# **CONFERENCE ABSTRACT**

December 13-15, 2024 Vancouver, Canada







Proudly Canadian, Truly Global

# SPONSORSHIP ADVERTISEMENT

Available for Advertisement

# ADVERTISEMENT?



TO KNOW MORE DETAILS:

SCAN ME!

Mon to Fri (10 am - 6 pm PST)

Proudly Canadian, Truly Global

# Abstract Book

December 13-15, 2024 - Vancouver, Canada

Format: Electronic Book

ISBN: 978-1-998259-63-2

# **Venue**

**University of British Columbia** 

December 14, 2024 Vancouver, Canada

# **Table of Contents**

Welcome Remarks04
Conference Venue 05-06
Conference Time Schedule 07-08
Disclaimer 09
Conference Committee 10-14
Authors' Presentation Review 15-16
Instructions for Oral Presentation 17
Instructions for Publication 17
Instructions for Participants 17
Authors' Presentation Schedule 18-23



# Welcome

As Conference Chair I'm honored to welcome all participants to the **Conference organized by Global Conference Alliance Inc.** held on December 13-15, 2024, in beautiful Vancouver, 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. Vancouver enjoys a global reputation as one of the world's top cities for quality of life and recreation. Vancouver 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.

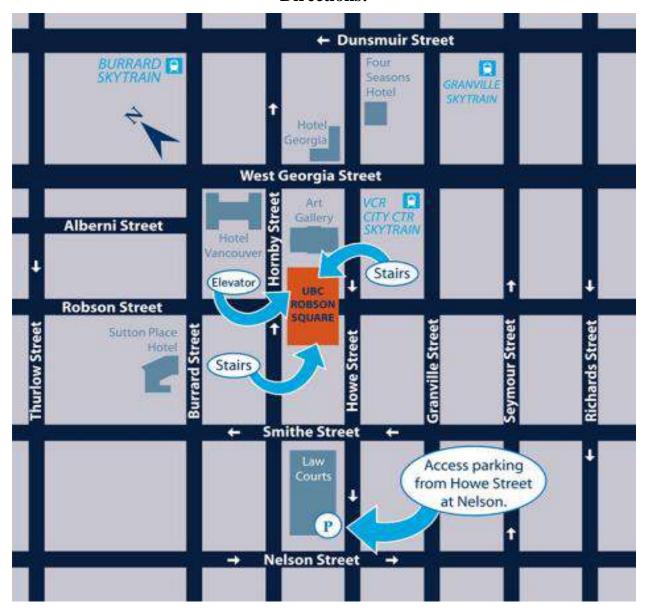
Proudly Canadian, Truly Global

# **Conference Venue**

**University of British Columbia** 

Classroom C-225, 800 Robson Street Vancouver, British Columbia, Canada V6Z 3B7

#### **Directions:**







#### **Public Transit:**

UBC Robson Square is a short walk from the Burrard, Granville, and City Centre SkyTrain stations. Use the TransLink website to plan your trip via transit from any location in the Lower Mainland: <a href="https://www.translink.ca/">https://www.translink.ca/</a>

#### **Driving & Parking**

To access the West Park lot for 800 Robson Street (Lot 189), head south on Howe Street to the corner at Nelson Street. The parking lot entrance will be on your right, just before Nelson. Note that Howe is a one-way street. Once you have entered the parking lot, follow the directional signs to UBC Robson Square. Please consult the West Park website for current pricing. Or Call Westpark at: 604-669-7275 [PARK]

#### **Accessibility**

UBC Robson offers elevator access via our entrance on Hornby Street at Robson Street.





# **Conference Time Schedule**

# December 13-15, 2024 - Vancouver, Canada

- Friday, December 13, 2024 Arrival of the participants in Vancouver, Canada
- Saturday, December 14, 2024 (Conference Day) Registration, opening speech, keynote speech, and technical sessions:

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

Activity List, Saturday 14th December, 2024 (Conference Day)	Time
Registration and Lunch	1:00 PM - 1:30 PM
Opening Remarks by Conference Chair Dr. Afzalur Rahman	1:30 PM - 1:35 PM
Ice Breaking Session	1:35 PM - 1:50 PM
Technical Session 1 : Strategic Management and Planning; Supply Chain Management  Keynote Speech by Dr. Nam Le	1:50 PM - 2:20 PM
Technical Session 2: Accounting and Financial Management  Keynote Speech by Josie Hope (virtual)	2:20 PM - 2:50 PM
Break	2:50 PM- 2:55 PM
Technical Session 3: Business Management and Economics  Author Presentation by Paulin Tchumtcha Wembe	2:55 PM - 3:15 PM
Break	3:15 PM - 3:20 PM
Technical Session 4: Cyber Security and Cloud Engineering; Information Technology and Computer Science; Artificial Intelligence and Virtual Reality; Wireless Communications and Networking Technology Keynote Speech by Yasmin Jahir (virtual)	3:20 PM - 3:50 PM
Break	3:50 PM - 3:55 PM
Technical Session 5: African Business and Technology; African Economy and Culture; Business Management and Economics; International Business and Marketing  Keynote Speech by Dr. Afzalur Rahman	3:55 PM - 4:25 PM



Photo Session and Certificate Giving Ceremony	4:25 PM - 4:50 PM
Closing Remarks	4:50 PM - 4: 55 PM
Testimonials	4:55 PM - 5:00 PM

• Sunday, December 15, 2024 – City visit (optional to the participants)

# **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.
- It is mandatory to confirm your attendance prior to the conference to guarantee your seat and catering arrangements.
- Registered participants may either attend the entire event or choose to attend only their specific sessions.





# **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.

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.





# **Keynote Speech**



**Josie Hope**Business and Tax Accountant | Entrepreneur | Health and Fitness Leader

Josie is an accountant and fitness leader who balances financial expertise with personal well-being. Her accounting practice tailors services to individuals and businesses. Josie advocates for women's empowerment by offering mentorship through volunteer programs and leading community workshops to improve financial literacy.

Her leadership in professional and community settings contributes to enhancing financial stability and personal growth across diverse groups. Committed to excellence, she blends her accounting expertise with community service, emphasizing the balance between physical vitality and financial stability. She takes pride in providing her clients with sustainable, effective solutions and fostering lasting relationships built on trust and excellence.



# **Keynote Speech**



Yasmin Jahir
Director of Operations
Global Conference Alliance

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.



# Keynote Speech



**Dr. Nam Le**Assistant Professor and Vice Chair
of the Undergraduate Department at University Canada West

Dr. Nam Le is the Assistant Professor and Vice Chair of the Undergraduate Department at University Canada West. He holds a Doctor of Business Administration from Walden University, a Master of Science in International Business from the University of Hertfordshire, an MBA from Vancouver Island University, and a professional designation in international trade. Dr. Le is a leading expert in globalization, emerging economies, global migration and immigration, and the internationalization of small and medium-sized enterprises (SMEs), with a particular focus on East Asia. His publication record and research contributions reflect his commitment to advancing knowledge in these critical areas of business management.



# **Committee Members**

- Dr. Afzalur Rahman, Former Professor, 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, December 14, 2024

Name and Affiliation	Name and Affiliation Title	
Paulin Tchumtcha Wembe (Author)  RMIT University, Blockchain Innovation HUB	Bridging Economic Divides: The Role of Fintech Payment Systems in Developing Countries.	

Name and Affiliation	Title
Keshab Shrestha (Author) Tribhuvan University	Dimensions Affecting the Purchasing Behavior of Nepalese Women.

Name and Affiliation	Title
Saeid Reza Bigdeli Azari (Author) Bank Melli Iran	The Pervasive Roles of Financial Accounting: A Comprehensive Look.

Name and Affiliation	Title
Max Ejede Ngome (Author) Pan African Institute for Development - West Africa	Enhancing Organizational Efficiency and Accountability: A Comprehensive Analysis of Performance Management in the Cameroon Financial Institutions.



Name and Affiliation	Title
Rana Hamood Ur Rehman (Author) PAKsoft Research Group	Enhancing Organizational Efficiency and Accountability: A Comprehensive Analysis of
Adeel Ahmed (Co-Author) PAKsoft Research Group	Performance Management in the Cameroon Financial Institutions.

Name and Affiliation	Title
Arrey Awo Linus (Author) Corot Medical Laboratory and Diagnostics	Acute Kidney injury in Patients Attending the Infectious Disease Intensive Care Unit of the Douala General Hospital, Douala, Cameroon.



# **Instructions for Oral Presentation**

### Saturday, December 14, 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 December 13-15, 2024 – Vancouver, Canada.

**ISBN:** 978-1-998259-63-2

**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.





# **Authors' Presentation Schedule** Saturday, December 14, 2024

Name and Affiliation	Title & Abstract
	Bridging Economic Divides: The Role of Fintech Payment Systems in Developing Countries.
Paulin Tchumtcha Wembe (Author)  RMIT University, Blockchain Innovation HUB	Abstract: Financial inclusion remains a critical challenge in today's rapidly changing digital economy, especially in developing countries where traditional banking infrastructure is either insufficient or non-existent. PayAll Digital was founded with the vision of addressing this pressing issue by leveraging the power of financial technology (fintech) to bridge the economic divide. The issue we're attempting to address is more than just providing access to financial services; it's about empowering individuals and businesses in these underserved areas to fully participate in the global economy.  Our motivation for this research stems from the stark reality that millions of people worldwide remain excluded from basic financial services, severely limiting their opportunities for economic growth and stability. The lack of financial infrastructure in these areas not only perpetuates poverty, but also stifles overall economic growth. We believe that by leveraging innovative digital payment solutions and alternative credit scoring methods, we can provide a viable path to financial inclusion, allowing these communities to bypass traditional barriers and gain direct access to modern financial services.  The severity of the issue cannot be overstated. Financial exclusion is a significant barrier to economic equality and sustainable development. Individuals and small businesses who lack access to credit, savings, and secure payment systems are frequently unable to invest in their future, expand their operations, or respond to financial emergencies. This paper describes the solutions we've developed to address these issues, with a focus on deploying scalable, secure, and user-friendly fintech solutions that can be easily implemented in even the most remote locations.  Our goal is to create a more inclusive financial ecosystem in which everyone, regardless of geography or socioeconomic status, has access to the resources they require to thrive. We



envision a world in which financial services are not a luxury for the few, but a basic right available to all. Our work aims to contribute to the global effort to eliminate poverty, promote economic equality, and drive long-term growth in developing regions.

We are excited to share our findings and insights with the broader community, and we welcome feedback, collaboration, and dialogue to below a refine and improve our approach. Together

community, and we welcome feedback, collaboration, and dialogue to help us refine and improve our approach. Together, we can make a significant difference in the lives of those who need it the most.

Name and Affiliation	Title & Abstract
	Dimensions Affecting the Purchasing Behavior of Nepalese Women.
Keshab Shrestha (Author) Tribhuvan University	Abstract:  The purpose of this study is to identify the various dimensions of the buying behavior of Nepalese women while making purchasing decisions. A total of 100 women of different backgrounds were surveyed through a questionnaire consisting of 22 questions related to buying behavior. Various factors such as Value Identification, Customer Service, and Lifestyle are most influential for Nepalese women's purchasing decisions. So, by providing, at affordable prices, high-value products that match the personality of the targeted women and by providing superior customer care, Nepalese women can be attracted easily. Besides these, price, brand awareness, and accurate information also influence their buying behavior to a certain extent. Age also plays a role in the purchasing decisions she makes since women of different age groups behave differently while purchasing items for their homes, for their offices, or for personal use. Differences in demographic factors such as personal status, religious belief, occupation, and income level, however, do not bring a difference in the buying behavior of Nepalese women in general.
	<b>Keywords:</b> Buying behavior; value identification; lifestyle; brand awareness.



Name and Affiliation	Title & Abstract
	The Pervasive Roles of Financial Accounting: A Comprehensive Look.
Saeid Reza Bigdeli Azari (Author) Bank Melli Iran	Abstract: Financial accounting is the cornerstone of modern business operations, serving as the universal language of business. This comprehensive exploration delves deeply into the profound significance of financial accounting in facilitating informed and strategic decision-making. It provides transparency, ensures accountability, and guides both internal and external stakeholders. This research also examines the evolving role of technology, international financial reporting standards, the impact on the government and public sector, and the challenges and future trends in financial accounting. Furthermore, it highlights the changing role of professional accountants in the dynamic landscape of financial accounting, emphasizing the expanding competencies required for accountants in the contemporary business world.  Keyword: Financial Accounting, Reporting, Transparency, Accountability, Investment Decisions, Compliance, Technology, International Financial Reporting, Government, Auditing, Professional Accountants, ESG Reporting.



Name and Affiliation	Title & Abstract
	Enhancing Organizational Efficiency and Accountability: A Comprehensive Analysis of Performance Management in the Cameroon Financial Institutions.
Max Ejede Ngome (Author) Pan African Institute for Development - West Africa	Abstract:  In this paper, we impart on performance management in the Cameroon financial institutions and the fact that performance is a broad topic with varied users in different circumstances makes it difficult to match the design for performance indicators in the public sector. This study uses the qualitative method and goal-setting theory. The theory and concept of goal setting can apply to individual and organizational levels. The goal-setting theory describes that performance, and a set of clear, quantifiable goals are directly related. If managers are aware of their objectives, they are more motivated to work more diligently, which raises performance. To achieve goal setting among the most senior level of management in financial institutions, it is essential to answer the crucial question regarding which indicators or criteria are needed. Even though several prior studies attempted to explain factors that influence performance management, to the best of the researcher's knowledge, there is a lack of studies that have looked at the factors that influence performance management through in-depth interviews with the financial institutions' management itself such as managers and heads of departments. Hence, this study provides empirical research into the factors that influence performance management in the Cameroon financial institutions.  Keywords: Performance Management, Organizational efficiency, Accountability, Cameroon Financial Institution, Key Performance Indicator.



Name and Affiliation	Title & Abstract		
	Enhancing Organizational Efficiency and Accountability: A Comprehensive Analysis of Performance Management in the Cameroon Financial Institutions.		
Rana Hamood Ur Rehman (Author) PAKsoft Research Group Adeel Ahmed (Co-Author) PAKsoft Research Group	Abstract: Artificial Intelligence (AI) integration into the healthcare ecosystem represents a radical transformation towards better disease diagnosis and treatment and achieving unlimited possibilities of high diagnostic performance, personalized treatment, and patient-centered care. Nevertheless, despite considerable promises of AI technologies, including Generative AI, Generative Adversarial Networks, and advanced machine learning approaches, their implementation faces multiple barriers such as seamless integrated system, the issue of ethics, data protection, and interoperability demands. Technologists, medical employees, ethicists, and policymakers should address these multi-dimensional problems through cooperation by emphasizing the development of transparent and ethical AI systems, strong data protection protocols, and flexible regularity that should follow the rapid advances in technology. Monitoring AI development should additionally promote research into Explainable AI, multimodal systems, and federated learning, as well as be characterized by the understanding of global health equality, and the need for ongoing assessment is essential to guarantee that AI enhances rather than performs human tasks and improves patients' health outcomes.  Keywords: Generative AI, Ethical AI in Healthcare, Data Privacy, Explainable AI, Interdisciplinary Collaboration		



Name and Affiliation	Title & Abstract		
	Acute Kidney injury in Patients Attending the Infectious Disease Intensive Care Unit of the Douala General Hospital, Douala, Cameroon.		
	Abstract:		
Arrey Awo Linus (Author) Corot Medical Laboratory and Diagnostics	Acute kidney injury (AKI) is a frequent and potentially fatal complication in infectious diseases. The aim of this study was to investigate the clinical aspects of AKI associated with infectious diseases and the factors associated with mortality. This retrospective study was conducted in patients with AKI who were admitted to the intensive care unit (ICU) of the Douala General Hospital, Douala Cameroon, from January 2020 to January 2022. The major underlying diseases and clinical and laboratory findings were evaluated. A total of 253 cases were included. The mean age was 46±16 years, and 72% of the patients were male. The main diseases were human immunodeficiency virus (HIV) infection, HIV/acquired immunodeficiency syndrome (AIDS) (30%), tuberculosis (12%), malaria (11%) and Hepatitis B (4%). The patients were classified as risk (4.4%), injury (63.6%) or failure (32%). Mortality was higher in patients with HIV/AIDS (76.6%, p=0.02). A multivariate analysis identified the following independent risk factors for death: oliguria, metabolic acidosis, sepsis, hypovolemia, the need for vasoactive drugs, and the need for mechanical ventilation. AKI is a common complication in infectious diseases, with high mortality. Mortality was higher in patients with HIV/AIDS, most likely due to the severity of immunosuppression and opportunistic diseases.  Keywords: Acute kidney injury, intensive care, risk factors, HIV/AIDS, immunosuppression.		



Note





-		









_		







Proudly Canadian, Truly Global

# SPONSORSHIP **ADVERTISEMENT**

**Available for Advertisement** 

# ADVERTISEMENT?



TO KNOW MORE DETAILS:

**SCAN ME!** 



Proudly Canadian, Truly Global

# SPONSORSHIP ADVERTISEMENT

**Available for Advertisement** 

# ADVERTISEMENT?



TO KNOW MORE DETAILS:

**SCAN ME!**