CONFERENCE ABSTRACT

November 14-16, 2025

Sydney, Australia

CANADA AFRICA
INTERNATIONAL BUSINESS CHAMBER OF COMMERCE

CONNECTING CANADA WITH AFRICA

Expand Business With Canada Africa Chamber

BECOME A MEMBER

Abstract Book

November 14-16, 2025 Sydney, Australia

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Venue

WOTSO Sydney CBD
November 15, 2025
Sydney, Australia

Table of Contents

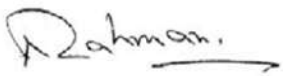
Welcome

As Conference Chair, I am honored to welcome all participants to the conference organized by **Global Conference Alliance Inc.**, to be held from **November 14 to 16, 2025**, in the vibrant and innovative city of **Sydney, Australia**.

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 Sydney, a dynamic city known for its iconic landmarks and rich cultural experiences. From the Sydney Opera House and Harbour Bridge to the beautiful Bondi Beach and thriving business hubs, Sydney 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.



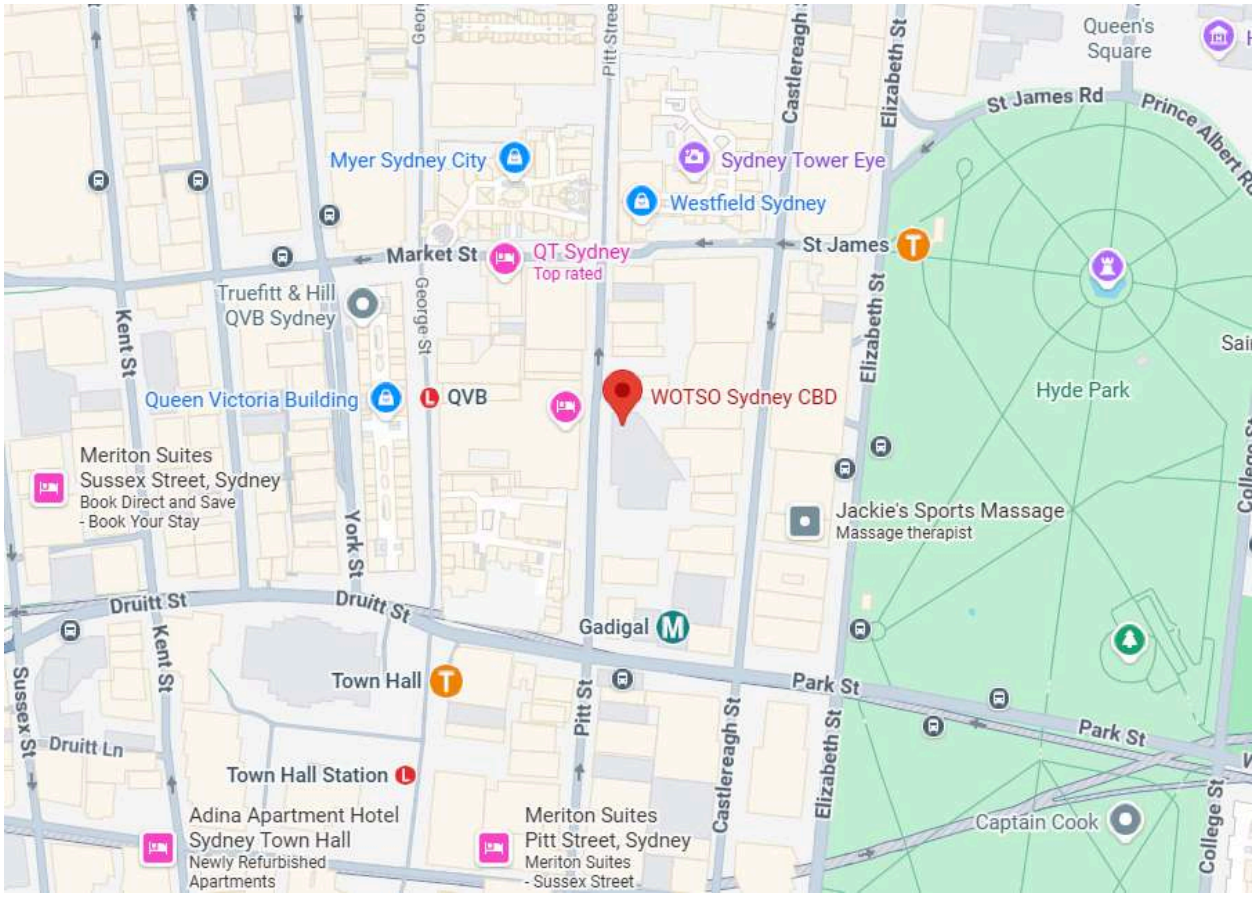
Dr. Afzalur Rahman
CEO & Conference Chair
Global Conference Alliance Inc.
Proudly Canadian, Truly Global

Conference Venue

WOTSO Sydney CBD

Level 1, 1.01, 222 Pitt St, Sydney 2000

Directions:



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Public Transit:

WOTSO Sydney CBD – Level 1, 1.01, 222 Pitt St, Sydney 2000 is easily accessible by public transportation. Sydney's extensive train and bus networks provide convenient connections from across the city. Town Hall, Wynyard, and Central stations are within walking distance, offering access to the Sydney Trains network. Multiple bus routes along Pitt Street and nearby streets connect directly to surrounding neighborhoods and major transit hubs. For travelers coming from further away, Sydney Airport is accessible via the Airport Link train and bus services, making it simple to reach the venue from anywhere in the city.

Driving & Parking:

Driving to WOTSO Sydney CBD is convenient, with easy access from major Sydney roadways such as the Eastern Distributor and Western Distributor. Paid parking is available in nearby commercial parking lots and garages, including the Wilson Parking Pitt Street and Secure Parking facilities within a short walk of the venue. Street parking is also available, though limited in the busy CBD area. To ensure a smooth experience, we recommend reviewing local parking options and planning your route before your visit.

Accessibility:

WOTSO Sydney CBD 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 nearby, and pathways to the venue are designed for ease of movement. WOTSO staff are available on-site to assist with any specific accessibility needs, ensuring a safe, inclusive, 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

November 14-16, 2025 Sydney, Australia

Disclaimer: Please note the main conference day is 15th November, 2025 and the conference will be held at **WOTSO Sydney CBD.** If you need any help on 14th 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 14, 2025 –** Arrival of the participants in **Sydney, Australia**
- **Saturday, November 15, 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, 15th 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: Social Media Management Author Presentation: Inan Ince	1:50 PM - 2:15 PM
Technical Session 2: Business Management and Economics Author Presentation: Abdusalam Faraj Ibrahim Yahia	2:15 PM - 2:40 PM
Break	2:40 PM - 2:45 PM
Technical Session 3: Civil and Architectural Engineering Author Presentation by Abhitesh Sachdeva	2:45 PM - 3:10PM
Break	3:10 PM - 3:15PM
Technical Session 4: Information Technology and Computer Science Keynote Speech by Dr Mohammad Motahar	3:15 PM - 3:40 PM
Technical Session 5: Business Management and Economics, International Business and Marketing Keynote Speech by Khatune Jannat Esha	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 16, 2025** – City Tour (optional to the participants)

Conference Committee

Keynote Speech

Khatune Jannat Esha
CPHR Candidate
Master of Business Administration – Canada

Khatune Jannat Esha is currently serving as the Admin and HR Manager at Global Conference Alliance Inc. She is a CPHR candidate and holds a Master's in Business Administration from Canada. With a strong background in Human Resources and business management, she has built her career across Sweden, Bangladesh and Vancouver, Canada.

Before joining Global Conference Alliance, she worked in the live news and entertainment desk of a national television channel in Bangladesh, gaining valuable experience in communication and media. She also worked for approximately two years in a leadership role with one of Sweden's leading clothing brands, further strengthening her leadership and customer relations expertise. Her professional experience also includes work with Lululemon, where she contributed to visual merchandising support and training facilitation.

Esha's diverse background in HR, business and media reflects her passion for people, strategy and innovation – qualities she applies to empower others and achieve excellence in every project she undertakes.

Keynote Speech

Dr Mohammad Motahar

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 15th November, 2025

Name and Affiliation	Title
Abdusalam Faraj Ibrahim Yahia(Author) *Oman Chamber of Commerce and Industry*	**An empirical estimation of Laffer curve in Oman Economy. Does Oman hav an optimal total tax rate?**

Name and Affiliation	Title
Inan Ince(Author) *International University (IU) Stuttgart*	**Trust repair strategies in video content creation: A qualitative analysis of three case studies from YouTube**

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

Name and Affiliation	Title
Abhitesh Sachdeva(Author) *IIT Roorkee* **G.D. Ransinchung R.N.(Co-Author)** **Praveen Kumar(Co-Author)**	**Sustainable Alternatives in Full-Depth Reclamation: Geopolymer Binders from Fly Ash and GGBS Instead of Portland Cement**

Name and Affiliation	Title
Juliet Etifit(Author) *University of Uyo*	**Enhancing Cyber Resilience in Small Loan Companies: A Strategic Framework For Data Backup And Recovery**

Instructions for Oral Presentation

Saturday 15th 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 14-16, 2025 Sydney, Australia

ISBN: 978-1-997875-08-6

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 15th November, 2025

Name and Affiliation	Title & Abstract
Abdusalam Faraj Ibrahim Yahia(Author) *Oman Chamber of Commerce and Industry*	**An empirical estimation of Laffer curve in Oman Economy. Does Oman hav an optimal total tax rate?** **Abstract** This study aims to estimate the existence and shape of the Laffer Curve and to examine the impact of the Total Tax and Contribution Rate (TTCR) on Total Tax Revenue (TTR) in the Omani economy over the period 2007–2024. Standard theoretical constructs are employed, modeling corporate tax revenue as a quadratic function of the TTCR. Empirical results, derived from non-linear regression analysis, indicate that the quadratic term of the tax rate is statistically significant and correctly signed, confirming the existence of a bell-shaped Laffer Curve in the Omani context. The findings show that when the tax rate is below 25.9%, there is a positive and significant relationship between tax rates and tax revenue. However, when the rate exceeds 25.9%, the relationship turns negative, suggesting that higher rates beyond this point reduce revenue. These results imply that during the period 2014–2018, Oman was operating on the right side of the Laffer Curve, and could have achieved higher tax revenues with lower tax rates. Therefore, it is recommended that policymakers reform the tax system by gradually adjusting corporate tax rates to align with the identified optimal level. To enhance competitiveness within the GCC region, the study suggests that the optimal tax rate for maximizing corporate tax revenue in Oman should not exceed 25.9%. Additionally, reducing the number of tax payments is critical to improving the overall competitiveness and efficiency of Oman's tax system. Finally, the estimated Laffer Curve may serve as a practical tool

	for fiscal and budgetary planning, offering policymakers a framework to optimize revenue while supporting private sector growth. **JEL Classification: E62; H2; H21.** **Keywords:** Tax Rate; Tax Revenue, Laffer curve; Quadratic Function, Sultanate of Oman.

Name and Affiliation	Title & Abstract
Inan Ince(Author) *International University (IU) Stuttgart*	**Trust repair strategies in video content creation: A qualitative analysis of three case studies from YouTube** **Abstract** Social media platforms have become pivotal arenas for public discourse, with YouTube standing out as a prominent medium for content creation and consumption (Pérez-Torres et al., 2018). However, the very nature of this platform exposes creators to the potential for controversies that can significantly impact their reputation and relationship with their audience. As YouTubers navigate the complexities of public perception, understanding the mechanisms of trust repair becomes essential. However, to date, the existing literature on trust repair has primarily focused on the traditional approaches, leaving a gap in the exploration of social media content creation following controversies (Wang & Zhao, 2023; Su, 2023). This study aims to bridge that gap by examining how YouTubers utilize problem-solving techniques to rebuild trust and foster engagement with their audiences, particularly in response to controversies (Healy, 2019). By using an abductive approach, frameworks such as Benoit's (1995) image restoration theory, or Coombs' (2007) crisis communication theory will serve as conceptual backdrop for analysis. With the inception of broadband internet connection and availability in many households worldwide (Chauhan & Maniar, 2018), video content creation has become not only a hobby, but often a source of income for many (Ernayani et al., 2023; Törhönen et al., 2019). This shift has led to a competitive environment where trust acts as a vital currency, influencing creators' ability to sustain their audiences and monetize their content effectively (Dekavalla, 2020). However, following controversies connected to these content creators, subsequent actions to mitigate the negative effects appear to not always deliver the desired results. The analysis of reactions of one successful (Mark Fischbach aka Markiplier, MF), one mixed (James Charles, JC), and one failed (Logan

	Paul, LP) attempt already offers some general, albeit broad, insight into trust repair techniques (see table 1). Reflecting preliminary findings on theoretical frameworks such as Image Restoration Theory (Benoit, 1995) already hints at possible explanations for (missing) success, when studying audience reactions: While all three cases express, for instance, some level of mortification, results vary when combined with timely corrective action (successful, MF), defeasibility (mixed, JC), and untimely corrective action (failed, LP). The final study elaborates on specific details, deeper analyses and offers propositions for future research avenues.

Name and Affiliation	Title & Abstract
Mohamed Abdirahman Abdullahi(Author) *Tokai University* **Yoshitaka Kajita(Co-Author)**	**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.

Name and Affiliation	Title & Abstract
Abhitesh Sachdeva(Author) *IIT Roorkee* **G.D. Ransinchung R.N.(Co-Author)** **Praveen Kumar(Co-Author)**	**Sustainable Alternatives in Full-Depth Reclamation: Geopolymer Binders from Fly Ash and GGBS Instead of Portland Cement** **Abstract** Each pavement, regardless of its material composition, is designed with a specific lifespan and inevitably deteriorates over time. Construction flaws or the use of low-quality materials can result in premature failure [1]. Traditional repair methods, such as overlaying or mill-and-fill, are commonly used but are only effective when the defects are confined to the wearing course of the pavement [2]. When the deterioration extends to the granular layers (base or sub-base), the pavement is classified as structurally failed and requires reconstruction or recycling through the Full-Depth Reclamation (FDR) technique [3]. Cement is a widely used stabilizer in FDR projects because of its compatibility with various soil types. However, to promote sustainability, researchers advocate using alternative binders to minimize cement usage in construction activities [4]. FDR using geopolymer contributes to sustainable practices by utilizing construction demolition and industrial waste materials. Limited research has been conducted on geopolymer-treated base stabilized through the FDR approach, particularly regarding comparative durability analyses under Wetting-Drying (W-D) and Freezing-Thawing (F-T) conditions [5]– [7]. This study explored the potential of geopolymer binders made from Fly Ash (FA) and Ground Granulated Blast Furnace Slag (GGBS) as substitutes for Portland cement in FDR projects of flexible pavements. FA and GGBS blends were alkali-activated with Sodium Hydroxide (NaOH) to achieve a 7-day Unconfined Compressive Strength (UCS) target of 4.95 MPa and Flexural Strength (FS) of approximately 20% of UCS. Chemical stabilization with cement and geopolymer reduced the plasticity index of in-situ base soil by 20% and 25%, respectively, due to the flocculation of soil grains. Both cement and geopolymer

	binders enhanced the mechanical properties of the reclaimed materials. The target 7-day UCS of 4.95 MPa was achieved using either 7% cement or a geopolymer binder (GP2), having FA: GGBS proportion of 80:20 and 2M NaOH solution. Strength continued to develop over time; curing from 7 to 28 days resulted in an average strength increase of 57.76% for UCS and 55.15% for FS in geopolymer-treated samples. At 56 days, the strength parameters further improved, with UCS and FS increasing by 50.50% and 30.61%, respectively, indicating a prolonged strength development period compared to conventional cement-stabilized bases. Durability tests under W-D and F-T cycles revealed the resilience of geopolymer-treated materials. Weight loss under these conditions decreased intermittently, with W-D cycles causing more abrupt mass loss than F-T cycles. For instance, the GP2 mix experienced a maximum mass loss of 19.87% after the fifth W-D cycle, compared to only 2.58% under the F-T test. Despite this, the total mass loss across all specimens remained below 12%, validating the durability of all the compositions in both tropical and snow-prone regions. These findings highlight the potential of geopolymer to replace cement from FDR projects, which not only limits the carbon footprint but also provides an efficient disposal of industrial by-products. **Keywords:** Geopolymer, Full Depth Reclamation, Durability, Stabilization.

Name and Affiliation	Title & Abstract
Juliet Etifit(Author) *University of Uyo*	**Enhancing Cyber Resilience in Small Loan Companies: A Strategic Framework For Data Backup And Recovery** **Abstract** In the financial service sector, particularly within small scale loan companies also known as digital lenders,have been linked to various data protection breaches. These breaches occur when lenders access and share borrowers personal data for the purpose of debt recovery. Data plays a pivotal role in every aspect of business operations from loan origination and risk assessment to customer relationship management and regulatory compliance. The integrity, availability, and confidentiality of this data are not just operational necessities but also regulatory imperatives. As cyber threats continue to escalate in complexity and frequency, loan companies face increasing pressure to protect sensitive financial and personal data against loss, corruption, and unauthorized access. Within this context, data recovery and backup strategies have become indispensable pillars of a robust cybersecurity framework. This paper investigates the critical importance of implementing comprehensive data backup and recovery mechanisms specifically tailored to the unique needs and risk profile of a loan company. Given the volume of sensitive customer data including credit histories, personal identification, income verification, and loan repayment records even a brief loss of data can have severe legal, reputational, and financial consequences. This work explores various backup methodologies, including full, incremental, differential, and real time replication strategies, evaluating their effectiveness in ensuring continuous data availability and integrity in a high risk financial environment. Additionally, this abstract highlights the risk small loan companies face from modern cyber threats such as ransomware, phishing attacks, insider threats, and system level failures. Particular emphasis is placed on ransomware, which can paralyze operations by encrypting critical databases and demanding payment for decryption keys. In such scenarios, a secure and regularly tested backup system often serves as the only viable method for rapid recovery bypassing ransom demands and minimizing business downtime.

	This study also explores the deployment of cloud based backup solutions, immutable storage, and end to end encryption as essential technologies for safeguarding financial data. Furthermore, the implementation of automated backup schedules, access controls, and compliance focused data retention policies is analyzed to ensure alignment with financial regulations such as PCI DSS, GDPR, and local financial data protection laws. Case studies and hypothetical breach simulations are used to illustrate the impact of poor backup practices, including data breaches that resulted in customer distrust and regulatory penalties. Conversely, examples of well executed disaster recovery plans demonstrate how proactive investment in cybersecurity infrastructure can mitigate risks and preserve business continuity. In conclusion, this abstract asserts that in a small loan company where data is both a strategic asset and a liability, data recovery and backup systems are not optional safeguards but mission critical components of cybersecurity. By integrating layered security strategies with intelligent backup and recovery protocols, loan institutions can ensure resilience in the face of cyber adversity, protect customer trust, and maintain uninterrupted financial services.

Note

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