CONFERENCE ABSTRACT

December 5-7, 2025

Montreal, Canada

CANADA AFRICA
INTERNATIONAL BUSINESS CHAMBER OF COMMERCE

CONNECTING CANADA WITH AFRICA

Expand Business With Canada Africa Chamber

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Abstract Book

December 5-7, 2025 Montreal, Canada

Format: Electronic Book

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Venue

Montreal Airport Marriott In-Terminal Hotel
December 06, 2025
Montreal, Canada

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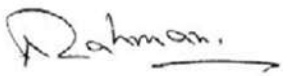
Welcome

As Conference Chair, I'm honored to welcome all participants to the Conference organized by **Global Conference Alliance Inc.**, taking place from **December 5-7, 2025, in vibrant Montreal, Canada.**

This international conference presents a valuable platform to connect and collaborate with delegates from around the world across a wide range of disciplines 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. Attendees will engage with insightful presentations that explore innovative research and emerging trends in both theoretical and applied domains.

Beyond the sessions, attendees will have the opportunity to experience the rich cultural heritage of Montreal—Canada's cultural capital—renowned for its beautiful architecture, culinary diversity, and lively festivals. Whether you're a first-time visitor or a returning guest, Montreal offers a unique and memorable backdrop for professional development and networking.

Thank you for choosing to be part of this meaningful event. Your participation will add great value to our shared mission of advancing research, collaboration, and global dialogue.



Dr. Afzalur Rahman
CEO & Conference Chair
Global Conference Alliance Inc.
Proudly Canadian, Truly Global

Conference Venue

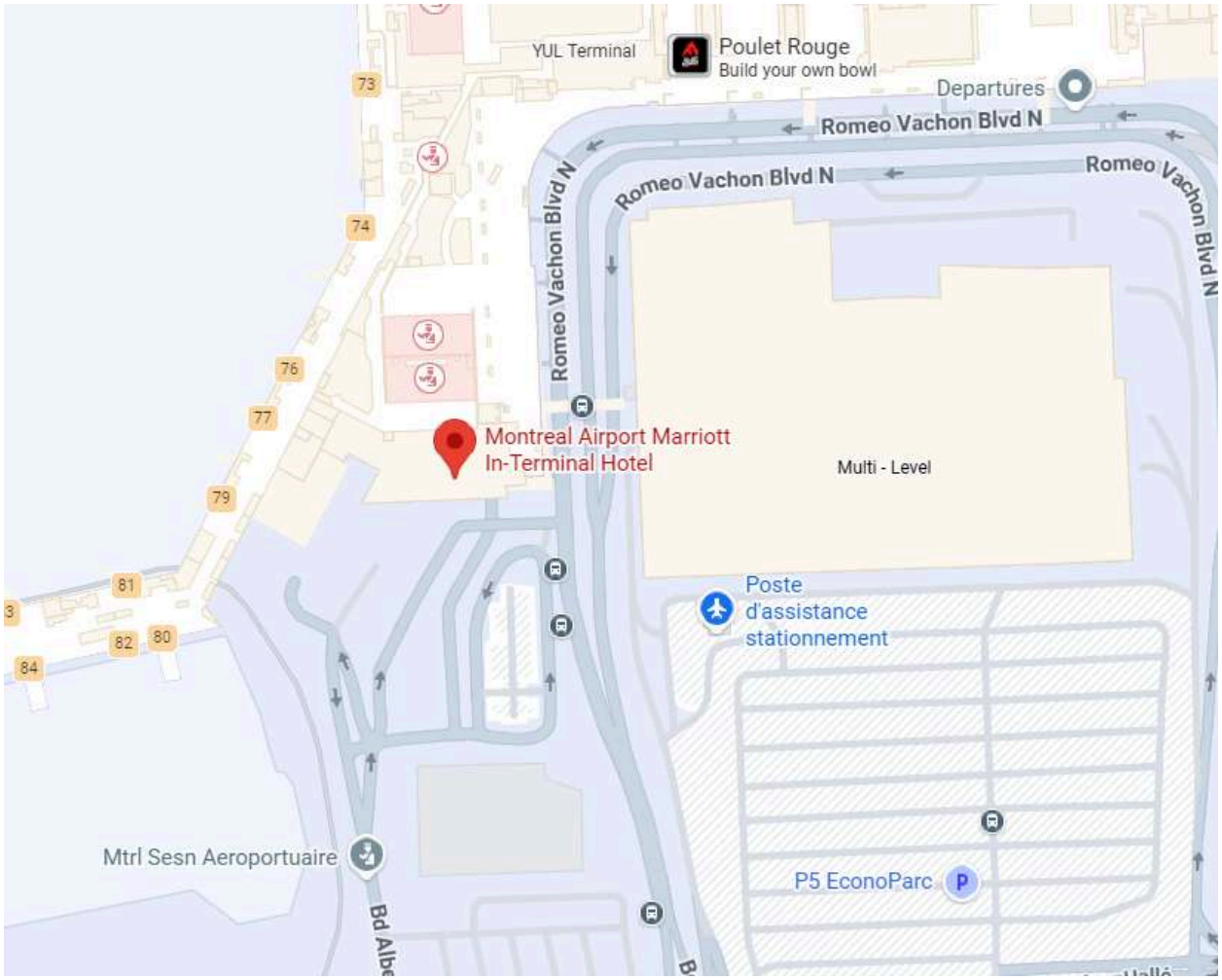
Montreal Airport Marriott In-Terminal Hotel

800 Place Leigh-Capreol, Dorval, QC H4Y 0A4

Phone: (514) 636-6700

Event Room: Cristal

Directions:



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Public Transit:

The hotel is located directly within Montréal–Trudeau International Airport, making it easily accessible for participants arriving by air. Attendees coming from central Montreal can use the STM Express Bus 747 or AirConnect shuttle, which provide direct service from metro stations Lionel-Groulx and Berri-UQAM (Orange and Green lines). Local participants can also use STM bus routes 204 and 209, connecting to the Dorval terminus and nearby Via Rail station.

Driving & Parking :

Guests arriving by car can access several parking options directly at the airport. Public parking is available, including short-term and long-term lots, with convenient access via elevators and walkways to the hotel. It is recommended to check Montréal–Trudeau Airport parking information in advance for rates and availability.

Accessibility :

The hotel is fully accessible, featuring step-free entry, wide automatic doors, and elevators for smooth access to all areas, including the Cristal event room. Accessible restrooms and designated accessible parking are available onsite. Its direct connection to the airport and public transport ensures easy access for attendees with varying mobility needs.

Conference Time Schedule

December 06, 2025 - Montreal, Canada

- **Friday, December 05, 2025 –** Arrival of the participants in Montreal, Canada
- **Saturday, December 06, 2025 (Conference Day)** – Registration, opening speech, keynote speech, and technical sessions:
- **Registration will start from 11:00 AM, Gate Closed 11:30 AM**

Activity List, Saturday, 6th December 2025(Montreal) (Conference Day)	Time
Registration and Lunch	11:00 AM - 11:30 AM
Opening Remarks by Conference Chair	11:30 AM - 11:40 AM
Ice Breaking Session	11:40 AM - 12:00 PM
Technical Session 1: Renewable Energy and Environmental Sustainability Author Presentation by Muhammad Faisal Irfan	12:00 PM - 12:30 PM
Break	12:30 PM - 12:35 PM
Technical Session 2: Business Management and Economics; African Business and Technology; Strategic Management and Planning Keynote Speech by Mohiuddin Muhammad	12:35 PM - 1:05 PM
Break	1:05 PM - 1:10 PM
Technical Session 3: Business Management and Economics Author Presentation by Bongs Lainjo	1:10 PM - 1:30 PM
Technical Session 4: Climate Change and Global Warming; Renewable Energy and Environmental Sustainability; Agriculture, Fisheries, Forestries, and Food Keynote Speech by Dr. Md. Faisal Kabir {virtual}	1:30 PM - 1:50 PM
Break	1:50 PM - 1:55 PM
Technical Session 3: Advertising and Marketing Communications; Digital Marketing Keynote Speech by Swatti Passi {virtual}	1:55 PM - 2:25 PM
Photo Session and Certificate Giving Ceremony	2:25 PM - 2:35 PM
Closing Remarks	2:35 PM - 2:45 PM
Testimonials	2:45 PM - 3:00 PM

- **Sunday, December 07, 2025** – Optional City Tour (City tour is optional and subject to availability. Participants wishing to join must confirm in advance, as an additional fee applies. To book, please send your request to contact@globalconference.ca)

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 Committee

Keynote Speech

Dr. Muhammad Mohiuddin

Laval University

Dr. Muhammad Mohiuddin is an Associate Professor of International Business and Global Strategy at Laval University, Quebec, Canada. He has previously taught at institutions such as Thompson Rivers University (Canada), University of Paris-Est (France), Osnabrück University of Applied Sciences (Germany), Shanghai University of Technology, and Tianjin University of Technology (China). His research has been published in prominent journals, including Research Policy, Applied Economics, Journal of Global Information Management, Review of Economic Philosophy, Strategic Change, International Journal of Logistics Research & Applications, International Journal of Knowledge Management, Journal of Environmental Management, and Journal of Cleaner Production, among others.

Dr. Mohiuddin has also been awarded a research grant from the Social Sciences and Humanities Research Council (SSHRC) of Canada. Currently, he serves as the Director of the Research Group on Contemporary Asia (GERAC) at Laval University. Additionally, he is a co-Managing Editor of Transnational Corporations Review and a Topic Editor for Sustainability.

He is a member of the Board of Directors for the Canadian Council on Small Business and Entrepreneurship (CCSBE) and a member of the CEDIMES Institute (France).

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.

Keynote Speech

Dr. Md. Faisal Kabir

Senior Research Investigator—Project & Knowledge Management,
Virology Laboratory, Infectious Diseases Division

Dr. Md. Faisal Kabir, PhD, is a passionate agricultural ecologist and knowledge management expert with more than a decade of experience spanning academia, international development, and global research. Renowned for his work in ecological research, climate resilience, and sustainable agriculture, he drives impactful policy advocacy and has played a pivotal role in advancing climate adaptation, environmental sustainability, and resilient food systems across Asia and beyond.

Dr. Kabir holds a PhD in Ecology and Environmental Systems from Kyungpook National University, South Korea, and a Master's in Ecology and Environmental Sciences from the Swedish University of Agricultural Sciences (SLU), Sweden. He holds professional membership for many international scientific groups, including the Korean Turfgrass Society, the Sweden Alumni Network in Bangladesh, Krishibid Institution Bangladesh, and also serves as a reviewer and guest editor for reputable scientific journals.

Dr. Kabir is currently serving as the Senior Research Investigator at the Infectious Diseases Division, icddr,b, where he leads research projects, produces scientific and policy-relevant outputs, and guides multidisciplinary teams to generate actionable evidence for public health and environmental decision-making. He also serves as part- time faculty and the Course Coordinator for "Green Skills for Climate Change Professionals" at the University of Liberal Arts

Bangladesh (ULAB), developing curricula that integrate ecology, climate science, and sustainability competencies for emerging Professionals.

Dr. Kabir's research journey spans ecology, plant nematology, and environmental systems, with hands-on experience in South Korea, Sweden, China, and Bangladesh. He has published 15 influential papers in leading journals and captivated audiences as a keynote and invited speaker at major international forums, including the COLOCAL Climate Conference, Columbia Climate School, ICoSHIP, and Bangladesh Agricultural University. His pioneering studies on climate-resilient agriculture, extreme heat impacts, livelihood adaptation, and sustainable farming have sparked change in academia, policy, and communities alike.

With a decade of experience in senior roles at CARE Bangladesh, Save the Children, IOM, FAO, UNDP, UNICEF, and global consortia, Dr. Kabir has led mixed-methods research, designed MEL and CLA frameworks, developed policy briefs, and facilitated major learning and advocacy events. His expertise includes climate-smart agriculture, renewable energy transitions in rural areas, food security, disaster risk reduction, and ecosystem-based adaptation. He is recognized for translating complex scientific evidence into accessible insights, contributing to national and global climate dialogue.

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

Authors' Presentation Review

Saturday 6th December, 2025

Name and Affiliation	Title
Bongs Lainjo(Author) *Cybermatrice International Inc*	**Enhancing Supply Chain Management through Artificial Intelligence**

Name and Affiliation	Title
EKI, Ogadima Divine(Author) *Promona Collections*	**Research-Fintech-Driven Funding Models for Sustainable Fashion Enterprises in West Africa**

Name and Affiliation	Title
Muhammad Faisal Irfan(Author) *University of Alberta* **Tariq Siddique, Aman Ullah (Co-Author)**	**Bayesian optimization algorithm-based machine learning approaches for the prediction of biosorption capacities of multi-metals using poultry feathers**

Name and Affiliation	Title
Kanti Colette Mah-Fri(Author) *Kesmonds International University*	**Regenerative resource systems in sub-saharan Africa: A blueprint for resilience across agriculture, fisheries, forestry and food**

Instructions for Oral Presentation

Saturday, December 06, 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 December 5-7, 2025 Montreal, Canada

ISBN: 978-1-997875-12-3

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 6th December, 2025

Name and Affiliation	Title & Abstract
Bongs Lainjo(Author) *Cybermatrice International Inc*	**Enhancing Supply Chain Management through Artificial Intelligence** **Abstract** This article aims to comprehensively analyse the integration of artificial intelligence (AI) in supply chain management (SCM), focusing on its objectives, methods, analysis, findings, and contributions to innovation and improvement. The primary goal is to evaluate the impact of AI on SCM processes, considering its benefits and challenges. The study adopts a systematic literature review (covering articles published between 2010 and 2022) to examine the existing research and extract valuable insights into AI's role in SCM. It critically considers the challenges, benefits, and future prospects of this integration, highlighting its complex effects on supply chain processes. Key findings show that AI-driven algorithms greatly improve demand forecasting accuracy, optimise inventory management, enhance transportation strategies, and streamline logistics operations. Challenges include issues with data quality, decision-making biases, cybersecurity risks, and the necessity for human oversight. The review identifies these gaps and challenges, emphasising the importance of data standardisation, specialised skills, and ethical considerations in successful AI adoption. A significant contribution of this research is its thorough analysis of the strengths and limitations of incorporating AI into SCM. By providing a balanced perspective, the study recognizes data quality issues, ethical concerns, biases, cybersecurity risks, and the need for human oversight. This analysis offers a valuable foundation for

	organisations to make informed decisions regarding AI adoption and implementation within their supply chain operations. Keywords: Artificial intelligence, supply chain management, optimization, algorithms, integration, benefits, challenges, predictive analytics, inventory management, demand forecasting,

Name and Affiliation	Title & Abstract
EKI, Ogadima Divine(Author) *Promona Collections*	**Research-Fintech-Driven Funding Models for Sustainable Fashion Enterprises in West Africa** **Abstract** This research explores the transformational impact of fintech-driven funding models on sustainable fashion enterprises in West Africa, with a focused case study of Promona Collections. Drawing on a comprehensive review of industry reports, policy documents, and case studies, the study analyzes how mobile money, crowdfunding, blockchainbased finance, digital lending, and embedded finance mechanisms have expanded access to capital, enhanced operational agility, and promoted environmental and social inclusion within the sector. The integration of fintech solutions by Promona Collections enabled significant business growth, facilitated broader artisan workforce participation, and improved financial inclusion for women and rural communities. The findings show that fintech innovations are critical for overcoming entrenched barriers to formal finance, reducing operational risks, democratizing startup capital, and enabling sustainable manufacturing practices. The paper concludes that continued progress requires concerted efforts in regulatory harmonization, digital infrastructure development, and targeted financial literacy education to ensure inclusive and scalable benefits for the West African fashion ecosystem. **Keywords:** fintech, sustainable fashion, West Africa, funding models, SMEs, mobile money, crowdfunding, blockchain, digital lending, financial inclusion

Name and Affiliation	Title & Abstract
Muhammad Faisal Irfan(Author) *University of Alberta* **Tariq Siddique, Aman Ullah (Co-Author)**	**Bayesian optimization algorithm-based machine learning approaches for the prediction of biosorption capacities of multi-metals using poultry feathers** **Abstract** The existence of wastewater contaminated with heavy metals represents a serious risk to both the environment worldwide and human health. This study conducted an experimental assessment of poultry feathers (PFs) as a biosorbent for the removal of selected oxyanions (V5+, Cr6+, As3+) and cations (Co2+, Ni2+, Cd2+) from synthetic multimetal aqueous solutions. Additionally, machine learning approaches based on the Bayesian Optimization Algorithm (BOA), incorporating Gaussian Process Regression (GPR) and Support Vector Regression (SVR) were used to predict and optimize the multimetal adsorption performance of PFs. A supervised learning approach was employed to predict adsorption capacities under varying experimental conditions with high accuracy. Inputs such as biosorbent dosage, initial metal concentration, and contact time were used to train the models, while the corresponding adsorption capacities served as outputs. The GPR models utilized four kernel functions which include rational quadratic, exponential, squared exponential, and Matern 5/2, while SVR models were trained using three kernels: linear, cubic and quadratic. BOA was integrated with both GPR and SVR to further tune the hyperparameters. Model performance was assessed using the R2 and further validated through error metrics including mean absolute error, root mean square error (RMSE), and the non-linear Chi-squared statistic. Among all the models, GPR with the exponential kernel provided the highest prediction accuracy, achieving a perfect R2 value of 1 and the lowest RMSE of 0.017. Additionally, the GPR predictions were applied to the Langmuir isotherm model, to estimate maximum adsorption capacities (qm). The predicted qm values for PF were 3.40 mg/g

	for V5+, 2.63 mg/g for Cr6+, 4.35 mg/g for Co2+, 4.78 mg/g for Ni2+, 4.13 mg/g for As3+, and 21.40 mg/g for Cd2+ which were closely matched with experimental values. Overall, the proposed modeling approach enables rapid and cost-effective prediction of adsorption performance using poultry feathers, potentially minimizing the need for extensive laboratory experimentation.

Name and Affiliation	Title & Abstract
Kanti Colette Mah-Fri(Author) *Kesmonds International University*	**Regenerative resource systems in sub-saharan Africa: A blueprint for resilience across agriculture, fisheries, forestry and food** **Abstract** Sub-Saharan Africa stands at the crossroads of ecological urgency and agrarian opportunity. While the region grapples with land degradation, declining fisheries, deforestation, and food insecurity, it also harbors rich indigenous knowledge systems, untapped biodiversity, and a growing policy momentum for sustainability. This article presents a regenerative systems framework tailored to Sub-Saharan Africa, highlighting integrated models across agriculture, fisheries, forestry, and food systems. It draws from regional case studies to demonstrate how local innovation, climate-smart policies, and nature-based solutions can collectively drive resilience and inclusive development. **Keywords:** regenerative agriculture, agroecology, blue economy, forest restoration, food security, Sub-Saharan Africa, climate adaptation.

Note

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