

# CONFERENCE **ABSTRACT**

March 01, 2025

Vancouver, Canada



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## **Abstract Book**

*March 01, 2025 - Vancouver, Canada*

**Format: Electronic Book**

**ISBN: 978-1-998259-72-4**

**Venue**

**University of British Columbia**

**March 01, 2025**

**Vancouver, Canada**



## Table of Contents

Welcome Remarks -----	02
Conference Venue -----	03-04
Conference Time Schedule -----	05
Disclaimer -----	06
Conference Committee -----	07-09
Instructions for Oral Presentation-----	10
Instructions for Publication -----	10
Instructions for Participants -----	10

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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 March 01, 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.**  
*Proudly Canadian, Truly Global*

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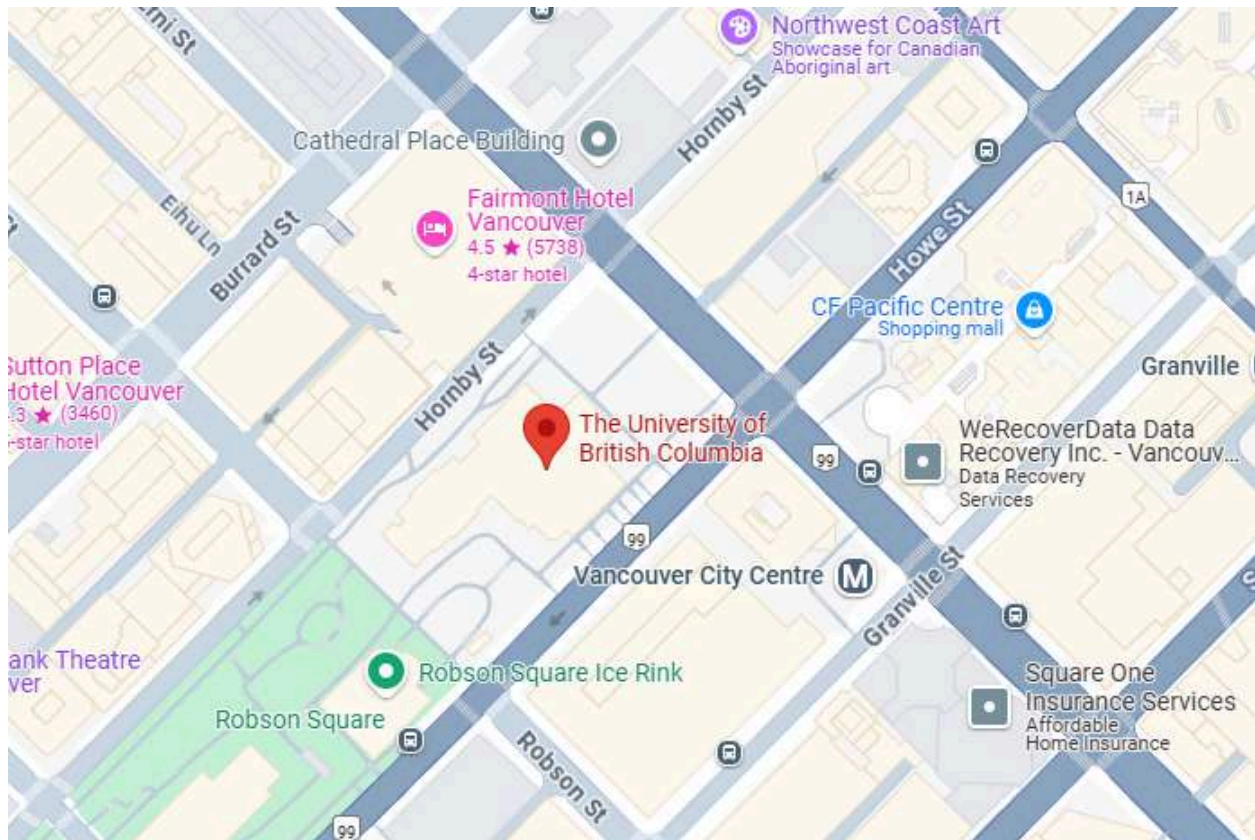
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## Conference Venue

**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

**March 01, 2025-Vancouver, Canada**

- **Saturday, March 01, 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, 1 March 2025 (Conference Day)	Time
Registration and Lunch	1:00 PM - 1:30 PM
Opening Remarks by Conference Chair	1:30 PM - 1:40 PM
Ice Breaking Session	1:40 PM - 1:55 PM
Networking Session	1:55 PM - 2:25 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 Vaishali	2:25 PM - 2:55 PM
<b>Break</b>	2:55 PM - 3:25 PM
<b>Technical Session 2: Business Management and Economics; International Business and Marketing; Supply Chain Management; Strategic Management and Planning; African Economy and Culture; African Business and Technology</b> Keynote Speech by Afzalur Rahman	3:25 PM - 3:55 PM
Photo Session and Certificate Giving Ceremony	3:55 PM - 4:25 PM
Closing Remarks	4:25 PM - 4:40 PM
Testimonials	4:40 PM - 5:00 PM

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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



### **Dr. Vaishali Sethi**

*Associate Professor at University Canada West*

Dr. Vaishali Sethi is an accomplished academic and industry professional with over 18 years of experience in higher education and corporate sector. She currently serves as an Associate Professor at University Canada West in Vancouver, Canada leading courses in Marketing Management and Sustainable Marketing while contributing to curriculum development, mentoring students and faculty recruitment and training. Holding a PhD in consumer behaviour towards green products, she has published research in reputed journals and presented at international conferences, earning accolades for her work in sustainable marketing.

Her expertise spans digital marketing, consumer behaviour, international marketing and research methodologies, supported by proficiency in various educational technologies and statistical software like Qualtrics, SPSS, AMOS and SmartPLS. Passionate about sustainable marketing, she actively organizes workshops and collaborates on industry-driven projects to enhance student learning experiences. Outside academia, she enjoys traveling, reading motivational literature, and practicing meditation for personal growth and balance.

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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, March 01, 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 March 01, 2025 – Vancouver, Canada

**ISBN :** 978-1-998259-72-4

**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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