

CONFERENCE **ABSTRACT**

September 19–21, 2025

Vancouver, Canada





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INTERNATIONAL BUSINESS
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CONNECTING CANADA WITH AFRICA



**Expand Business With
Canada Africa Chamber**



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Abstract Book

September 19-21, 2025 Vancouver, Canada

Format: Electronic Book

ISBN: 978-1-998259-98-4

Venue

University of British Columbia

September 20, 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 **September 19-21, 2025 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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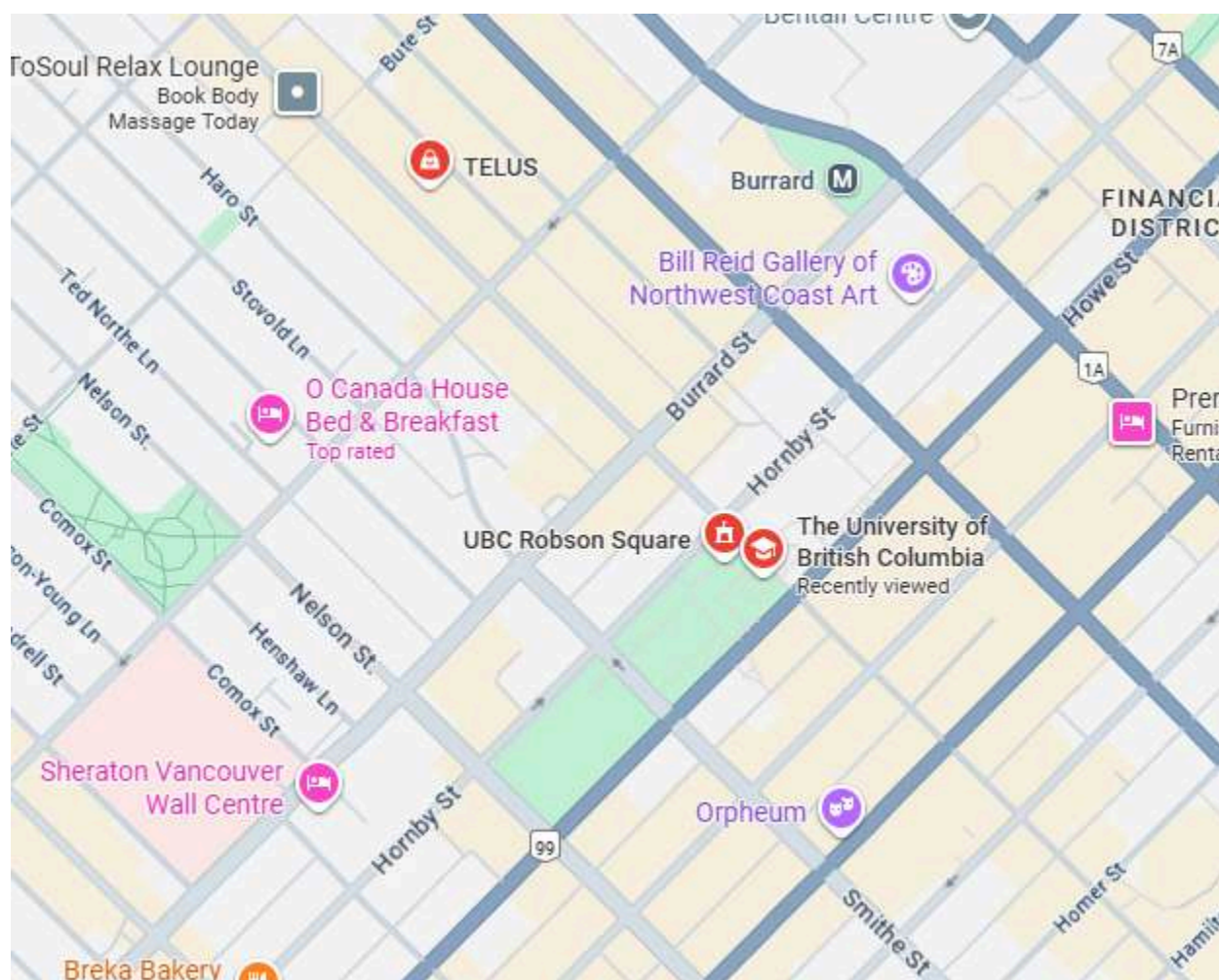


Conference Venue

University of British Columbia

Telus Boardroom– 800 Robson Street
Vancouver, British Columbia, Canada V6Z 3B7

Directions:



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Public Transit:

University of British Columbia – Telus Boardroom, 800 Robson Street, Vancouver, BC V6Z 3B7, is centrally located in downtown Vancouver and well-served by TransLink, the city's public transportation system. Several bus routes, including Routes 5 (Robson/Downtown) and 22 (Knight/Macdonald), stop within a short walking distance of the venue. The Burrard SkyTrain Station (Expo Line) and Vancouver City Centre Station (Canada Line) are also nearby, offering convenient connections across Metro Vancouver, including direct service to Vancouver International Airport. While paid parking options are available, public transit is strongly recommended due to limited parking and downtown traffic congestion. Taking transit ensures a smoother, timelier, and more sustainable arrival for attendees.

Driving & Parking:

The University of British Columbia – Telus Boardroom, 800 Robson Street, Vancouver, BC V6Z 3B7, is easily accessible by major routes such as Georgia Street and Burrard Street. Limited metered street parking is available around the venue; please review posted signs for time restrictions and rates. For additional options, nearby public parkades such as Library Square (350 W Georgia St) and Pacific Centre are within walking distance. UBC Robson Square also provides underground paid parking, accessible via Howe Street (southbound). As parking fills quickly during peak hours, early arrival is recommended.

Accessibility:

The University of British Columbia – Telus Boardroom, 800 Robson Street, Vancouver, BC V6Z 3B7, is fully committed to ensuring accessibility and inclusivity for all participants. The facility includes wheelchair-accessible entrances, elevators, and designated restrooms. Additional accommodations such as automatic doors, wide hallways, and reserved accessible seating make it easy for attendees to navigate and participate comfortably. On-site staff will be available to provide assistance if needed, ensuring a welcoming and supportive environment for all.

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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

September 19-21, 2025 Vancouver, Canada

Disclaimer: Please note the main conference day is 20th September, 2025 and the conference will be held at **University of British Columbia**. If you need any help on the 19th September, 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, September 19, 2025** – Arrival of the participants in **Vancouver, Canada**
- **Saturday, September 20, 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, 20th September 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 Ananya Chakraborty | 2:00 PM - 2:30 PM |
| Break | 2:30 PM - 2:35 PM |
| Technical Session 2: Climate Change and Global Warming, Renewable Energy and Environmental Sustainability, Agriculture, Fisheries, Forestries, and Food Keynote Speech by Dawn John Mullassery | 2:35 PM - 3:05 PM |
| Break | 3:05 PM - 3:10 PM |
| Technical Session 3: International Business and Marketing Author Presentation by Diallo Alhassane | 3:10 PM - 3:30 PM |
| Technical Session 4: International Business and Marketing, Advertising and Marketing Communications Keynote Speech by Dr. Afzalur Rahman | 3:30 PM - 3:50 PM |
| Photo Session and Certificate Giving Ceremony | 3:50 PM - 4:10 PM |
| Closing Remarks | 4:10 PM - 4:30 PM |
| Testimonials | 4:30 PM - 5:00 PM |

- **Sunday, September 21, 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



Ananya Chakraborty

*Lecturer
Acsenda School of Management*

Ananya Chakraborty currently serves as a Lecturer in Mathematics and Statistics at Acsenda School of Management. With a deep passion for teaching, she is committed to creating a creative and enriching learning environment for her students. With a strong interest in the field of education, she brings over 13 years of experience to her role.

Before joining Acsenda School of Management, Ananya Chakraborty served as a Math Instructor at Canadian College in Vancouver for five years. Additionally, she spent eight years as an Assistant Professor of Mathematics at an Engineering College in Bangalore, India. Ananya holds a Master's degree in Mathematics and Computing and a Ph.D. in Mathematics from the Indian Institute of Technology (ISM), India. She has authored several research papers, which have been published in prestigious international journals and are highly cited in the field of operations research.

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Keynote Speech



Dawn John Mullassery

*Senior Sustainability Consultant/Team Lead
Schneider Electric*

Dawn John Mullassery, M.Eng, P.Eng. is a Senior Sustainability Consultant and Team Lead with over nine years of experience in sustainability, energy management, and decarbonization consulting.

He holds a Master's degree in Energy Management from the University of British Columbia and an undergraduate degree in Electrical Engineering. Dawn has been instrumental in helping clients exceed their energy and sustainability goals while improving building performance across diverse sectors.

He champions forward-thinking initiatives, fosters meaningful collaborations, and drives operational excellence—empowering teams and clients alike to achieve transformative outcomes through innovative and purpose-driven solutions.

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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 September 20, 2025

| Name and Affiliation | Title |
|---------------------------------|--------------------|
| Diallo Alhassane(Author) | Le Commerce |

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Instructions for Oral Presentation

Saturday September 20, 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 September 19-21, 2025 Vancouver, Canada

ISBN: 978-1-998259-98-4

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 September 20, 2025

| Name and Affiliation | Title & Abstract |
|--|--|
| <p>Diallo Alhassane(Author)</p> | <p>Le Commerce</p> <p>Abstract Trade can make a major contribution to productivity, growth, income and employment. It is undeniable that opening up to trade increases national incomes. Trade can also contribute to the creation of new and better jobs and to an overall improvement in working conditions. It is essential for the transfer of knowledge, technology and skills - and therefore for development. Indeed, trade is in most cases the most important external source of financing for development. Aid for Trade enables developing countries to maximize the gains from trade by helping them to analyses, implement and adapt to trade agreements, and by enabling them to build the supply capacity and infrastructure they need to compete internationally.</p> <p>International trade is not a fluid process. There are frictions that generate costs. The costs of trade are influenced by various proliferation and procedures applied within borders. These include non-tariff regulatory measures, restrictions on market access, the availability and cost of trade finance and general barriers to doing business, requirements for documentation and compliance with customs procedures, lengthy administrative procedures and other delays. In addition, they apply to all stages of the international trade chain, including transport and logistics. High trade costs effectively cancel out comparative advantage by making exports less competitive</p> <p>The burden of trade costs falls most heavily on LDCs, but their impact can vary from region to region. Other factors also play a role. LDCs are working to integrate the issue of trade costs into their national development policy frameworks, with the help of the Enhanced Integrated Framework and other actors, but progress in reducing trade costs varies widely. A</p> |

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| | <p>virtuous circle of national measures supported by Aid for Trade is laying the foundations for export diversification and attracting FDI, as can be seen in some LDCs - although in many others the situation remains problematic.</p> <p>Trade costs determine how firms in developing countries connect to MVCs, and their ability to benefit from their participation. The burden of trade costs falls heavily on SMEs, which, given the positive effects on employment and empowerment, are increasingly trying to stimulate inclusive and sustainable growth in this segment of the economy. Non-tariff measures pose a particular challenge for SMEs, especially in terms of connecting to value chains.</p> <p>Several categories of measures that influence integration into value chains fall under the Aid for Trade initiative, in particular trade facilitation and the quality of infrastructure. The WTO Agreement on Trade Facilitation represents a historic opportunity to simplify border procedures and reduce trade costs. The Trade Facilitation Agreement has already achieved tangible results in this area, but implementation of the TFA requires sustained financial and technical support, particularly for LDCs and landlocked countries. It will require It also requires a coherent approach at regional and national levels, involving not only customs but also other border agencies and the private sector.</p> <p>For Trade helps to reduce the costs of trade, particularly when partner governments, regional economic communities and transport corridor initiatives integrate this issue into their development strategies and when other sources of funding are mobilized to ensure medium-term sustainability. With the right sequencing and sustained commitment from governments, development partners and the private sector, rapid progress is possible. Research shows that regional initiatives to reduce the costs of trade are growing in some regions, while in others the expected efficiency gains are not materializing. These Aid for Trade flows have been maintained during the financial crisis, and other sources of development funding (i.e. new actors and new approaches) are emerging. The challenge is how to use this aid as a catalyst to mobilize other sources of development finance, bearing in mind the objective of inclusive and sustainable growth and ensuring the equitable distribution of funds, particularly for LDCs.</p> |
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| | <p>Achieving the inclusive and sustainable growth that is at the heart of the post-2015 development agenda will require concerted and continued action in the area of trade, including reducing the costs of trade. Aid for Trade can be used to leverage other sources of finance and as a catalyst for the sustainable transformation that is at the heart of the ODCs). Reducing the costs of trade is an area where the private sector has much to contribute - and the development community has much to learn about how to integrate the private sector into development planning frameworks.</p> |
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