CONFERENCE ABSTRACT

October 10-12, 2025 Miami, USA







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Abstract Book

October 10-12, 2025 Miami, USA

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Venue

Vista Room, Shalala Student Center
University of Miami
October 11, 2025
Miami, USA

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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 October 10–12, 2025, in the vibrant city of Miami, USA.

This conference provides a premier platform to engage with scholars, researchers, and professionals from around the world across a wide range of fields, including 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 gain valuable insights through thought-provoking presentations, interactive sessions, and real-world applications of cutting-edge research across diverse disciplines.

In addition to its academic value, the conference presents an exciting opportunity to experience Miami, a world-renowned city of innovation, culture, and coastal beauty. From the lively atmosphere of South Beach and the artistic flair of Wynwood Walls to the cultural richness of Little Havana and the stunning views of Biscayne Bay, Miami offers inspiration and unforgettable experiences.

Thank you for choosing to be part of this prestigious event. The diversity of participants and perspectives will no doubt lead to enriching discussions and foster meaningful collaboration to advance research, innovation, and professional development.

Dr. Afzalur Rahman

CEO & Conference Chair

Global Conference Alliance Inc.

Proudly Canadian, Truly Global

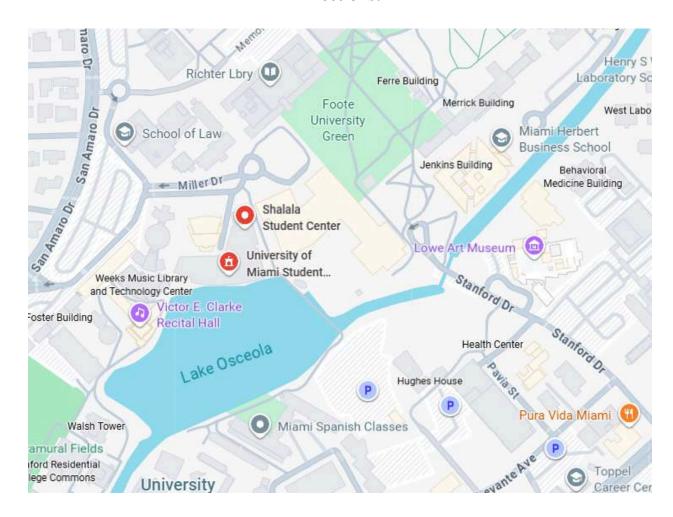


Conference Venue

Vista Room, Shalala Student Center University of Miami

1330 Miller Dr., Coral Gables, FL 33146 Office: 305-284-4351

Directions:



Global Conference Alliance Inc.

300 Lenora Street #1497, Seattle, WA 98121, United States
Cell: +1 672-971-2088 (Hotline & Whatsapp) | +1 236 477 8411 (Customer Service)
Email: contact@globalconference.ca | Visit: www.globalconference.ca



Public Transit:

The Vista Room at the Shalala Student Center, University of Miami, located at 1330 Miller Dr., Coral Gables, FL 33146, is easily accessible by public transportation. The Miami-Dade Transit Metrorail system serves the University Station, which is just a short walk or campus shuttle ride to the venue. Several Metrobus routes also stop near the campus, providing convenient connections from surrounding neighborhoods and transit hubs. For those arriving from Miami International Airport, the Metrorail Orange Line offers a direct route to the University Station. Public transit is a reliable and recommended option, particularly during peak traffic hours.

Driving & Parking:

Driving to the University of Miami is straightforward, with easy access from major highways such as US-1 (South Dixie Highway) and the Palmetto Expressway (SR-826). The Shalala Student Center offers parking options in adjacent garages and nearby lots on campus. Visitor parking permits may be required, and signage on-site will provide clear guidance. Street parking in Coral Gables is limited, so we recommend arriving early to secure a space. For real-time availability, visitors can check the University of Miami's parking website or campus parking maps before arrival.

Accessibility:

The Vista Room at the Shalala Student Center is fully accessible to all attendees. The facility includes wheelchair-accessible entrances, elevators, and restrooms to ensure comfort and convenience. Accessible parking is available in nearby garages with ramps leading directly to the venue. Interior spaces feature wide pathways and flexible seating arrangements to accommodate mobility devices. Trained staff and campus personnel are available to assist with any special accessibility needs. The University of Miami is committed to providing an inclusive and welcoming environment for all participants.





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.



Conference Schedule

October 10-12, 2025 Miami, USA

Disclaimer: Please note the main conference day is 11th October, 2025 and the conference will be held at **Vista Room**, **Shalala Student Center**, **University of Miami**. If you need any help on 10th October, 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, October 10, 2025 Arrival of the participants in Miami, USA
- Saturday, October 11, 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, 11th October, 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 - 1:50 PM
Technical Session 1: Machine Learning and Artificial Intelligence, Information Technology and Computer Science, Cyber Security and Cloud Engineering Keynote Speech by: Jaylan Roscor	1:50 PM - 2:15 PM
Technical Session 2: Supply Chain Management, Strategic Management and Planning, Human Resource Management Keynote Speech by Dr. Michael Provitera	2:15 PM - 2:40 PM
Break	2:40 PM - 2:45 PM
Technical Session 3: Business Management and Economics Author Presentation by Elena Korol	2:45 PM - 3:10PM
Break	3:10 PM - 3:15PM
Technical Session 4: Accounting and Financial Management Keynote Speech by Swati Passi (virtual)	3:15 PM - 3:40 PM
Technical Session 5: Machine Learning and Artificial Intelligence Author Presentation by Kishan Raj Bellala	3:40 PM - 4:05 PM
Break	4:05 PM - 4:10 PM



Technical Session 6: African Business and Technology, African Economy and Culture, International Business and Marketing Keynote Speech by Dr. Afzalur Rahman (virtual)	4:10 PM - 4:35 PM
Photo Session and Certificate Giving Ceremony	4:35 PM - 4:45 PM
Closing Remarks	4:45 PM - 4:50 PM
Testimonials	4:50 PM - 5:00 PM

• Sunday, October 12, 2025 – City Tour (optional to the participants)

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.

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.

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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. Michael J. Provitera

Founder and President of Motivational Leadership Training
Founder of the Level UP Leadership Model
Business Expert Press Editor
Certified Coach & Facilitator of the Reflective Best Self Exercise
Management Consultant

Dr. Michael J. Provitera is an Associate Professor of Management and Certified Positive Psychology Coach and Facilitator. Mike is an editor for Business Expert Press in the Organizational Behavior and Human Resource Management Collection.

His focus is on improving organizational effectiveness and enhancing individual success. He has trained over 1000 executives and taught management to over 2000 undergraduate and graduate students. Clients of his have been Pfizer, Trane, CEO Business, Interval International, and the City of North Miami. Michael is sought by reporters for quotes in prominent media such as Forbes, US News & World Report, The Daily News, Fox Business, Higher Ed Jobs, Hr. Com, NBC News, and The Washington Times. Michael has published over fourteen books and over one-hundred articles and case studies. His children's book series is called Happy Go Lucky. His motivation books and leadership books have helped thousands of people not only lead themselves but also lead others. His children's books have been sent to Tanzania, Eastern Africa, to an orphanage and school there.





Keynote Speech



Swati Passi *LaSalle College*

Swati Passi is an accomplished academic and corporate professional with a Master's degree in Business and currently pursuing a Doctorate in Business Administration (DBA). With over eight years of extensive experience in marketing and business development, Swati has honed her expertise in driving strategic initiatives and fostering growth within organizations.

Currently, she serves as a full-time faculty member in the Associate of Arts program at LaSalle College in Vancouver and teaches marketing courses at Yorkville University. Swati is passionate about empowering students with the knowledge and skills necessary to excel in the dynamic business landscape. Her dedication to education, combined with her practical experience, positions her as a valuable mentor and leader in the academic community.



Keynote Speech



Jaylan Roscoe
AI Center & DX Lab Business Consultant
Barry University

Jaylan Roscoe is a professional in IT, cybersecurity, and digital transformation with an MBA in Management and a B.S. in Computer Information Sciences from Barry University. Recognized for academic excellence as a member of Beta Gamma Sigma, the top 10% business honor society, Jaylan combines technical expertise with business strategy to create innovative, data-driven solutions.

As a business consultant with Barry University's AI Center, he has led projects that integrate artificial intelligence into education and business operations. Jaylan has designed digital strategies, optimized CRM campaigns, and built automation workflows.

With a strong background in programming, system security, and digital marketing, Jaylan has delivered impactful results across higher education and business consulting. He is passionate about the intersection of business and technology, Jaylan focuses on how artificial intelligence and emerging technologies can drive innovation, efficiency, and meaningful user experiences.



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 K.C., 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 Erogul, 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



Authors' Presentation Review

Saturday 11th October, 2025

Name and Affiliation	Title
Elena Korol(Author) Tver State Agricultural Academy Sofiya Korol(Co-Author) Miami Dade College	Why Roll-Ups Fail: Strategic Pitfalls and Pathways to Responsible Consolidation

Name and Affiliation	Title
Tarikua Markos Haile Awash Bank	Determinants of Bank Deposits in Ethiopia: The Case of Awash Bank

Name and Affiliation	Title
Kishan Raj Bellala Independent Researcher	Leveraging Artificial Intelligence and Automation in Salesforce Marketing Cloud



Instructions for Oral Presentation

Saturday 11th October, 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 October 10-12, 2025 Miami, USA

ISBN: 978-1-997875-00-0

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.





Authors' Presentation Schedule

Saturday 11th October, 2025

Name and Affiliation	Title & Abstract
	Why Roll-Ups Fail: Strategic Pitfalls and Pathways to Responsible Consolidation
Elena Korol(Author) Tver State Agricultural Academy Sofiya Korol(Co-Author) Miami Dade College	The time when roll-ups were made with the sole economic goal of maximum profit is coming to an end, and today's instigators of roll-ups need to pivot toward responsible consolidation, or face negative legal, political, and social consequences. This article explores roll-up strategies (as serial acquisitions in fragmented industries) in the context of recent and historical business trends, high-profile failures, and the potential for a more responsible approach to consolidation. We draw on Carroll's and Mui's (2008) "Seven Ways to Fail Big" framework and recent Patel (2025) analysis to highlight the risks of roll-ups, such as strategic blunders, flawed synergies, excessive leverage, cultural clashes, and stakeholder backlash, that have often led to corporate meltdowns. We then provide a series of cautionary, real-world examples from various industries, including healthcare and ed-tech, to illustrate what failures like Valeant Pharmaceuticals or Byju's can look like on a smaller scale. We then shift to more positive roll-up examples, like Waste Management and the Danaher Corporation, to draw on their commonalities and develop a framework that helps define responsible roll-ups, which modern businesses could put into practice today. We argue and provide supporting case studies that responsible consolidation is more likely to avoid Carroll's and Mui's
	(2008) pitfalls (as well as support or complement the ESG and the UN's Sustainable Development Goals (SDGs)) through governance discipline, stakeholder engagement, and sustainability alignment. This is our main contribution — a unique three-dimensional framework that aims to identify the principles of responsible consolidation.



The article supports the 92nd GCBME Conference theme of connecting management research and practice by contributing relevant and up-to-date research on responsible and ethical roll-ups and principles on putting them into practice.

Key Words: roll-ups, responsible consolidation, operational synergies, ethical acquisitions, corporate governance, innovative business strategies.



Name and Affiliation	Title & Abstract
	Determinants of Bank Deposits in Ethiopia: The Case of Awash Bank
Tarikua Markos Haile Awash Bank	Abstract Identifying the factors that influence bank deposits and exploring the relationship between exogenous and endogenous variables is crucial. This study aims to analyze the determinants of Awash Bank deposits over a span of twenty-nine years. Utilizing an explanatory research design and a quantitative approach, the research highlights both bank-specific factors (such as profitability technological advancement and loan-to-deposit ratio) and macroeconomic variables (including deposit interest rates and unemployment rates) as key determinants within the time series data from 1995 to 2023 and interviews with respective personnels. To address the research questions, secondary data were gathered from the bank's financial statements, the National Bank of Ethiopia, and the Central Statistical Agency of Ethiopia. The analysis employed descriptive statistics and multiple linear regression techniques, including OLS using STATA software and interviewed employees of the bank. The findings revealed that the overall regression model is significant, with loan-to-deposit ratio, deposit interest rate, unemployment rate, and profitability showing significance at the 1% level. Keywords: Awash Bank, Deposit, Determinants



Name and Affiliation	Title & Abstract
	Leveraging Artificial Intelligence and Automation in Salesforce Marketing Cloud.
	Abstract:
Kishan Raj Bellala Independent Researcher	The digital landscape continues to evolve rapidly as businesses adopt intelligent marketing platforms to deliver personalized data-driven customer experiences on a scale. Salesforce Marketing Cloud uses Artificial Intelligence (AI) and automation to convert traditional marketing methods into highly dynamic targeted strategies through its cloud-based platform. This paper investigates how Salesforce Einstein technology uses AI to deliver predictive analytics and behavioral insights and content personalization while Journey Builder and Automation Studio automate multichannel campaigns and customer engagement. The research evaluates essential features and advantages and practical implementations and technical obstacles to demonstrate how businesses can use AI and automation for better marketing performance and customer retention and business expansion. The paper examines upcoming trends and intelligent automation's potential influence on developing modern marketing strategies for the future.
	Keywords: Digital marketing, intelligent marketing platforms, data-driven marketing, Salesforce Marketing Cloud, cloud-based solutions, Artificial Intelligence (AI), marketing automation, Salesforce Einstein, predictive analytics, behavioral insights, Journey Builder, Automation Studio, multichannel campaigns, customer engagement, customer retention, business growth, emerging trends, intelligent automation, modern marketing strategies.



<u>Note</u>





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