

CONFERENCE **ABSTRACT**

June 27–29, 2025

Vancouver, Canada



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Abstract Book

June 27-29, 2025 Vancouver, Canada

Format: Electronic Book

ISBN: 978-1-998259-84-7

Venue

University of British Columbia

June 28, 2025

Vancouver, Canada



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Mon to Fri (10 am – 6 pm PST)

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 **June 27-29, 2025, in vibrant Vancouver, Canada.**

This conference offers a remarkable platform for connecting and networking with delegates from around the world 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 engage with dynamic presentations showcasing innovative research and practical applications across both basic and applied disciplines.

In addition to the academic and professional benefits, the event also presents a wonderful opportunity to explore Vancouver—a dynamic city known for its breathtaking natural beauty, multicultural vibrancy, and iconic landmarks like Stanley Park, Granville Island, and the Vancouver Art Gallery. It is an inspiring backdrop for meaningful dialogue and collaboration.

Thank you for choosing to participate in this prestigious gathering. The diversity of our attendees is certain to foster enriching discussions, spark new collaborations, and advance our collective efforts in research and professional growth.



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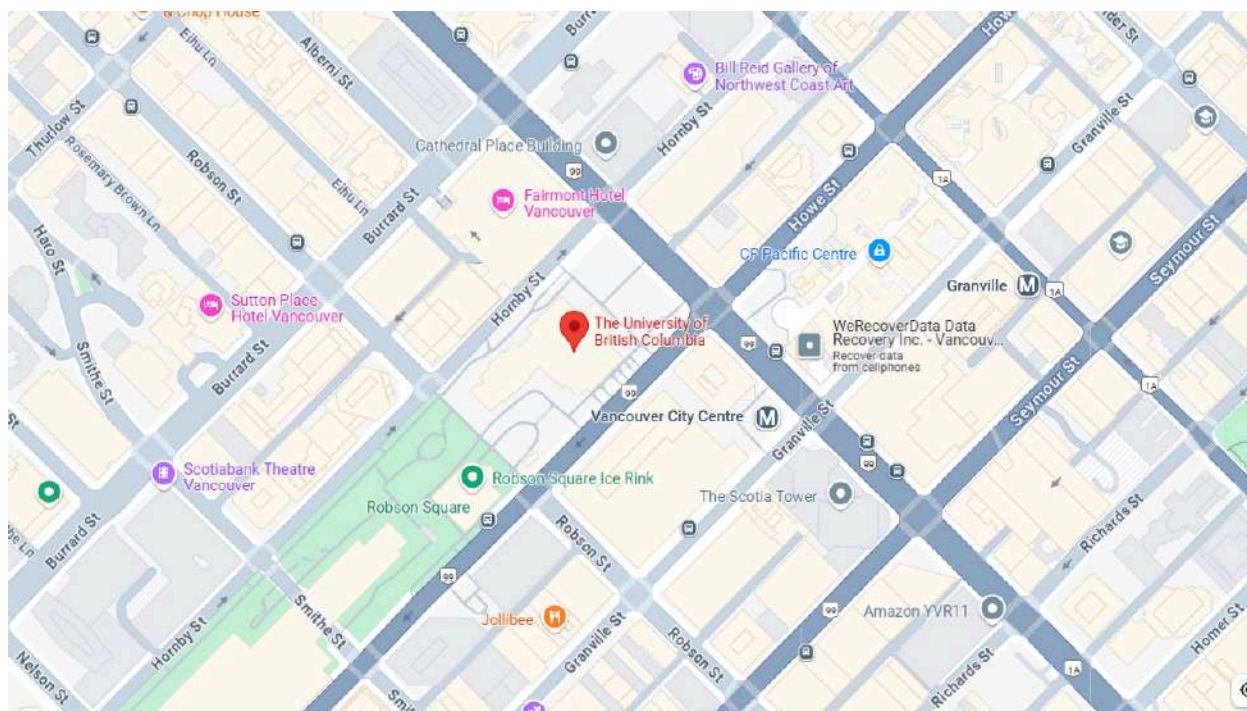
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Conference Venue

University of British Columbia
Room C215- 800 Robson Street,
Vancouver, British Columbia, Canada V6Z 3B7

Directions:



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Public Transit:

University of British Columbia – Room C215, 800 Robson Street, Vancouver, BC V6Z 3B7, is centrally located in downtown Vancouver and is easily accessible via public transit. The venue is served by TransLink, Vancouver’s comprehensive public transportation system. Several bus routes, including Routes 5 (Robson/Downtown) and 22 (Knight/Macdonald), stop within a short walking distance of the venue. Additionally, the Burrard SkyTrain Station (Expo Line) and Vancouver City Centre Station (Canada Line) are both nearby, offering convenient connections to all parts of Metro Vancouver, including direct access to the airport. For those opting to drive, paid parking is available nearby; however, public transit is strongly recommended due to downtown traffic and limited parking availability. Taking transit ensures timely arrival and a more sustainable travel option for attendees.

Driving & Parking:

The University of British Columbia venue at Room C215 – 800 Robson Street, Vancouver, BC V6Z 3B7 is centrally located in downtown Vancouver and easily accessible via major routes such as Georgia Street and Burrard Street. Metered street parking is available around the venue—please check signage carefully for time limits and rates. Several nearby public parkades, including Library Square (350 W Georgia St) and Pacific Centre, provide additional spaces. UBC Robson Square also has underground paid parking, which can be accessed via Howe Street (southbound). Parking fills up quickly during busy hours, so early arrival is strongly advised.

Accessibility:

The University of British Columbia venue at Room C215, 800 Robson Street, Vancouver, BC is committed to providing an accessible and inclusive environment for all attendees. The facility offers wheelchair-accessible entrances, elevators, and designated accessible restrooms. Additional accommodations include automatic doors, wide hallways, and accessible seating arrangements to ensure all participants can navigate and engage comfortably. On-site staff will also be available to provide assistance and support as needed.

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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

June 27-29, 2025 Vancouver, Canada

Disclaimer: Please note the main conference day is 28th June, 2025 and the conference will be held at **University of British Columbia**. If you need any help on the 27th June, 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, June 27, 2025** – Arrival of the participants in **Vancouver, Canada**
- **Saturday, June 28, 2025 (Conference Day)** – Registration, opening speech, keynote speech, and technical sessions:
- **Registration will start from 01:00 PM, Gate Closes at 1:30 PM**

Activity List, Saturday, 28th June 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: Leadership and Change Management Keynote Speech by Quazi Mahmud Ahmed	2:00 PM - 2:30 PM
Technical Session 2: Nursing and Healthcare Management, Pharmacy & Pharmaceutical Science Keynote Speech by Dr. Neeta Nagra	2:30 PM - 3:00 PM
Break	3:00 PM - 3:10 PM
Technical Session 3: Social Media Management Author Presentation by Don Markland	3:10 PM - 3:40 PM
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, Digital Marketing and Technology Keynote Speech by Dr. Afzalur Rahman	3:50 PM - 4:20 PM
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

- **Sunday, June 29, 2025** – City Tour (optional to the participants)

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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 the CEO of Global Conference Alliance, where he leads a team of professionals dedicated to delivering premier academic training, conference hosting, and event planning services to scholars and researchers worldwide. With more than 15 years of experience in higher education and international business, he is deeply committed to fostering knowledge exchange, cross-border collaboration, and innovation across disciplines.

In addition to his role at Global Conference Alliance, Dr. Rahman is the CEO and President of the Canada-Africa International Business Chamber of Commerce, an organization focused on strengthening economic ties, trade partnerships, and investment opportunities between Canada and African nations.

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He is also the founder and CEO of Universal Training Corporation, a multidimensional training institute based in Vancouver, Canada. Dr. Rahman holds a Doctor of Business Administration in International Business, an MBA in Finance, and a Bachelor of Commerce in Business Administration and Management. He is a Certified International Trade Professional (CITP) and a Chartered Professional in Human Resources (CPHR), underscoring his extensive credentials and expertise.

Dr. Rahman has a rich background in academia, having taught at multiple universities in Canada, the United States, China, and Bangladesh. His teaching experience includes positions at Douglas College, the University of British Columbia, and several other institutions. He has also published numerous articles in peer-reviewed journals, with research interests that include international marketing, human resource management, business strategy, and global entrepreneurship.

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Keynote Speech



Dr. Neeta Nagra

Founder, Fit To Be Strong Leader

Dr. Neeta Nagra is an internationally recognized healthcare leader, author, and leadership coach. Holding a Doctor of Education in Leadership, a Master of Business Administration, and advanced degrees in Mental Health and Psychiatric Nursing, she brings extensive expertise to her diverse roles. As the founder of the NEWW app, Dr. Nagra supports nurses by providing free, specific self-care resources. Her work extends to writing, where she explores leadership and the impact of her global travels, including visits to the seven wonders of the world. Dr. Nagra also coaches individuals from various cultural backgrounds, helping them succeed in Canadian professional settings. She enjoys outdoor activities like hiking and paddleboarding to maintain her well-being.

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Keynote Speech



Mr. Quazi M. Ahmed
Founder of Quazi Consultants

Educated and trained in the US, Norway, Japan, and Bangladesh, Quazi M. Ahmed is a renowned leadership, team building, and soft skills facilitator with 27 years of experience in training, teaching, speaking, and coaching. Since January 2022, he has been the IFC/World Bank Group Certified Master Trainer. Over the years, he has conducted face-to-face training programs/gave talks in conferences in the USA, Denmark, Malaysia, India, Nepal, Afghanistan, and Bangladesh. He has also done VILT (Virtual Instructor-Led Training) workshops and spoke at e-Conferences and webinars for audiences in a dozen other countries, including the UK, Myanmar, Singapore, New Zealand, and Australia. For his global presence in human capital development, Mr. Ahmed received the “Global Training and Development Leadership Award” in February 2017 by the World HRD Congress in its 25th-anniversary celebrations. He has facilitated training sessions attended by more than one hundred thousand people in the nonprofit, private, and public sectors in multiple countries. In recent years, He has completed the following certifications: IFC/World Bank Group Certified Master Trainer, Certified facilitator, from InsideOut Coaching/Development (USA), Certified L&D Professional from Aon Hewitt Learning Center (UK & India), and Certified PPA Practitioner from Thomas Assessment Pvt. Ltd. (UK and India). Mr. Ahmed is recognized as the pioneer of the modern approach to L&D in Bangladesh—the country of his birth. In 2016, he founded the Bangladesh Organization for Learning and Development (BOLD), which is the national apex body serving the needs of trainers, Learning & Development professionals, and others passionate about personal and professional development. One of his primary purposes is to become the best version of himself.

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Committee Members

- **Dr. Afzalur Rahman**, Former Professor of Business Management – Douglas College
- **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 28th June, 2025

Name and Affiliation	Title
Don Markland <i>Accountability Now</i>	Balancing Influence and Integrity: Rethinking Ethics in Influencer Collaborations

Name and Affiliation	Title
Mahdi Salimi <i>Sam Afrooz Melal Company</i>	Exploring the Leadership Deficiencies: Insights from Employee Experiences in Tehran

Name and Affiliation	Title
Beemnet Abraham Akalu <i>Department of Nursing, Unity University</i>	Exploring the Potential for Telemedicine in Conflict-Affected Regions of Northern Ethiopia

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Instructions for Oral Presentation

Saturday 28th June, 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 June 27-29, 2025 Vancouver, Canada

ISBN: 978-1-998259-84-7

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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Authors' Presentation Schedule

Saturday 28th June, 2025

Name and Affiliation	Title & Abstract
<p>Don Markland</p> <p><i>Accountability Now</i></p>	<p>Balancing Influence and Integrity: Rethinking Ethics in Influencer Collaborations</p> <p>Abstract</p> <p>Influencer marketing has reshaped brand communications, offering personal, trusted channels for reaching audiences. Yet with this rise comes serious ethical challenges: undisclosed sponsorships, misalignment between brands and influencers, and erosion of consumer trust. While disclosure laws exist, they fall short of addressing deeper ethical concerns in influencer collaborations. This paper proposes a practical ethical framework for influencer marketing that moves beyond legal compliance to focus on authenticity, transparency, and audience respect. Through analysis of past ethical failures and emerging trends, it argues that brands that invest in ethical influencer partnerships today will secure long-term trust, loyalty, and market leadership. This research aims to help social media managers and digital marketers reimagine influencer collaborations not just as growth tools, but as pillars of sustainable brand credibility.</p> <p>**Keywords:** influencer marketing, ethics, brand trust, transparency, audience engagement</p>

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Name and Affiliation	Title & Abstract
<p>Mahdi Salimi</p> <p><i>Sam Afrooz Melal Company</i></p>	<p>Exploring the Leadership Deficiencies: Insights from Employee Experiences in Tehran</p> <p>Abstract</p> <p>Leadership plays a central role in determining organizational success. However, deficiencies in administrative practices can undermine employee satisfaction and general performance. The current study surveys employee perceptions to explore the leadership challenges among 13 Tehran-based companies. This case study collected data from phenomenological interviews, identifying eight recurring themes: inadequate training, misaligned job assignments, unfair practices, praxis shock, overwhelming workloads, insufficient internships, stifled creativity, and leadership liability. Findings reveal systemic issues, including the lack of structured onboarding programs, favoritism, and mismanagement, which disrupt employee productivity and engagement. Cross-cutting patterns highlight gaps in mentorship, transparency, and alignment between managerial strategies and employee capabilities. The findings also contribute to the organizational leadership discourses more broadly by introducing new practical understandings from real-world involvements in Tehran's corporate sector.</p> <p>Key words: Leadership deficiencies, Employee perceptions, Leadership training, Decision-making, Communication barriers, Organizational justice</p>

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Name and Affiliation	Title & Abstract
<p>Beemnet Abraham Akalu</p> <p><i>Department of Nursing, Unity University</i></p>	<p>Exploring the Potential for Telemedicine in Conflict-Affected Regions of Northern Ethiopia</p> <p>Abstract</p> <p>The ongoing conflict in northern Ethiopia, especially in the Amhara and Tigray regions, has severely disrupted access to healthcare, leaving many vulnerable populations without essential medical services. Telemedicine, an emerging field, offers a promising approach to addressing healthcare gaps in these conflict affected areas by using digital platforms to provide remote consultations, diagnostics, and ongoing care. This study explores the feasibility of implementing telehealth solutions in northern Ethiopia, focusing on the challenges posed by internet connectivity, infrastructure deficiencies, and the local healthcare system's capacity. The research highlights how telemedicine can improve healthcare access for displaced individuals, reduce the risks associated with patient travel, and offer specialized care that is otherwise inaccessible. Furthermore, it examines the role of international collaborations, policy development, and technological advancements in supporting telemedicine initiatives in crisis zones. The study concludes that, despite significant obstacles, telemedicine has the potential to improve healthcare delivery and resilience in northern Ethiopia, providing a long-term solution to some of the region's most urgent healthcare needs during and after the conflict.</p> <p>Keywords: telemedicine, northern Ethiopia, conflict zones, healthcare access, telehealth, infrastructure, chronic care, mental health, displaced populations</p>

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