

CONFERENCE **ABSTRACT**

February 21-23, 2025
Victoria, Canada



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Abstract Book

February 21-23, 2025 Victoria, Canada

Format: Electronic Book

ISBN: 978-1-998259-71-7

Venue

**Fairfield Room
Chateau Victoria Hotel & Suites**

February 22, 2025

Victoria, 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 21–23, 2025, in the beautiful city of Victoria, 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, Victoria offers a unique experience with its breathtaking natural beauty, vibrant cultural scene, and rich historical charm. Known for its picturesque Inner Harbour, stunning Butchart Gardens, and landmarks like the British Columbia Parliament Buildings, Victoria blends the elegance of the past with modern sophistication. Its scenic waterfronts, mild climate, and welcoming atmosphere make it an ideal destination for both business and 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 Victoria for an engaging and memorable event.

Mr. John O'Fee

Associate Teaching Professor

Thompson Rivers University - Gaglardi School of Business & Economics

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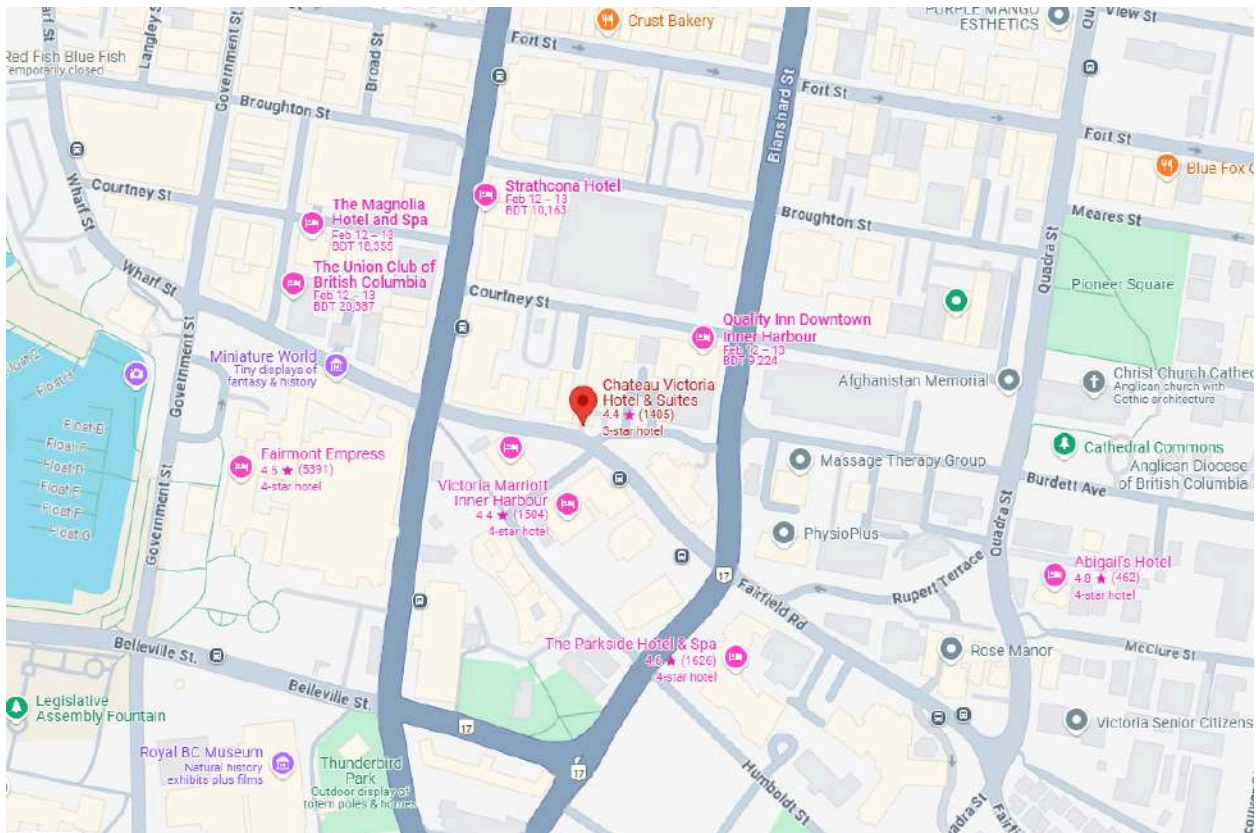
Conference Venue

Fairfield Room

Chateau Victoria Hotel & Suites

740 Burdett Avenue Victoria, British Columbia V8W
1B2

Directions:



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Public Transit:

Fairfield Room at Chateau Victoria Hotel & Suites, located at 740 Burdett Avenue, Victoria, British Columbia V8W 1B2, is easily accessible by public transit, making it a convenient location for visitors. The hotel is well-connected to BC Transit bus routes, providing seamless access to key areas across the city, including Downtown Victoria, the Inner Harbour, and major landmarks. Nearby bus stops on Douglas Street and Blanshard Street offer quick connections to popular destinations such as the University of Victoria, Victoria International Airport, and Swartz Bay Ferry Terminal. Additionally, Victoria's compact, pedestrian-friendly layout makes walking a pleasant and efficient way to explore the city. For added flexibility, bike lanes and bike-sharing services are also available throughout the downtown area. Whether you're arriving from the airport, ferry terminal, or navigating the city, Victoria's reliable and eco-friendly transit system ensures a smooth and hassle-free travel experience.

Driving & Parking:

The Fairfield Room at Chateau Victoria Hotel & Suites is conveniently located at 740 Burdett Avenue, Victoria, British Columbia, V8W 1B2. On-site parking is available for guests, and additional public parking options can be found nearby. The venue offers easy access via major roads, making your arrival smooth and hassle-free.

Accessibility:

The Fairfield Room at Chateau Victoria Hotel & Suites, located at 740 Burdett Avenue, Victoria, British Columbia V8W 1B2, 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 and inclusive environment for everyone.

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Conference Time Schedule

February 21-23, 2025 Victoria, Canada

- **Friday, February 21, 2025** – Arrival of the participants in Victoria, Canada
- **Saturday, February 22, 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 22nd 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
Technical Session 1: Sport Entertainment and Marketing; Digital Marketing and Technology; E-commerce and Internet Marketing; Advertising and Marketing Communications; Social Media Management Keynote Speech by Swati Passi (virtual)	1:50 PM - 2:10 PM
Technical Session 2: Human Resource Management; Women in Business and Leadership; Leadership and Change Management Keynote Speech by John O' Fee	2:10 PM - 2:30 PM
Break	2:30 PM - 2:35 PM
Technical Session 3: Business Management and Economics; International Business and Marketing; Supply Chain Management; Strategic Management and Planning; African Economy and Culture; African Business and Technology Keynote Speech by Afzalur Rahman	2:35 PM - 2:55 PM
Technical Session 4: Accounting and Financial Management; Banking, Insurance, and Investment Keynote Speech by Sadat Khan (virtual)	2:55 PM - 3:15 PM
Break	3:15 PM - 3:20 PM
Technical Session 5: Electrical and Mechanical Engineering, Machine Learning and Artificial Intelligence; Information Technology and Computer Science Keynote Speech by Yasmin Jahir (virtual)	3:20 PM - 3:40 PM
Technical Session 6: Civil and Architectural Engineering Keynote Speech by Mehdi Zahed (virtual)	3:40 PM - 4:00 PM

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Photo Session and Certificate Giving Ceremony	4:00 PM - 4:20 PM
Closing Remarks	4:20 PM - 4:40 PM
Testimonials	4:40 PM - 5:00 PM

- **Sunday, February 23, 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



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



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

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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



Mehdi Zahed

Professor in Architectural Technology Programs at Algonquin College

Mehdi Zahed is a registered architect with the Ontario Association of Architects (OAA), a member of the Royal Architectural Institute of Canada (RAIC), a full-time professor in Architectural Technology programs at Algonquin College Ottawa campus with more than 25 years of architecture, academia and construction industry experience. Mr. Zahed is also a researcher in the field of sustainable development and building information modelling (BIM) in Canada and the United States. In his recent experience, Mehdi has worked as a Visiting Scholar in collaboration with the Pennsylvania State University (PSU), RE2-LAB, to address climate change in the building sector.

Mehdi Zahed won the award for excellence in teaching in the field of architectural technology from the Northern Alberta Institute of Technology (NAIT) in Edmonton, Alberta, in 2020 and from Algonquin College in 2024. Mehdi Zahed has a passion for helping others and coaching the younger generation to excel in their goals. He served as the Chair for Skills Alberta (2011 – 2020) and played a key role as a co-founder of the Carbon Leadership Forum (CLF) in Alberta (2019). Professor Zahed is a Building Envelope Council Ottawa Region (BECOR) board member and the Students Programs Advisor (2023). Mehdi Zahed believes that quality education and professional coaching have an everlasting impact on people's careers and lives.

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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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Instructions for Oral Presentation

Saturday, February 22, 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

Title: Conference Abstract February 21-23, 2025 Victoria, Canada

ISBN: 978-1-998259-71-7

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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