## **CONFERENCE ABSTRACT**

October 31-November 2, 2025 Seattle, USA







## **CONNECTING CANADA WITH AFRICA**





# Expand Business With Canada Africa Chamber



**BECOME A MEMBER** 

Proudly American, Truly Global

## **Abstract Book**

October 31-November 2, 2025 Seattle, USA

Format: Electronic Book

ISBN: 978-1-997875-05-5

Venue

**Seattle University** 

November 01, 2025 Seattle, 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 from October 31 to November 2, 2025, in the beautiful and innovative city of Seattle, 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 explore Seattle, a dynamic city known for its blend of natural beauty and technological innovation. From the iconic Space Needle and bustling Pike Place Market to the scenic waterfront views of Puget Sound and the headquarters of leading global companies, Seattle offers endless inspiration and discovery.

Thank you for choosing to be part of this prestigious event. The diversity of participants and perspectives will undoubtedly 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**

## Seattle University,

Student centre - 130 1001 E.James Way, Seattle

#### **Directions:**



#### Global Conference Alliance Inc.



#### **Public Transit:**

Seattle University's Student Center – Room 130, located at 1001 E. James Way, Seattle, WA, is easily accessible by public transportation. The King County Metro Transit system provides several convenient bus routes that stop near the university, including routes 2, 3, 12, and 49, connecting directly with downtown Seattle, Capitol Hill, and surrounding neighborhoods. The Seattle Streetcar (First Hill Line) also has a stop close to campus, offering quick connections to major transit hubs like Union Station and Pioneer Square. For those traveling from further away, the Link Light Rail (Capitol Hill Station) is just a short walk from the campus, providing direct access to Seattle-Tacoma International Airport (SEA) and other city districts.

#### **Driving & Parking:**

Driving to Seattle University (Student Center – Room 130) is convenient, with easy access from Interstate 5 and major Seattle roadways. Visitors can enter campus via 12th Avenue or Broadway, following signs to visitor parking. Paid parking is available in several on-campus garages and lots, including the Broadway Garage and 13th & Columbia Lot. Street parking is also available in the surrounding area, though it may be limited during peak hours. To ensure a smooth experience, we recommend arriving early and reviewing Seattle University's parking map or visitor information online before your visit.

#### **Accessibility:**

The Student Center at Seattle University is fully accessible and designed to accommodate all guests comfortably. Wheelchair-accessible entrances, elevators, and restrooms are available throughout the building. Accessible parking spaces are located near the main entrance of the Student Center, and campus pathways are designed with ramps and wide walkways to ensure ease of movement. University staff and event coordinators are available on-site to assist with any specific accessibility needs. The venue is committed to providing an inclusive, safe, and welcoming environment for all attendees.



## **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 31-November 2, 2025 Seattle, USA

**Disclaimer:** Please note the main conference day is 1st November, 2025 and the conference will be held at **Seattle University.** If you need any help on 31th 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 31, 2025 Arrival of the participants in Seattle, USA
- Saturday, November 01, 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, 1st 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: African Business and Technology Author Presentation: Jane Wambui Kuria	1:50 PM - 2:15 PM
Technical Session 2: Social Media Management Author Presentation: Iqra	2:15 PM - 2:40 PM
Break	2:40 PM - 2:45 PM
Technical Session 3: Machine Learning and Artificial Intelligence Author Presentation: Shilin Chhabra	2:45 PM - 3:10PM
Break	3:10 PM - 3:15PM
Technical Session 4: Business Management and Economics Author Presentation by M R H Khan	3:15 PM - 3:40 PM
Technical Session 5: Business Management and Economics; Marketing, Innovation, and Branding, African Business and Technology; International Business and Marketing; Social Media Management; Human Resource Management; Oil, Gas, and Petroleum Engineering; 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, November 02, 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.

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.





## **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 1st November, 2025

Name and Affiliation	Title
Jane Wambui Kuria(Author) Mount Kenya University	Exploring the Role of Mobile Money in Advancing Financial Inclusion within 3–5 Star Hotels in Nairobi, Kenya: Trends, Opportunities, and Operational Barriers

Name and Affiliation	Title
Pabitra Mandal Roskilde University	How Digital Transformation and Cybersecurity Issues Affect Business Resilience?

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

Name and Affiliation	Title
Ugochukwu Ezenwa Urenyere(Author) Kabani Holdings LTD	Big Data and AI as Catalysts for Africa's Digital Transformation



Name and Affiliation	Title
Shilin Chhabra(Author) University of Wisconsin-Madison	Secure, Scalable and Reproducible Cloud-Native AI Workflows for Data-Intensive Science

Name and Affiliation	Title
M R H Khan(Author) Emporia State University Khalid Aram(Co-Author)	Exploring the Association Between Social Media Engagement and Startup VC Funding Outcomes in the Generative AI Sector



## **Instructions for Oral Presentation**

#### Saturday 1st 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 October 31-November 2, 2025 Seattle, USA

ISBN: 978-1-997875-05-5

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 1st November, 2025

Name and Affiliation	Title & Abstract
	Exploring the Role of Mobile Money in Advancing Financial Inclusion within 3–5 Star Hotels in Nairobi, Kenya: Trends, Opportunities, and Operational Barriers
Jane Wambui Kuria(Author) Mount Kenya University	Abstract  The proliferation of mobile money services has significantly reshaped financial landscapes across sub-Saharan Africa, offering novel pathways toward enhanced financial inclusion (DemirgüçKunt et al., 2018). In Kenya, platforms such as M-Pesa have been pivotal in bridging gaps in access to financial services, particularly within sectors traditionally reliant on cash-based transactions. This study investigates the role of mobile money in advancing financial inclusion among 3–5 star hotels in Nairobi, Kenya, with particular emphasis on adoption trends, emerging opportunities, and operational barriers. Drawing on the Technology Acceptance Model (TAM) (Davis, 1989) and Financial Inclusion Theory (Sarma, 2008), the research examines how perceptions of usefulness and ease of use shape the uptake of mobile money technologies and how these systems contribute to expanding financial access within the hospitality industry. Employing a mixed-methods research design, the study integrates quantitative survey data with qualitative insights from hotel managers to offer a nuanced understanding of mobile money integration. Initial findings suggest that mobile money adoption has streamlined payment processes, improved liquidity management, and expanded the client base by offering more flexible payment options. Nevertheless, the research identifies persistent challenges, including cybersecurity vulnerabilities, system interoperability issues, regulatory compliance burdens, and operational disruptions, which collectively constrain the full realization of mobile money's potential in the hotel sector. The study contributes to the growing body of literature on digital financial services by illustrating the dual role of mobile money as both a



technological innovation and a financial inclusion mechanism within an urban hospitality context. The findings offer actionable insights for hotel operators, mobile service providers, and policymakers seeking to harness digital payment platforms to foster greater operational resilience and inclusive economic growth.

**Keywords:** Mobile Money; Financial Inclusion; Technology Acceptance Model; Hospitality Industry; 3–5 Star Hotels; Nairobi; Digital Financial Services; Operational Barriers

Name and Affiliation	Title & Abstract
Pabitra Mandal Roskilde University	How Digital Transformation and Cybersecurity Issues Affect Business Resilience?  Abstract Digital transformation has become a critical strategic priority for organizations across industries, driven by the need for efficiency, agility, and innovation in an increasingly interconnected world. The COVID-19 pandemic further accelerated this shift, compelling enterprises to adopt technologies such as artificial intelligence (AI), Internet of Things (IoT), blockchain, and cloud computing. While these technologies offer substantial operational benefits, they also expose organizations to sophisticated cybersecurity threats that can compromise sensitive data, disrupt services, and damage stakeholder trust. This paper explores the complex interplay between digital transformation and cybersecurity, with a particular focus on how these dynamics influence business resilience. This research highlights both the transformative potential of digital tools and the vulnerabilities they introduce. Key challenges identified include data breaches, ransomware, identity theft, lack of skilled cybersecurity professionals, regulatory gaps, and low digital literacy among employees. Special attention is given to sector-specific insights, such as financial institutions' struggles with fraud and customer trust, healthcare systems' privacy and device security concerns, and governments' need to secure digital public infrastructure.



Name and Affiliation	Title & Abstract
	Reshaping Human Resource Management in the Age of AI and Global Disruption: Challenges, Ethics, and the Future of World.
Iqra(Author) MY University Islamabad Pakistan Hafiz Muhammad Naveed(Co-Author)	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.



Name and Affiliation	Title & Abstract
	Big Data and AI as Catalysts for Africa's Digital Transformation.
Ugochukwu Ezenwa Urenyere (Author) Kabani Holdings LTD	Abstract Digital transformation in Africa is gaining pace, although there has been a consistent problem in closing the digital divide, as well as utilizing emerging technologies such as Big Data and Artificial Intelligence (AI) to generate growth that is inclusive of Africa. This research focuses on the current state of AI and Big Data implementation in the most critical spheres on the African continent: agriculture, healthcare, finance, and urban development, highlighting both opportunities and systemic challenges. The research uses literature review, case study (e.g., M-Pesa, Zipline), and policy analysis because they are mixed methods. It determines critical success factors and implementation challenges. The results demonstrate that although innovative AI-based solutions are transforming industries such as mobile banking, precision farming, the existing infrastructure gaps, lack of skills, and regulatory failure are the barriers to their large-scale adoption.
	As the study shows, one of the ways that could speed up the deployment of technology in an equitable manner is the use of public-private partnerships and specific policy measures. The major lessons are that a localized AI training program is required, the growth of digital infrastructure, and the development of strong data governance frameworks. In this paper, I have addressed the issue of the Fourth Industrial Revolution in Africa and presented practical recommendations to policymakers, investors, and entrepreneurs who will discuss/visit GCABT 2025, focusing on how Africa should respond to achieve its sustainable development.



Name and Affiliation	Title & Abstract
	Secure, Scalable and Reproducible Cloud-Native AI Workflows for Data-Intensive Science.
Shilin Chhabra(Author) University of Wisconsin-Madison	Abstract Scientific discovery increasingly depends on AI-driven workflows that must process massive datasets and deploy complex models across heterogeneous environments. Traditional HPC pipelines often struggle with elastic scaling, rigorous reproducibility, and end-to-end security. This paper presents a cloud-native blueprint that integrates containerization, Kubernetes orchestration, and GitOps-based CI/CD to modularize data ingestion, preprocessing, training, inference, and visualization into version-controlled microservices reinforced by zero-trust controls and continuous vulnerability scanning. We validate the design via an AI-driven PM2.5 air-quality forecasting workflow using OpenAQ and NOAA data. The system achieves nearlinear scale-out, low-latency inference (~150 ms), and end-to-end reproducibility through image digests and checksummed datasets. Results indicate that cloud-native infrastructures can deliver enterprise-grade security and scientific traceability while accelerating AI-enabled discovery. We conclude with guidance for cost/energy modeling, hybrid HPC-cloud interoperability, FAIR data governance, and trustworthy AI gates within CI/CD.  Keywords: cloud-native, scientific workflows, Kubernetes,
	GitOps, MLOps, reproducibility, zero-trust security, air quality



Name and Affiliation	Title & Abstract
	Exploring the Association Between Social Media Engagement and Startup VC Funding Outcomes in the Generative AI Sector
M R H Khan(Author)  Emporia State University  Khalid Aram(Co-Author)	Abstract This study explores the association between Social Media (SM) engagement and startup funding outcomes in the rapidly expanding Generative Artificial Intelligence (GenAI) sector. Startups rely on digital presence as a key signal to investors, making SM engagement a valuable predictor of Venture Capital (VC) funding. This research analyzes a dataset of 75 GenAI startups to examine the association between SM engagement metrics and funding amounts. Findings reveal that higher SM engagement, as demonstrated through Weighted Engagement Score (WES), is positively associated with funding success in early-stage GenAI startups. Regression analysis suggests that a composite engagement score (WES) derived through Principal Component Analysis
	(PCA) demonstrates consistent explanatory power for variance in funding outcomes. WES increases explanatory power (R² from 0.37 to 0.43; adjusted R² from 0.34 to 0.40) and is positively and significantly associated with funding. This indicates that SM engagement secures VC funding and investor interest in GenAI sector. Further, the study will examine the explanatory power of founder demographics with structural characteristics and WES. <b>Keywords:</b> Generative AI, social media engagement, startup funding, venture financing, digital entrepreneurship



<u>Note</u>





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