

CONFERENCE **ABSTRACT**

October 04-06, 2024
Ottawa, Canada



Proudly Canadian, Truly Global

Abstract Book

October 04-06, 2024 – Ottawa, Canada

Format: Electronic Book

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Venue

Carleton University

October 05, 2024

Ottawa, 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 October 04-06, 2024, in beautiful Ottawa, 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 Ottawa and enjoy its scenic views, tropical climate, and friendly people. Ottawa enjoys a global reputation as one of the world's top cities for quality of life and recreation.

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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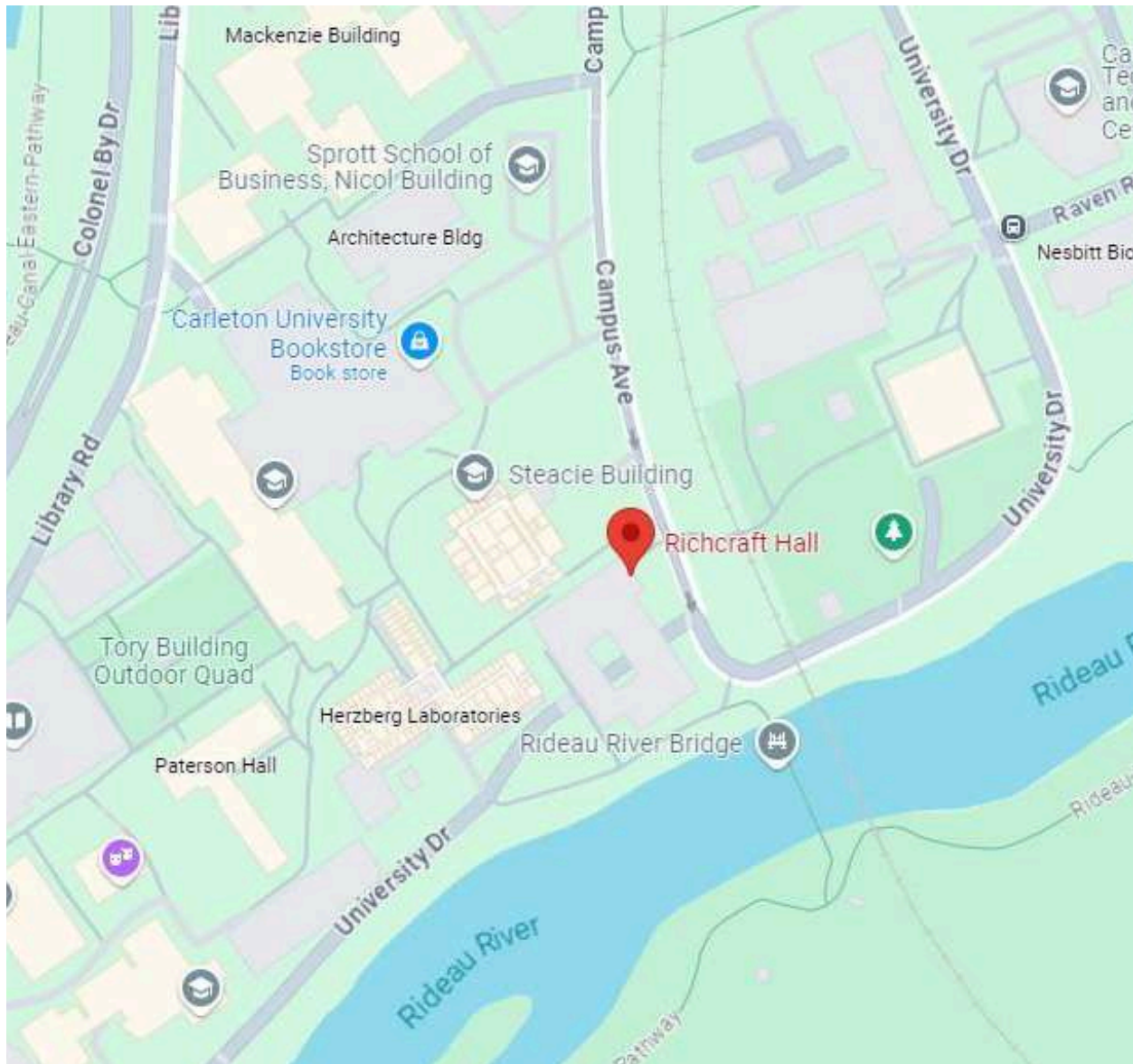
Conference Venue

Carleton University

1125 Colonel By Dr, Ottawa, ON K1S 5B6, Canada, Richcraft Hall

Room: 2211

Directions:



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Public Transit:

Richcraft Hall at Carleton University, located at 1125 Colonel By Drive, Ottawa, ON K1S 5B6, is easily accessible by public transit. The campus is served by OC Transpo buses, with multiple routes stopping directly at the university. Additionally, the O-Train Trillium Line has a dedicated station on campus, providing quick and convenient access to downtown Ottawa and surrounding areas. Public transit options make commuting to and from Richcraft Hall simple for students and visitors.

Driving & Parking

Richcraft Hall at Carleton University, located at 1125 Colonel By Drive, Ottawa, ON K1S 5B6, is easily accessible by car via nearby roads such as Bronson Avenue and Riverside Drive. The university offers several parking options, including visitor parking lots and permit-only areas. Parking Lot P9 is the closest to Richcraft Hall, providing convenient access for those driving to Room 2211. Accessible parking spaces are available near building entrances, and daily parking permits can be purchased at designated pay stations or through the university's mobile app.

Accessibility

Richcraft Hall at Carleton University is designed to be fully accessible. The building offers accessible entrances, elevators, and wide hallways, ensuring ease of movement for individuals with mobility needs. Carleton University also provides accessible parking spaces near Richcraft Hall, with ramps and smooth pathways connecting key areas. Additionally, the campus features services and accommodations for students with disabilities, including accessible washrooms and support from the Paul Menton Centre for Students with Disabilities, ensuring that everyone can navigate the campus and its facilities comfortably.

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Conference Schedule

October 04-06, 2024 – Ottawa, 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 5th October and the conference will be held at Carleton University. If you need any help on the 4th October please let us know, otherwise we are eager to have you on board on the conference day.

- **Friday, October 04, 2024** – Arrival & Reception of the participants in Ottawa , Canada
- **Saturday, October 05, 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 5th October, 2024 (Conference Day)	Time
Registration and Lunch	1:00 PM - 1:30 PM
Opening Remarks by Conference Chair Dr. Afzalur Rahman	1:30 PM - 1:40PM
Keynote Speech by Himanshi Solanki and Q/A	1:40 PM - 2:05 PM
Break	2:05 PM - 2:10 PM
Author Presentation Mohammad Abul Ashek Chowdhury	2:10 PM- 2:35 PM
Break	2:35 PM - 2:40 PM
Keynote Speech by Dr. Afzalur Rahman and Q/A	2:40 PM - 3:05 PM
Break	3:05 PM - 3:10 PM
Author Presentation Nsengiyumva Felix	3:10 PM - 3:35 PM
Break	3:35 PM - 3:40 PM
Keynote Speech by Sadat Khan and Q/A	3:40 PM - 4:05 PM
Photo Session and Certificate Giving Ceremony	4:05 PM - 4:45 PM
Closing Remarks	4:45 PM - 4:50 PM
Testimonials	4:50 PM - 5:00 PM

- **Sunday, October 06, 2024** – City Tour (optional to the participants)

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Conference Committee

Keynote Speech



Dr. Afzalur Rahman

Doctor of Business Administration – DBA in International Business (USA)

Certified International Trade Professional – CITP (Canada)

Former Professor of Business Management – Douglas College (Canada)

Dr. Afzalur Rahman is a distinguished international business professional with over 15 years of experience in the field of global trade. His contributions have significantly advanced the understanding and management of international trade, impacting both local and international business landscapes. Dr. Afzalur Rahman is also dedicated to fostering academic growth by offering premier training, conference hosting, and event planning services to scholars and researchers, supporting the exchange of knowledge within the business community.

Dr. Afzalur Rahman holds a Doctor of Business Administration (DBA) in International Business and a Master of Business Administration (MBA) in Finance. His undergraduate degree in Business Administration and Management was earned at the University of Windsor, Canada. He is a Certified International Trade Professional (CITP) and a Chartered Professional in Human Resources (CPHR), underscoring his expertise in both international trade and human resource management.

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Dr. Rahman's academic journey began as a professor of international business management at Thompson Rivers University, Canada. He has since held teaching and research positions at prestigious institutions including the University of British Columbia, Simon Fraser University, University Canada West, Columbia College, and Douglas College. His research interests span Business Strategy, International Business, International Marketing, Global Entrepreneurship, Retailing Management, and Human Resource Management. He has published numerous peer-reviewed articles on these subjects, contributing to the broader understanding of topics such as international trade theory, regional economic integration (NAFTA, ATPDEA, BRICS), foreign direct investment, and cross-cultural communication.

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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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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, October 05, 2024

Name and Affiliation	Title
Nsengiyumva Felix (Author) <i>Talent Contractors Ltd</i>	An Analysis of the Use of Network Management Approach to Reverse Deforestation and Enhance Economic Growth Related to the Tea Industry in Rwanda.

Presenters' Presentation Review

Name and Affiliation	Title
Mohammed Abul Ashek Chowdhury (Author) <i>Global Imex Solutions</i>	Sustainable Marketing: Building Brands in an Eco-Conscious World.

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Instructions for Oral Presentation

Saturday, October 05, 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 October 04-06, 2024 – Ottawa, Canada.

ISBN : 978-1-998259-51-9

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, October 05, 2024

Name and Affiliation	Title & Abstract
<p>Nsengiyumva Felix (Author) <i>Talent Contractors Ltd</i></p>	<p>An Analysis of the Use of Network Management Approach to Reverse Deforestation and Enhance Economic Growth Related to the Tea Industry in Rwanda</p> <p>Abstract</p> <p>This study investigates the impact of deforestation on the Rwandan economy, particularly on the tea processing businesses, and analyses network management as a solution to address this pressing challenge. The main objective of the research is to analyze the use of a collaborative network approach to effectively minimize deforestation while ensuring economic viability for stakeholders involved in tea production in Rwanda. The study used a mixed-methods approach, including stakeholder analysis, feasibility studies, and the development of organizational and communication structures tailored to the unique context of Rwanda.</p> <p>The methodology involved a purposive sampling of critical stakeholders, including representatives from government agencies, NGOs, tea processing companies, and local communities, with a total sample size of 50 participants. Data collection methods included semi-structured interviews, focus group discussions, and surveys to gather qualitative and quantitative insights on stakeholder perspectives, interests, and the socio-economic impacts of deforestation. The findings reveal that more than traditional technical solutions are needed to resolve various stakeholders' complex interplay of interests. Instead, a network management framework is recommended, emphasizing the importance of engaging high-power, interested stakeholders while adequately informing and monitoring those with lower power and interest.</p> <p>Practical Implications: the results indicate that a well-structured network can significantly enhance the chances of successful implementation of sustainable practices, such as the introduction of biogas businesses as an alternative to wood fuel in tea processing. In conclusion, the report advocates for</p>

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the establishment of a network headed by a steering committee comprising key stakeholders to facilitate consensus-building and collaborative decision-making; something that is not common in Africa. By prioritizing network management, biogas businesses will create a sustainable future for the tea industry in Rwanda, balancing economic growth with environmental conservation. The insights gained from this research underscore the necessity of inclusive stakeholder engagement and strategic communication in tackling deforestation effectively.

Keywords: Network management, Stakeholder analysis, Exploitation of forests, Tea industry in Rwanda.

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Presenters' Presentation Review

Saturday, October 05, 2024

Name and Affiliation	Title & Abstract
<p>Mohammed Abul Ashek Chowdhury (Author)</p> <p><i>Global Imex Solutions</i></p>	<p>Sustainable Marketing: Building Brands in an Eco-Conscious World.</p> <p>Sustainability is a powerful tool for enhancing your brand image and building long-term customer loyalty. By adopting eco-friendly practices and transparently communicating your efforts, you can differentiate your brand, attract eco-conscious consumers, and contribute to a healthier planet.</p> <p>In today's world, sustainability is no longer just a buzzword — it's a crucial aspect of business operations that can significantly impact a brand's image and success.</p> <p>Consumers are increasingly aware of environmental issues and are more likely to support brands that demonstrate a genuine commitment to eco-friendly practices.</p>

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Note

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