

# CONFERENCE **ABSTRACT**

May 09 – 11, 2025

Ottawa, Canada





## CONNECTING CANADA WITH AFRICA



**Expand Business With  
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## **Abstract Book**

*May 09 - 11, 2025 Ottawa, Canada*

**Format: Electronic Book**

**ISBN: 978-1-998259-79-3**

**Venue**

**Best Western Plus Ottawa City Center**

**May 10, 2025  
Ottawa, Canada**



**Mailing Address:** Unit 170, 422 Richards Street,  
Vancouver, BC V6B 2Z4  
**Head Office:** Unit 300, 9850 King George Blvd,  
Surrey, BC V3T 0P9



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**Global Conference Alliance Inc.**  
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## Welcome

As Conference Chair, I am honored to welcome all participants to the Conference organized by **Global Conference Alliance Inc.**, to be held on **May 9–11, 2025, in beautiful Ottawa, Canada.**

This conference will serve as an excellent platform for connecting and networking with delegates from around the globe across diverse fields such as management, marketing, international business, human resource management, accounting, finance, entrepreneurship, digital marketing, information technology, nursing, healthcare, HRM leadership, social science, engineering, business, and economics. Attendees will benefit from dynamic presentations that showcase innovative research and practical applications in both basic and applied disciplines.

Beyond the academic and professional value, attending this conference also presents a great opportunity to experience Ottawa—Canada's charming capital city. Known for its scenic beauty, historic landmarks like Parliament Hill, world-renowned museums, and welcoming atmosphere, Ottawa offers a culturally rich and inspiring setting for our gathering.

Thank you for considering your participation in this prestigious event. The diversity of attendees is sure to enrich our discussions, fostering meaningful exchanges of ideas and advancing our shared goals in research and professional development.



**Dr. Afzalur Rahman**  
CEO & Conference Chair  
**Global Conference Alliance Inc.**  
*Proudly Canadian, Truly Global*

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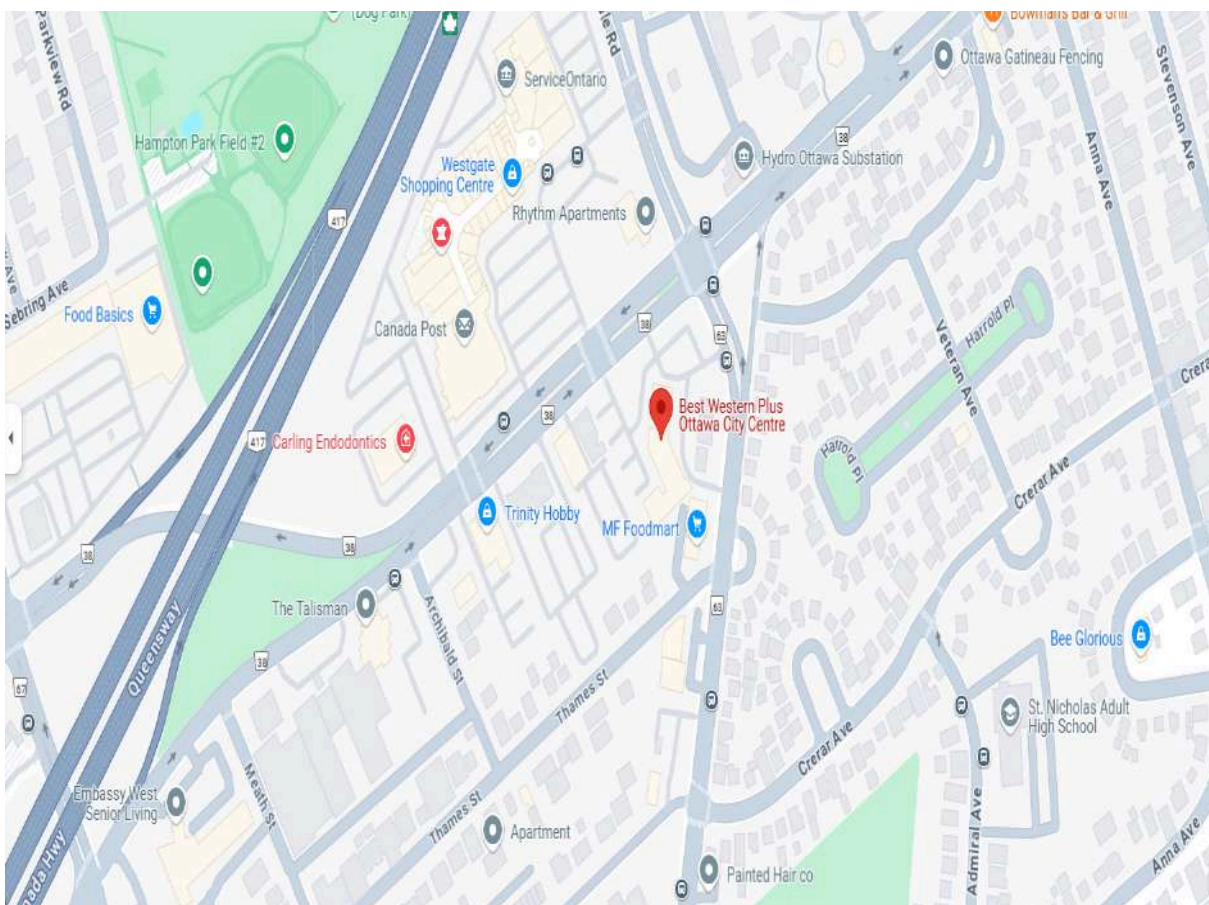




## Conference Venue

**Best Western Plus Ottawa City Center**  
1274 Carling Ave, Ottawa,  
ON K1Z 7K8, Canada

### **Directions:**



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### Public Transit:

Best Western Plus Ottawa City Center, located at 1274 Carling Ave, Ottawa, ON K1Z 7K8, is conveniently accessible via public transit, making it an ideal location for conference attendees. The OC Transpo system serves this area with multiple bus routes, including Route 85 and Route 51, which stop within walking distance of the venue. These routes provide direct connections to downtown Ottawa, major transit stations, and nearby neighborhoods. For those choosing to drive, on-site parking is available; however, using public transportation is encouraged to reduce traffic and ensure timely arrival.

### Driving & Parking:

The Best Western Plus Ottawa City Centre at 1274 Carling Ave is easily accessible via major routes like the Queensway (Highway 417). Complimentary on-site outdoor parking is available for guests and conference attendees. Arriving early is recommended, especially during peak hours. Additional public and street parking options are nearby—please check local signage. Use GPS for the best route based on current traffic.

### Accessibility:

The Best Western Plus Ottawa City Centre ensures a fully accessible and inclusive environment for all guests. The venue features wheelchair-accessible entrances, elevators, designated parking, and accessible guest rooms with roll-in showers. Additional support includes automatic doors, lowered counters, and staff assistance to accommodate individual needs.

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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 Schedule

**May 09 - 11, 2025 Ottawa, Canada**

**Disclaimer:** Please note the main conference day is 10th May, 2025 and the conference will be held at **Best Western Plus Ottawa City Center**. If you need any help on the 9th May, 2025, please let us know by reaching out to our Hotline & Whatsapp number **+1 672-971-2088**. Otherwise, we are eager to have you on board on the conference day.

- **Friday, May 09, 2025** – Arrival of the participants in **Ottawa, Canada**.
- **Saturday, May 10, 2025 (Conference Day)** – Registration, opening speech, keynote speech, and technical sessions:
- **Registration will start from 01:00 PM, Gate Closes at 1:30 PM**

<b>Activity List, Saturday 10th May 2025 (Conference Day)</b>	<b>Time</b>
Registration and Lunch	1:00 PM - 1:30 PM
<b>Opening Remarks by Conference Chair and Technical Session 1: International Business and Marketing; Supply Chain Management;</b> Keynote Speech by Afzalur Rahman	1:30 PM - 1:50 PM
<b>Special Guest Speech by H.E. Ambassador of Ethiopia, Mr. Tewodros Girma Abebe and Q/A</b>	1:50 PM - 2:05 PM
<b>Special Guest Speech by H.E. Ambassador of Kenya, Ms. Carolyne Kamende Daudi</b>	2:05 PM - 2:20 PM
Ice Breaking Session	2:20 PM - 2:30 PM
<b>Technical Session 2: Cyber Security and Cloud Engineering; Information Technology and Computer Science; Civil and Architectural Engineering; Electrical and Mechanical Engineering</b> Keynote Speech by Yasmin Jahir (virtual)	2:30 PM - 2:50 PM
<b>Break</b>	2:50 PM - 2:55 PM
<b>Special Guest Speech by Mr. Amadou Diallo Minister Counselor, Chargé d'Affaires, Embassy of Mali in Canada</b>	2:55 PM - 3:10 PM

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<b>Special Guest Speech by Mrs. Naheed Naveed Atif, Counsellor/Head of Chancery, Embassy of Pakistan in Canada</b>	3:10 PM- 3:25 PM
<b>Special Guest Speech by Mr. Mr. Kumarasamy Kiritharan, Counsellor Embassy of Sri Lanka in Canada</b>	3:25 PM - 3:40 PM
<b>Technical Session 3: Human Resource Management; Women in Business and Leadership; Front Line Leadership</b> Keynote Speech by Sonal Narvekar	3:45 PM - 4:05 PM
<b>Break</b>	4:05 PM - 4:10 PM
<b>Technical Session 4: Digital Marketing and Technology; E-commerce and Internet Marketing; Advertising and Marketing Communications; Social Media Management</b> Keynote Speech by Christina Zeidan (virtual)	4:10 PM - 4:30 PM
<b>Technical Session 5: Supply Chain Management</b> Author Presentation by Koross Mohsine	4:30 PM - 4:45 PM
Photo Session and Certificate Giving Ceremony	4:45 PM - 5:00 PM
Closing Remarks	5:00 PM - 5:10 PM
Testimonials	5:10 PM - 5:20 PM

- **Sunday, May 11, 2025** – City Tour (optional to the participants)

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### *Special Guest*



**Mr. Amadou Diallo**  
*Minister Counselor, Chargé d'Affaires*  
*Embassy of Mali in Canada,*

Mr. Amadou Diallo is currently the Minister Counsellor and Chargé d’Affaires at the Embassy of the Republic of Mali in Canada. He was appointed to this position during the Council of Ministers meeting on May 15, 2024, as an Inspector of Economic Services. Before this appointment, Mr. Diallo acquired a solid academic background and notable professional experience.

He holds, among other qualifications, a Diplôme d’Études Approfondies (DEA) in Monetary and Financial Economics from the West African Center for Banking and Financial Studies (Dakar), as well as an advanced degree in International and Development Economics from the Facultés Universitaires Notre-Dame de la Paix (Belgium). His professional career has led him to serve in various roles, including Technical Advisor to the Presidency of the Republic of Mali, Technical Advisor at the Ministry of Foreign Affairs and International Cooperation of Mali, and First Counselor at the Embassy of Mali in India.

Since assuming his duties at the Embassy of Mali in Ottawa, Mr. Diallo has actively participated in cultural and diplomatic events.

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### *Special Guest*



**Mr. Tewodros Girma Abebe**  
*H.E. Ambassador of Ethiopia to Canada*

With almost two decades of experience in diplomacy and international relations, Ambassador Tewodros Girma is a distinguished diplomat and one of the youngest ambassadors within Ethiopia's diplomatic corps. Currently serving as the Ambassador Extraordinary and Plenipotentiary of the Federal Democratic Republic of Ethiopia to Canada, he plays a pivotal role in reinforcing bilateral ties, fostering mutual understanding, and further enhancing the long-standing and exceptional relationship between Ethiopia and Canada.

Ambassador Tewodros embarked on his diplomatic career in 2008 when he joined the Ministry of Foreign Affairs of Ethiopia. Over the years, he has held a range of key positions, progressing from Diplomatic Attaché to Minister Counselor. Prior to his appointment as Ambassador, he served as an Advisor to the State Minister for Foreign Affairs. His extensive experience spans multiple strategic directorates, including Public Diplomacy, African Affairs, Economic and Business Affairs, European Affairs, and IGAD Affairs. Additionally, he has represented Ethiopia in diplomatic missions in Berlin and Dar es Salaam, where he served as Minister Counselor.

Ambassador Tewodros remains steadfast in his commitment to building lasting partnerships, strengthening Ethiopia's global presence, and fostering a thriving Ethiopian diaspora—laying the foundation for a future of shared prosperity and enduring cooperation between Ethiopia and Canada.

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***Special Guest***



**Ms. Carolyn Kamende Daudi**  
*H.E. Ambassador of Kenya*

Her Excellency Ambassador Carolyn Kamende Daudi currently serves as Kenya's esteemed High Commissioner to Canada, bringing a wealth of legal and leadership experience to her diplomatic role. A seasoned advocate of the High Court of Kenya with 15 years of practice, she is also the managing partner of the Nairobi-based law firm, Kamende D.C & Co. Advocates.

Prior to her ambassadorial appointment, Ms. Daudi held significant positions within Kenya's legal and governance sectors. She served as the Vice President of the Law Society of Kenya (LSK) and as the Vice Chair of the Independent Electoral and Boundaries Commission (IEBC) Tribunal. Her commitment to international justice is further underscored by her previous work with the International Criminal Tribunal for Rwanda.

In her present capacity as High Commissioner, Ms. Daudi is dedicated to fostering strong bilateral relations between Kenya and Canada, representing Kenya's interests across the country.

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**Special Guest**

**Mr. Kumarasamy Kiritharan,**  
*The Counsellor of this High Commission,  
Embassy of Sri Lanka in Canada*

**Special Guest**

**Mrs. Naheed Naveed Atif**  
*Counsellor/Head of Chancery,  
Embassy of Pakistan in Canada*

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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.

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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*



**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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### *Keynote Speech*



#### **Sonal Narvekar**

*Director of Human Resources at  
Andaz Ottawa, Hyatt Hotels Corporation*

Sonal Narvekar is a multidisciplinary Human Resources professional with over a decade of experience spanning the hospitality, retail, food services, and consulting sectors. She currently serves as the Director of Human Resources at Andaz Ottawa ByWard Market, part of the Hyatt Hotels Corporation, where she leads strategic initiatives in workforce planning, talent development, organizational change, and employee engagement. Her career has been marked by a strong focus on aligning human capital strategies with business objectives, navigating complex change management environments, and leveraging workforce analytics to drive performance and retention.

Prior to her current role, she held HR leadership positions at organizations including Farm Boy, Holiday Inn & Suites, and other event companies, and has worked extensively in leadership consulting and coaching in India. She holds postgraduate qualifications in Human Resources Management from both Algonquin College in Canada and MIT School of Business in India, as well as a Bachelor's degree in Psychology from Fergusson College. Her cross-industry experience and academic grounding inform her evidence-based approach to HR strategy, organizational development, and inclusive workplace culture.

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## **Committee Members**

- **Dr. Afzalur Rahman**, 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**, KC, 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
- **Husnu Saner Narman**, Faculty Member at Marshall University

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## Authors' Presentation Review

**Saturday 10th May, 2025**

Name and Affiliation	Title
<b>Koross Mohsine</b> <i>Université Abdelmalek Essaadi - ENCG Tanger</i>	<b>The Impact of Iso 28000 on Securing International Supply Chains: a Comparison With Authorized Economic Operator (Aeo) Framework</b>

Name and Affiliation	Title
<b>Jerop Jackline</b> <i>Women in Leadership in National Cohesion and Integration Commission</i>	<b>Examining Approaches and Resources to Improve Financial Literacy for Women Leaders and Emerging Female Entrepreneurs In Africa.</b>

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## **Instructions for Oral Presentation**

**Saturday 10th May, 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 May 09 - 11, 2025 Ottawa, Canada

**ISBN:** 978-1-998259-79-3

**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 10th May, 2025**

Name and Affiliation	Title & Abstract
<p><b>Koross Mohsine</b>  <i>Université Abdelmalek  Essaadi - ENCG Tanger</i></p>	<p><b>The Impact of Iso 28000 on Securing International Supply Chains: a Comparison With Authorized Economic Operator (Aeo) Framework</b></p> <p><b>Abstract</b></p> <p>This paper explores the impact of ISO 28000 on the security of international supply chains, highlighting its role in mitigating contemporary risks such as theft, terrorism, and cyberattacks. As global trade becomes increasingly interconnected, the need for robust supply chain security frameworks has grown. ISO 28000 provides a comprehensive standard for managing security risks within supply chain operations. This paper also offers a comparative analysis with the AEO (Authorized Economic Operator) framework, examining the similarities and differences between these two standards. By analyzing both frameworks, the study seeks to understand their complementary roles and potential synergies in enhancing the resilience and security of global supply chains. The comparison will provide insights into the advantages and limitations of each system, offering recommendations for businesses and policymakers to better secure international trade operations.</p> <p><b>Keywords:</b> ISO 28000, supply chain security, international trade, Authorized Economic Operator (AEO), risk management, global supply chain, customs security, logistics.</p>

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Name and Affiliation	Title & Abstract
<p><b>Jerop Jkline</b></p> <p><i>Women in Leadership in National Cohesion and Integration Commission</i></p>	<p><b>Examining Approaches and Resources to Improve Financial Literacy for Women Leaders and Emerging Female Entrepreneurs In Africa.</b></p> <p><b>Abstract</b>  This paper explores the new strategies and resources needed to increase the financial literacy of female leaders and aspiring female entrepreneurs with a particular focus on the Kenyan context. The study uses a mixed-methods research design, combining quantitative research with qualitative interviews to gain a more comprehensive understanding of women's financial literacy, common barriers, and the nature of various interventions improve Preliminary findings reveal significant gaps in financial literacy, with many women relying more heavily on informal financial institutions such as savings groups and community-based credit schemes. Barriers identified include lack of access to adequate education in budgeting, cultural biases, lack of representation in leadership roles, and systemic gaps in access to capital The study offers a range of strategies to address these challenges, including targeted financial education programs tailored to the specific needs of African women entrepreneurs Furthermore, it establishes the use of digital strategies for delivery and emphasis on the simplicity and accessibility of financial instruments and resources. The study also recommends policy reforms aimed at promoting gender-friendly financial systems and improving women's access to credit and finance By bridging the gap between gender equality and economic empowerment, this study contributes to understanding the role of financial literacy in providing sustainable development in the economic participation of women leaders and entrepreneurs in Kenya.The findings and recommendations of this study provide a basis for broader local action and pave the way for more inclusive and equitable economic conditions across Africa.</p> <p><b>Keywords:</b> ❖ financial literacy  ❖ female entrepreneurs  ❖ Kenya, gender gap  ❖ financial inclusion  ❖ Africa</p>

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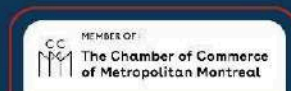
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