

Proudly Canadian, Truly Global

Format: Electronic Book

**2nd Global Conference on International
Business and Marketing 2023**

November 24-26, 2023 – Vancouver, Canada

Conference Abstract

Venue

The University of British Columbia

800 Robson Street, Vancouver, British Columbia

Canada V6Z 3B7

November 25, 2023

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422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4

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Welcome

As Conference Chair I'm honored to welcome all participants to the **2nd Global Conference on International Business and Marketing (GCIBM)** held on November 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 **2nd Global Conference on International Business and Marketing (GCIBM) 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

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

2nd Global Conference on International Business and Marketing (GCIBM) November 24-26, 2023 –Vancouver, BC, Canada

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

Activity - Saturday, November 25, 2023 (Conference Day)	Time
Registration and Lunch	1:00 pm to 1:30 pm
Opening Remarks Dr. Afzalur Rahman <i>Douglas College, Canada</i>	1:30 pm to 1:35 pm
Keynote Speech Simon Parker, MBA <i>Instructor, Business Management Douglas College</i>	1:35 pm to 2:05 pm
Photo Session	2:05 pm to 2:15 pm
Technical Session (Paper presentation)	2:15 pm to 2:55 pm
Break	2:55 pm to 3:10 pm
Technical Session (Paper presentation)	3:10 pm to 4:00 pm
Certificate Awarding and Closing Ceremony	4:00 pm to 5:00 pm

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

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Conference Committee

Keynote Speech



Simon Parker, MBA

Instructor, Business Management, Douglas College

Simon Parker is currently an instructor at Douglas College. He is a faculty member in the Business Management department focusing on International Business but has previously taught a wide range of courses in areas as diverse as Culinary Arts, Fashion, Marketing, and Project Management. Prior to joining Douglas College in 2016, he taught at a number of public and private post-secondary institutions in British Columbia. Before teaching Simon worked in such diverse fields as advertising, copywriting, fashion marketing, musical theater, retail, technical support, trade finance, and wholesale distribution. He has an MBA from the Schulich School of Business at York University with specializations in Marketing and Arts & Media Administration.

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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

Authors' Presentation Review

Saturday, November 25, 2023

Name and Affiliation	Title
Omolara Olumide Balekan (Author) <i>Zion Kiddies World Ventures</i>	Effect Of Business Environment On The Performance Of Small And Medium Scale Enterprises During Covid-19 Era (A Study Of Selected SMEs In Lagos State)

Name and Affiliation	Title
Bate Stallione Tambe (Author) <i>Ministry of Agriculture and Rural Development Cameroon (MINADER)</i>	Marketing Through Digital Media

Name and Affiliation	Title
Appiah Agya (Author) <i>Agya Appiah Sikanua Enterprise</i>	Africa: Why the Need for More Investment in Africa

Name and Affiliation	Title
Abel Gyamfi (Author) <i>Bugacci Ventures</i>	Marketing Campaign Planning

Name and Affiliation	Title
Omary Swallehe (Author) <i>Assoc. Prof., Mzumbe University</i>	Effects of Celebrities Endorsement on Consumer Purchase Intentions for Soft Drink Products in Tanzania.

Name and Affiliation	Title
Daniell Kabutey Ocansey (Author) <i>Daniel Kabutey Construction Works</i>	Running Head: Innovation Management in Developing Countries – A Case Study of Ghana

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Instructions for Oral Presentation

Saturday, November 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 2nd Global Conference on International Business and Marketing (GCIBM)

(2nd GCIBM 2023) will be published in the online conference proceedings:

Title: Abstract Book of 2nd Global Conference on International Business and Marketing 2023

Format: Electronic book

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Authors' Presentation Schedule

Saturday, November 25, 2023,

Technical Session

02:15 pm to 02:55 pm

Name and Affiliation	Title and Abstract
<p>Omolara Olumide Balekan (Author)</p> <p><i>Zion Kiddies World Ventures</i></p>	<p>Effect Of Business Environment On The Performance Of Small And Medium Scale Enterprises During Covid-19 Era (A Study Of Selected SMEs In Lagos State)</p> <p>Abstract</p> <p>The study examined effect of business environment on the performance of small and medium scale enterprises (SMEs) during covid-19 Era. The population of study comprised of the SMEs entrepreneurs in Ikeja, Surulere, Ikorodu, Oshodi and Lagos Island and the totaling 11,663. Thus, Krejcie and Morgan sample size determination technique was used to select three hundred and seventy (370) SMEs as the appropriate sample size using purposive sampling technique. However, it was found that economic and political environment has a negative and significant effect on performance of SMEs In Lagos state, Nigeria ($\beta_1 = -.952$; $p = 0.000 < 0.05$; $\beta_2 = -1.458$, $p = .026 < 0.05$). In contrast social environment and technological environments exert a positive and significant effect on the performance of SMEs In Lagos state, Nigeria ($\beta_3 = 3.209$; $p = 0.002 < 0.05$; $\beta_4 = .564$, $p = .049 < 0.05$). Hence the study recommended that there should be a shift to promote SME development by creating an enabling policy environment, which fosters SME competitiveness and reduces the transaction costs for smaller companies. It is important to pay attention to the fact that the removal of regulatory and administrative barriers is expected to encourage enterprises operating in the informal economy to formalize their structures, which is a pre-condition for expanding their operations.</p> <p>Keywords: Business Environment, Technological Environment, Social Environment, Political Environment, Economic environment, Business Performance</p>

Name and Affiliation	Title and Abstract
<p>Bate Stallione Tambe (Author)</p> <p><i>Ministry of Agriculture and Rural Development Cameroon (MINADER)</i></p>	<p>Marketing Through Digital Media</p> <p>Abstract</p> <p>Digital media is any technology-distributed content. Electronic devices can produce, view, change, and distribute this content. Software, games, movies, websites, social media, and online advertising are digital media. Even though digital media has permeated our culture, many business owners are still reluctant to switch to internet marketing. Given how quickly technology is advancing, digital media's impact on our lifestyle is hard to deny. This report explored the pros and cons of digital media marketing and how digital technology affects various industries.</p> <p>Keywords: Digital Technology, Digital Media, Digital Marketing, Marketing plans, Digital campaign</p>

Name and Affiliation	Title and Abstract
<p>Appiah Agya (Author)</p> <p><i>Agya Appiah Sikanua Enterprise</i></p>	<p>Africa: Why the Need for More Investment in Africa</p> <p>Abstract</p> <p>Africa, the second largest continent in the world and the largest resourced continent in the world with enough natural resources in gold, diamond, bauxite etc, has not fully been utilized very much with all its richness and wealth. Africa is the least invested continent as most of the least developed countries all fall within the ambience of the African continent. At least 70% of the least developed nations fall within Africa, Wale-Oshinowo, B.A., Omobowale, A.O., Adeyeye, M.M., Lebura, S. (2020). Why a rich and wealthy continent with most youthful citizens on the continent still lack the investment needed to grow the continent to its maximum potential? There is no other solutions than to invest well in the continent. Inasmuch there was strong growth in the continent, global foreign direct investment into the continent only grew marginally to 5.2% in 2021 from 4.1% in 2020, (UNCTAD). There is clearly lack of investment on the continent. Many factors attribute to the lack of this lack which includes but not limited to political instability, terrorism attack and many more, but the new Africa springing has not been realized which is why there is the need for more constructive investment from the international community to strengthen the continent, as the stability will ensure the peace of the entire world at large. The continuous improvement in technology, human capacity and education will contribute a lot, as Africa continent lack a lot of investment in these areas. If the foundations are not well laid, the stability of the other sectors of investment will be challenged.</p> <p>Keywords: Investment, Africa, Resources</p>

Name and Affiliation	Title and Abstract
<p>Abel Gyamfi(Author) <i>Bugacci Ventures</i></p>	<p>Marketing Campaign Planning</p> <p>Abstract</p> <p>Effective marketing campaign planning is a critical aspect of modern business strategy, enabling organizations to connect with their target audience and achieve their goals. This paper explores the key components and strategies involved in successful marketing campaign planning, with a focus on the African context. The planning process encompasses market research, goal setting, target audience identification, message development, and channel selection.</p> <p>Integration of digital technologies and cultural considerations play crucial roles in shaping effective campaigns. By aligning campaign goals with overall business objectives and employing creative and data-driven approaches, organizations can craft compelling campaigns that resonate with the audience and yield positive outcomes.</p> <p>Keywords: marketing campaign, planning, African markets, digital marketing, target audience, cultural considerations, and data-driven approach.</p>

Name and Affiliation	Title and Abstract
<p>Omary Swallehe (Author) <i>Assoc. Prof., Mzumbe University</i></p>	<p>Effects of Celebrities Endorsement on Consumer Purchase Intentions for Soft Drink Products in Tanzania.</p> <p>Abstract</p> <p>Research Purpose: The study attempted to find an answer to the effect of celebrity endorsement on customer purchase intention for soft drinks in Tanzania.</p> <p>Conceptual Foundation: The current study is built on the three main aspects of celebrity endorsement: (source attractiveness, source expertise, and match-up). It was hypothesized that source attractiveness, Source expertise, and match-up positively affect consumer purchase intention of soft drinks in Tanzania.</p> <p>Method and Design: The study employed a cross-sectional research design whereby data was collected from 450 customers of soft drinks in Dar es Salaam, Tanzania. Descriptive analysis and Stepwise multiple regression models were used to analyze the data collected for this study.</p> <p>Main results: The current study found that celebrity endorsement positively impacts consumer buying intention because it ensures the attainment of product recognition, advertisement, promotions, and others, which automatically assures consumers of buying intent. Apart from that, with the relationship between celebrity endorsement and consumer buying intention, all three predicting variables tested on the dependent variable have been found positive with a significant effect statistically on the consumers buying intent. However, of the three explanatory variables, celebrity attractiveness has more weight in explaining the impact than the other two variables.</p> <p>Theoretical/Methodological Contributions: This paper contributes to the body of literature by showing that many studies employ only two models (Source attractiveness and source expertise) in studying celebrity endorsement as</p>

	<p>independent variables. Match-up being utilized as a moderating variable, the current study has employed all three variables as independent variables, resulting in a 56.7% ability of the variables to explain the variance of the dependent variable.</p> <p>Keywords: Celebrity, endorsement, Soft-Drinks, Cross-sectional, Tanzania</p>
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Name and Affiliation	Title and Abstract
<p>Daniell Kabutey Ocansey (Author) <i>Daniel Kabutey Construction Works</i></p>	<p>Running Head: Innovation Management in Developing Countries – A Case Study of Ghana</p> <p>Abstract Innovation management plays a pivotal role in fostering economic growth and sustainable development, particularly in developing countries. This paper presents a comprehensive case study of innovation management in the context of Ghana, a West African nation striving to accelerate its economic progress. The study investigates the key challenges and opportunities for innovation in Ghana, analyses the strategies and policies employed by the government and businesses to promote innovation, and assesses the impact of innovation on the country's socio-economic landscape. Through a meticulous examination of Ghana's innovation ecosystem, this paper offers valuable insights into the unique dynamics of innovation management in a developing country, shedding light on the path to enhanced competitiveness and sustainable development.</p> <p>Keywords: Innovation management, developing countries, Ghana, economic growth, sustainability, government policies, business strategies.</p>

List of Participants

SL	Name	Affiliation	City and Country	Role
1.	Prathap Senthilkumar	CC Care Point (Pvt) Ltd.	Vavuniya, Sri Lanka	Listener
2.	Larista Ngunyi Iekeaka	CDS Ship Chandler	Douala, Cameroon	Listener
3.	Kapend Kapend Daniel	Association Privee Jeunes Entrepreneurs	Kinshasa, Congo (Kinshasa)	Listener
4.	Bila Kule Dorcas	Association Privee Jeunes Entrepreneurs	Kinshasa, Congo (Kinshasa)	Listener
5.	Ali Mustapha Mustapha	Association Privee Jeunes Entrepreneurs	Kinshasa, Congo (Kinshasa)	Listener
6.	Haruna	Maulaya	Kumasi, Ghana	Listener
7.	Abdirahman Abdi Mohamed	Easypoint Computers LTD	12th street, Kenya	Listener
8.	Nchuyeke Beltine Takapa	Ashanti and Bros Commercial Enterprise	Kumba, Cameroon	Listener
9.	Basaikou Sanneh	Bank Accountant	Kmc, Gambia	Listener
10.	Hossein Naghavi		Karaj Azimie, Iran	Listener
11.	Isamat Adebayo Moses Segun	Basco Nigeria Limited	Oyo, Nigeria	Listener
12.	Nakintu Prossy	Prosper Marketing Ea Ltd	Kira, Uganda	Listener
13.	Kakande Rajib	Prosper Marketing Ea Ltd	Kira, Uganda	Listener
14.	zeshan Gull		Accra, Ghana	Listener
15.	Mary Muthoni Kuria	Paul Karanja Mbugua Ventures	Nairobi, Kenya	Listener
16.	Rachel Bouba Nganou	Sté Sonam Cameroun Ltd Sarl	Douala, Cameroon	Listener
17.	Omolar Olumide Balekan	Zion Kiddies World Ventures	Abeokuta, Nigeria	Author

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SL	Name	Affiliation	City and Country	Role
18.	Ahmed Ali Hassan	Maxica Investments Limited	Eastleigh, Kenya	Listener
19.	Anthony Ogunyemi	Genesis Energy Group	Ikorodu, Nigeria	Listener
20.	Otas Ayobahan	The Home Store Inc.	Georgetown, Guyana	Listener
21.	Dawa Sherpa	Ticino Treks and Expedition Pvt. Ltd.	Kathmandu, Nepal	Listener
22.	Akwuegbu Tony Magnus	Atma Global Resources Limited	Port Harcourt, Nigeria	Listener
23.	Inparasa Poopalapillai	Merrill Lynch International	Kalmunai -02, Sri Lanka	Listener
24.	Mingma Dukpa Sherpa	Ticino Treks and Expedition PVT. LTD.	Kathmandu, Nepal	Listener
25.	Ukrakpor Uvo Paul	University Of Bedfordshire	Ikeja, Nigeria	Listener
26.	Zouzouko Ble Arthur	RMO	Ivory Coast	Listener
27.	Abiodun Abodunrin Yusuf	Khalifa Home Of Fashion (KHOF)	Ipaja, Nigeria	Listener
28.	Pashibel Viany Enam Meh	Backend Tech Services Ltd	Limbe, Cameroon	Listener
29.	Kaye Richard	Prosper Marketing Ea Ltd	Kira, Uganda	Listener
30.	Mulumba Bunibazi	Prosper Marketing Ea Ltd	Kira, Uganda	Listener
31.	Chisa Amadi-Ikpa	Davil Solution Services Limited	Port Harcourt, Nigeria	Listener
32.	Wasswa Dickson	Prosper Marketing Ea Ltd	Kira, Uganda	Listener
33.	Onwuama Paschal Onyebuchi	Pazzy Global Resources Enterprises	Lagos, Nigeria	Listener
34.	Adu Folashade Mary	Esap Formation University	Lagos, Nigeria	Listener
35.	Imran Abdi	Imah Contruction Company Limited	Garissa, Kenya	Listener
36.	Ibrahim Hassan	Safarijet Adventures	Nairobi, Kenya	Listener

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SL	Name	Affiliation	City and Country	Role
37.	Fatuma Ahmed	Safarijet Adventures	Nairobi, Kenya	Listener
38.	Sucdi Mohamed	Safarijet Adventures	Nairobi, Kenya	Listener
39.	Ahmed Mohamed Khalif	Safarijet Adventures	Nairobi, Kenya	Listener
40.	Fenjep Romarique	Dovv	Yaounde, Cameroon	Listener
41.	Mehkeng Mofaw Dorine	Agape Construction & Inter-Maritime Services	Douala, Cameroon	Listener
42.	Azinwi Ngum Sylvie	Backend Tech Services Cameroon LTD	Limbe, Cameroon	Listener
43.	Check Joe Fonba	Global Trade International	Yaounde, Cameroon	Listener
44.	Bate Stallione Tambe	Ministry of Agriculture and Rural Development Cameroon (MINADER)	Kembong, Cameroon	Author
45.	Perimbie Bruno Pangsui	Urban Customs Group	Douala, Cameroon	Listener
46.	Wandji Hardin Achu	Urban Customs Group	Douala, Cameroon	Listener
47.	Awe Ayodeji Oluwadamilare	Ayo-awe Marketing Solutions Limited	Arepo, Nigeria	Listener
48.	Amadiogwu Ugochukwu Victor	Leadership Technologies Limited	Ago Okota Isolo, Nigeria	Listener
49.	Alhaji Kanu	Waica Reinsurance Corporation PLC	Freetown, Sierra Leone	Listener
50.	Abass Kamara	Waica Reinsurance Corporation PLC	Freetown, Sierra Leone	Listener
51.	Waqas Ahmed	Blue Diamond Cargo Transport by Heavy Trucks LLC	Dubai, United Arab Emirates	Listener

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SL	Name	Affiliation	City and Country	Role
52.	Nghonoluiye Boris	Backend Tech Services Cameroon Ltd	Limbe, Cameroon	Listener
53.	Agaba Peter	A P Motors	Kampala, Uganda	Listener
54.	Johnson Abrokwah Acquaye	Jescan Construction Limited	Accra, Ghana	Listener
55.	Godsway Kofi Mediale	Medgo Linx Enterprise	Tema, Ghana	Listener
56.	Obuobi Derrick Sakyi	STQA	Accra, Ghana	Listener
57.	Appiah Agya	Agya Appiah Sikanua Enterprise	Achimota, Ghana	Listener
58.	Francis Kofi Bentum	Ghana Revenue Authority	Tema, Ghana	Listener
59.	Michael Mills Owusu	Big Deals GH	Accra, Ghana	Listener
60.	Cynthia Maame Nuamah	Segnen	Accra, Ghana	Listener
61.	Patrick Appiah	Segnen	Accra, Ghana	Listener
62.	Gabriel Abbey	Segnen	Accra, Ghana	Listener
63.	Emmanuel Asante	Segnen	Accra, Ghana	Listener
64.	Kalu Ogba Ogba Ume Eleanya	Tyrina Sese Fashion World	Gwarinpa, Nigeria	Listener
65.	Abel Gyamfi	Bugacci Ventures	Accra, Ghana	Author (Early Bird)
66.	Ayehy-abban Kelvin	Segnen	Accra, Ghana	Listener
67.	Toff-mensah Ishmael	Toff Energy	Accra, Ghana	Listener
68.	Nwamara Chukwukadibia Ben-Newman	Vitani Gold Travel and Tours	Ago, Nigeria	Listener
69.	Oluseun Sadiq Adeolu	Abrosad Venture	Lagos, Nigeria	Listener

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70.	Lamin Badjie	Gambia Civil Aviation Authority	Banjul , Gambia	Listener
71.	Patrick Ebenezer Anokye	Ghana Ports and Harbours Authority	Tema, Ghana	Listener
72.	Alfred Kwaku Seglah	Alfredo's Play Store	Accra, Ghana	Listener
73.	Lamin Sanneh	Gambia Civil Aviation Authority	Banjul, Gambia	Listener
74.	Dennis Ochungo Mirieri	Kenya Power	Nakuru, Kenya	Listener
75.	Romail Zulfiqar	Cloud Services Group	Lahore, Pakistan	Listener
76.	Anani Vodounon	BoonPath LLC	Cotonou , Benin	Listener
77.	Ibrahim Tunde Kolapo	University Of Lincoln	Lincoln, United Kingdom (UK)	Listener
78.	Garmai Thelma Wolobah	Central Bank Of Liberia	Monrovia, Liberia	Listener
79.	Fosu Ernest	STQA	Accra, Ghana	Listener
80.	Aryee Abdul-Rahaman Nii Ayi	STQA	Accra, Ghana	Listener
81.	Eric Affum Owusu	Pergus Houston Engineering Limited	Accra, Ghana	Listener
82.	Abigail Eugenia Kwami	Cornels Human Development Foundation	Adenta, Ghana	Listener
83.	Samuel Olu Ademilua	Baba Ahmed University	Kano, Nigeria	Listener
84.	Osei Mensah Aberah	DMG Electricals	Accra, Ghana	Listener
85.	Ademuyiwa Adeyemi Richard	African Gulf Multi Global Investment Limited	Ibadan, Nigeria	Listener

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SL	Name	Affiliation	City and Country	Role
86.	Mozhgan Nikomanzari	Globalkadro Business DIS TIC A.S	Istanbul, Turkey	Listener
87.	Benjamin Blessing Ankomah	Al-fayda Enterprise	Kumasi, Ghana	Listener
88.	Murad Mahmoud Abdallah Alnaimi	Delta Insurance Company	Irbid, Jordan	Listener
89.	Thank-God Ayebakuro Sika	University of Lincoln	Lincoln, United Kingdom (UK)	Listener
90.	Daniel Manu Frimpong	D-Frimps Enterprise	Accra, Ghana	Listener
91.	Mohamud Mohamed Ahmed	Dheeman Printing and Advertisement	Addis Ababa, Ethiopia	Listener
92.	Issaka Gullit	Gullit Mining Consult	Accra, Ghana	Listener
93.	Simon Ndegwa Njagi	Viktas Sacco Ltd	Nyahururu, Kenya	Listener
94.	Abdul Razak Rufai	Amira Rabiw Ventures	Toptown, Ghana	Listener
95.	Mahamadou Musa Kabba	DHL International	Banjul, Gambia	Listener
96.	Baidoo Richard	U First Enterprise	Kumasi , Ghana	Listener
97.	John Augusta Uchechi	Vitani Gold Travel and Tours	Owerri, Nigeria	Listener
98.	Kemo Jatta	Kemo Enterprise	Banjul, Gambia	Listener
99.	Claude Bizimana	WSBA For Business and Marketing Ltd	Kigali City, Rwanda	Listener
100.	Bandia Doukoure	Riyadh Institute of Technology	Bareedat, Al Wahda Saudi Arabia	Listener
101.	Ansumana Dukuray	DHL Express	Banjul, Gambia	Listener
102.	Ala' Zaki Mohammad Alomari	Jordan Insurance Federation (JIF)	Irbid, Jordan	Listener

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SL	Name	Affiliation	City and Country	Role
103.	Alexander Fiifi Krah	Allied Security Services Ghana Limited	Accra, Ghana	Listener
104.	Varmba F Donzo	Hope for Community Development Liberia	Monrovia, Liberia	Listener
105.	Hawa Kanneh	Hope for Community Development Liberia	Monrovia, Liberia	Listener
106.	Omary Swallehe	Assoc. Prof., Mzumbe University	Upanga, Tanzania	Author (Regular)
107.	Yvonne Acheampong	Publicis West Africa	Accra, Ghana	Listener
108.	Namayanja Juliet	Bantu African Travels	Kampala, Uganda	Listener
109.	Arjun Kumar Khatri	Safe Vet Care	Okhaldhunga, Nepal	Listener
110.	Aso Saeed Hussein Hussein	Great Lab Co. Ltd	Sulaymaneyah, Iraq	Listener
111.	Abdullah Al Noman	Sumtub LLC	Chattogram, Bangladesh	Listener
112.	Momodou A. Lette Kebbeh	DHL Express	Banjul, Gambia	Listener
113.	Musa Kebbeh	DHL Express	Banjul, Gambia	Listener
114.	Abdul Rahaman Fauziatu	Toff Energy	Accra, Ghana	Listener
115.	Daniell Kabutey Ocansey	Daniel Kabutey Construction Works	Patasi- Kumasi, Ghana	Author (Regular)
116.	Carlos Cudjoe	Carlint Company Ltd	Accra, Ghana	Listener
117.	Doris Ngohel Elom	Goshen Group Company Ltd	Douala, Cameroon	Listener
118.	Yeboah Joseph Boakye	Benrob Godswill Ventures	Kumasi, Ghana	Listener

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SL	Name	Affiliation	City and Country	Role
119.	Laura Pannoh Weetell	Hope for Community Development Liberia	Monrovia, Liberia	Listener
120.	Janet Jopo Swen	Hope for Community Development Liberia	Monrovia, Liberia	Listener
121.	Alexander Kofa Nyennepo	Hope for Community Development Liberia	Monrovia, Liberia	Listener
122.	Nzoudag Djofang Rodrigue	Ecole Superieur De Gestion	Douala, Cameroon	Listener
123.	Tabot Enow Oyere	Bollore Cameroun	Douala, Cameroon	Listener
124.	Israel Ibo	Universite Abidjan	Abidjan, Ivory Coast	Listener
125.	Joshua Kwabena Duodu	Goil PLC	Accra, Ghana	Listener
126.	Alabi Suleiman Ayobami	Aylink Consult Int.	Ibadan, Nigeria	Listener
127.	Mehedi Hassan Kazi	Rad Outfit	Dhaka, Bangladesh	Listener with Notarization
128.	Lina Bonya Kopoi	Hope for Community Development Liberia	Freetown, Sierra Leone	Listener
129.	Ali Ahmed Wethow	Fairoz Construction Limited	Kenya	Listener
130.	Cheuajie Hippolyte	Cheuajie Hippolyte	Douala, Cameroon	Listener
131.	Baidu Enock Anane	Enock Anane Baidu Ventures	London, The United Kingdom (UK)	Listener with Notarization
132.	Vijayarajah Lavashanth	Siranjeevi Stores	Batticaloa, Sri Lanka	Listener with Notarization
133.	Alimatu Sadia Iddrisu	Limart Lashes and Brows	Sagnarigu, Tamale, Ghana	Listener
134.	Sally Chesang Keiyo	St Bakhita	Nairobi, Kenya	Listener
135.	Kwesi Amofo Smart-yeboah	Electricity Company of Ghana	Accra, Ghana	Listener with Notarization

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SL	Name	Affiliation	City and Country	Role
136.	Akunyande Ndjo Nanou	Office De Controle De L'estampillage	Kinshasa, Congo (Kinshasa)	Listener with Notarization
137.	Kumbi Hansma Hans	Office De Controle Del'estampillage	Kinshasa, Congo (Kinshasa)	Listener with Notarization
138.	Gutateganya Kasimu Mategyero	Young Farmers Federation of Uganda	Kampala, Uganda	Listener
139.	Sruchit Kumar Gupta Velishala	Thribhu Inc	Kapra Hyderabad, India	Listener with Notarization
140.	William Tamyegia Nkipnee	LK Nkipnee and Co	Lagos, Nigeria	Listener
141.	Folaji Joshua Ololade	Lagos State Polytechnic	Ikorodu, Nigeria	Listener

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