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**Format: Electronic Book**

**14<sup>th</sup> Global Conference on Business  
Management and Economics 2023**

*February 24-26, 2023 – Vancouver, Canada*

**Conference Abstract**

**ISBN: 978-1-7389002-0-6**

**Venue**

**The University of British Columbia**

**February 24-26, 2023**

**Vancouver, BC, Canada**



**Address**

422 Richards Street, Unit 170  
Vancouver, BC, Canada V6B2Z4



+1(778) 257-5225  
[contact@globalconference.ca](mailto:contact@globalconference.ca)

**Global Conference Alliance Inc.**

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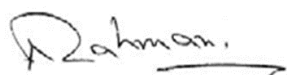
## Welcome

As Conference Chair I'm honored to welcome all participants to the **14<sup>th</sup> Global Conference on Business Management and Economics (GCBME)** held on February 24-26, 2023, in beautiful Vancouver, BC, 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, 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 Vancouver and enjoy its scenic views, tropical climate, and friendly people. Vancouver enjoys a global reputation as one of the world's top cities for quality of life and recreation. Vancouver attracts many international conferences and events, including the 2010 Winter Olympics and Paralympics.

Thank you for considering attending the **14<sup>th</sup> Global Conference on Business Management and Economics (GCBME) 2023**. 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

**UBC ROBSON SQUARE**

**ROOM: C245**

800 Robson Street, Vancouver, British Columbia  
Canada V6Z 3B7

### Directions:



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### Public Transit

UBC Robson Square is a short walk from the Burrard, Granville, and City Centre SkyTrain stations. Use the TransLink website to plan your trip via transit from any location in the Lower Mainland: <https://www.translink.ca/>

### Driving & Parking

To access the West Park lot for 800 Robson Street (Lot 189), head south on Howe Street to the corner at Nelson Street. The parking lot entrance will be on your right, just before Nelson. Note that Howe is a one-way street. Once you have entered the parking lot, follow the directional signs to UBC Robson Square. Please consult the West Park website for current pricing. Or Call Westpark at: 604-669-7275 [PARK]

### Accessibility

UBC Robson offers elevator access via our entrance on Hornby Street at Robson Street.

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## Conference Time Schedule

### **14th Global Conference on Business Management and Economics (GCBME) – February 24-26, 2023 –Vancouver, BC, Canada**

- **Friday, February 24, 2023** – Arrival & Reception of the participants to Vancouver, BC, Canada
- **Saturday, February 25, 2023** – Registration, opening speech, keynote speech, and technical sessions:

<i>Activity</i>	<i>Time</i>
<b>Registration and Lunch</b>	<i>1:00 pm to 1:30 pm</i>
<b>Opening Remarks</b> <b>Dr. Afzalur Rahman</b> <i>Douglas College, Canada</i>	<i>1:30 pm to 1:35 pm</i>
<b>Keynote Speech</b> <b>Justin Williams, Ph.D.</b> <i>Dean, Faculty of Commerce and Business Administration, Douglas College, Canada</i>	<i>1:35 pm to 2:05 pm</i>
<b>Photo Session</b>	<i>2:05 pm to 2:15 pm</i>
<b>Special Guest</b> <b>Ajit Pal Singh</b> <i>Founder &amp; CEO SWIS Immigration Limited Surrey, Canada</i>	<i>2:15 pm to 2:45 pm</i>
<b>Break</b>	<i>2:45 pm to 3:10 pm</i>
<b>Technical Session (Paper presentation)</b>	<i>3:10 pm to 4:00 pm</i>
<b>Certificate Awarding and Closing Ceremony</b>	<i>4:00 pm to 5:00 pm</i>

- **Sunday, February 26, 2023**– City visit (optional to the participants)

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## Conference Committee

### Keynote Speech



**Justin Williams, PHD**

**Dean, Faculty of Commerce and Business Administration  
Douglas College, Canada**

Justin is originally from BC where he grew up on a farm in the Gulf Islands, but has spent the past 16 years outside of the province. Justin worked in strategic planning with BC ferries corporation and in employee relations before finding his passion in higher education. He taught leadership and organisational behaviour at Royal Roads University in Canada and in Iran, at the undergraduate and graduate level, before moving to Qatar in 2007 where he worked with the College of the North Atlantic as HR faculty and the University of Calgary as Director, strategic enrolment. In 2015 he returned to Canada and led the Faculty of Business as Associate Dean and then Dean at Niagara College. Justin also oversaw the growth of the department of Global Partnerships and Education at Niagara where he led teams in Colombia, Chile, Malawi, Zambia, Jamaica and St. Lucia on United Nations development projects. Justin returned to BC in 2021 to support the Faculty of Commerce and Business Administration at Douglas College, BC's largest degree granting college. Justin has presented in over 20 countries and continues to research, write and present on leadership and organisational behaviour. His most recent book chapter on international leadership was published in August.

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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*

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## Catering and Menus

### ❖ **Robson Lunch Combo (1:00 pm to 1:30 pm)**

- ✓ Roasted chicken sandwich
- ✓ Soup of the day
- ✓ Yogurt parfait

### ❖ **Break - Straight As (2:55 pm to 3:10 pm)**

- ✓ Coffee
- ✓ Tea
- ✓ Soft Drinks
- ✓ Diet coke

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## Authors' Presentation Review

**Saturday, February 25, 2023**

Name and Affiliation	Title
<b>Gagandeep Kaur Sidhu (Main Author)</b> Ludhiana College of Engineering and Technology, Katani Kalan, Ludhiana  <b>Davinder Kaur (Additional Author)</b> Ludhiana College of Engineering and Technology, Katani Kalan, Ludhiana	<b>Impact Of E-learning On Higher Education</b>

Name and Affiliation	Title
<b>Yiwen Zhang</b> University of Leeds, Jilin / 吉林, Baishan, China	<b>Changes in Consumer Behaviour in the Chinese Market after the Outbreak of COVID-19</b>

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## Instructions for Oral Presentation

**Saturday, February 25, 2023**

**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 – 30 minutes

## Instructions for Publication

All accepted papers in the 14<sup>th</sup> Global Conference on Business Management and Economics (14<sup>th</sup> GCBME 2023) will be published in the online conference proceedings:

**Title:** Abstract Book of 14th Global Conference on Business Management and Economics 2023

**Format:** Electronic book

**ISBN:** 978-1-7389002-0-6

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## Authors' Presentation Schedule

**Saturday, February 25, 2023,**

**Technical Session**

**02:15 pm to 02:55 pm**

Name and Affiliation	Title and Abstract
<p><b>Gagandeep Kaur Sidhu (Main Author)</b> Ludhiana College of Engineering and Technology, Katani Kalan, Ludhiana</p> <p><b>Davinder Kaur (Additional Author)</b> Ludhiana College of Engineering and Technology, Katani Kalan, Ludhiana</p>	<p>Even though e-learning is a less modest concept, it is sometimes referred to as different preparation because it was initially imagined as a genuinely stable arrangement for partition learning. The term "e-learning" refers to the use of various electronic media, mostly the Web, to communicate, prepare, prepare, and involve."E-learning impacts students' discernment, rational decision-making, and other factors. The study is anticipated to provide an overview and closely examine various e-learning research approaches and subjects. It was found that e-learning further developed understudy insights, correspondence, the nature of schooling, decisive reasoning, and self-learning. The outcome shows the effect of the instructor's liability and understudies' fulfillment in advanced education. All administrations relocated to computerized stages, prompting a time of "crisis eLearning."The total effect of this abrupt shift to automated locations on all partners of understudies is as yet hazy. A proportion of interruption to the ordinary understudy opportunity for growth, particularly for those attending conventional colleges, was inescapable. Sample of 201 students and teachers of higher education were considered for present study survey to know the impact of e-learning on higher education. The study concludes that there is a significant impact of e-learning on higher education.</p> <p><b>KEYWORDS-</b> E-Learning, Higher Education, Impact, Online, Perception, Students, Satisfaction.</p>

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Name and Affiliation	Title and Abstract
<p><b>Yiwen Zhang</b> University of Leeds, Jilin / 吉林, Baishan, China</p>	<p>Since the COVID-19 outbreak in late 2019, China has been engaged in a strict outbreak prevention and control policy for almost three years. This paper uses a range of theories from consumer behaviour to analyse Chinese consumers under the epidemic prevention and control policy to examine changes in Chinese consumer behaviour under the strict prevention and control policy.</p> <p>Keywords: COVID-19; China; Motivation; Atitude; Perception</p>

## List of Participants

SL	Name	Affiliation	City and Country	Role
1.	Bajogun Toyin Idowu	Ratified Comfort Integrated Limited	Osogbo,Nigeria	Listener
2.	Afolabi Jamiu Abimbola	Jarash Leader Enterprises	Osogbo, Nigeria	Listener
3.	Fasakin Dunsin Tolulope	Modane Global	Lagos, Nigeria	Listener
4.	Popoola Kazeem Olusola	Modane Global	Ogun, Nigeria	Listener
5.	Salman Aderonke Bashirat	Mokeez Signature_accesories	Ilorin, Kwara, Nigeria	Listener
6.	Omogbehin Folasade Florence	De-cross-Country Consulting	Osogbo, Osun, Nigeria	Listener
7.	Alabi Suliaman Ayobami	Mutee A Ventures	Ibadan,oyo,nigeria	Listener
8.	Alabi Mutiyat Olaitan	Aylink Consult Int.	Ibadan, Oyo, Nigeria	Listener
9.	Oyelami Hezekiah Adekunle	Aylink Consult Int.	Osogbo,Osun, Nigeria	Listener
10.	Wilfred Omondi Okwaro	University Of Nairobi	Nairobi, Kenya	Listener
11.	Naffiesatou Ceesay	Businesswoman	Banjul, Gambia	Listener
12.	Gazton Kwakye	Cedi Clique	Accra, Ghana	Listener
13.	Bello Kolawoke Muritala	Malta Bright Ventures	Ibadan, Oyo, Nigeria	Listener
14.	Adebayo Oluwasola	Nigerian Security And Civil Defence	Dubai, UAE	Listener
15.	Brigid Jepkurui Rotich	Egerton University	Nakuru, Rift Valley, Kenya	Listener

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SL	Name	Affiliation	City and Country	Role
16.	Kenneth Kahiro Wachira	Eube Petroleum Limited	Nairobi, Kenya	Listener
17.	Obagbemi Ayoola Tosin	Pentagon Plastic Industry Limited	Ikeja, Lagos State Nigeria	Listener
18.	Olajide Titilope Serah	Tessallure Events Limited (Ltd)	Ikeja, Lagos Nigeria	Listener
19.	Oyebanji Olawale Olaitan	Banjolat Farm Limited	Ikeja, Lagos, Nigeria	Listener
20.	Adedolapo Zaenab Olaniyan	Feasthub Company	Ibadan, Nigeria	Listener
21.	Dauda Adeyinka Adelodun	Federal Radio Corporation Of Nigeria	Abeokuta, Ogun, Nigeria	Listener
22.	Hamid Adedayo Adeleke	Mea International Travels And Tour	Ibadan, Oyo, Nigeria	Listener
23.	Balogun Busayo Nifemi	Prime Trast Manufacturing Limited	Katampe, Abuja, Nigeria	Listener
24.	James Wiafe	Kent's Cup	Accra, Ghana	Listener
25.	Adedotun Babatunde Samuel Adedayo	Home Breeze Constructions And Properties	Ibadan, Oyo, Nigeria	Listener
26.	Huzhiafa Itembe	Freshmax Uganda Limited	Kampala, Uganda	Listener
27.	Victor Kithome Mutia	Desert Rose	Kenya	Listener
28.	Johnson Tobia Agunbiade	Instrumental Interconnected And Intelligents Technologies Limited	Lagos, Nigeria	Listener
29.	Kavuma Paul Martin	Blison Company Limited	Central Kampala ,Uganda	Listener

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SL	Name	Affiliation	City and Country	Role
30.	Driciru Rose	Solar power suppliers Enterprises	Central Kampala, Uganda	Listener
31.	Noubissi Fonkam Fabrice Leonel	Cameroon Bar Association	Cameroon	Listener
32.	Bakasibye Doreen	East African Professional institute LTD	Central Kampala, Uganda	Listener
33.	Kaganzi Christine	Solar power suppliers Enterprises	Central Kampala, Uganda	Listener
34.	Simon Gakuha Njoroge	Universita Of Cattolica Del Sacro Cuore	Nairobi, Kenya	Listener
35.	Nabachwa Flaviah	Mission Aviation Fellowship - Maf	Central Kampala, Uganda	Listener
36.	Lwogera Mariam Hamadi	Kagoma Plastics LTD	Wakiso, Central Uganda	Listener
37.	Ssebuufu Noah	Kagoma Plastics LTD	Wakiso, Central Uganda	Listener
38.	Oke Kelem Leramoh	Subfet Consultant Limited	Lagos, Nigeria	Listener
39.	Bolormaa Shonkhon	Noyon Khul LLC	Ulaanbaatar, TOV, Mongolia	Listener
40.	Kyaterekera Moses Kartel	Basenene Investments	Wakiso, Central Uganda	Listener
41.	Tumwesige Ronald	Basenene Investments	Wakiso, Central Uganda	Listener
42.	Abdinaasir Athman Ali	Rashidi Fashions Ltd	Nairobi, Kenya	Listener
43.	Batur Sehemba David	Sehembz Travels	Garki, Abuja, Nigeria	Listener
44.	Abhijeet	Kurukshetra University	Kurukshetra, Haryana, India	Listener

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SL	Name	Affiliation	City and Country	Role
45.	Caroline Muthoni Kamau	Mount Kenya University	Afraha, Nakuru, Rift Valley, Kenya	Listener
46.	Bayanbat Chuluunbaatar	Profit Emrg Llc	Ulaanbaatar, TOV, Mongolia	Listener
47.	Byambadelger Otgonsaikhan	Noyon Khul LLC	Ulaanbaatar, TOV, Mongolia	Listener
48.	Okereke Chimezie Stephen	Graxolution Media	Ipaja, Lagos State, Nigeria	Listener
49.	Ssenfuka Charles	Narka Investments And Dairies Ltd	Wakiso, Central Uganda	Listener
50.	George Mugo Mburu	Geopremier Services Limited	Nairobi, Langata, Kenya	Listener
51.	Nagginda Hajarah	Basenene Investments	Wakiso, Central Uganda	Listener
52.	Buule Umar	Kagoma Plastics LTD	Wakiso, Central Uganda	Listener
53.	Ogbonna John Onyekachi	Leadership Technologies Limited	Ago Okota Isolo, Lagos State, Nigeria	Listener
54.	Nalubega Maria	Kagoma Plastics LTD	Wakiso, Central Uganda	Listener
55.	Nakigozi Rehemah	Narka Investments And Dairies Ltd	Wakiso, Central Uganda	Listener
56.	Sodiq Olasunkanmi Balake	Gasbat Nig. Limited	Saki, Oyo, Nigeria	Listener
57.	Addisu Gebremedhin Atsibha	International Fund For Agricultural Development (Ifad)	Addis Ababa, Ethiopia	Listener
58.	Iberi Clifford Ndukauba	Leadership Technologies Ltd	Ago Okota Isolo, Lagos State, Nigeria	Listener

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59.	Chemeneck Kuitche Epiphanie	University	Douala, Littoral, Cameroun	Listener
60.	Angella Namboowa	Kampala International University	Kampala, Central Uganda	Listener
61.	Abdul-muhamin Akande Waheed	M.M Amope Global Service Limited	Saki, Oyo, Nigeria	Listener
62.	Kwesi Asemanyi	Infinityn International and DFIN	Budapest, Ghana	Listener
63.	Abdulrasaq Abdullateef Adeleke	Ilorin, Nigeria	A3 Cakeisland and Pastries	Listener
64.	Mukesh Kumar	Guru Jambheshwar University of Science & Technology, Hisar	Hisar, India	Listener
65.	Efe Anthony Omorogiuwa	University of British Columbia	Gravesend, United Kingdom	Listener
66.	Naomi Wangari Ng'ang'a	Sweetendings By Naomi Limited	Kiambu, Kenya	Listener
67.	Owoade Abiodun Mumeen	Rimpex Nigeria Limited	Osogbo, Osun, Nigeria	Listener
68.	Beatrice Nankya	D & B General Merchandise	Mukono, Uganda	Listener
69.	Olaoye Akingbehin Timothy	Winning Ways Walker Nigeria	Osogbo, Osun, Nigeria	Listener
70.	Akeem Olanrewaju Salami	Trakeem Nigeria Ltd	Lagos, Nigeria	Listener
71.	Offor Nneka Becky	Sterling Bank Plc	Enugu, Nigeria	Listener
72.	Naveen Madaan	Maharshi Dayanand University, Rohtak	Rohtak, Haryana, India	Listener

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SL	Name	Affiliation	City and Country	Role
73.	Anne Lagat	Lake Nakuru Sopa Lodge	Nakuru, Kenya	Listener
74.	Samwel Langat	Safaricom	Nairobi, Kenya	Listener
75.	Sadiku Damilare Bolaji	JBIS Intergrated Resources Limited	Port Harcourt, Nigeria	Listener
76.	Grace Jerotich Ng'etich	Kabarak University	Nakuru, Rift Valley, Kenya	Listener
77.	Abiola Kemi Sadiku	Bigfoots Farms	Ipetumodu, Nigeria	Listener
78.	Gagandeep Kaur Sidhu	Ludhiana College of Engineering and Technology,	Ludhiana,Punjab, India	Author (Early Bird)
79.	Davinder Kaur	Ludhiana College of Engineering and Technology,	Ludhiana,Punjab, India	Additional Author Attending
80.	Helen Nkolika Chuke	St Kizito Catholic Church Abuja	FCT Abuja, Nigeria	Listener
81.	Samina Shaheen	-----	Gujrat, Pakistan	Listener
82.	Anarbat Batsukh	Havtsgai Argalant LLC	Darkhan, Mongolia	Listener
83.	Rajesh Kumar	Chandigarh Group of Colleges Landran	Greater Mohali, Punjab, India	Listener
84.	Ronald Cheruiyot	Jaramogi Oginga Odinga University	Nakuru, Kenya	Listener
85.	Kibet Lydia Cherobon	University Of Eldoret	Eldoret, Rift Valley, Kenya	Listener
86.	Risper Nyamweya	Pyrethrum Board of Kenya	Kisii, Kenya	Listener
87.	Chonke Richard	Leadership Technologies	Ago Okota Isolo, Nigeria	Listener

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SL	Name	Affiliation	City and Country	Role
88.	Chimuanya Prince Alexander	Leadership Technologies	Ago Okota Isolo, Nigeria	Listener
89.	Ninjbadgar Ganbat	Havtsgai Argalant LLC	Darkhan, Mongolia	Listener
90.	Yiwen Zhang	University of Leeds	Jilin / 吉林, Baishan, China	Author

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