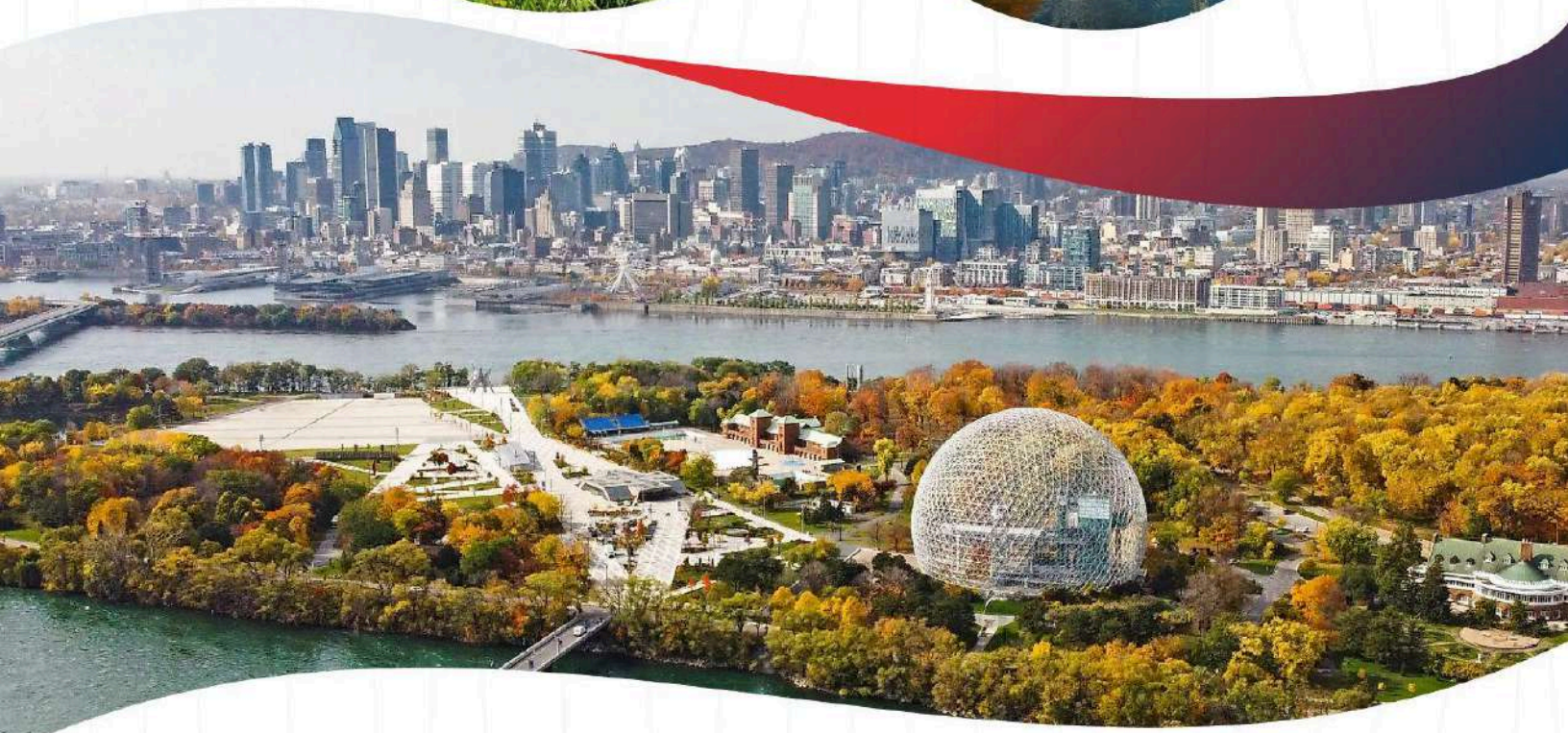


CONFERENCE **ABSTRACT**

March 21 – 23, 2025

Montreal, Canada



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Abstract Book

March 21-23, 2025 Montreal, Canada

Format: Electronic Book

ISBN: 978-1-998259-75-5

Venue

Thomson House McGill University

March 22, 2025

Montreal, 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 March 22, 2025, in beautiful Montreal, 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, information technology, nursing, healthcare, HRM leadership, social science, engineering, business, and economics. Participants will benefit from conference presentations exploring cutting-edge reviews and investigations in both basic and applied research.

Attending this conference also gives you an opportunity to explore Montreal, known for its vibrant culture, scenic views, and rich history. Montreal offers a mix of old-world charm and modern city living, with an abundance of local attractions, restaurants, and festivals to enjoy.

Thank you for considering attending the Conference. A wide scope of participation will enrich our event 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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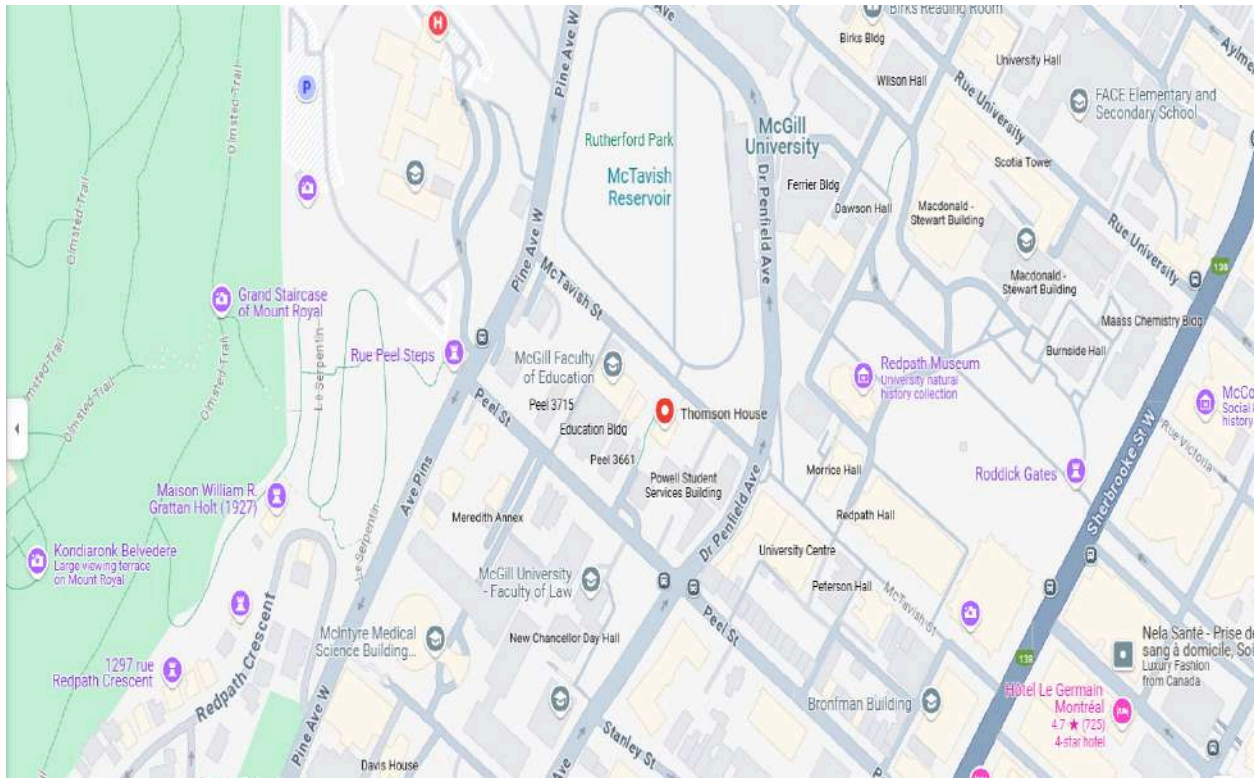
Conference Venue

Thomson House McGill University

3650 McTavish St, Montreal, Quebec H3A 1X1, Canada

Boardroom 404

Directions:



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Public Transit:

Thomson House, McGill University, located at 3650 McTavish St, Montreal, Quebec H3A 1X1, Canada (Boardroom 404), is easily accessible via public transit. The nearest Metro station is Peel Station (Green Line), a short walk from the venue. Several STM bus routes, including 24 Sherbrooke, provide convenient access. Bike racks are available for cyclists.

Driving & Parking :

Thomson House, McGill University, located at 3650 McTavish St, Montreal, Quebec H3A 1X1, Canada (Boardroom 404), is accessible by car, with several parking options nearby. Visitors can find parking at public parking facilities around McGill University or designated campus parking areas. Be sure to check for parking rates and availability before your visit.

Accessibility :

Thomson House, McGill University, located at 3650 McTavish St, Montreal, Quebec H3A 1X1, Canada, is fully accessible. The venue features wheelchair-friendly entrances and elevators to ensure ease of movement throughout the building. Public transportation options and nearby parking facilities are also accessible, providing convenient access for all visitors. Boardroom 404 is designed to accommodate diverse accessibility needs, ensuring a comfortable experience for all attendees.

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Conference Time Schedule

March 21-23, 2025 Montreal, Canada

- **Friday, March 21, 2025** – Arrival of the participants in Montreal, Canada
- **Saturday, March 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, 22 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 - 2:00 PM
Technical Session 1: Human Resource Management; HR Training and Development; Women in Business and Leadership; Leadership and Change Management; Front Line Leadership; Keynote Speech by Rachel Mance	2:00 PM - 2:30 PM
Technical Session 2: Cyber Security and Cloud Engineering; Information Technology and Computer Science; Electrical and Mechanical Engineering; Machine Learning and Artificial Intelligence Keynote Speech by Yasmin Jahir (virtual)	2:30 PM - 3:00 PM
Break	3:00 PM - 3:10 PM
Technical Session 3: Digital Marketing and Technology; Advertising and Marketing Communications; Social Media Management; E-Commerce and Internet Marketing Keynote Speech by Christina Zeidan	3:10 PM - 3:40PM
Break	3:40 PM - 3:50 PM
Technical Session 4: Business Management and Economics; International Business and Marketing; African Business and Technology; Supply Chain Management; Strategic Management and Planning; African Economy and Culture; Keynote Speech by Dr. Muhammad Mohiuddin	3:50 PM - 4:20 PM

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Photo Session and Certificate Giving Ceremony	4:20 PM - 4:40 PM
Closing Remarks	4:40 PM - 4:50 PM
Testimonials	4:50 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. Muhammad Mohiuddin

*Associate Professor of International Business and
Global Strategy at Laval University*

Dr. Muhammad Mohiuddin is an Associate Professor of International Business and Global Strategy at Laval University, Quebec, Canada. He has previously taught at institutions such as Thompson Rivers University (Canada), University of Paris-Est (France), Osnabrück University of Applied Sciences (Germany), Shanghai University of Technology, and Tianjin University of Technology (China). His research has been published in prominent journals, including Research Policy, Applied Economics, Journal of Global Information Management, Review of Economic Philosophy, Strategic Change, International Journal of Logistics Research & Applications, International Journal of Knowledge Management, Journal of Environmental Management, and Journal of Cleaner Production, among others.

Dr. Mohiuddin has also been awarded a research grant from the Social Sciences and Humanities Research Council (SSHRC) of Canada. Currently, he serves as the Director of the Research Group on Contemporary Asia (GERAC) at Laval University. Additionally, he is a co-Managing Editor of Transnational Corporations Review and a Topic Editor for Sustainability.

He is a member of the Board of Directors for the Canadian Council on Small Business and Entrepreneurship (CCSBE) and a member of the CEDIMES Institute (France).

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Keynote Speech



Rachel Mance

Director of Human Resources at Santco

Rachel Mance holds a degree in Human Resources Management from ESG UQAM and has developed extensive expertise in structuring HR departments, labor relations, and organizational development. Her career spans various industrial and manufacturing sectors, where she has helped companies optimize their HR processes, manage labor relations, and build a strong employer brand.

As an active member of the HR community, she is involved in mentoring, serves on advisory boards, and collaborates with academic institutions. She has also acted as a coach and judge in student HR competitions. Today, as Director of Human Resources at Santco, she leverages her expertise to support managers, develop HR strategies, and drive the evolution of workplace practices.

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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



Christina Zeidan

Marketing Communications Specialist at WorkJam

Christina Zeidan is a marketing strategist and communications expert specializing in brand positioning, social media strategy, and content creation. She has helped global brands in B2B SaaS, retail, hospitality, and beyond expand their reach, foster engaged communities, and convert online audiences into customers.

She began her career at Omnicom Media Group in the MENA region, refining her expertise in audience engagement before pivoting in-house to manage earned and owned media at high-growth B2B scale-ups. Now a Marketing Communications Specialist at WorkJam, she crafts data-driven content strategies to resonate with audiences across North America, EMEA, and APAC, strengthening brand presence on a global scale.

Backed by a masters' degree in marketing, her research exploring the connection between brand equity and customer experience gives her a sharp perspective on crafting meaningful, lasting connections in a crowded digital world.

Always evolving, Christina stays ahead of emerging trends and tools in the industry, continuously refining her craft to push the boundaries of modern marketing.

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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 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 March 21-23, 2025 Montreal, Canada

ISBN : 978-1-998259-75-5

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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