

CONFERENCE **ABSTRACT**

October 24-26, 2025

Vancouver, Canada





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AFRICA**
INTERNATIONAL BUSINESS
CHAMBER OF COMMERCE

CONNECTING CANADA WITH AFRICA



**Expand Business With
Canada Africa Chamber**



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Abstract Book

October 24-26, 2025 Vancouver, Canada

Format: Electronic Book

ISBN: 978-1-997875-03-1

Venue

University of British Columbia

**October 25, 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 **October 24-26, 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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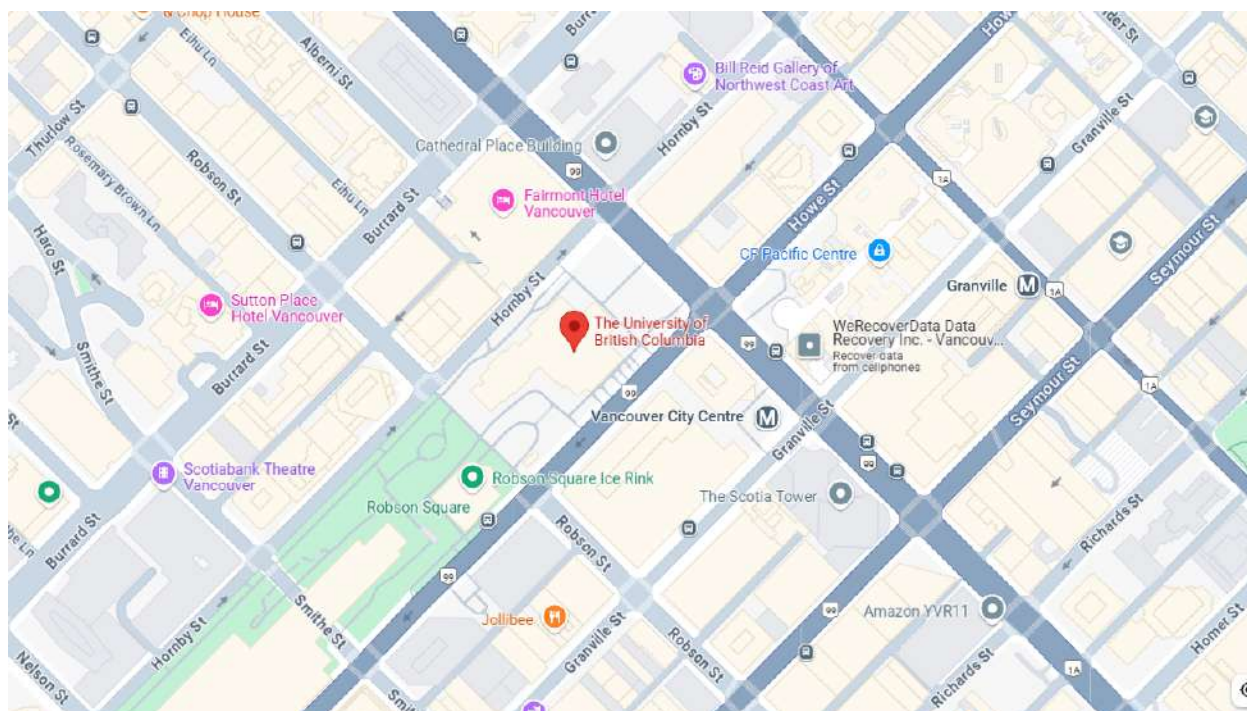
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Conference Venue

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

October 24-26, 2025 Vancouver, Canada

Disclaimer: Please note the main conference day is 25th October, 2025 and the conference will be held at **University of British Columbia**. If you need any help on the 24th 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 24, 2025** – Arrival of the participants in **Vancouver, Canada**
- **Saturday, October 25, 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, 25th 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: Advertising and Marketing Communications, International Business and Marketing Keynote Speech by Swati Passi	1:50 PM - 2:15 PM
Technical Session 2: Public Health and Epidemiology Author Presentation by Maryam Safa Schneider	2:15 PM - 2:40 PM
Break	2:40 PM - 2:45 PM
Technical Session 3: Nursing and Healthcare Management, Public Health and Epidemiology, Healthcare Policy and Management, Healthcare Leadership and Management, Pharmacy & Pharmaceutical Science Keynote Speech by Dr. Neeta Nagra	2:45 PM - 3:10PM
Break	3:10 PM - 3:15PM
Technical Session 4: Social Media Management Author Presentation by Aaron Matthew Gleiberman	3:15 PM - 3:40 PM
Technical Session 5: Business Management and Economics, Leadership and Change Management, Entrepreneurship, Innovation, and Sustainability, Supply Chain Management Keynote Speech by Dr. Afzalur Rahman	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, October 26, 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. Neeta Nagra

Founder

Fit To Be Strong Leader

founder of the NEWW app (Nurses Elevating Worldwide)

Dr. Neeta Nagra is an internationally recognized healthcare leader, author, and leadership coach. Holding a Doctor of Education in Leadership, a Master of Business Administration, and advanced degrees in Mental Health and Psychiatric Nursing, she brings extensive expertise to her diverse roles. As the founder of the NEWW app, Dr. Nagra supports nurses by providing free, specific self-care resources. Her work extends to writing, where she explores leadership and the impact of her global travels, including visits to the seven wonders of the world. Dr. Nagra also coaches individuals from various cultural backgrounds, helping them succeed in Canadian professional settings. She enjoys outdoor activities like hiking and paddleboarding to maintain her well-being.

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Keynote Speech



Swati Passi

*LaSalle College Vancouver
Faculty-Associate of Arts*

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.

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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 25th October, 2025

Name and Affiliation	Title
Aaron Matthew Gleiberman(Author) <i>Louisiana State University</i> Jamie Kurash(Co-Author) <i>Louisiana State University</i>	Learning to Lead with AI: Financial Executive Social Media Literacy and Training

Name and Affiliation	Title
Bounga; Ndadje Christelle(Author)	Kangaroo Mother Care: Saving Babies' Lives

Name and Affiliation	Title
Maryam Safa Schneider(Author) <i>University Canada West</i>	Navigating Technostress: A Qualitative Exploration of Technology Stressors Faced by Knowledge Workers in Higher Education

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Instructions for Oral Presentation

Saturday 25th 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 24-26, 2025 Vancouver, Canada

ISBN: 978-1-997875-03-1

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 25th October, 2025

Name and Affiliation	Title & Abstract
Aaron Matthew Gleiberman(Author) <i>Louisiana State University</i> Jamie Kurash(Co-Author) <i>Louisiana State University</i>	Learning to Lead with AI: Financial Executive Social Media Literacy and Training Abstract As technological innovation continues to reshape business strategy, financial executives face increasing pressure to adopt and leverage digital tools such as social media marketing. While artificial intelligence (AI) remains a transformative force, its practical outgrowths like data-driven marketing and online engagement are becoming essential for strategic leadership in finance-driven industries. Building on previous research (Clark 2024) on executive education for AI readiness, this study investigates how to most effectively train financial executives to operationalize and mobilize social media marketing in their organizations. We pay attention particularly to the real estate and development sectors. Anchored in adult learning theory (andragogy), this paper examines instructional strategies tailored to experienced professionals, emphasizing relevance, autonomy, and experiential learning. Data collection will include IRB-approved surveys and semi-structured qualitative interviews with senior financial professionals in real estate and development. The investigation aims to develop an academic and practitioner-informed framework for executive education that not only demystifies social media marketing but empowers leaders to integrate it effectively into financial and strategic planning. This research contributes to the evolving dialogue on digital literacy in executive roles, offering actionable insights for educators, consultants, and industry leaders working at the intersection of finance, development, and digital transformation. Specifically, experiential learning, gamification, and multimedia modalities are recommended.

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Name and Affiliation	Title & Abstract
Bounga; Ndadje Christelle(Author)	Kangaroo Mother Care: Saving Babies' Lives Abstract Low birth weight and prematurity are strongly associated with neonatal morbidities and mortality. Caring for low birth weight infants' impose heavy burden on developing countries. The Kangaroo Mother Care is a measure recommended by the World Health Organization in scaling up low cost solutions that could reduce neonatal deaths associated with preterm birth and low birth weight by three-quarters in 2035. Kangaroo Mother Care offers promising potential for neonatal care, especially those with low birth weight, due to benefits of thermal control, successful breastfeeding and bonding, reduced hospitalization costs, irrespective of setting, weight, gestational age, and clinical conditions. This innovative strategy is being implemented in very few hospitals in Cameroon. Thus in order to reduce the prevalence of preterm birth and low birth weight, at first we should be able to understand the Kangaroo Mother Care, the way it's been practiced and know about its advantages.

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Name and Affiliation	Title & Abstract
Maryam Safa Schneider(Author) <i>University Canada West</i>	Navigating Technostress: A Qualitative Exploration of Technology Stressors Faced by Knowledge Workers in Higher Education Abstract This qualitative study examined technostress creators (techno-overload, techno-invasion, techno-complexity, techno-insecurity, and techno-uncertainty) in academia among knowledge workers, specifically faculty and administrators. Semi-structured interviews were conducted with knowledge workers in Canadian higher education (N = 22; 12 women, 10 men). Thematic analysis revealed that constant connectivity, which leads to blurred work-life boundaries (techno-invasion), and the continual learning of new information and communication technologies (techno-overload), are principal drivers of technostress in higher education in the post-pandemic world of education. Further analysis of participants' coping mechanisms indicated that technostress has a pronounced impact on professional women in academia, particularly regarding constant connectivity (e.g., techno-invasion intensifies caregiver guilt) and ageist attitudes (e.g., internalized ageism related to perceived technological proficiency). The study positions technostress as an occupational health issue, emphasizing the need for gender-responsive strategies, improved leadership communication, and inclusive digital policy development. Keywords: technostress, information and communication technologies, higher education, knowledge workers, gender-sensitive policy, occupational health, work-life balance

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