

CONFERENCE **ABSTRACT**

November 7-9, 2025
Toronto, Canada



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Abstract Book

November 7-9, 2025 Toronto, Canada

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Venue

**George Brown College – Residence &
Conference Centre**

November 08, 2025

Toronto, Canada



Mailing Address: Unit 170, 422 Richards Street,
Vancouver, BC V6B 2Z4
Head Office: Unit 300, 9850 King George Blvd,
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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 **November 7-9, 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
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Conference Venue

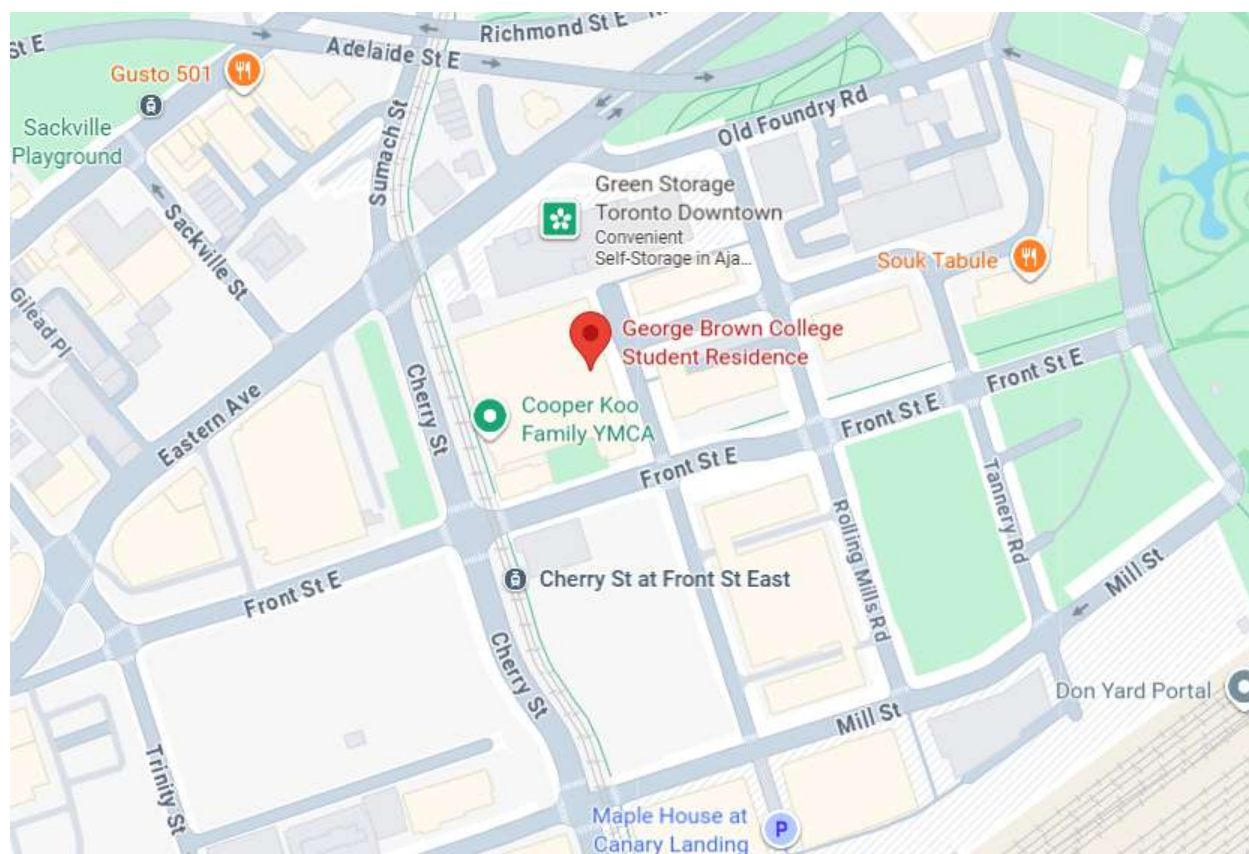
George Brown College – Residence & Conference Centre

Toronto Downtown

80 Cooperage St, Toronto

Ontario, M5A 0J3

Directions:



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Public Transit:

George Brown College – Residence & Conference Centre, Toronto Downtown, located at 80 Cooperage St, Toronto, ON M5A 0J3, is easily accessible by Toronto Transit Commission (TTC) services. Participants can take streetcars or buses connecting from Union Station or King Station. The venue is a short walk from the Distillery District and Parliament Street, with several nearby TTC stops providing convenient access. For those cycling, bike racks are available close to the entrance.

Driving & Parking:

The George Brown College – Residence & Conference Centre is conveniently located in downtown Toronto and easily reachable by car via Lakeshore Boulevard East or Parliament Street. Limited on-site parking is available, and additional public parking lots can be found nearby in the Distillery District and surrounding areas. Street parking may also be available, but please check signage and local parking regulations before your arrival to ensure a smooth experience.

Accessibility :

George Brown College – Residence & Conference Centre, Toronto Downtown, is a fully accessible facility designed to accommodate all guests. The venue features wheelchair-accessible entrances, elevators, and accessible washrooms. Its central location ensures excellent connectivity by public transit and car, making it easy for participants of all needs to attend comfortably.

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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

November 7-9, 2025 Toronto, Canada

Disclaimer: Please note the main conference day is 8th November, 2025 and the conference will be held at **George Brown College – Residence & Conference Centre**. If you need any help on the 7th November, 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, November 07, 2025** – Arrival of the participants in **Toronto, Canada**
- **Saturday, November 08, 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, 8th November, 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: Business Management and Economics; International Business and Marketing; Human Resource Management; Strategic Management & Planning Keynote Speech by Dr. Sanjana Monga	1:50 PM - 2:15 PM
Technical Session 2: Business Management and Economics Author Presentation: Hsu Cheng Fang	2:15 PM - 2:40 PM
Break	2:40 PM - 2:45 PM
Technical Session 3: Cyber Security and Cloud Engineering, Information Technology and Computer Science Keynote Speech by Mirza Zaeem Baig (virtual)	2:45 PM - 3:10 PM
Break	3:10 PM - 3:15 PM
Technical Session 4: Oil, Gas, and Petroleum Engineering Presentation by Amgalanbaatar Misheel	3:15 PM - 3:40 PM
Technical Session 5: African Business and Technology, African Economy and Culture Keynote Speech by Dr. Afzalur Rahman (virtual)	3:40 PM - 4:05 PM
Photo Session and Certificate Giving Ceremony	4:05 PM - 4:30 PM
Closing Remarks	4:30 PM - 4:50 PM
Testimonials	4:50 PM - 5:00 PM

- **Sunday, November 09, 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. 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.

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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.

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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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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 8th November, 2025

Name and Affiliation	Title
Hsu Cheng Fang(Author) <i>Shu Te University</i>	A study exploring the key factors that influence foreign tourists' decision to re-visit Taiwan by AHP

Name and Affiliation	Title
Ghada El Hajjaji(Author) <i>ENCG Tangier</i>	Smart warehouse and immersive technology: systematic literature review

Name and Affiliation	Title
Akinsanya Mary Oluwaseun(Author) <i>Olarewaju Rotimi William & Co</i>	The Critical Role of Effective Project Management in Ensuring Successful Audit Engagements in Firms
Olarewaju Victor Olakunle(Co-Author) <i>Louisiana State University</i>	

Name and Affiliation	Title
Iqra(Author)	Reshaping Human Resource Management in the Age of AI and Global Disruption: Challenges, Ethics, and the Future of World.
Hafiz Muhammad Naveed(Co-Author) <i>Sargodha University Pakistan</i>	

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Name and Affiliation	Title
Almas Kiran(Author) <i>Punjab University Lahore</i>	Exploiting New Technologies for Extremism Prevention: Global Approaches, Innovations and Ethics.

Name and Affiliation	Title
Hamam Abdullah Hussein Shaifan (Author) <i>Emirates International University</i>	Enhancing Cybersecurity in Smart Cities Using AI-Based Intrusion Detection Systems.

Name and Affiliation	Title
Mohamed Abdirahman Abdullahi (Author) <i>Tokai University</i> Yoshitaka Kajita(Co-Author) <i>Tokai University</i>	An Investigation of Road Construction Project Delays in Somalia

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Instructions for Oral Presentation

Saturday 8th November , 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 November 7-9, 2025 Toronto, Canada

ISBN: 978-1-997875-04-8

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 8th November, 2025

Name and Affiliation	Title & Abstract
Hsu Cheng Fang(Author) <i>Shu Te University</i>	A study exploring the key factors that influence foreign tourists' decision to re-visit Taiwan by AHP Abstract : This study aims to investigate the key factors influencing foreign tourists to revisit Taiwan. The Analytic Hierarchy Process (AHP) technique was adopted as the research method to establish a model for evaluating the best treatment and disposal techniques. Expert opinions were incorporated into the selection of criteria, and AHP was used to determine the weights of these criteria, which were then ranked. By using the AHP model, quantitative weights were calculated to determine the priority of alternative options. This study provides a simple framework to address complex models. Due to international lockdowns caused by the pandemic, tourists from various countries were restricted, leading to a surge in post-pandemic travel. The rapid economic recovery saw countries offering various travel incentives to attract tourists. The model from this study indicates that factors considered by foreign tourists when deciding to revisit Taiwan include travel resources, quality of travel services, cultural experiences, and transportation convenience. The study found that travel resources and service quality are the most important factors influencing foreign tourists to revisit Taiwan, proving that rich travel resources and high-quality services are the primary drivers in attracting foreign tourists. Keywords: AHP Analytic Hierarchy Process, travel decision-making, foreign tourists, Taiwan, revisit rate

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Name and Affiliation	Title & Abstract
Ghada El Hajjaji(Author) <i>ENCG Tangier</i>	Smart warehouse and immersive technology: systematic literature review Abstract: Purpose The aim of this research is to summarize the relevant literature discussing the use of immersive technologies namely augmented reality (AR), virtual reality (VR), mixed reality (MR) and smart glasses in smart warehouse management in line with industry 4.0. Design/methodology/approach We have used Systematic Literature Review (SLR) for peer-reviewed articles (2008-2023). These articles were chosen by using Scopus and Web of Science and Social Sciences Citation Index (SSCI) filter in Web of Science. Findings For 61 % of the studied articles, experimentation seems to be the preferred method used by researchers to better understand the consequences of applying immersive technologies. Augmented reality is prominent in the orderpicking activity (10 articles out of 39 discuss order-picking directly), and more specifically, the impact of smart glasses on saving time and leveraging the physical and mental workload. It is worth mentioning that the gamification of warehouses seems to be an emerging concept that allows for a considerable increase in productivity as well as the degree of acceptance when it comes to implementing Augmented Reality in warehousing. Research limitations/implications This article's limitation is mainly related to the final number of the chosen articles as well as the lack of software usage to conduct Systematic Literature Review. Original/value This paper aspires to serve as a layout for decision-makers to understand the implications of using immersive technologies in

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	order to better embrace their usage in warehouse management. To the best of our knowledge, no research paper has ever investigated the use of immersive technology on warehousing management through a Systematic Literature Review. Keywords: Augmented Reality (AR), Virtual Reality (VR), Mixed reality (MR), Smart glasses, Warehousing management.
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Name and Affiliation	Title & Abstract
Akinsanya Mary Oluwaseun(Author) <i>Olarewaju Rotimi William & Co</i> Olarewaju Victor Olakunle(Co-Author) <i>Louisiana State University</i>	The Critical Role of Effective Project Management in Ensuring Successful Audit Engagements in Firms Abstract Effective project management is pivotal to the success of audit engagements, particularly given their time-sensitive, resource-intensive, and meticulously coordinated nature. This paper highlights how structured project management practices—such as thorough planning, risk mitigation, resource optimization, stakeholder engagement, and continuous improvement—serve as strategic drivers that improve audit quality, timeliness, and compliance with standards. By aligning audit processes with organizational and client expectations, firms can enhance the accuracy, transparency, and overall integrity of audit outcomes. The need for "a structured project management approach enables audit teams to manage resources, align with client expectations, and deliver accurate, timely audit reports," thus positioning project management as an essential element in elevating audit effectiveness and fostering long-term client trust.

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Name and Affiliation	Title & Abstract
Iqra(Author) Hafiz Muhammad Naveed(Co-Author) <i>Sargodha University Pakistan</i>	Reshaping Human Resource Management in the Age of AI and Global Disruption: Challenges, Ethics, and the Future of World. Abstract Two opposing forces the quick integration of artificial intelligence (AI) and the beginning of global upheavals, including pandemics, climate disasters, economic instability, and political unrest are radically altering human resource management (HRM). This article offers a thorough, multidisciplinary examination of how artificial intelligence is changing conventional HR tasks, from talent acquisition and performance management to learning and employee engagement, as worldwide disturbances compel a parallel reimagining of HRM as a strategic, ethical, and future-oriented discipline. Using critical thinking and worldwide case studies, we examine developing problems connected to algorithmic bias, data privacy, emotional labor, neurodiversity, hybrid labor, and legislative complexity. The article suggests systems for ethical integration of artificial intelligence in HR, digital literacy development, culturally astute leadership, and resilient workplace ecosystems. Last but not least, it provides forward-looking suggestions for HR experts, business leaders, and lawmakers to help to design an equitable, sustainable, and people-centric future of employment. Keywords: Artificial Intelligence in HR, Human Resource Transformation, Global Workforce Disruption, Hybrid Work Models, Ethical HR Practices, Future of Work, Neurodiversity and Inclusion and Sustainable Human Resource Management.

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Name and Affiliation	Title & Abstract
Almas Kiran(Author) <i>Punjab University Lahore</i>	Exploiting New Technologies for Extremism Prevention: Global Approaches, Innovations and Ethics. Abstract The world, it seems, has become a rather small place, and not always in a good way. The threat of extremism knows no borders anymore. Once upon a time, folks with extreme ideas would huddle together in hidden corners perhaps a dim basement or a dusty attic, away from prying eyes. Nowadays, they gather on social media platforms, sharing sentiments and finding likeminded companions in endless chat rooms. The alarming part is that extremist ideas spread like wildfire; by the time the authorities catch a whiff of what's going on, the seeds of radicalization have already been sown among the intended audience. Now, relying on traditional methods to tackle this swiftly spreading menace is akin to using an umbrella in a monsoon totally ineffective! This is where our friend, Artificial Intelligence, comes into the picture, ready to identify risks and intervene before it's too late, all while picking up on patterns faster than the keenest observer in a village market. This paper takes a thoughtful stroll through the various technologies already being utilized around the globe to uncover, track, and prevent extremist content across different platforms. It also tackles the pressing question of how to ensure these technologies remain socially responsible steering clear of invading personal privacy or misjudging innocent opinions while also safeguarding the cherished freedom of expression. The goal is to find that sweet spot where ethics and security can coexist harmoniously, without one overpowering the other. By examining Europe's digital moderation efforts, Pakistan's diligent use of local languages, and North America's predictive methodologies, we uncover valuable lessons that could pave the way for future innovations in AI. The conversation has shifted;

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	it's no longer just about what our capabilities are but about how fair and intelligent we can be in our approaches. And there's thick room for much needed laughter and learning in this serious endeavor. Keywords: Artificial Intelligence, Extremism, Radicalization, Ethics, Digital Platforms, Predictive Technology, Human Rights, Cyber security, Counterterrorism, Global Security.
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Name and Affiliation	Title & Abstract
Hammam Abdullah Hussein Shaifan (Author) <i>Emirates International University</i>	Enhancing Cybersecurity in Smart Cities Using AI-Based Intrusion Detection Systems. Abstract Smart cities, powered by networked sensors, Internet of Things (IoT) devices, and datadriven city government, are transforming urban life at a fast pace to enhance the quality of life. But these virtual communities are becoming soft targets for sophisticated cyber attacks. Traditional security solutions do not have the ability to discover and react to realtime attacks in real time, especially zero-day vulnerabilities and advanced persistent threats. This paper explores the integration of Artificial Intelligence (AI) with Intrusion Detection Systems (IDS) to enhance the cybersecurity capabilities of smart cities. With the application of machine learning and deep learning techniques, AI-fueled IDS can monitor network traffic, detect abnormal behavior, and react to suspected threats in real time with minimal human intervention. The paper provides a simulation-based case study to illustrate the comparative performance of AI-fueled IDS and traditional systems in intrusion attempt detection in a smart traffic management system. The results indicate a significant improvement in detection levels, lower false positives, and quicker response to threats. The paper concludes with policy implications, implementation challenges, and research directions to create strong, AI-fueled city cyber defense systems.

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Name and Affiliation	Title & Abstract
Mohamed Abdirahman Abdullahi (Author) <i>Tokai University</i> Yoshitaka Kajita(Co-Author) <i>Tokai University</i>	An Investigation of Road Construction Project Delays in Somalia Abstract Somalia has faced many road construction problems since the central government collapsed. Road construction in Somalia suffers from chronic delays that exacerbate infrastructure gaps and stall economic recovery. The government of Somalia lacked the financial capacity to build or maintain roads during the civil war. Consequently, they sought international organizations and governments to finance the main roads, thereby providing access to the people and facilitating travel to their destinations. This study aims to identify and rank the primary causes of road construction delays in Somalia, involving stakeholders through a survey of 55 potential causes. The data was collected from the client/government, consultants, contractors, and external sources. We analyzed the data using IBM SPSS v27, descriptive statistics, frequency, and percentages, and ranked them using the Relative Importance Index (RII). The key findings are inadequate data collection before the design, lack of funding, weather-related issues such as flooding, poor communication and coordination among all partners, political interference, delayed payments, corruption, and security challenges. Based on those results, we highly recommend capacity building for the workers and improving the coordination among stakeholders, adopting a transparent tendering process, and prioritizing the project timeline for seasonal rain to speed project delivery. Keywords: Road construction, Somalia, delay, stakeholder, relative importance index RII.

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