

CONFERENCE **ABSTRACT**

January 24-26, 2025
Vancouver, Canada



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Abstract Book

January 24-26, 2025 – Vancouver, Canada

Format: Electronic Book

ISBN: 978-1-998259-67-0

Venue

University of British Columbia

January 25, 2025

Vancouver, 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 January 24-26, 2025, 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 Honolulu 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.
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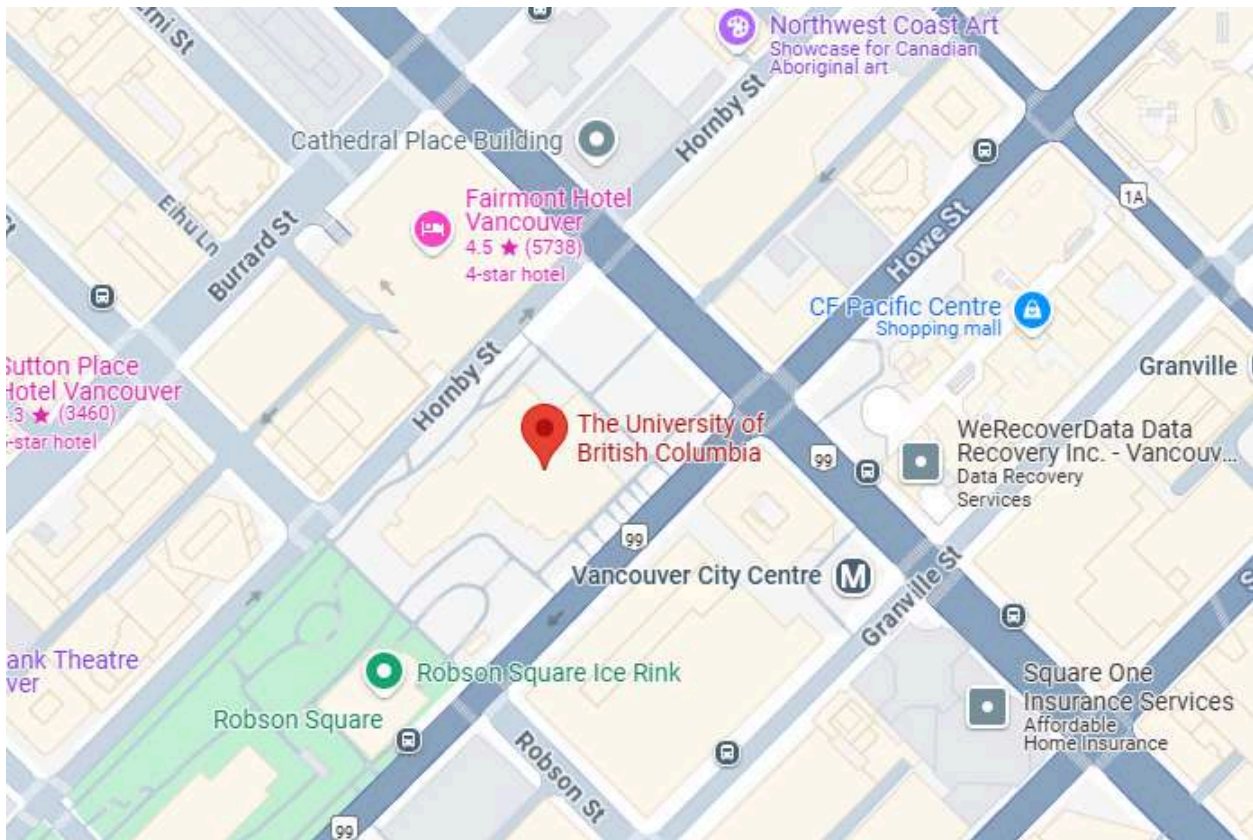
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Conference Venue

University of British Columbia
Room C215- 800 Robson Street,
Vancouver, British Columbia, Canada V6Z 3B7

Directions:



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Public Transit:

The University of British Columbia at 800 Robson Street, Vancouver, BC is easily accessible via bus from key transit hubs like Vancouver City Centre or Waterfront Station (SkyTrain). Bike racks are also available for cyclists. For detailed transit information, visit TransLink.

Driving & Parking

The University of British Columbia at 800 Robson Street, Vancouver, BC is accessible by car, with several parking garages available nearby. Visitors can find parking at locations such as the UBC Robson Square or nearby public parking facilities. Be sure to check for parking rates and availability.

Accessibility

The University of British Columbia at 800 Robson Street, Vancouver, BC is fully accessible, with wheelchair-friendly entrances and elevators available throughout the building. Public transportation options and parking facilities are also accessible, ensuring easy access for all visitors.

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Conference Time Schedule

January 24-26, 2025 – Vancouver, Canada

- **Friday, January 24, 2025** – Arrival of the participants in Vancouver, Canada
- **Saturday, January 25, 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 25th January 2025 (Conference Day) | Time |
|--|-------------------|
| Registration and Lunch | 1:00 PM - 1:30 PM |
| Opening Remarks by Conference Chair | 1:30 PM - 1:35 PM |
| Ice Breaking Session | 1:35 PM - 1:50 PM |
| Technical Session 1: Digital Marketing and Technology, E-commerce and Internet Marketing, Advertising and Marketing Communications, Social Media Management, Search Engine Optimization Keynote Speech by Swati Passi | 1:50 PM - 2:10 PM |
| Break | 2:10 PM- 2:15 PM |
| Technical Session 2: Business Management and Economics; International Business and Marketing; African Business and Technology; Supply Chain Management, Strategic Management and Planning, African Economy and Culture, Sports Entertainment and Marketing, Business Networking and Collaboration Keynote Speech by Afzalur Rahman | 2:15 PM - 2:35 PM |
| Technical Session 3: Business Management and Economics Author Presentation by Senait Araya Kelele | 2:35 PM - 2:55 PM |
| Break | 2:55 PM- 3:00 PM |
| Technical Session 4: Accounting and Financial Management Keynote Speech by Ananya Chakraborty | 3:00 PM- 3:20 PM |

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| | |
|--|--------------------|
| Technical Session 5: Human Resource Management; Diversity, Equity and Inclusion; Digital Transformation in HR, Women in Business and Leadership; Leadership and Change Management, Front Line Leadership, Entrepreneurship, Innovation, and Sustainability, Cross-cultural Leadership Keynote Speech by Noor Ul ain Asif | 3:20 PM - 3:40 PM |
| Break | 3:40 PM - 3:45 PM |
| Technical Session 6: Human Resource Management Author Presentation by Zenabu Salifu | 3:45 PM - 4:05 PM |
| Technical Session 7: Leadership and Change Management Author Presentation by Mahdieh Farazkish | 4:05 PM - 4:25 PM |
| Photo Session and Certificate Giving Ceremony | 4:25 PM - 4:35 PM |
| Closing Remarks | 4:35 PM - 4: 50 PM |
| Testimonials | 4:50 PM - 5:00 PM |

- **Sunday, January 26, 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



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.

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Keynote Speech



Noor Asif

Career adviser for Internationally Trained Professionals and Multi-Barrier Clients

Noor Asif is a respected Career adviser for Internationally Trained Professionals and Multi-Barrier Clients with a Focus on Equity, Diversity, and Inclusion with 19 years of experience in the fields of Education and Employment, including roles in teaching, career coaching, and human resources management. Currently working as an Employment Counselor at Work BC Services in Vancouver, Noor focuses on delivering workshops and client-centered programs that emphasize life skills, career development, and emotional intelligence. Her work is deeply rooted in a strong dedication to equity, diversity, and inclusion (EDI).

With over five years of experience supporting immigrants and internationally trained professionals in starting fresh in Canada, Noor offers personalized coaching that has achieved outstanding client satisfaction. They provide individual career counseling that helps clients enhance the essential skills needed for workforce success. Noor holds certifications in Immigration Consulting and Career Development, along with a master's degree in English literature, and is dedicated to inspiring others to reach their full potential. Renowned for their engaging speaking style, Noor consistently motivates individuals to overcome challenges and seize opportunities in their career journeys. Their holistic approach ensures that each client not only develops skills but also gains the confidence necessary to thrive in a competitive job market.

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Keynote Speech



Swati Passi

LaSalle College

Swati Passi is an accomplished academic and corporate professional with a Master's degree in Business and currently pursuing a Doctorate in Business Administration (DBA). With over eight years of extensive experience in marketing and business development, Swati has honed her expertise in driving strategic initiatives and fostering growth within organizations.

Currently, she serves as a full-time faculty member in the Associate of Arts program at LaSalle College in Vancouver and teaches marketing courses at Yorkville University. Swati is passionate about empowering students with the knowledge and skills necessary to excel in the dynamic business landscape. Her dedication to education, combined with her practical experience, positions her as a valuable mentor and leader in the academic community.

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Keynote Speech



Ananya Chakraborty

Lecturer in Mathematics and Statistics at Acsenda School of Management

Ananya Chakraborty currently serves as a Lecturer in Mathematics and Statistics at Acsenda School of Management. With a deep passion for teaching, she is committed to creating a creative and enriching learning environment for her students. With a strong interest in the field of education, she brings over 13 years of experience to her role.

Before joining Acsenda School of Management, Ananya Chakraborty served as a Math Instructor at Canadian College in Vancouver for five years. Additionally, she spent eight years as an Assistant Professor of Mathematics at an Engineering College in Bangalore, India. Ananya holds a Master's degree in Mathematics and Computing and a Ph.D. in Mathematics from the Indian Institute of Technology (ISM), India. She has authored several research papers, which have been published in prestigious international journals and are highly cited in the field of operations research.

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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 25, 2025

| Name and Affiliation | Title |
|--|--|
| Yetmgeta Girma Tsegay (Author) <i>TradeMark Africa</i> | Current Trends of Inflation in Ethiopia: The case of food prices. |

| Name and Affiliation | Title |
|---|--|
| Bouba Ismaila (Author) <i>Vaal University of Technology</i> John Beneke (Co-Author) <i>Vaal University of Technology</i> | A Comparative Analysis of Financial Inclusion Between North Africa and Sub-Saharan Africa |

| Name and Affiliation | Title |
|--|--|
| Irvine Langton (Author) <i>Vaal University of Technology</i> Chengedzai Mafini (Co-Author) <i>Vaal University of Technology</i> | Supply chain management practices and municipal performance in South Africa. The mediating effect of delivery service excellence. |

| Name and Affiliation | Title |
|--|---|
| Hamidreza Alaei (Author) <i>Mobile Communication Company of Iran (MCI)</i> | Utilizing the Cuckoo Algorithm for Load Balancing Improvement in Cloud Computing |

| Name and Affiliation | Title |
|--|---|
| Mahdieh Farazkish (Author) <i>National Research Institute of Science Policy (NRISP)</i> Gholam Ali Montazer (Co-Author) <i>Information Technology, Engineering School of Tarbiat Modares University</i> | Assessing the E-Learning Capability Change Outcomes of Higher Education Institutions in the post-COVID Era |

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Instructions for Oral Presentation

Saturday, January 25, 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:

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Format: Electronic book

Instructions for Participants

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Authors' Presentation Schedule

Saturday, January 25, 2025

| Name and Affiliation | Title & Abstract |
|--|---|
| <p>Yetmgeta Girma Tsegay (Author) <i>TradeMark Africa</i></p> | <p>Current Trends of Inflation in Ethiopia: The case of food prices.</p> <p>Abstract</p> <p>One of the prime objectives of macroeconomic policy both in developed and developing countries are to achieve economic stability and ensure sustainable economic growth simultaneously with price stability. Ethiopia has experienced a historically unprecedented increase in inflation, mainly driven by cereal price inflation, which is among the highest in Sub-Saharan Africa. This study, therefore, seeks to identify the current rate, causes and impacts of high rates of inflation in the country by giving particular emphasis on food prices. As high and persistent inflation poses uncertainties in the economy and lead to slowdown of economic growth by discouraging domestic as well as foreign investment most importantly affecting the consumption pattern and saving by reducing real income. Thus, factors contributing for this inflationary pressure should be properly identified and needs to be tackled. In order to achieve these research objectives, inflation related data from Ethiopian statistical authority and other credible sources were collected and analysed. The finding of the study indicated that the purchasing power of Ethiopian Birr¹ deteriorated dramatically in the past three decades and identified key historical occurrences that contributed for this deterioration. Moreover, the study recommended to adopt various monetary and fiscal policy instruments to tackle the impacts of inflation.</p> <p>Key Words: Inflation trends, Tigray war and inflation, consumer price index in Ethiopia, purchasing power of Birr.</p> |

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| Name and Affiliation | Title & Abstract |
|--|---|
| <p>Bouba Ismaila (Author) <i>Vaal University of Technology</i></p> <p>John Beneke (Co-Author) <i>Vaal University of Technology</i></p> | <p>A Comparative Analysis of Financial Inclusion Between North Africa and Sub-Saharan Africa</p> <p>Abstract</p> <p>Many governments particularly in the developing world have acknowledged the importance of financial inclusion over the past twenty years. Arguably, the African continent seems to have been left behind. However, the continent has begun to make up for the lost ground, with statistics indicating that over three-quarters of Africans own a mobile phone with an internet connection used for mobile payments and e-commerce, among other things. This study seeks to compare the levels of financial inclusion between North and Sub-Saharan African countries. The study used the 2021 Global Financial Index data collected by the World Bank for its report on financial inclusion across the globe. Binary Logistic Regression that incorporated Chi-Square tests and Cross-Tabulations was used to analyse data. The results show that overall, Sub-Saharan Africa is more financially included, favoured by a much higher percentage of mobile money accounts. The study implies that North African countries should embrace the cheap to maintain mobile money to raise the level of their populations’ financial inclusion. The originality of this study is that it compares financial inclusion between two regions that are not often compared since North Africa is habitually linked to the Middle East and left out of many research topics on Africa despite being physically present on the continent.</p> <p>Keywords: African continent; internet connection; mobile money; mobile phone; World Bank</p> |

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| Name and Affiliation | Title & Abstract |
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| <p>Irvine Langton (Author) <i>Vaal University of Technology</i></p> <p>Chengedzai Mafini (Co-Author) <i>Vaal University of Technology</i></p> | <p>Supply chain management practices and municipal performance in South Africa. The mediating effect of delivery service excellence.</p> <p>Abstract</p> <p>This paper analyses the effect of supply chain management practices on municipal performance in South Africa and explores the mediating role that service delivery excellence plays within the variables' relationships. This study uses data collected through a questionnaire survey distributed to Supply chain management professionals, managers and municipal workers in municipalities from KZN and Eastern Cape provinces in South Africa. The study employed a quantitative approach design on a sample of 293 respondents. Hypotheses were tested using the structural equation modelling (SEM). The results show all supply chain management practices have a positive influence on service delivery excellence. The results also indicate that service delivery excellence has a positive significant relationship with all the three municipal performance dimensions. Furthermore, service delivery excellence acts as a mediator of the relationship between supply chain management practices and municipal performance. This study makes several original contributions to research on supply chain management practices in municipal performance and provides valuable understandings for managers and supply chain management professionals. First, it addresses the call to implement supply chain management practices in municipalities. Second, it augments the literature by examining the relationships between supply chain management practices and municipal performance. Lastly, it explains the mediating effect of service delivery excellence in making decisions and implementing supply chain management practices to achieve better local economy development, financial performance and customer satisfaction.</p> <p>Keywords Supply chain management practices, municipal performance, Service delivery excellence, information management, risk management.</p> |

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| Name and Affiliation | Title & Abstract |
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| <p>Hamidreza Alaei (Author) <i>Mobile Communication Company of Iran (MCI)</i></p> | <p>Utilizing the Cuckoo Algorithm for Load Balancing Improvement in Cloud Computing</p> <p>Abstract</p> <p>Cloud computing technology has rapidly gained popularity due to its features, offering all kinds of facilities to users as a service. Naturally, any change or new concept in the world of technology comes with its own advantages, challenges, and complexities. Cloud computing is no exception. One of the main challenges in cloud computing infrastructure is load balancing and resource allocation. Efficient load balancing dynamically and evenly distributes requests across all processing nodes, ensuring fair and efficient allocation of each computational resource. In this research, a load balancing solution based on the cuckoo optimization algorithm is proposed. The cuckoo algorithm is a random and evolutionary search method requiring minimal memory, and it has capabilities comparable or even superior to various optimization algorithms when tackling optimization problems. Initially, the list of virtual machines requiring resources is sent along with available resources to the resource allocation section. This section uses the cuckoo algorithm to map virtual machines to physical machines, preventing server congestion and maintaining balance. The proposed solution is implemented in the CloudSim simulator environment, and the evaluation results indicate that its application can reduce energy consumption and execution time.</p> <p>Keywords: Cloud computing, load balancing, cuckoo algorithm</p> |

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| Name and Affiliation | Title & Abstract |
|---|--|
| <p>Mahdieh Farazkish (Author) National Research Institute of Science Policy (NRISP)</p> <p>Gholam Ali Montazer (Co-Author) Information Technology, Engineering School of Tarbiat Modares University</p> | <p>Assessing the E-Learning Capability Change Outcomes of Higher Education Institutions in the post-COVID Era</p> <p>Abstract</p> <p>In addition to causing disruption, the COVID-19 crisis has also presented an opportunity to rethink higher education. This study focused on analyzing change outcomes of Iranian higher education institutions (HEIs) during the mandatory adoption of e-learning and its effect on improving the capability level of these institutions in implementing this type of educational system and examining how governments and universities plan and make policies in the post-COVID era. This study aimed to understand the capability-level change of HEIs for e-learning during the COVID-19. E-learning capability assessment significantly contributes to the strategic success of e-learning and identifies the strengths and weaknesses of higher education institutions in this regard.</p> <p>To obtain this goal, the article applies the I-Five model considering “Infrastructure, Individuals, Instruction, Input, and Institution” to evaluate the e-learning capability of HEIs before and after this crisis and examine the results of its application through a case study example. In addition, this research examined the results of acquiring this compulsory capability of universities in response to the COVID crisis and its role in drawing a long-term and different change management perspective of the global future of higher education. It seems that the restrictive laws of some countries to change the face-to-face education system to more complex forms of hybrid education will be a more appropriate model for the future.</p> <p>Keywords: E-learning Capability Change, Online Education, Higher Education Institutes (HEIs), I-five model, post-COVID era.</p> |

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