Jefferson Street, WA 98122, offers convenient driving access from major Seattle thoroughfares. The hall is easily reachable via I-5, with nearby exits providing direct routes to the university area. On-campus parking is available in several designated lots and garages, though spaces can be limited, especially during peak hours. Visitors can use the Murphy Garage, located just a short walk from Chardin Hall, or other university parking facilities. Seattle University also offers short-term parking options and accessible parking spaces close to the residence halls.

Accessibility

Chardin Hall at Seattle University is designed with accessibility in mind. The building features accessible entrances, elevators, and pathways, ensuring ease of access for individuals with mobility needs. Nearby parking facilities include designated accessible spaces, and the university provides resources and support for students requiring additional accommodations. The surrounding campus area is well-maintained, with ramps and smooth sidewalks to facilitate movement across different buildings and facilities.

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Conference Time Schedule

August 23-25, 2024 –Seattle, USA

- **Friday, August 23, 2024** – Arrival & Reception of the participants in Seattle, USA.
- **Saturday, August 24, 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 24, 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 25, 2024** – City visit (optional to the participants)

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Conference Committee

Keynote Speech



Dr. Parveen Goel

*Director Of Engineering and Projects
Canada Post*

Dr. Parveen Goel is an executive with Canada Post and is a technical leader who has successfully launched new plants and innovative products in the supply chain and automotive industry. He is a hands-on operational leader who enjoys solving complex business challenges, teaching, and mentoring. He also holds an appointment as an Adjunct Faculty member at the Sauder School of Business at UBC, where he teaches graduate courses on Operations Management.

He has worked as an executive with both private companies and crown corporations. He has served in Engineering, Operations, and Program Management areas. His academic research has been focused on the areas of Supply Chain, Reliability, Quality, Continuous Improvement methodologies, and New Product & Process Design. He has published and presented more than 30 research papers in International journals and conferences in these areas. He has a Ph.D. from WSU Detroit, USA, and an MBA from UBC Vancouver. He is a certified Professional Engineer by the State of Michigan, USA, a PMP by Project Management Institute, and a Six Sigma Black Belt holder. He is the President-elect for the Rotary Club of Surrey and a Board member of the Progressive Inter-Cultural Society (PICS), leading efforts to build a long-term care facility for the community with Support from Fraser Health and BC Housing.

Keynote Speaker topic: Developing a Resilient Supply chain for the automotive industry: Inventory Optimization Techniques Last-Mile Delivery and Optimization techniques Digital Transformation in SCM

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Keynote Speech



Dr. Chelsia Berry

Associate Dean of STEM & Business at Seattle Central College

Dr. Chelsia Berry is a distinguished educational leader with a strong background in advancing STEM education and driving economic empowerment through strategic partnerships and program development. Currently serving as the Associate Dean of STEM & Business at Seattle Central College, Dr. Berry brings nearly two decades of experience in transforming educational institutions and creating pathways for underrepresented groups to thrive in business and technology sectors.

Dr. Berry has played a pivotal role in aligning educational programs with industry needs, ensuring that students are equipped with the skills and knowledge required to succeed in today's competitive economy. She has led the development of workforce training programs in collaboration with prominent organizations such as Year Up, Seattle Children's Hospital, and the National Society of Black Engineers (NSBE). These initiatives have not only diversified the talent pipeline in fields like healthcare IT, software development, and business management but have also contributed to economic growth by preparing a new generation of skilled professionals.

Her leadership extends beyond academia into significant board roles where she has made substantial contributions to nonprofit organizations focused on education and economic development. She serves on the Board of Directors for Perinatal Support Washington and holds key leadership positions with Washington Math Engineering Science Achievement (WA MESA) as Board Chair and serves on the United Negro College Fund (UNCF) Pacific Northwest Leadership Council. Through her board work, Dr. Berry has been instrumental in diversifying funding sources, securing over \$5M in corporate donations for educational initiatives, and advocating for policies that enhance access to education and economic opportunities. Her work in policy development and strategic planning has consistently focused on creating sustainable

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economic opportunities for underserved communities.

In addition to her administrative and leadership roles, Dr. Berry is a dynamic public speaker and advocate for social justice. She has delivered keynote addresses at major conferences, including the Global Conference on Business Management & Economics, and has led workshops on educational equity and economic empowerment. Her contributions to education and community development have earned her recognition as a 40 Under 40 Honoree by Dillard University and other prestigious awards.

Dr. Berry holds a Doctor of Education in Educational Leadership and Policy Studies from Howard University, where she also earned her Master of Education in Curriculum and Instruction. Her expertise in both education and economic development positions her as a leading voice in discussions on how to bridge the gap between education and industry, fostering inclusive growth and innovation.

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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, August 24, 2024

Name and Affiliation	Title
Anthony Adjei (Author) <i>Shanghai Brisbane Education and Training School -- Project-based learning (PBL)</i>	Diminishing and Marginalized African Languages to Foreign ones: A Critical Assessment of Losing African Indigenous Knowledge through Foreign Education

Name and Affiliation	Title
Kingsley Amponsah (Author) <i>Trybal Mark Studios</i>	Leveraging Digital Transformation and Adoption for Enhanced Customer/User Experience in the African Business Landscape. Five Recommendations For Great Customer/User Experience.

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Instructions for Oral Presentation

Saturday, August 24, 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 23-25, 2024, Seattle, USA.

ISBN : 978-1-998259-42-7

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.

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Authors' Presentation Schedule

Saturday, August 24, 2024

Name and Affiliation	Title & Abstract
<p>Anthony Adjei (Author)</p> <p><i>Shanghai Education and Training School -- Project-based learning (PBL)</i></p> <p><i>Brisbane</i></p>	<p>Diminishing and Marginalized African Languages to Foreign ones: A Critical Assessment of Losing African Indigenous Knowledge through Foreign Education.</p> <p>Abstract</p> <p>International knowledge systems (languages) are been used throughout the African continent in passing on knowledge (teaching) in Science, Mathematics, Business, Law, Economics, Morals, Arts, Government and Culture and Traditions at the detriment of the Indigenous African Languages used by the local communities. Indigenous knowledge is the local knowledge that is unique to a given culture or society. Indigenous knowledge contrasts with the international knowledge system generated by universities, research institutions and private firms. It is the basis for local level decision making in agriculture, health care, food preservation, education, natural resource management and a host of other activities in the rural communities. However, these notions and definitions have been rendered futile since education in Africa is monopolized by English, French, Spanish and Portuguese speaking ideas and systems. To a larger extent, education in Africa can be seen as reduplication of these international languages (knowledge) due to the “westernized” Education System incorporated and adopted into the African Education System.</p> <p>This paper focuses on the indigenous African languages policy in education debates in post-colonial Africa, and provides a policy review of language in education in the past 20 years of liberation in the African Continent. The research problem is that the post-colonial governments of almost all African States stated in their Constitutions that indigenous official African languages must be in the curricula of the education system. But the findings reflect that this constitutional mandate has not been accomplished in the last twenty years of Africa’s liberation. Findings show that more and more children are being disassociated from local African culture, norms and traditions through forgotten indigenous languages which have been replaced by foreign ones.</p>

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	<p>The African Ministry of Education, stakeholders and individuals should have a critical look at it in order not to lose the African culture and traditions to Western ones through languages (education). Hence, Policy makers need to keenly strengthen and enforce measures such as re-introducing African Language Studies and African Culture, heritage and technologies in the school curricula.</p> <p>Keywords: International knowledge System, Indigenous Knowledge, Africa Education System, policy in education, African Language Studies, African Culture, heritage and technologies.</p>
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Name and Affiliation	Title & Abstract
<p>Kingsley Amponsah (Author)</p> <p><i>Trybal Mark Studios</i></p>	<p>Leveraging Digital Transformation and Adoption for Enhanced Customer/User Experience in the African Business Landscape. Five Recommendations For Great Customer/User Experience.</p> <p>Abstract Digital transformation has emerged as a critical driver of growth and competitiveness in the global business landscape, and its significance is particularly pronounced in the African context. This paper delves into the pivotal role of digital transformation and adoption in enhancing customer/user experience within the African business landscape. Through a comprehensive analysis of current trends, challenges, and opportunities, this paper elucidates how businesses in Africa can strategically leverage digital technologies to elevate customer/user experience, thereby fostering sustainable growth and competitiveness. Key insights gleaned from empirical research and case studies underscore the transformative impact of digital adoption on African businesses. By embracing digital transformation, companies can streamline processes, personalize interactions, and optimize service delivery, ultimately leading to heightened customer satisfaction and loyalty. Moreover, the paper explores the nuanced interplay between digitalization, strategic decision-making, and business success, emphasizing the imperative for African enterprises to prioritize digital initiatives to remain agile and responsive in a rapidly evolving marketplace.</p>

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	<p>Drawing on a synthesis of scholarly literature and industry best practices, this paper also offers practical recommendations for African businesses seeking to navigate the complexities of digital transformation. From investing in robust digital infrastructure to cultivating a culture of innovation and agility, organizations can position themselves at the forefront of digital excellence, driving enhanced customer experiences and sustainable growth trajectories.</p> <p>In conclusion, this paper underscores the indispensable role of digital transformation in shaping the future of African businesses, emphasizing its profound implications for customer/user experience and organizational competitiveness. By embracing digital innovation and harnessing its transformative potential, African enterprises can chart a course towards long-term success, enriching the fabric of the continent's business landscape and unlocking new opportunities for growth and prosperity.</p> <p>KeyWords: African Business Landscape, Digital Transformation, Design Thinking, Customer/User Experience (CX/UX);</p>
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