

# CONFERENCE **ABSTRACT**

February 07-09, 2025  
Toronto, Canada



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## **Abstract Book**

*February 07- 09, 2025 - Toronto, Canada*

**Format: Electronic Book**

**ISBN: 978-1-998259-70-0**

**Venue**

**George Brown College**

**February 08, 2025**

**Toronto, Canada**



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## Welcome

As Conference Chair, it is my honor to welcome you to the prestigious conference organized by **Global Conference Alliance Inc.**, taking place on February 07–09, 2025, in the vibrant city of Toronto, Canada.

This conference serves as an outstanding platform to connect and collaborate with delegates from around the world across various fields, including management, marketing, international business, human resource management, accounting, finance, entrepreneurship, digital marketing, information technology, nursing, healthcare, HR leadership, social sciences, engineering, business, and economics. Participants will benefit from insightful presentations featuring cutting-edge research, practical case studies, and innovative ideas that drive progress in these disciplines.

Beyond the academic and professional enrichment, Toronto offers a unique experience with its world-class attractions, diverse cultural scene, and welcoming atmosphere. Known for its stunning skyline, multicultural communities, and iconic landmarks like the CN Tower and Royal Ontario Museum, Toronto is a city that truly blends business with leisure.

I sincerely thank you for considering this opportunity to attend the conference. Your participation will enhance the richness of discussions and contribute to our shared goals of knowledge exchange and innovation. I look forward to welcoming you to Toronto for an engaging and memorable event.



**Dr. Afzalur Rahman**  
CEO & Conference Chair  
**Global Conference Alliance Inc.**  
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## Conference Venue

**George Brown College**  
**RESIDENCE & CONFERENCE CENTRE,**  
**TORONTO DOWNTOWN, 80 Cooperage St,**  
**Toronto, Ontario, M5A 0J3**

### Directions:



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**Public Transit:**

George Brown College Residence & Conference Centre in Downtown Toronto is easily accessible by public transit, making it a convenient location for visitors. The nearest TTC (Toronto Transit Commission) stops provide access to streetcars and buses, connecting you to major subway lines. The Distillery Loop and King Street streetcar (504 & 514) offer quick connections to Union Station and the city's downtown core. Additionally, bike-sharing stations and pedestrian-friendly pathways make commuting even more flexible. Whether you're arriving from the airport or navigating the city, Toronto's efficient public transit system ensures a smooth and hassle-free travel experience.

**Driving & Parking:**

George Brown College Residence & Conference Centre is conveniently located at 80 Cooperage St, Toronto, ON, M5A 0J3. On-site parking is available for guests, and additional public parking options can be found nearby. Easy access via major roads and highways ensures a smooth arrival.

**Accessibility:**

The Residence & Conference Centre at George Brown College in Toronto Downtown is designed to be accessible for all guests. The facility features ramps, elevators, and accessible restrooms to ensure ease of movement throughout the premises. Additionally, the staff is trained to assist individuals with diverse needs, providing a welcoming environment for everyone.

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## Conference Time Schedule

### February 07- 09, 2025 - Toronto, Canada

- **Friday, February 07, 2025** – Arrival of the participants in Toronto, Canada
- **Saturday, February 08, 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 8th February 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
<b>Technical Session 1: Digital Marketing and Technology, E-commerce and Internet Marketing, Advertising and Marketing Communications, Social Media Management</b> Keynote Speech by Himanshi Solanki	1:50 PM - 2:05 PM
<b>Technical Session 2: Business Management and Economics; International Business and Marketing; Supply Chain Management, Strategic Management and Planning</b> Keynote Speech by Dr. Sanjana Monga	2:05 PM - 2:20 PM
<b>Technical Session 3: Biotechnology, Bioengineering, and Biomedical Engineering</b> Keynote Speech by Dr. Milad Rajabi	2:20 PM - 2:35 PM
<b>Break</b>	2:35 PM - 2:40 PM
<b>Technical Session 4: African Economy and Culture, African Business and Technology;</b> Keynote Speech by Afzalur Rahman (virtual)	2:40 PM - 2:55 PM
<b>Technical Session 5: Accounting and Financial Management; Banking, Insurance, and Investment</b> Keynote Speech: Ananya Chakraborty	2:55 PM - 3:10 PM

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<b>Technical Session 6: Human Resource Management; HR Ethics and Compliance; Women in Business and Leadership; Leadership and Change Management, Front Line Leadership, Entrepreneurship, Innovation, and Sustainability</b> Keynote Speech by Nancy Mudford	3:10 PM - 3:25 PM
<b>Break</b>	3:25 PM - 3:30 PM
<b>Technical Session 7: Cyber Security and Cloud Engineering; Information Technology and Computer Science; Machine Learning and Artificial Intelligence</b> Keynote Speech by Yasmin Jahir (virtual)	3:30 PM - 3:45 PM
<b>Technical Session 8: Oil, Gas, and Petroleum Engineering</b> Keynote Speech by Faisal Zahed (virtual)	3:45 PM - 4:00 PM
<b>Technical Session 9: Civil and Architectural Engineering</b> Keynote Speech by Mary Pitman (virtual)	4:00 PM - 4:15 PM
Photo Session and Certificate Giving Ceremony	4:15 PM - 4:30 PM
Closing Remarks	4:30 PM - 4: 45 PM
Testimonials	4:45 PM - 5:00 PM

- **Sunday, February 09, 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*



### **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*

Yasmin Jahir is a seasoned Software Engineer with over 13 years of industry experience specializing in Computer Vision technologies. Based in Virginia, USA, she has built a distinguished career developing innovative solutions at the intersection of AI and computer vision.

A proud Cum Laude graduate from the University of Oklahoma, Yasmin combines academic excellence with professional expertise. Currently, she is expanding her knowledge through extensive training in Machine Learning and AI engineering. Her focus areas include GPT models, neural network modeling, generative AI, ML architecture, and crafting real-world AI solutions.

Yasmin's dedication to staying ahead in the rapidly evolving tech landscape underscores her passion for harnessing AI's transformative power to address complex challenges and drive innovation.

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## *Keynote Speech*



### **Himanshi Solanki**

*Digital Marketing Instructor at Greystone College*

Himanshi Solanki is a seasoned digital marketing professional with over 7 years of experience delivering impactful strategies across diverse industries. A recipient of a partial scholarship, she earned her Master's in Marketing and Brand Management from Brunel University London, reflecting her dedication to academic and professional excellence. Currently a Marketing Operations Specialist at League, Himanshi optimizes campaigns to drive measurable business results. With 2 years of teaching experience at Greystone College, Toronto, she has empowered aspiring marketers with practical knowledge and actionable insights. A former blogger and podcaster, Himanshi is also a personal branding specialist, helping individuals and businesses craft compelling online identities.

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## *Keynote Speech*



### **Faisal Zahed**

*Energy Trading Risk Management Leader  
MBA University of Houston Decision Science  
Member of PMI, Cybersecurity Alliance, ETRM Chapters*

**Introduction:** With a passion for navigating the complex and dynamic world of energy markets, I am a seasoned ETRM professional dedicated to optimizing trading strategies, mitigating risks, and driving profitability in the energy sector.

**Professional Summary:** Delivered ETRM (energy trading risk management) solution to oil & gas majors and largest MLP service providers.

**Key Skills:**

- Upstream operations
- Refinery management
- ETRM Implementation
- Risk Management
- Trading Strategy Optimization
- Regulatory Compliance

**Professional Career:** Exxon Mobil, Halliburton, BP, Shell, Enterprise Products, JERA America

**Education:**

MBA University of Houston Decision Science  
BBA University of Houston MIS & Operations Management  
PMP, CSM, CISSP, CISM, Six Sigma Black Belt,

**Professional Affiliations:** Member of PMI, Cybersecurity Alliance, ETRM Chapters

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## *Keynote Speech*



### **Dr. Sanjana Monga**

*Sessional Faculty*

*Niagara College - Toronto*

#### **BIOGRAPHY**

- Ph.D., Faculty of Management Studies, University of Delhi, India
- M.Phil., Department of Commerce, CDLU, Sirsa, India
- M.Com, Department of Commerce, Kurukshetra University, India
- PGDBA (Finance), Symbiosis Centre of Distance Learning, Pune, India
- Certificate in Business Communication for Microsoft Experts, Sheridan College, Canada

**Work Experiences:** Sanjana Monga brings a wealth of experience to the realm of business & management courses with over 15 years of proven expertise. Holding a Doctorate in Accounting from Faculty of Management Studies, University of Delhi, India,, she has made significant contributions in both academia and financial management.

Having held prominent roles in top-rated colleges and universities like York University, University of Guelph Humber, Niagara College Toronto and Hanson College Canada, Sanjana's influence spans the academic and professional spheres. Her adept understanding of financial principles and strategic management has enriched the educational experiences of countless students.

Sanjana's research-driven approach has led to insights in intricate financial dynamics, fostering a bridge between theory and practice. Beyond her academic prowess, she actively engages in the financial community, recognized for her ability to simplify complex concepts.

Committed to promoting financial literacy, Sanjana envisions an empowered financial landscape where knowledge drives sound decision-making. Her remarkable journey underscores the transformative power of education.

Dr. Sanjana Monga's extensive experience, academic dedication, and commitment to financial empowerment mark her as an invaluable asset, inspiring excellence within educational institutions and beyond.

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## *Keynote Speech*



**Mary Pitman, PE**

*Project Manager at Pennoni*

Mary Pitman, P.E. has over a decade of experience in the site development field. Ms. Pitman received her BS in Civil Engineering from Georgia Institute of Technology and her MS in Civil and Environmental Engineering from University of Wisconsin, researching Customer Perception of Color Caused by Iron and Manganese and Modeling of Turbidity Resuspension in a Drinking Water System. Bouncing around various areas of the United States, Mary lived in South Carolina, Georgia, Wisconsin, and California before settling in the Northern Virginia area, where she has been for the last ten years. A project manager at Pennoni, a multidisciplinary civil engineering consulting firm with over 1,400 employees in 40+ offices across the US, Mary has been involved with technical and supervisory aspects of planning/feasibility, design, and preparation of rezoning and construction plans as well as permitting and construction support. Mary is active in several professional organizations and currently serves as Vice President of the Prince William Chapter of NVBIA (Northern Virginia Building Industry Association) and is also a member of the Professional Development Committee for CREW (Commercial Real Estate Women).

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## *Keynote Speech*



**Milad Rajabi**, DVM Graduate  
*Operation manager at SafeTrust Compan*

Milad Rajabi, is a veterinary doctor with a passion for scientific innovation and interdisciplinary collaboration. Over the years, he has worked on bridging the gap between biomedical research and real-world applications, contributing to advancements in nanotechnology, tissue engineering, and regenerative medicine. His expertise spans biomaterials and pharmaceutical sciences, with a focus on bone defect repair and surgical innovations. With international experience in research, product development, and industry collaborations. He is patent holder which is related to nanoparticles, a breakthrough benefiting both veterinary and human medicine. His research interests include biomaterials, nanotechnology, AI-assisted biomaterial design, and regenerative therapies. In addition, he has worked as a Product Specialist and Product Manager, With business experience across the Middle East, East Asia, and Europe, he now leverages his expertise to strengthen the connection between academia and industry, fostering innovation and real-world applications.

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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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- **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, February 08, 2025**

Name and Affiliation	Title
<b>Nkiawo Ebot Nki (Author)</b> <i>Les Brasseries du Cameroun</i>	<b>Examining the Utilization of Information and Communication Technologies (ICTs) by Parastatal Companies and Small and Medium-sized Enterprises (SMEs) in Cameroon</b>

Name and Affiliation	Title
<b>Bubacarr Drammeh (Author)</b> <i>Gambia Maritime Administration</i> <b>Mariama Marong (Co-Author)</b> <i>Gambia Maritime Administration</i>	<b>How to Address Sexual Harassment At The Gambia Maritime Administration ( GMA).</b>

Name and Affiliation	Title
<b>Amponsah Samuel (Author)</b> <i>Ghana Police Service</i>	<b>Challenges in the fight against Cyber-Crime: Lessons from The Ghana Police Service</b>

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## **Instructions for Oral Presentation**

**Saturday, February 08, 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 February 07- 09, 2025 – Toronto, Canada

**ISBN:** 978-1-998259-70-0

**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, February 08, 2025

Name and Affiliation	Title & Abstract
<p><b>Nkiawo Ebot Nki (Author)</b> <i>Les Brasseries du Cameroun</i></p>	<p><b>Examining the Utilization of Information and Communication Technologies (ICTs) by Parastatal Companies and Small and Medium-sized Enterprises (SMEs) in Cameroon</b></p> <p><b>Abstract</b></p> <p>This study investigated the reasons for the non-utilization of ICTs by SMEs in Cameroon using a survey of 10 parastatal companies and 190 SMEs. The study results indicate that most entities (67%) surveyed utilize basic ICT, such as word processing, fixed landlines, printers, and fax machines. Still, they rarely use computers for advanced business analysis, planning, and decision-making functions. However, key factors inhibit them from effectively utilizing ICT in their various businesses. The survey suggests that electricity (71%) and infrastructural inadequacies (68%) are the most prevalent factors for the non-utilization of ICT among businesses in Cameroon. The overall study is relevant to parastatal companies and SMEs in general, policymakers, and stakeholders in creating initiatives that will assist in developing companies in Cameroon.</p> <p><b>Keywords:</b> ICT, Effective, Utilization, Parastatal, SMEs, Cameroon</p>

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Name and Affiliation	Title & Abstract
<p><b>Bubacarr Drammeh (Author)</b> <i>Gambia Maritime Administration</i></p> <p><b>Mariama Marong (Co-Author)</b> <i>Gambia Maritime Administration</i></p>	<p><b>How to Address Sexual Harassment At The Gambia Maritime Administration ( GMA).</b></p> <p><b>Abstract</b></p> <p>Though primarily affecting women, it has a harmful impact on persons of both genders. By considering both male and female employees, this study aims to expand on previous research by investigating the effects of workplace sexual harassment on the mental health and productivity of individuals impacted.</p> <p>Furthermore, the research endeavors to enhance our comprehension of the diverse manifestations of sexual harassment that transpire in professional settings, and to investigate the variables that can contribute to its heightened frequency as well as potential preventive approaches. A review of the literature will be studied for this goal.</p> <p>This research aims to investigate the effects of workplace sexual harassment on the physical and mental well-being of workers, as well as identify strategies for preventing such incidents. ( National Human Rights council Banjul)</p> <p>Therefore, gaining knowledge that could aid in creating programs against sexual harassment at work may be beneficial. It is believed and hoped that expanding knowledge in this area of study can aid in raising awareness and assisting in the creation of initiatives that could support victims of sexual harassment at work.</p> <p><b>Keywords:</b> Workplace Harassment, Mental Health Issues, Domestic Violence against women, and Laws of the Gambia</p>

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Name and Affiliation	Title & Abstract
<p><b>Amponsah Samuel</b> (Author) <i>Ghana Police Service</i></p>	<p><b>Challenges in the fight against Cyber-Crime: Lessons from The Ghana Police Service</b></p> <p><b>Abstract</b></p> <p>Cyber-crime constitutes one of the biggest problems facing mankind in the global age. By and large, this development may obviously be attributed to the emergence of the digital age, where online communication has become the norm with internet users facing increased risks of becoming the targets of cyber-attacks. A report by the Congressional Research Service in the United States demonstrates that in, 2003 alone, malicious software caused damages of up to USD 17 billion. Similarly, O’Connel contends that by some estimates, revenues from cybercrime exceeded USD 100 billion in 2007, outstripping the illegal trade in drugs for the first time. Proceeding from this backdrop, this study seeks to examine the challenges that face the police in the fight against cyber-crime in the context of Ghana which have not been adequately explored. Specifically, the study aims to examine comprehensively, the nature and reforms of reported cyber-crimes, the trends in the incidence of reported cyber-crimes, how cybercrimes are committed and the key and non-key challenges facing the Police institution in the fight against cyber-crime. The study employs the qualitative research approach with interviews as the research instrument of data collection. Respondents in the study comprise personnel in the Police Administration tasked with the arresting and dealing with culprits who indulge in cyber-crimes and were all selected using purposive sampling strategy. Results of the study reveal that the police lack the technical know-how and adequate legal support to effectively discharge their duties and also lacks facilities and resources to procure latest technologies in fighting against cybercrime. Policy implications of the findings emerging from the study are finally discussed.</p> <p><b>Keywords:</b> Challenges, Fight, Cyber-crime, Police, Lessons</p>

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