

CONFERENCE **ABSTRACT**

January 10-12, 2025
Honolulu, USA



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Abstract Book

January 10 -12, 2025 – Honolulu, USA

Format: Electronic Book

ISBN: 978-1-998259-65-6

Venue

Hyatt Place Waikiki Beach

January 11, 2025

Honolulu, USA



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300 Lenora Street #1497,
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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 January 10 -12, 2025, in beautiful Honolulu, 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 Honolulu and enjoy its scenic views, tropical climate, and friendly people. Honolulu enjoys a global reputation as one of the world's top cities for quality of life and recreation. Honolulu 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

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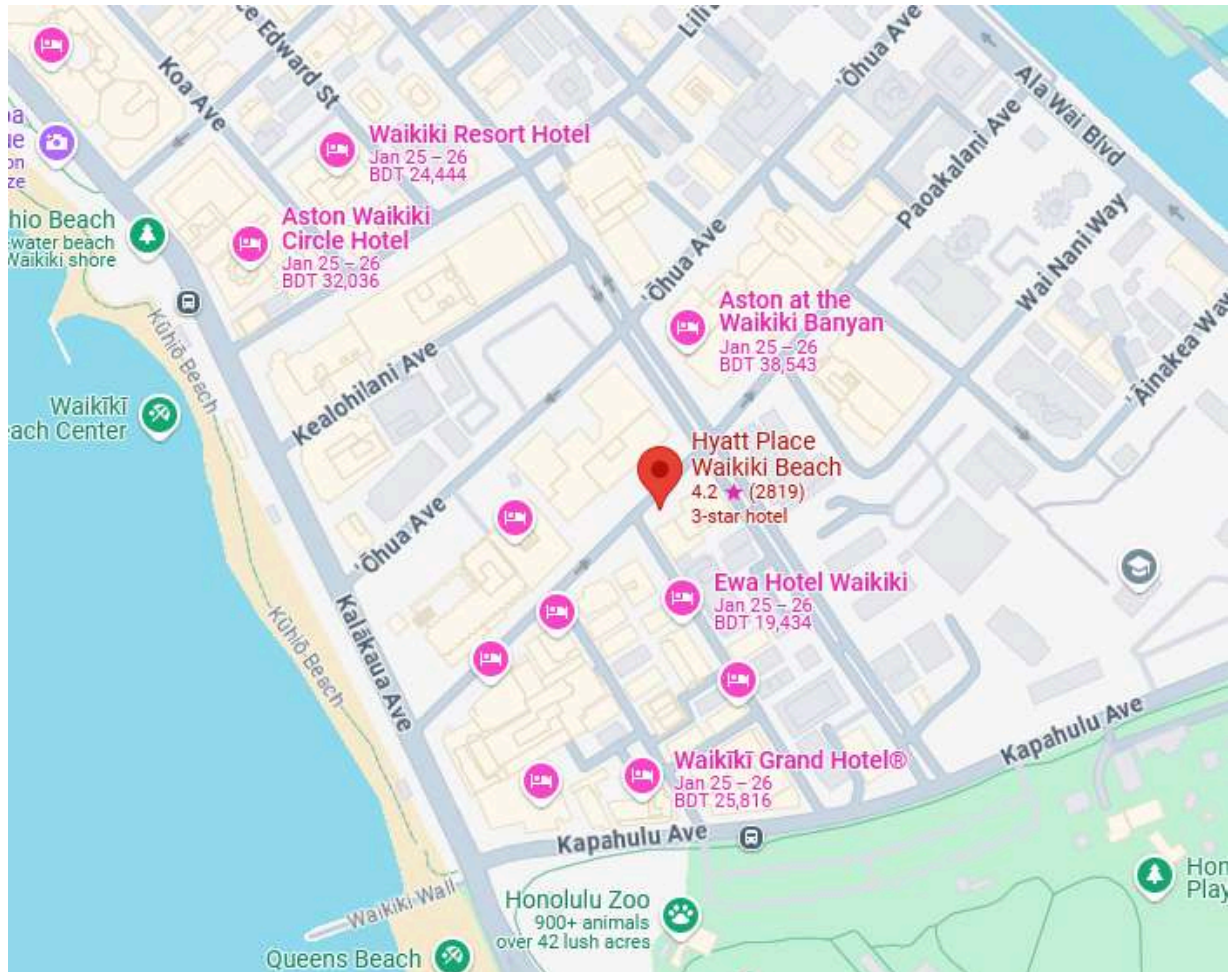


Conference Venue

Hyatt Place Waikiki Beach

Room# Lokahi 3, 175 Paoakalani Avenue
Honolulu, HI 96815

Directions:



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Public Transit:

Hyatt Place Waikiki Beach, at 175 Paoakalani Avenue (Room Lokahi 3), is easily accessible by public transit. From Honolulu International Airport, take Bus Route 20 to Kuhio Avenue near Kapahulu Avenue and walk 5 minutes to the hotel. From Downtown Honolulu or Ala Moana Center, use Bus Routes 2, 13, 8, or 23 to reach Kuhio Avenue and Paoakalani Avenue.

Driving & Parking

Hyatt Place Waikiki Beach, at 175 Paoakalani Avenue (Room Lokahi 3), is accessible via Kapahulu or Kuhio Avenue. Valet parking is available at the hotel, and nearby public parking options can also be used, though availability may vary.

Accessibility

Hyatt Place Waikiki Beach, at 175 Paoakalani Avenue (Room Lokahi 3), is easily accessible with ADA-compliant facilities, nearby public transit stops, valet parking, and walking access to Waikiki attractions.

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Conference Time Schedule

January 10 -12, 2025 – Honolulu, USA

- **Friday, January 10, 2025** – Arrival of the participants in Honolulu, USA
- **Saturday, January 11, 2025 (Conference Day)** – Registration, opening speech, keynote speech, and technical sessions:

Registration will start from 1:00 PM, Gate Closed 1:30 PM

Activity List, Saturday 11th January 2025 (Conference Day)	Time
Registration and Lunch	1:00 PM - 1:30 PM
Opening Remarks by Conference Chair John O'Fee	1:30 PM - 1:35 PM
Ice Breaking Session	1:35 PM - 1:50 PM
Technical Session 1: Business Management and Economics; International Business and Marketing; African Business and Technology; Supply Chain Management Keynote Speech by John O'Fee	1:50 PM - 2:10 PM
Technical Session 2: Business Management and Economics Author Presentation by Jarrad Mckenzie Haar Author Presentation by Ariane-Tabea Schüller Author Presentation by Oliver Liu	2:10 PM - 2:40 PM
Break	2:40 PM- 2:45 PM
Technical Session 3: Accounting and Financial Management Keynote Speech by Zaved Ahmed (virtual)	2:45 PM - 3:05 PM
Technical Session 4: Oil, Gas, and Petroleum Engineering Author Presentation by Mariusz Michał Łaciak Author Presentation by Szymon Gustaw Kuczyński Author Presentation by Tomasz Wlodek	3:05 PM - 3:35 PM
Break	3:35 PM- 3:40 PM
Technical Session 5: Human Resource Management; HR Ethics and Compliance; Women in Business and Leadership; Entrepreneurship, Innovation, and Sustainability Keynote Speech by Nancy Mudford (virtual)	3:40 PM - 4:00 PM

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Break	4:00 PM - 4:05 PM
Technical Session 6: Cyber Security and Cloud Engineering; Information Technology and Computer Science Keynote Speech by Yasmin Jahir (virtual)	4:05 PM - 4:25 PM
Photo Session and Certificate Giving Ceremony	4:25 PM - 4:45 PM
Closing Remarks	4:45 PM - 4: 50 PM
Testimonials	4:50 PM - 5:00 PM

- **Sunday, January 12, 2025** – City visit (optional to the participants)

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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.

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Conference Committee

Keynote Speech



Mr. John O'Fee

QC, Faculty Member, Thompson Rivers University, Canada

John received his Commerce degree and Law degree from the University of British Columbia and commenced private legal practice in Kamloops immediately upon graduation. His work centered around real estate development, corporate transactions, wills and estates. John pursued community service while establishing and growing his practice. He was first elected to the Kamloops School Board in 1988 and served for eight years including three years as School Board Chair. In 1999 John was elected to Kamloops City Council where he served for eleven years in various capacities including Audit Committee Chair, President of the Kamloops Airport Authority Society, Hospital Board Chair, Municipal Finance Authority Member and Regional District Director. In addition, John served in various volunteer roles with the Thompson Rivers University (“TRU”) Foundation including six years as its board chair. In 2011 John left the private practice of law to become Chief Executive Officer of the Tk'emlups te Secwepemc (Kamloops Indian Band). In this multi-faceted role John led a team of over 200 employees responsible for a wide variety of enterprises ranging from a working cattle ranch and retail gas station as well as providing band social programs and operating an elementary school. John joined the School of Business and Economics at TRU first as a sessional instructor 2010 and as full time faculty commencing January, 2014. His courses include Commercial, Employment and Real Estate Law but John has also instructed Business Ethics for TRU at the Tianjin University of Technology in China. In addition, John instructs Real Estate Transactions at TRU’s Law School. John recently received the Dean’s Award for Teaching Excellence from the School of Business and Economics. Besides his work at TRU, John serves as a board member and panel chair for the Health Professions Review Board of British Columbia. This organization acts as an appellate body for decisions rendered by professional medical colleges in the province. He has also served is also a board member of the Provincial Health Services Authority and board chair of the Interior Health Authority. These organizations are tasked with the operation large scale health facilities including the BC Children’s Hospital, the BC Ambulance Service, the BC Cancer Agency, the BC Centre for Disease Control and many others. Each organization operates on an annual budget well in excess of \$2 billion. John has been recognized as a distinguished Alumnus of Thompson Rivers

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University in 1995, selected for a BC Community Achievement Award in 2011 and was designated as Queen's Counsel in December 2015.

Keynote Speech



Nancy Mudford

Professor at Seneca College, Toronto

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.

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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.

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Keynote Speech



Zaved Ahmed

Managing Partner

boutique investment firm

Zaved Ahmed is the Managing Partner of a boutique investment firm with over 25 years of experience in 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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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 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, January 11, 2025

Name and Affiliation	Title
Ariane-Tabea Schüller (Author) <i>University of Greifswald</i>	A Critical Evaluation of the Impact of Giveaways on Follower-Engagement of Commercial Posts on Instagram

Name and Affiliation	Title
Mariusz Michał Łaciak (Author) <i>AGH University of Krakow</i> Szymon Gustaw Kuczyński (Co-Author) <i>AGH University of Krakow</i> Tomasz Włodek (Co-Author) <i>AGH University of Krakow</i> Adam Szurlej (Co-Author) <i>AGH University of Krakow</i>	Energy Recovery in Natural Gas Regulation Stations: Analyzing Turboexpander Implementation for Electricity Generation

Name and Affiliation	Title
Szymon Gustaw Kuczyński (Author) <i>AGH University of Krakow</i> Mariusz Michał Łaciak (Co-Author) <i>AGH University of Krakow</i> Stanisław Nagy (Co-Author) <i>AGH University of Krakow</i>	Biogas Upgrading Techniques for Sustainable Energy: Analysis of Physical Absorption and Membrane Separation Methods

Name and Affiliation	Title
Tomasz Włodek (Author) <i>AGH University of Krakow</i>	The main challenges for pipeline transport of carbon dioxide as a part of industry decarbonization processes

Name and Affiliation	Title
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<p>Oliver Liu (Author) <i>California State University- Sacramento</i></p>	<p>Evaluating the Monetary Value of Co-Branding in Graduate Business Programs: An Empirical Approach</p>
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Instructions for Oral Presentation

Saturday, January 11, 2025

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 January 10 -12, 2025 – Honolulu, USA

ISBN : 978-1-998259-65-6

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, January 11, 2025

Name and Affiliation	Title & Abstract
<p>Ariane-Tabea Schüller (Author) <i>University of Greifswald</i></p>	<p>A Critical Evaluation of the Impact of Giveaways on Follower-Engagement of Commercial Posts on Instagram</p> <p>Abstract</p> <p>Many businesses harness social media influencers on Instagram to promote their products. Influencer posts are often not perceived to be advertising. Because of their authenticity and credibility, posts on Instagram have a wide reach to an engaged audience. In order to measure the success of a social media campaign on Instagram individual methods of engagement-, reach-, traffic- and sentiment-metrics are used. Due to the simplicity and cost-effectiveness of the data collection most companies prefer to use a measurement of numbers rather than of sentiment. However, quantitative metrics can lead to inaccurate conclusions about the effectiveness since they can be altered by the influencer's behavior. This study aims to identify the strategy of giveaways as an intentional manipulation of the outcome of the measurement metrics by the influencers on Instagram. The results, based on data collection from posts of 18 female German influencers during a 24 hour surveillance of 21 days, suggest that the promotional tactic of giveaways purposefully influence and boost the traditional metrics of effectiveness measurement.</p> <p>Keywords: SMIs, Instagram, engagement metrics, giveaways</p>

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Name and Affiliation	Title & Abstract
<p>Mariusz Michał Łaciak (Author) <i>AGH University of Krakow</i></p> <p>Szymon Gustaw Kuczyński (Co-Author) <i>AGH University of Krakow</i></p> <p>Tomasz Wlodek (Co-Author) <i>AGH University of Krakow</i></p> <p>Adam Szurlej (Co-Author) <i>AGH University of Krakow</i></p>	<p>Energy Recovery in Natural Gas Regulation Stations: Analyzing Turboexpander Implementation for Electricity Generation</p> <p>Abstract</p> <p>During the transmission and distribution of natural gas to end users, gas pressure is reduced at natural gas regulation stations (GRS). The potential energy in high-pressure gas at these stations is typically lost, with most losses depending on the thermodynamic properties of natural gas before and after pressure reduction. This potential energy can be harnessed for electricity generation by replacing conventional regulators with expanders that drive an electric generator. To optimize system performance, it is necessary to heat the natural gas both before and after pressure reduction to maintain a temperature higher than that typically observed in standard pressure regulation processes. This study presents simulation results of turboexpanders operating under real-world GRS conditions, which were utilized to conduct an economic analysis. Based on these simulations, specific stations were identified where the use of turboexpanders is more advantageous compared to traditional pressure regulator stations. Key operational parameters of these stations were analyzed to establish fundamental selection criteria using real data.</p> <p>Keywords: Natural gas, natural gas regulation station, turboexpander, expanders, energy recovery, electricity generation</p>

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Name and Affiliation	Title & Abstract
<p>Szymon Gustaw Kuczyński (Author) <i>AGH University of Krakow</i></p> <p>Mariusz Michał Łaciak (Co-Author) <i>AGH University of Krakow</i></p> <p>Stanisław Nagy (Co-Author) <i>AGH University of Krakow</i></p>	<p>Biogas Upgrading Techniques for Sustainable Energy: Analysis of Physical Absorption and Membrane Separation Methods</p> <p>Abstract</p> <p>Global challenges related to reducing greenhouse gas emissions, and in response to the EU's intensified climate and energy policy targets to achieve climate neutrality by 2050—which were strengthened in December 2020 when the European Council decided to increase the 2030 climate goal to a minimum 55% reduction in emissions—, as well as in alignment with the national objectives outlined in Poland's Energy Policy until 2040, biogas development plays a significant role in the energy transition process.</p> <p>Biogas is produced through anaerobic digestion, a process involving specialized groups of bacteria. It is classified into landfill biogas, sewage biogas, and agricultural biogas, depending on its source. The primary components of biogas are methane and carbon dioxide. Germany leads Europe in the number of operational biogas plants. Biogas is predominantly utilized for the generation of electricity and heat in cogeneration units. The upgrading of biogas primarily involves the removal of carbon dioxide to increase its methane content. Consequently, the resulting biomethane contains at least 95% methane by volume and can either be injected into the natural gas grid or used as a transport fuel. The most commonly employed biogas upgrading techniques include physical absorption using water scrubbing, chemical absorption, and membrane separation. This study presents the results of an analysis of biogas upgrading installations using the physical absorption method with water scrubbing recirculation and membrane separation technology.</p>

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	Keywords: Biogas, biomethane, biogas drying, biogas upgrading, physical absorption, chemical absorption, membrane separation, water scrubbing.
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Tomasz Wlodek (Author)
AGH University of Krakow

The main challenges for pipeline transport of carbon dioxide as a part of industry decarbonization processes

Abstract

One of paths to reduce carbon dioxide emissions is its capture, then transport to the storage site and injection into selected geological structures. CCS technology as proven technology to stop CO₂ emissions to the atmosphere is a critical technological solution enabling a net-zero emissions industry. Moreover, CCS remains the only decarbonization solution for some industrial sectors. CO₂ transport as a key link plays an important role in CCS technology. Pipelines, as the most economical, have advantages in transporting large quantities of CO₂, which can be transported by pipelines in the gas phase, liquid phase and supercritical phase. Significant differences in the properties of CO₂ due to phase in which it is transported generate major technological challenges in its pipeline transport. The main challenges are primarily the operating pressure range for the pipeline, which is significantly different for transmission in the gas phase (2-4 MPa) and for the liquid phase or the supercritical state (8-15 MPa). The operating pressure range of operation and phase in which CO₂ will be transported determine the selection of technological solutions in the pipeline system. Additionally, material aspects and the possibility of rapid ductile fracture propagation in the pipeline with a significant decrease in temperature are a major challenge. An important issue is the stream composition of transmitted CO₂. The key challenge is to dry the CO₂ stream well enough, water left in the CO₂ stream in small amounts can significantly contribute to the formation of unstable carbonic acid, which has a strong corrosive effect.

Keywords: carbon dioxide, pipeline transport, CO₂, pipelines, CO₂ pipelines

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Name and Affiliation	Title & Abstract
<p>Oliver Liu (Author) <i>California State University- Sacramento</i></p>	<p>Evaluating the Monetary Value of Co-Branding in Graduate Business Programs: An Empirical Approach</p> <p>Abstract</p> <p>Co-branding, a strategic partnership between brands, has been a common practice in business education for years. Administrators often believe that collaborating with prominent companies enhances the appeal of graduate business programs by aligning them with leading industry figures. However, few studies have specifically measured how much co-branding increases the perceived value of a program in the eyes of prospective students. This study aims to address this gap by exploring whether co-branding influences the perceived value of AACSB-accredited EMBA programs and, if so, quantifying the monetary impact of such partnerships.</p> <p>Data were gathered from over 7,000 prospective EMBA students at a public university in the USA, who downloaded online brochures via the Radius platform. Employing quantitative analysis, the study assesses both the perceived value of these programs and the financial contribution of co-branding relationships. Results indicate that collaborations with global companies like Intel contribute an average of \$10,000 to the program’s perceived value. However, nearly half of the respondents view co-branding as having little to no monetary significance. These findings offer valuable guidance for universities looking to enhance their program appeal through corporate partnerships.</p> <p>Keywords: Co-branding, Perceived Value, MBA Education, Quantitative Analysis</p>

Note

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