

CONFERENCE **ABSTRACT**

July 18–20, 2025

Vancouver, Canada



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Abstract Book

July 18-20, 2025 Vancouver, Canada

Format: Electronic Book

ISBN: 978-1-998259-86-1

Venue

University of British Columbia

July 19, 2025

Vancouver, Canada



Mailing Address: Unit 170, 422 Richards Street,
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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 **July 18-20, 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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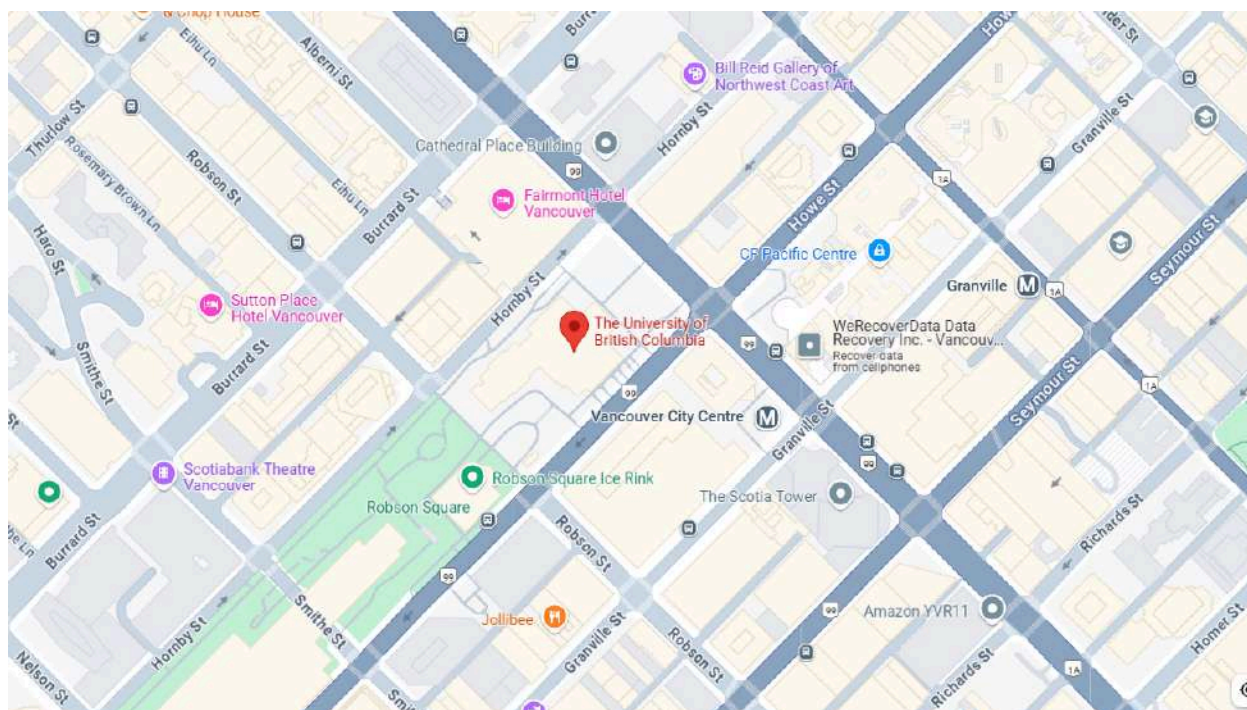
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Conference Venue

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

July 18-20, 2025 Vancouver, Canada

Disclaimer: Please note the main conference day is 19th July, 2025 and the conference will be held at **University of British Columbia**. If you need any help on the 18th July, 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, July 18, 2025** – Arrival of the participants in **Vancouver, Canada**
- **Saturday, July 19, 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, 19th July 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: Accounting and Financial Management Keynote Speech by Sana Ramzan	2:00 PM - 2:30 PM
Technical Session 2: Machine Learning and Artificial Intelligence Keynote Speech by Mirza Zaeem Baig	2:30 PM - 3:00 PM
Break	3:00 PM - 3:10 PM
Technical Session 3: Human Resource Management Author Presentation by Lingfang Song	3:10 PM - 3:40 PM
Break	3:40 PM - 3:50 PM
Technical Session 4: Business Management and Economics, International Business and Marketing, Strategic Management and Planning 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, July 20, 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



Mirza Zaeem Baig

*Sessional Faculty
University Canada West*

Mirza Zaeem Baig has an MS and BS in Computer Science. He currently teaches Business Analytics, Predictive Analytics, and Digital Transformation at University Canada West in the MBA Department of Marketing, Strategy and Entrepreneurship. He has been teaching at multiple post-secondary institutions in Canada since he moved to the country in 2022. Mirza has more than ten years of academic and professional experience in multiple roles.

Before joining UCW, he worked at various universities in Pakistan, UAE and Australia. He has also served in the software industry at various technical roles. Mirza was involved in establishing the NVIDIA Research Center (the very first in Pakistan) and also received independent research grants from NVIDIA Corporation, USA. He was previously involved with Emirates Aviation University (the education arm of the Emirates Group) where he worked on multiple data science projects and introduced multiple undergraduate level programs.

He also taught multiple courses at the Dubai Campus of Curtin University, Australia for the Business and Computer Science programs. He has also been involved at multiple technical roles in the IT industry during the previous years where he has executed multiple projects with multifunctional teams. His research interests lie in Artificial Intelligence and Data Science. He is actively involved in research and has multiple publications in his research area.

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Keynote Speech



Sana Ramzan

Assistant Professor, University Canada West

Sana Ramzan is an interdisciplinary scholar trained in accounting and artificial intelligence, based in Canada, with a proven record of developing machine learning models to predict financial distress and detect fraud. Her expertise lies at the intersection of AI, finance, and governance, where she applies data-driven methods to address complex problems in regulatory compliance, corporate transparency, and financial reporting.

She is primarily known for designing and evaluating predictive models that leverage financial ratios, audit disclosures, and unstructured data to enhance fraud detection and forecasting. Her work spans machine learning, deep learning, text analysis, and explainable AI, and has been published in top peer-reviewed journals. With teaching and research experience across Canada, the Middle East, and international conferences, Miss Ramzan brings both a global perspective and academic rigour to her practice.

Sana Ramzan is currently an Assistant Professor at University Canada West, a sessional faculty member at the University of the Fraser Valley, and a Research Analyst at Royal Roads University, where she is completing her Doctorate in Business Administration with a focus on AI-driven financial prediction. Moreover, Sana is also the founder of Kashta Events, an event design company based in British Columbia.

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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**, Software Engineer
- **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 19th July, 2025

Name and Affiliation	Title
Lingfang Song <i>ESSCA School of Management, France (Angers Campus)</i>	Developing Local Talents for Key Senior Management Positions through Glopatriation: An empirical study of French companies operating in Asia

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Instructions for Oral Presentation

Saturday 19th July, 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 July 18-20, 2025 Vancouver, Canada

ISBN: 978-1-998259-86-1

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 19th July, 2025

Name and Affiliation	Title & Abstract
<p>Lingfang Song</p> <p><i>ESSCA School of Management, France (Angers Campus)</i></p>	<p>Developing Local Talents for Key Senior Management Positions through Glopatriation:</p> <p>An empirical study of French companies operating in Asia</p> <p>Abstract</p> <p>The term “glopatriation”, used in this document, has been coined from the following two words: global and expatriation. It refers to the transfer of local managerial talent from the foreign subsidiaries of multinational corporations (MNCs), where they have been recruited and work, to the MNC's headquarters and/or other subsidiaries abroad. In the foreign subsidiaries of MNCs, it is quite rare for locals to occupy key senior management positions, due to the distinct advantages of using expatriates and the absence of certain qualifications in the profile of locals. Following in-depth interviews with 32 directors of French companies operating in Asia, the present empirical study revealed that glopatriation is an effective means of improving the transnational capabilities of local managers to make them qualified for high-level key management positions. However, despite the genuine interest in glopatriation, a number of obstacles stand in the way of its implementation. Recommendations are made to ensure that the glopatriation program functions effectively.</p> <p>Key words: glopatriation, transnational capabilities, multinationals, inpatriation, local talents.</p>

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