

CONFERENCE **ABSTRACT**

September 20-22, 2024
Montreal, Canada



Proudly Canadian, Truly Global

Abstract Book

September 20-22, 2024 – Montreal, Canada

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Venue

McGill University

September 21, 2024

Montreal, Canada



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Global Conference Alliance Inc.

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

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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 September 20-22, 2024, in beautiful Montreal, 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 Montreal and enjoy its scenic views, tropical climate, and friendly people. Montreal enjoys a global reputation as one of the world's top cities for quality of life and recreation. Montreal 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.
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Public Transit:

McGill University is well-served by Montreal's public transit system. La Citadelle, located on the 3rd floor of 410 Sherbrooke St W, is easily accessible by bus, metro, and nearby BIXI bike stations. The closest metro stations are McGill (Green Line) and Place-des-Arts (Green Line), both within walking distance. Several bus routes, including 24 and 125, also pass by the area, making it convenient for students, staff, and visitors to commute.

Driving & Parking

Driving to McGill University's La Citadelle at 410 Sherbrooke St W, Montreal, is accessible via major downtown routes. The area is surrounded by one-way streets, so it's important to plan your approach accordingly. Parking in downtown Montreal can be limited, but several public parking garages are available nearby, including options on Sherbrooke St and surrounding streets. Street parking is also available, though it may be metered and time-limited. It's recommended to check parking signs carefully to avoid fines.

Accessibility

McGill University's La Citadelle at 410 Sherbrooke St W, Montreal, is designed with accessibility in mind. The building features accessible entrances, elevators, and ramps to accommodate individuals with mobility challenges. Public transit options, including buses and the nearby McGill metro station, offer accessibility features such as low-floor buses and elevators in the metro system. Additionally, several parking facilities in the area provide designated accessible parking spots, making it easier for those with disabilities to visit the campus.

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Conference Schedule

September 20-22, 2024 – Montreal, Canada

Disclaimer: Please note that all our conferences are multidisciplinary. In addition to the main topic, other topics may also be discussed during the scheduled sessions. Please note the main conference day is 21st September and the conference will be held at McGill University. If you need any help on the 20th September please let us know, otherwise we are eager to have you on board on the conference day.

- **Friday, September 20, 2024** – Arrival & Reception of the participants in Montreal, Canada
- **Saturday, September 21, 2024 (Conference Day)** – Registration, opening speech, keynote speech, and technical sessions:

Registration will start from 01:00 PM, Gate Closes at 1:30 PM

Activity List, Saturday 21st September, 2024 (Conference Day)	Time
Registration and Lunch	1:00 PM - 1:30 PM
Opening Remarks by Conference Chair Dr. Afzalur Rahman	1:30 PM - 2:00PM
Keynote Speech by Quazi M. Ahmed and Q/A	2:00 PM - 2:30 PM
Break	2:30 PM - 2:35 PM
Keynote Speech by Dr. Muhammad Mohiuddin and Q/A	2:35 PM- 3:05 PM
Break	3:05 PM - 3:10 PM
Keynote Speech by Himanshi Solanki and Q/A	3:10 PM - 3:40 PM
Break	3:40 PM - 3:45 PM
Keynote Speech by Zaved Ahmed and Q/A	3:45 PM - 4:15 PM
Certificate Distribution and Photo Session	4:15 PM - 4:30 PM
Networking and Testimonials	4:30 PM - 4:45 PM

- **Sunday, September 22, 2024** – City Tour (optional to the participants)

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Conference Committee

Keynote Speech



Dr. Muhammad Mohiuddin

Laval University

Dr. Muhammad Mohiuddin is an Associate Professor of International Business and Global Strategy at Laval University, Quebec, Canada. He has previously taught at institutions such as Thompson Rivers University (Canada), University of Paris-Est (France), Osnabrück University of Applied Sciences (Germany), Shanghai University of Technology, and Tianjin University of Technology (China). His research has been published in prominent journals, including Research Policy, Applied Economics, Journal of Global Information Management, Review of Economic Philosophy, Strategic Change, International Journal of Logistics Research & Applications, International Journal of Knowledge Management, Journal of Environmental Management, and Journal of Cleaner Production, among others.

Dr. Mohiuddin has also been awarded a research grant from the Social Sciences and Humanities Research Council (SSHRC) of Canada. Currently, he serves as the Director of the Research Group on Contemporary Asia (GERAC) at Laval University. Additionally, he is a co-Managing Editor of Transnational Corporations Review and a Topic Editor for Sustainability.

He is a member of the Board of Directors for the Canadian Council on Small Business and Entrepreneurship (CCSBE) and a member of the CEDIMES Institute (France).

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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.

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Keynote Speech



Zaved Ahmed

Zaved Ahmed is the Managing Partner of a boutique investment firm with over 25 years of experience in the financial markets across Asia, Africa, MENA, and Latin America. He has a proven track record in managing microfinance funds and advising institutions on complex finance transactions in frontier markets.

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Keynote Speech



Quazi M. Ahmed

IFC/World Bank Group Certified Master Trainer

Educated and trained in the US, Norway, Japan, and Bangladesh, Quazi M. Ahmed is a renowned leadership, team building, and soft skills facilitator with 27 years of experience in training, teaching, speaking, and coaching. Since January 2022, he has been the IFC/World Bank Group Certified Master Trainer. Over the years, he has conducted face-to-face training programs/gave talks in conferences in the USA, Denmark, Malaysia, India, Nepal, Afghanistan, and Bangladesh. He has also done VILT (Virtual Instructor-Led Training) workshops and spoke at e-Conferences and webinars for audiences in a dozen other countries, including the UK, Myanmar, Singapore, New Zealand, and Australia. For his global presence in human capital development, Mr. Ahmed received the “Global Training and Development Leadership Award” in February 2017 by the World HRD Congress in its 25th-anniversary celebrations. He has facilitated training sessions attended by more than one hundred thousand people in the nonprofit, private, and public sectors in multiple countries. In recent years, He has completed the following certifications: IFC/World Bank Group Certified Master Trainer, Certified facilitator, from InsideOut Coaching/Development (USA), Certified L&D Professional from Aon Hewitt Learning Center (UK & India), and Certified PPA Practitioner from Thomas Assessment Pvt. Ltd. (UK and India). Mr. Ahmed is recognized as the pioneer of the modern approach to L&D in Bangladesh—the country of his birth. In 2016, he founded the Bangladesh Organization for Learning and Development (BOLD), which is the national apex body serving the needs of trainers, Learning & Development professionals, and others passionate about personal and professional development. One of his primary purposes is to become the best version of himself.

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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
- **Husnu Saner Narman**, Faculty Member at Marshall University

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Authors' Presentation Review

Saturday, September 21, 2024

Name and Affiliation	Title
Mohsen Zarei (Author) <i>Bank Sepah, Edalat Branch</i>	An overview of the Factors Affecting the Failure of Small Businesses.

Name and Affiliation	Title
Ellen Chenesai Rungani (Author) <i>University of Fort Hare</i>	Do SMMES Receive Support in All Management Functional Areas?

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Instructions for Oral Presentation

Saturday, September 21, 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 September 20-22, 2024 – Montreal, Canada.

ISBN : 978-1-998259-47-2

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, September 21, 2024

Name and Affiliation	Title & Abstract
<p>Mohsen Zarei (Author) <i>Bank Sepah, Edalat Branch</i></p>	<p>An overview of the Factors Affecting the Failure of Small Businesses.</p> <p>Abstract: Small and medium-sized enterprises (SMEs) are increasingly important for creating and developing a modern, dynamic, knowledge-based economy. This is due to their capacity for entrepreneurship enhancement, increasing entrepreneurial skills, and their ability to quickly adapt and be flexible in a changing market, thus creating new businesses. The EMS sector of the economy is flourishing in countries with higher incomes, while it is also expanding in lower-income countries despite numerous obstacles and challenges. Although startups play a fundamental role in innovation, employment creation, and enhancing competitive advantage, their failure rates are high, resulting in significant costs for entrepreneurs and other stakeholders. Studying the failure trends of startups is essential for fostering creativity and entrepreneurship in societies. However, most entrepreneurship studies have focused on the success of businesses, with limited information available on business failures. The majority of research on small business failures has been conducted in developed countries, and there is limited knowledge about the reasons for business failures in other countries with different economic, political, social, and cultural conditions. Entrepreneurship in Iran has received attention recently, and considering the country's economic, social, and cultural conditions, analyzing the entrepreneurship process and the reasons for success and failure provide valuable information for individual entrepreneurs, investors, and the government. By increasing awareness in this area and promoting sustainable growth of newly established small businesses, they can contribute to improving the economic conditions of developing countries by enhancing innovation, increasing gross domestic product (GDP) growth, and reducing unemployment. The methodology used in this article is a literature review, employing credible domestic and international sources, summarizing and evaluating the contents, and engaging in discussion and analysis.</p>

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	Keywords: Business Failure Factors, Small Business Entrepreneurs, SMEs, entrepreneurship, Knowledge-based Economy, Startups, Sustainability
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Name and Affiliation	Title & Abstract
<p>Ellen Chenesai Rungani (Author) <i>University of Fort Hare</i></p>	<p>Do SMMEs Receive Support in All Management Functional Areas?</p> <p>Abstract The nurturing of small enterprises success is on top of the government agenda. However, a significant issue lies in the type of skills and support necessary to develop the small businesses through the various phases of business cycle. The primary goal of was to establish if SMMEs are provided with business intervention and support in all business managerial functional areas at the correct phase of business development from all sectors. The population of this research was 350 SMMEs in Eastern Cape Province of South Africa. The research was based on the resources-based and the human capital development theories. Primary data was collected using a structured self-administered questionnaire. The results indicate that the business support that many SMMEs receive do not fully cover all significant business managerial functional areas which consequently contributes to the high levels of SMME failure rate in South Africa. From a demand perspective, a gap still exist between SMME support and their need and expectations. It is very imperative for policy makers not to use a one-size-fits-all approach in business intervention. There is a greater need to take a closer look at the application of the Business Management model in the development and provision of SMME business support programmes within all sectors. This paper redefined the Business Management model and recommended the use of the P-O-L-C model when developing SMMEs support structures. A refined P-O-L-C model was developed as a contribution to the SMME support body of research and knowledge.</p> <p>Keywords: SMMEs, management function, business development, management support.</p>

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