

CONFERENCE **ABSTRACT**

November 01-03, 2024
Toronto, Canada



Proudly Canadian, Truly Global

Abstract Book

November 01-03, 2024 - Toronto, Canada

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Venue

George Brown College

November 02, 2024

Toronto, Canada



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Global Conference Alliance Inc.

300-9850 King George Blvd, Surrey, BC V3T 0P9, 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.** held on November 01-03, 2024 in beautiful Toronto, Canada.

This conference will be an excellent opportunity to meet and network with delegates from around the world in areas of management, marketing, international business, human resource management, accounting, finance, entrepreneurship, digital marketing, informational technology, Nursing, healthcare, HRM Leadership, Social Science, Engineering, business, and economics. Participants should benefit from conference presentations exploring cutting-edge reviews and investigations in basic and applied research.

Attending this conference also gives you an opportunity to explore Toronto and enjoy its scenic views, tropical climate, and friendly people. Toronto enjoys a global reputation as one of the world's top cities for quality of life and recreation.

Thank you for considering attending the Conference. A wide scope of participation will enrich our conference and help us all add significant value and experience to our shared research objectives.



Dr. Afzalur Rahman
CEO & Conference Chair
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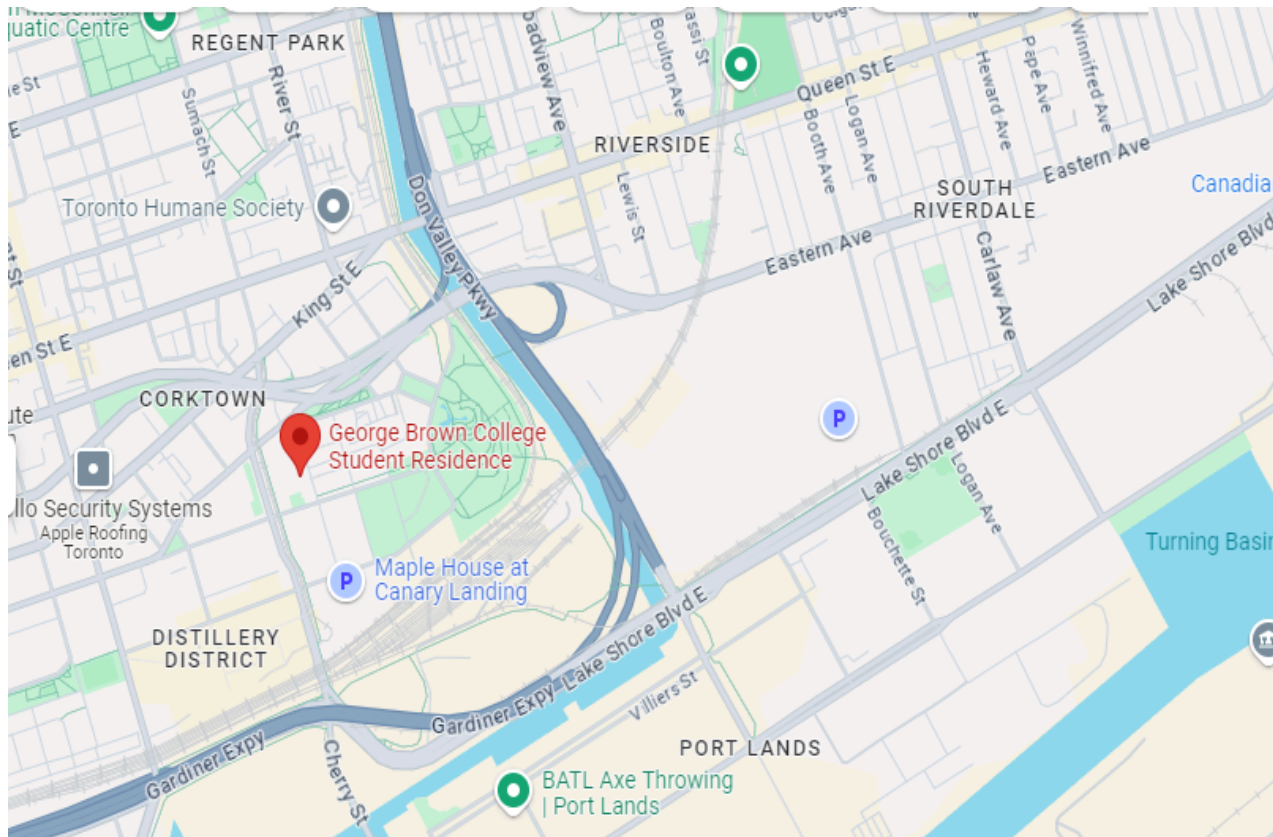


Conference Venue

George Brown College

RESIDENCE & CONFERENCE CENTRE, TORONTO DOWNTOWN
80 Cooperage St, Toronto, Ontario, M5A 0J3

Directions:



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Public Transit:

The George Brown College Residence & Conference Centre at 80 Cooperage Street, Toronto, is well-connected to public transit. It's near the Distillery District and a short walk from the 514 Cherry streetcar, which provides easy access to Toronto's downtown core. You can catch the 121 Fort York-Esplanade bus for direct routes to Union Station, where you can connect to the subway system. The nearby Dundas, King, or Queen streetcars also make it convenient to travel to other parts of the city. Additionally, bike-sharing options and pedestrian-friendly paths make the area easily accessible for students.

Driving & Parking

Driving to the George Brown College Residence & Conference Centre at 80 Cooperage Street, Toronto, is straightforward, as it's located near major roads like the Gardiner Expressway and Don Valley Parkway. These routes provide quick access to the rest of the city and surrounding areas. However, parking can be limited in this downtown location. The residence itself offers limited paid parking options, but there are nearby public parking lots and street parking, though availability can vary. Be mindful of rush-hour traffic, which can be heavy, especially on weekdays. It's recommended to check parking availability in advance.

Accessibility

The George Brown College Residence & Conference Centre at 80 Cooperage Street, Toronto, offers accessible accommodations and is designed with accessibility in mind. The building features ramps, elevators, and wide doorways to facilitate mobility for those using wheelchairs or other assistive devices. Public transit nearby, such as the TTC streetcars and buses, also offer accessible services, including low-floor streetcars and kneeling buses. Accessible parking spots are available on-site, though limited, and there are additional public parking lots nearby with accessible spaces. The area is pedestrian-friendly with curb cuts and smooth sidewalks, ensuring easy navigation for all.

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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 01-03, 2024 - Toronto, Canada

Disclaimer: Please note the main conference day is 2nd November, and the conference will be held at George Brown College. If you need any help on the 1st November, 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 01, 2024** – Arrival of the participants in **Toronto, Canada**
- **Saturday, November 02, 2024 (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 2nd November, 2024 (Conference Day)	Time
Registration and Lunch	1:00 PM - 1:30 PM
Opening Remarks by Conference Chair Dr. Afzalur Rahman	1:30 PM - 1:40 PM
Technical Session 1: Digital Marketing; Advertising and Marketing Communications Keynote Speech by Himanshi Solanki and Q/A	1:40 PM - 2:10 PM
Break	2:10 PM - 2:15 PM
Technical Session 2: HRM; Women in Business and Leadership; Entrepreneurship, Innovation and Sustainability; Leadership and Change Management Keynote Speech by Nancy Mudford and Q/A	2:15 PM - 2:45 PM
Break	2:45 PM - 2:50 PM
Technical Session 3: Information Technology and Computer Science; Cyber Security and Cloud Engineering Keynote Speech by Yasmin Jahir and Q/A	2:50 PM - 3:20 PM
Break	3:20 PM - 3:25 PM
Technical Session 4: Accounting and Financial Management Keynote Speech by Josie Hope and Q/A	3:25 PM - 3:55 PM
Break	3:55 PM - 4:00 PM

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Technical Session 5: Business Management and Economics; International Business and Marketing; African Business and Technology; Supply Chain Management; Strategic Management and Planning African Economy and Culture Keynote Speech by Dr. Afzalur Rahman and Q/A	4:00 PM - 4:30 PM
Photo Session and Certificate Giving Ceremony	4:30PM - 4:45 PM
Closing Remarks	4:45 PM - 4:50 PM
Testimonials	4:50 PM - 5:00 PM

- **Sunday, November 03, 2024** – 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 a distinguished international business professional with over 15 years of experience in the field of global trade. His contributions have significantly advanced the understanding and management of international trade, impacting both local and international business landscapes. Dr. Afzalur Rahman is also dedicated to fostering academic growth by offering premier training, conference hosting, and event planning services to scholars and researchers, supporting the exchange of knowledge within the business community.

Dr. Afzalur Rahman holds a Doctor of Business Administration (DBA) in International Business and a Master of Business Administration (MBA) in Finance. His undergraduate degree in Business Administration and Management was earned at the University of Windsor, Canada. He is a Certified International Trade Professional (CITP) and a Chartered Professional in Human Resources (CPHR), underscoring his expertise in both international trade and human resource management.

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Dr. Rahman's academic journey began as a professor of international business management at Thompson Rivers University, Canada. He has since held teaching and research positions at prestigious institutions including the University of British Columbia, Simon Fraser University, University Canada West, Columbia College, and Douglas College. His research interests span Business Strategy, International Business, International Marketing, Global Entrepreneurship, Retailing Management, and Human Resource Management. He has published numerous peer-reviewed articles on these subjects, contributing to the broader understanding of topics such as international trade theory, regional economic integration (NAFTA, ATPDEA, BRICS), foreign direct investment, and cross-cultural communication.

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Keynote Speech



Himanshi Solanki

Digital Marketing Instructor at Greystone College

Digital Marketing Specialist and Consultant with 7+ years of experience, empowering the next generation as a professor and industry mentor.

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Keynote Speech



Josie Hope

Business and Tax Accountant | Entrepreneur | Health and Fitness Leader

Josie is an accountant and fitness leader who balances financial expertise with personal well-being. Her accounting practice tailors services to individuals and businesses. Josie advocates for women's empowerment by offering mentorship through volunteer programs and leading community workshops to improve financial literacy. Her leadership in professional and community settings contributes to enhancing financial stability and personal growth across diverse groups. Committed to excellence, she blends her accounting expertise with community service, emphasizing the balance between physical vitality and financial stability. She takes pride in providing her clients with sustainable, effective solutions and fostering lasting relationships built on trust and excellence.

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Keynote Speech



Nancy Mudford

Professor at Seneca College, Toronto

Nancy's work as a Professor helps to bring her entrepreneurial experiences into the classroom. Her goal is to ensure that students are prepared for today's workplace with job ready skills. Today we have AI to contend with in an educational setting to prepare our students to be successful in their future work environments. Her goal is to strive to keep up with current trends, learn new interactive software learning tools, and introduce a variety of current "hot" topics and new ideas to help students venture outside of their comfort zone. The next generation inspires and motivates her to become a better professor.

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Keynote Speech



Yasmin Jahir

*Director of Operations
Global Conference Alliance*

Experienced Product Engineer with a demonstrated history of working in the computer software industry. Skilled in developing with background on c/c++, Java, OpenCV, Matlab, and c#. Strong engineering professional with a Master of Science (MS) focused in Electrical and Computer Engineering from University of Oklahoma.

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Committee Members

- **Dr. Afzalur Rahman**, Douglas College, Canada Conference Chair
- **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**, QC, 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**, Divisional Chair, Electrical and Computer Engineering Director of Operations, USA
- **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 2nd November, 2024

Name and Affiliation	Title
Mohamed Naseem Ashik Ahamed (Author) <i>Circle of Success Academy</i> Ayshathul Afra Ishaq (Co-Author) <i>Circle of Success Academy</i>	Recommending Organizational decisions based on comparisons of financial ratios and proposing managerial recommendations based on financial analysis of two reputed international companies UNILEVER & RECKITT BENCKISER

Name and Affiliation	Title
Tumenayu Ogar Ofut (Author) <i>University of Cross River State</i> Kile, Awuna Samuel (Co-Author) <i>University of Maiduguri, Maiduguri</i>	Intelligent Agronomic Advisory Model for Predicting Best Crop Yields.

Name and Affiliation	Title
Sena Begna Deressa (Author) <i>Department of Mechanical Engineering, Silesian University of Technology and Jimma University.</i>	Artificial Intelligence, Internet of Things, and Hydrogen Fuel Cells- Based Uninterrupted Hybrid Renewable Energy for Real-Time Implementation in the Remote/Desert Houses

Name and Affiliation	Title
Lukáš Ferkl (Author) <i>Envitrail s.r.o.</i> Kateřina Lorencova (Co-Author) <i>Envitrail s.r.o.</i>	Navigating ESG Reporting Under European CSRD: Insights and Challenges from a Consultancy Start-up Perspective.

Name and Affiliation	Title
Victor Kweku Bondzie Micah (Author) <i>Takoradi Technical University</i>	Corporate Governance and Firm Performance in the Alternative Investment Market: Evidence from UK

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Instructions for Oral Presentation

Saturday 2nd November, 2024

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 01-03, 2024 - Toronto, Canada

ISBN : 978-1-998259-57-1

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 2nd November, 2024

Name and Affiliation	Title & Abstract
<p>Mohamed Naseem Ashik Ahamed (Author) <i>Circle of Success Academy</i></p> <p>Ayshathul Afra Ishaq (Co-Author) <i>Circle of Success Academy</i></p>	<p>Recommending Organizational decisions based on comparisons of financial ratios and proposing managerial recommendations based on financial analysis of two reputed international companies UNILEVER & RECKITT BENCKISER</p> <p>Abstract</p> <p>This report aims to assess the potential for ratio analysis of two organizations and its present, potential, and future impact. Whilst critically evaluating the ratio analysis of & its ability in delivering the vision and mission is a key focus of this research. In this case, as a junior analyst, the author selected two major companies from the London Stock Exchange such as Unilever and Reckitt Benckiser (Choate, 1974). The industry in which both companies operate is considered to be subjected to external risk & strategic uncertainties both domestically & internationally, which are outside of the control of both companies. One, or a combination, of these identified uncertainties, could materially and adversely impact Unilever and Reckitt Benckiser's financial strategy implementation, ability to achieve the strategic goals, and its strategic intent (Fadel Alkadmani & Nobanee, 2020).</p> <p>Keywords: Growth, Net Profit, Efficiency, Performance, Investments, financial strategies</p>

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Name and Affiliation	Title & Abstract
<p>Tumenayu Ogar Ofut (Author) <i>University of Cross River State</i></p> <p>Kile, Awuna Samuel (Co-Author) <i>University of Maiduguri, Maiduguri</i></p>	<p>Intelligent Agronomic Advisory Model for Predicting Best Crop Yields.</p> <p>Abstract</p> <p>Nigeria's net worth derives up to 40% of its income from agriculture. Most of the agricultural activities that make this possible are done by smallholder farmers, who make up about 80% of the farming population and produce up to 98% of the total food consumed in the country. At present, farm process planning and management activities by most smallholder farmers are done using manual or crude approaches. Because of this, smallholder farmers' farm process planning and management operations lack standardisation, precision, decision support, and guidance, which leads to low crop yields and creates a crisis between farmers and some important stakeholders. This presents a significant risk to the country's food security. The aim of the study is to develop an intelligent agronomic advisory model for predicting the best crop yields. A cross-section of 341 smallholder farmers was given an online questionnaire to gauge the effectiveness of the crop yield prediction systems currently in use. Colored Petri Nets (CPN) tool set (Petri .NETS Simulator 2.0) was used to model farm planning and management workflows. The multilayered perceptron feedforward Artificial Neural Networks (ANN) algorithms were used to present an intelligent agronomic model for the prediction of crop yields. The agile software development methodologies PyCharm 2023.1, Python 3.9, and MariaDB 10.6.5 were used to develop an intelligent agronomic system for prediction of crop yields. Performance evaluation metrics of mean weights of smallholder farmers, accuracy in predicting crop yield, the start and stop time, cost implications of the new system, crop yield, soil pH and texture, and system performance were compared between the new and old systems.</p> <p>Keywords: Crop yield, colored petri nets, artificial neural networks, food security, agronomic</p>

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Name and Affiliation	Title & Abstract
<p>Sena Begna Deressa (Author) <i>Department of Mechanical Engineering, Silesian University of Technology and Jimma University.</i></p>	<p>Artificial Intelligence, Internet of Things, and Hydrogen Fuel Cells- Based Uninterrupted Hybrid Renewable Energy for Real-Time Implementation in the Remote/Desert Houses</p> <p>Abstract This research presents an innovative approach to address the critical need for reliable and sustainable energy solutions in remote and desert regions of Ethiopia. By exploring the combinations of advanced technologies including Artificial Intelligence (AI), Internet of Things (IoT), and an array of renewable energy sources solar, wind, hydrogen fuel cells, a bicycle-based electric generator, and a hand-driven generator an uninterrupted hybrid renewable energy system has developed. This system is designed to provide a stable and sustainable green energy to remote (desert houses where limited) no access to conventional energy sources. The installed energy system uniquely integrates renewable sources of Solar Energy, Wind Energy, and latest Hydrogen Fuel Cells Energy with novel human- powered generators to ensure uninterrupted energy availability. The bicycle-based generator and hand-driven generator are not only innovative solutions to energy generation but also promote physical activity and self-sufficiency among residents. These sources are especially critical during periods when solar, wind, and hydrogen fuel cells cannot meet the energy demand, thus ensuring a 24/7 power supply. In this work AI algorithms predicts energy availability and demand, enabling the system to dynamically select the most efficient energy source in real-time. The IoT framework facilitates seamless communication between system components, allowing for real time monitoring, control, and optimization of energy production, storage and distribution. The implementation of this hybrid renewable energy system aims to demonstrate a scalable and replicable model for energy independence in desert areas, reducing dependence on non-renewable energy sources and minimizing environmental impact. Moreover, the system is designed with a view towards scalability, ensuring that it can be adapted for broader applications beyond Ethiopian desert areas, potentially transforming energy access in remote communities worldwide thereby showcasing the model as the best in order to generate and use Uninterrupted Green Energy. The project realized the</p>

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	<p>development of 5 KW installed capacity prototypes with integration of existing renewable energy technologies along with Hydrogen Fuel Cells (Green Hydrogen), bicycle-based and hand-driven generators. Through rigorous testing and optimization, this innovation validated the feasibility, efficiency, and impact of utilized system, showing the way for wider implementation across Ethiopian desert areas. This work represents a significant step forward in achieving energy security, stimulating local innovation, environmental sustainability, and economic development in desert areas and beyond.</p> <p>Keywords: Artificial Intelligence, Internet of Things, uninterrupted</p>
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Name and Affiliation	Title & Abstract
<p>Lukáš Ferkl (Author) <i>Envitrail s.r.o.</i></p> <p>Kateřina Lorencova (Co-Author) <i>Envitrail s.r.o.</i></p>	<p>Navigating ESG Reporting Under European CSRD: Insights and Challenges from a Consultancy Start-up Perspective.</p> <p>Abstract This paper provides a comprehensive analysis of Envitrail’s experience with ESG reporting under the Corporate Sustainability Reporting Directive (CSRD) from the perspective of a consultancy start-up. Envitrail, based in Prague, Czech Republic, has been advising companies on sustainability for three years, navigating the complexities of EU regulations. The paper highlights key challenges encountered with the European Sustainability Reporting Standards (ESRS), particularly in relation to administrative burden, ambiguous guidelines, and the role of the Double Materiality Assessment. Furthermore, the paper explores issues of compatibility with existing GHG reporting standards, such as the GHG Protocol and ISO 14064-1, and discusses the indirect impact of the CSRD on small and medium-sized enterprises (SMEs) that supply larger firms. The conclusions emphasize the need for clearer guidelines, alignment of standards, and a focus on tangible sustainability projects over extensive reporting requirements.</p> <p>Keywords: Sustainability reporting; CSRD; ESRS; Consultancy start-up; GHG footprint</p>

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Name and Affiliation	Title & Abstract
<p><i>Victor Kweku Bondzie</i> <i>Micah (Author)</i> <i>Takoradi Technical University</i></p>	<p>Corporate Governance and Firm Performance in the Alternative Investment Market: Evidence from UK</p> <p>Abstract The study investigates the link between corporate governance (CG) and firm performance for AIM listed firms in the UK. This involves analysis of various corporate governance mechanisms and its impact on financial performance. This study relies on a sample of 82 AIM listed firms in the UK from 2012 to 2016 to examine the relationship between corporate governance and firm performance using panel regression analysis. The findings of the study revealed that board size is negatively related to all the performance indicators (ROSF, ROA and EPS) but statistically significant for only ROSF. However, the number of non-executive directors on board has a statistically positive effect on ROSF and ROA but statistically insignificant for EPS. The study adds new dimensions to the corporate governance literature by contributing to the policy debate with respect to appropriate governance mechanisms relevant to AIM companies whose compliance with CG differs from companies on the main stock market.</p> <p>Keywords: Corporate Governance; Firm Performance; Agency Theory, Resource Dependency Theory, Alternative Investment Market; UK.</p>

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