

CONFERENCE **ABSTRACT**

August 15 -17, 2025

Toronto, Canada



CONNECTING CANADA WITH AFRICA



**Expand Business With
Canada Africa Chamber**



BECOME A MEMBER

Proudly Canadian, Truly Global

Abstract Book

August 15 -17, 2025 Toronto, Canada

Format: Electronic Book

ISBN: 978-1-998259-94-6

Venue

Residence & Conference Centre – Toronto

Downtown

August 16, 2025

Toronto, Canada



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



+1 236 477 8411 (Customer Service)
+1 672-971-2088 (Hotline & Whatsapp)
Mon to Fri (10 am – 6 pm PST)

Global Conference Alliance Inc.
contact@globalconference.ca

Table of Contents

Welcome Remarks -----	02
Conference Venue -----	03-04
Disclaimer -----	05
Conference Time Schedule -----	06
Conference Committee -----	07-12
Authors' Presentation Review -----	13-14
Instructions for Oral Presentation -----	15
Instructions for Publication -----	15
Instructions for Participants -----	15
Authors' Presentation Schedule -----	16-18

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Welcome

As Conference Chair, I am honored to welcome all participants to the conference organized by **Global Conference Alliance Inc.**, to be held on **August 15–17, 2025, in vibrant Toronto, 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 Toronto—a dynamic city known for its cultural richness, modern skyline, and iconic landmarks such as the CN Tower, Royal Ontario Museum, and the Distillery Historic District. It provides 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.
Proudly Canadian, Truly Global

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada
Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)
Email: contact@globalconference.ca | Visit: www.globalconference.ca

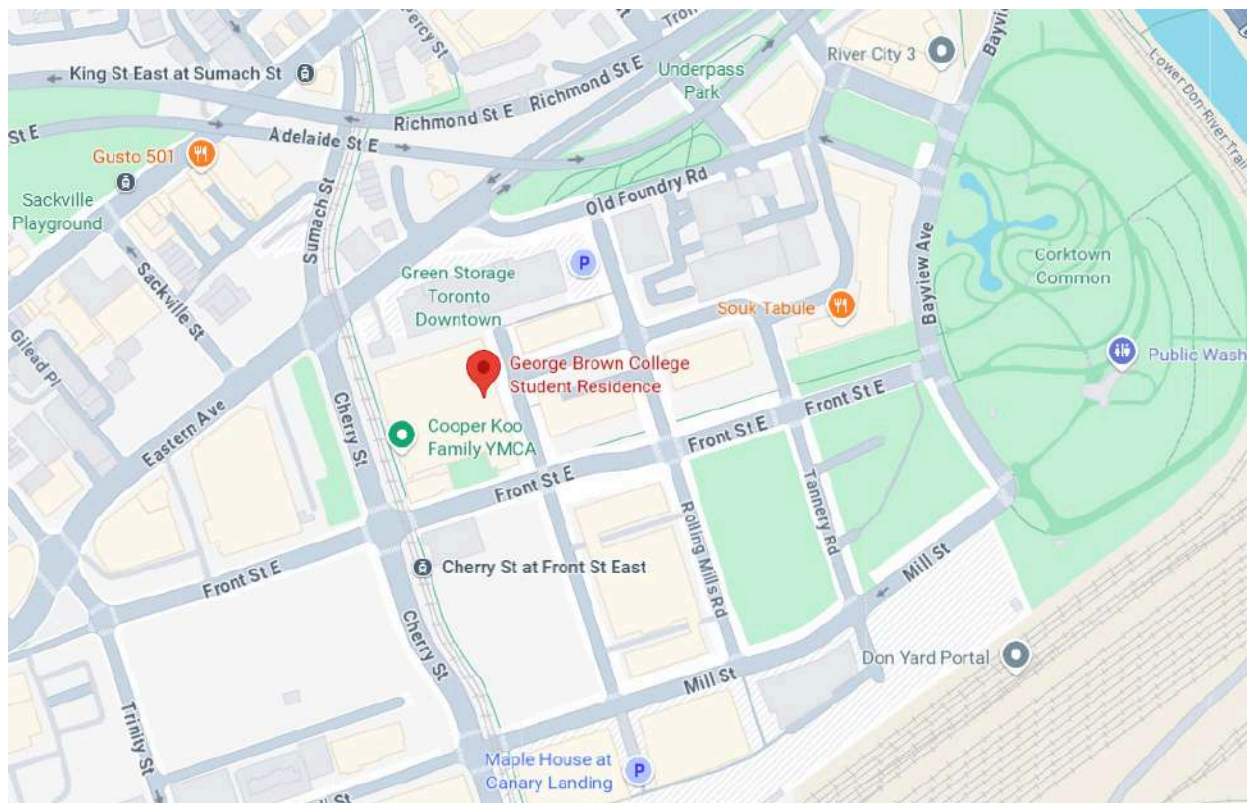


Conference Venue

Residence & Conference Centre – Toronto Downtown

**80 Cooperage St, Toronto,
Ontario, M5A 0J3
Room: SessionRoom**

Directions:



Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Public Transit:

Residence & Conference Centre at 80 Cooperage St, Toronto, Ontario, M5A 0J3 is conveniently accessible via bus and streetcar from major transit hubs such as Union Station and St. Lawrence Market. The location is also within walking distance from the King Street TTC streetcar and the nearby Distillery District. For cyclists, bike racks are available. For more detailed transit information, please visit the Toronto Transit Commission (TTC) website.

Driving & Parking:

Residence & Conference Centre, located at 80 Cooperage St, Toronto, Ontario, M5A 0J3, is easily accessible by car. There are several parking options nearby, including public parking lots and street parking. Visitors can find convenient parking at the College's designated parking areas or other nearby facilities. Be sure to check parking rates and availability before your arrival.

Accessibility :

Residence & Conference Centre, located at 80 Cooperage St, Toronto, Ontario, M5A 0J3, is fully accessible, offering wheelchair-friendly entrances and elevators throughout the building. Public transportation options, including nearby bus and subway stations, as well as parking facilities, are easily accessible, ensuring convenience for all visitors. The venue is designed to accommodate the needs of all participants, making it easy to access and navigate for everyone.

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



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.

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Conference Schedule

August 15-17, 2025 Toronto, Canada

Disclaimer: Please note the main conference day is 16th August, 2025 and the conference will be held at **Residence & Conference Centre – Toronto Downtown**. If you need any help on the 15th August, 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, August 15, 2025** – Arrival of the participants in **Toronto, Canada**
- **Saturday, August 16, 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, 16th August 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, Strategic Management and Planning, Business Management and Economics Keynote Speech by Dr. Sanjana Monga	2:00 PM - 2:30 PM
Technical Session 2: Human Rights, Immigration, and Refugees Keynote Speech by Amish Passi {virtual}	2:30 PM - 3:00 PM
Break	3:00 PM - 3:05 PM
Technical Session 2: Religious Studies and Peace Author presentation by Khadiga Metwally	3:05 PM - 3:35 PM
Break	3:35 PM - 3:40 PM
Technical Session 3: Hospitality and Tourism Management, International Business and Marketing, African Business and Technology Keynote Speech by Dr. Afzalur Rahman (virtual)	3:40 PM - 4:10 PM
Photo Session and Certificate Giving Ceremony	4:10 PM - 4:20 PM
Closing Remarks	4:20 PM - 4:30 PM
Testimonials	4:30 PM - 5:00 PM

- **Sunday, August 17, 2025** – City Tour (optional to the participants)

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



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.

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



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.

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Keynote Speech



Dr. Sanjana Monga

*Sessional Instructor
York University School of Continuing Studies*

Biography:

- Ph.D., Faculty of Management Studies, University of Delhi, India
- M.Phil., Department of Commerce, CDLU, Sirsa, India
- M.Com, Department of Commerce, Kurukshetra University, India
- PGDBA (Finance), Symbiosis Centre of Distance Learning, Pune, India
- Certificate in Business Communication for Microsoft Experts, Sheridan College, Canada

Work Experiences:

Sanjana Monga brings a wealth of experience to the realm of business & management courses with over 15 years of proven expertise. Holding a Doctorate in Accounting from Faculty of Management Studies, University of Delhi, India,, she has made significant contributions in both academia and financial management.

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Having held prominent roles in top-rated colleges and universities like York University, University of Guelph Humber, Niagara College Toronto and Hanson College Canada, Sanjana's influence spans the academic and professional spheres. Her adept understanding of financial principles and strategic management has enriched the educational experiences of countless students.

Sanjana's research-driven approach has led to insights in intricate financial dynamics, fostering a bridge between theory and practice. Beyond her academic prowess, she actively engages in the financial community, recognized for her ability to simplify complex concepts.

Committed to promoting financial literacy, Sanjana envisions an empowered financial landscape where knowledge drives sound decision-making. Her remarkable journey underscores the transformative power of education.

Dr. Sanjana Monga's extensive experience, academic dedication, and commitment to financial empowerment mark her as an invaluable asset, inspiring excellence within educational institutions and beyond.

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Keynote Speech



Amish Passi

*Sessional Faculty - Operations Management
University Canada West*

Amish Passi is a faculty member at University Canada West with over 14 years of industry experience in operations, project management, supply chain, procurement, and marketing. He teaches Operations Management, blending real-world insights with interactive learning through case studies and simulations. With a Master's in Project Management, he is now pursuing a DBA focused on using Generative AI to improve operational decision-making. His goal is to empower students with the skills and mindset needed to lead in a data-driven world.

As a keynote speaker, he is passionate about sharing practical insights that connect academic learning with real-world impact.

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



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

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Authors' Presentation Review

Saturday 16th August, 2025

Name and Affiliation	Title
Khdiga Metwally(Author) <i>Canadian Centre For Training and Consultation</i>	The Role of Religious Institutions in Promoting Moderation and Tolerance through Digital Media

Name and Affiliation	Title
Şeyma Yılmaz(Author) <i>Karamanoğlu Mehmetbey University</i> Assoc. Prof. Dr. Ahmet Alper Sayın (Co-Author)	Artificial Intelligence Applications in Enhancing Customer Satisfaction in E-Commerce: A Retail Sector Review

Name and Affiliation	Title
Miton Barua(Author) <i>Mahachulalongkornrajavidyalaya University</i>	The Role of Buddhism in Promoting Global Peace and Inner Harmony

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Name and Affiliation	Title
Tapas Chowdhury(Author) <i>Kunjaban Buddha Vihar</i>	Exploring the Potential for Telemedicine in Conflict-Affected Regions of Northern Ethiopia

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Instructions for Oral Presentation

Saturday 16th August, 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 August 15-17, 2025 Toronto, Canada

ISBN: 978-1-998259-94-6

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.

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Authors' Presentation Schedule

Saturday 16th August, 2025

Name and Affiliation	Title & Abstract
<p>Khdiga Metwally</p> <p><i>Canadian Centre For Training and Consultation</i></p>	<p>The Role of Religious Institutions in Promoting Moderation and Tolerance through Digital Media.</p> <p>Abstract This research examines the evolving role of religious institutions in enhancing ethical education, moderation, and serving humanitarian causes through digital media. These institutions provide balanced content that promotes compassion and tolerance, addresses extremist ideologies using educational methods, and corrects misconceptions within digital environments. The research adopts an Islamic methodology linking knowledge with ethics to develop individuals capable of confronting extremism and fostering peaceful coexistence, with a focus on gradual education using digital media. It utilizes a descriptive-analytical approach and digital discourse analysis to study the strategies of religious institutions in promoting individual reform and serving humanitarian causes while emphasizing the importance of collaboration between scholars and media professionals to enhance responsible communication and achieve societal unity.</p> <p>Keywords: Religious institutions, digital media, ethical education, moderation, tolerance, extremism, humanitarian causes, Islamic discourse, media strategy, digital ethics</p>

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Name and Affiliation	Title & Abstract
<p>Şeyma Yılmaz(Author)</p> <p><i>Karamanoğlu Mehmetbey University</i></p> <p>Assoc. Prof. Dr. Ahmet Alper Sayın (Co-Author)</p>	<p>Artificial Intelligence Applications in Enhancing Customer Satisfaction in E-Commerce: A Retail Sector Review</p> <p>Abstract</p> <p>In an era where digital platforms redefine consumer habits, Artificial Intelligence (AI) is reshaping how e-commerce businesses understand and satisfy customer needs. As online retailing increasingly replaces traditional commerce, businesses seek to optimize customer experience through AI-powered solutions such as chatbots, recommendation engines, sentiment analysis, and smart logistics. These technologies enable real-time communication, personalized services, and predictive capabilities that drive operational efficiency and enhance customer loyalty. The study reviews major AI applications in global retail companies including Amazon, Alibaba, Walmart, and Starbucks, illustrating how AI transforms consumer interactions, automates processes, and supports strategic decision-making. Additionally, the paper addresses critical challenges in AI implementation, particularly concerning data privacy, cybersecurity, and ethical considerations. High-profile data breaches highlight the need for robust governance frameworks to mitigate risks associated with AI-driven personalization. The findings suggest that while AI offers considerable benefits in improving satisfaction and retention, its long-term success depends on transparent, ethical, and secure deployment. The study contributes to the literature by presenting a comprehensive view of AI's potential and limitations in digital retail, offering insights for practitioners and researchers seeking to leverage intelligent systems in customer-centered strategies.</p>

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



Name and Affiliation	Title & Abstract
<p>Miton Barua(Author)</p> <p><i>Mahachulalongkornrajavidyalaya University</i></p>	<p>The Role of Buddhism in Promoting Global Peace and Inner Harmony.</p> <p>Abstract In an era marked by social unrest, conflict, and rising individual anxiety, the teachings of Buddhism offer a timeless path toward both personal and global peace. The concept of inner harmony, central to Buddhist practice, lays the foundation for peaceful coexistence. This paper explores how the transformation of the individual mind can create a ripple effect leading to peace in society and presents a modern example of how Buddhist practices have contributed to real-world peace efforts.</p>

Name and Affiliation	Title & Abstract
<p>Tapas Chowdhury(Author)</p> <p><i>Kunjaban Buddha Vihar</i></p>	<p>The Role of Buddhism in Promoting Global Peace and Inner Harmony.</p> <p>Abstract In an era marked by geopolitical conflicts, environmental crises, and societal fragmentation, the quest for peace has become a global imperative. Buddhism, with its deep philosophical roots and emphasis on inner transformation, offers a timeless and practical approach to peace—both internal and external. This article explores the Buddhist perspective on peace and its relevance in addressing contemporary global challenges.</p>

Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada

Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)

Email: contact@globalconference.ca | Visit: www.globalconference.ca



[illegible]

300-9850 King George Blvd, Surrey, BC V3T 0P9, Canada
Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)
Email: contact@globalconference.ca | Visit: www.globalconference.ca



Email: contact@globalconference.ca | Visit: www.globalconference.ca





Global Conference Alliance Inc.



Please Take a minute &
Review Us on Google



www.globalconference.ca
contact@globalconference.ca



Contact
+1 236 477 8411 (Customer Service)
+1 672-971-2088 (Hotline & WhatsApp)
Mon to Fri (10 am – 6 pm PST)