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19-20, 2024

3RD INTERNATIONAL CONFERENCE ON GLOBAL ENTREPRENEURSHIP SUMMIT

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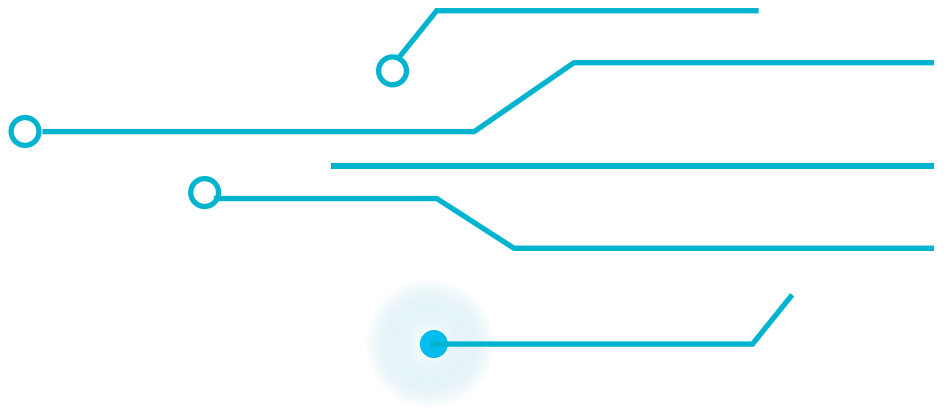
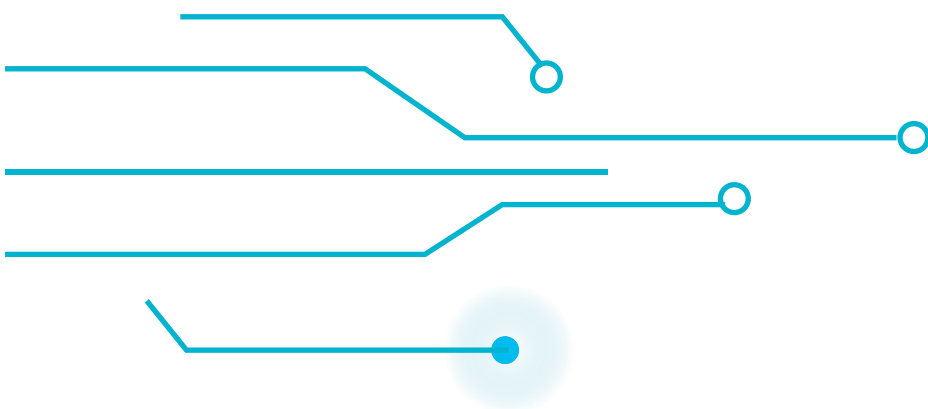



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KEYNOTE PRESENTATION

**3RD INTERNATIONAL CONFERENCE ON
GLOBAL ENTREPRENEURSHIP SUMMIT**

&

**INTERNATIONAL CONFERENCE ON
ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING**





ANTONI LACINAI

Lacinai Communication & Performance
development AB, Sweden

You get the team and customers you deserve

Abstract:

You matter! You influence people and the way you communicate will influence your team members' motivation and engagement. The same with your customers. Great communication leads to higher motivation, performance, and ultimately a better result. As a leader and an entrepreneur, you want to communicate with high energy, empathy, and clarity. A keynote with Antoni will give you both inspiration and concrete pointers on how to get the impact you want and have more fun at work.

Biography

Antoni Lacinai is an international expert on Workplace Communication and Motivation. His business passion is to decipher the mysteries of human communication, especially around conscious leadership, employee engagement, and customer service. As a global speaker, he has been invited to speak on most continents, and he has coached thousands of executives and teams around the world. When large international organizations or national governments need to elevate for instance their leadership-, sales- and presentation skills they reach out to Antoni and his unique blueprint called Communication Insights for Sustainable Growth. To date, he has written and co-written 14 books and hundreds of columns and articles. He is a regular columnist in various magazines and is often interviewed on Swedish national TV.

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CARNELLIA AJASIN

Futuryst Inc and Frequency Capital
USA

The Purposeful Innovator

Abstract:

The Purposeful Innovator is a call to action to game-changing business leaders and entrepreneurs to bring their higher selves to ideas that create transformation where conscious innovation meets humanity centered product design. During the speech, I share my proven framework and process for a purposeful approach to creating technology-based products that solve some of the world's most pressing challenges. We are living in a time of great challenges that is also presenting us with great opportunities to elevate how we live and work. Companies, non-profits, entrepreneurs alike are becoming more conscious of the value of humanity centered products and services. I invite listeners to join the tribe of purposeful innovators and inventors in building the future everyone deserves as I share compelling stories of founders addressing issues such as water quality, infant mortality, and mental health. I also share my framework & process of product development that will flourish while solving the kinds of problems that stir one's passions and meaningful contribution to our ever-evolving world

Biography

Carnellia Ajasin, a serial entrepreneur, investor, and strategist building the new economy, one that centers around sustainability innovation, regenerative technology-enabled products, and humanity. CEO of Futuryst, Inc and Frequency Capital, a tech innovation & sustainability venture studio which invests and works with corporations and entrepreneurs to identify, pilot, and scale tech-enabled products focused on sustainability innovation that advance business and purpose.

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DILESHA STELMACH

Equity First HR
Canada

Leveraging AI to Mitigate Bias in the Recruitment Process

Abstract:

This paper examines the opportunities to leverage artificial intelligence (AI) in addressing biases inherent in recruitment processes. Biases in recruitment, whether based on gender, race, age, or other factors, can perpetuate inequities, and hinder organizational diversity and inclusion efforts. By leveraging AI technologies, such as natural language processing, machine learning, and data analytics, organizations can implement unbiased recruitment strategies. AI-driven solutions offer the potential to minimize human biases in resume screening, job ad optimization, and interview processes. Through case studies and examples across various industries, this paper highlights successful implementations of AI in recruitment to promote fairness and diversity. Despite challenges and limitations, including ethical considerations and technical constraints, the future of recruitment lies in the integration of AI tools and methodologies. This paper concludes with a call to action for organizations to embrace AI-driven solutions to foster inclusive recruitment practices and mitigate biases effectively.

Biography

Dilesha Stelmach is a seasoned professional serving as the Principal Consultant at Equity First HR. With a rich background in human resources, she specializes in cultivating equitable workplaces. Dilesha's expertise lies in devising strategies to address diversity, equity, and inclusion (DEI) challenges, ensuring fair and unbiased practices across all HR functions. Through her leadership and innovative approach, she champions the implementation of DEI initiatives that drive organizational growth and foster a culture of belonging. Dilesha's commitment to equity and her dedication to empowering individuals and organizations make her a respected figure in the field of HR consultancy.

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GARY FOWLER

GSD Venture Studios
USA

How to Build a Unicorn

Abstract:

Building a unicorn—a startup valued at over one billion dollars—requires a strategic blend of vision, innovation, resilience, and execution. This presentation explores the essential elements and strategic maneuvers necessary to navigate the challenging journey of building a company that transcends traditional expectations of growth and impact. Key topics include the identification of disruptive opportunities, the development of scalable business models, and the strategic allocation of resources to achieve sustainable growth. Insights into cultivating a culture of innovation, fostering strong leadership, and assembling a high-performing team are also explored, emphasizing the critical role of talent and culture in driving unicorn-level success.

Biography

Gary Fowler is the President, CEO, and Founder at GSD Venture Studios, a Silicon Valley-based venture studio. An award-winning serial entrepreneur and investor, he has a track record of successful IPOs and Unicorns like Yva.ai. Leading a global team, Gary super scales growth-stage startups, emphasizing diversity, mentorship, and networking. He hosts community events and webinars, sharing industry insights to defy startup failure statistics. Recently named one of the “Top 10 Most Influential AI Executives,” Gary is a recognized leader in the tech and VC community.

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MARC ROSEN

Member, Board of Directors, Canadian Academy of Engineering, Canada

Broadening the prospects for renewable energy through hydrogen energy technologies and systems

Abstract:

This review critically examines hydrogen energy systems, highlighting their capacity to transform the global energy framework and mitigate climate change. Hydrogen showcases a high energy density of 120 MJ/kg, providing a robust alternative to fossil fuels. Adoption at scale could decrease global CO₂ emissions by up to 830 million tonnes annually. Despite its potential, the expansion of hydrogen technology is curtailed by the inefficiency of current electrolysis methods and high production costs. Presently, electrolysis efficiencies range between 60 % and 80 %, with hydrogen production costs around \$5 per kilogram. Strategic advancements are necessary to reduce these costs below \$2 per kilogram and push efficiencies above 80 %. Additionally, hydrogen storage poses its own challenges, requiring conditions of up to 700 bar or temperatures below $-253\text{ }^{\circ}\text{C}$.

Biography

Marc A. Rosen is a Professor at Ontario Tech University in Oshawa, Canada, where he served as founding Dean of the Faculty of Engineering and Applied Science. Dr. Rosen was President of the Engineering Institute of Canada. He is a registered Professional Engineer in Ontario, and serves as Editor-in-Chief of several journals and he was a Director of Oshawa Power and Utilities Corporation. With over 60 research grants and contracts and 900 publications, Dr. Rosen is an active teacher and researcher in sustainable energy, environmental impact, and energy technology (including renewable energy and efficiency improvement). Much of his research has been carried out for industry, and he has written numerous books. Dr. Rosen has worked for such organizations as Imatra Power Company in Finland, Argonne National Laboratory near Chicago, and the Institute for Hydrogen Systems near Toronto. Dr. Rosen has received numerous awards and honors.

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MAYA MADKOUR

Maya Talks Motivation
Egypt

A Recipe for Entrepreneurial Well-being

Abstract:

Entrepreneurial well-being revolves around the notion of leading a balanced life. Gone are the days where leaders, and enterprising individuals, have to give up their well-being for the bottom line. As a positive psychologist and sociologist, I will be sharing a framework that facilitates entrepreneurial well-being, cushioning the blows of what many term a rollercoaster ride: the highly uncertain nature of the world of entrepreneurship. More specifically, I'll be introducing how self-determination theory, a macro-theory on motivation, can assist leaders in fanning the flame within, addressing their pecuniary needs, and lead a life with purpose.

Biography

An International Keynote Speaker, published author, podcast host, and professor, I am on a mission to motivate and inspire. My background in positive psychology, sociology, and political science has endowed me with the knowledge and expertise to fulfill this mission. I am passionate about helping people realize their full potential while making an enduring mark on the world. I use positive psychology tools to help individuals and organizations flourish. Positive psychology is the study of what makes individuals and communities thrive. This covers themes such as well-being, optimal human functioning, peak performance, flow states, and motivation.

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MIKE IVANOF

Founder of GlobalBox.world
Canada

Startup Entrepreneurship

Abstract:

Start-up is defined as a newly emerged business to satisfy the market needs. The percentage of risk for this is very high. It mainly revolves around the creative ideas, thoughts, discovering new products, new services etc. Then committing the right team to improve the idea to work is the key step of a start-up. The successful journey of the team on the main idea and working collectively also plays a key role in the success of the start-up. Then comes the main thing called financial support. In the US alone a large number of campus entrepreneurship programmes are offered in universities, based on this about 27 million people are running their own business in the US topping the Global Entrepreneurship Index. Now a day's financial support for a start-up had become very easy by the esteemed support of the banks, financial institutions etc. Then the correct market timing to release the product also plays a vital role in the success of the new company. Validating the results to attract additional resources via investments, Revenue shares etc. increases the scope of the company.

Biography

Senior academic professional with substantial experience in advanced capacities in academia as Associate Dean, Director of the School of Business, Executive Director MBA programs, Director of Executive MBA, and Director of Academic Program Development seeking to play an integral role in the development efforts of an academic institution with global aspirations.

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OPARA INNOCENT EMEKA
Bournemouth University
UK

AI Pollution: The Proliferation of Synthetic Media and Its Impact on Information Integrity

Abstract:

The digital age has given rise to a new environmental hazard—AI-generated synthetic media, including fake news, images, audios, and videos, a phenomenon termed “AI pollution.” This paper delves into the mechanisms and motivations behind the creation and dissemination of these AI-generated falsehoods, examining their implications across various sectors, including media, politics, and personal security, posing a grave threat to the integrity of information ecosystems, public trust, and democratic processes. The analysis commences by defining AI pollution and outlining the technological advancements that have facilitated the rise of convincingly realistic synthetic media. Through a combination of qualitative analyses and case studies, the paper explores how these technologies are employed to manipulate public opinion, incite social unrest, and influence political outcomes. Furthermore, the psychological impact on individuals and societies is examined, highlighting the erosion of trust and increased skepticism towards digital content.

Biography

Opara Innocent, Current MSc Student of Artificial Intelligence for Media Bournemouth University UK, He graduated from Imo state University BSc Mathematics. He was a student Lecturer at the National Mathematical Center in Nigeria for two years. He has more than 6 years' experience working as a Credit Analyst for Major Banks in Nigeria Including Standard Chartered Bank and Diamond bank. He is also a director at the Fibonacci Sequence Limited, A company dedicated to combating Fake News in the Nigerian media space.

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ORAL PRESENTATION

3RD INTERNATIONAL CONFERENCE ON

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ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING





ABDELRAHMAN SAMEER MOHAMMAD ALFAQIH

Irbid National University
Jordan

Harnessing artificial intelligence and machine learning for advanced cybersecurity: enhancing security for online service web application protection (oswap) and provide protection and detection against top 10 oswap and distributed denial of service (ddos)

Abstract:

In today's interconnected digital world, Distributed Denial-of-Service (DDoS) attacks have risen to the forefront as one of the most pervasive and critical cybersecurity threats. These attacks, although seemingly uncomplicated in their execution, wield a devastating impact, casting a formidable shadow over the global online community. In this comprehensive research article, we embark on a comprehensive exploration of DDoS attacks, their countermeasures, and the evolving strategies crafted to mitigate their detrimental consequences. Our methodical approach involves a meticulous dissection of these nefarious assaults, encompassing the underlying motivations and evolutionary patterns that have shaped their progression. Throughout this investigation, we undertake a thorough examination of the diverse DDoS attack vectors that have manifested to date. We scrutinize defensive strategies and mitigation methodologies, dissecting their effectiveness and highlighting their limitations. Moreover, we acknowledge the potential boundaries and obstacles that the current landscape of DDoS research encounters, providing insight into the challenges that cybersecurity experts and researchers confront in their quest to safeguard online infrastructures.

Biography

Abdelrahman Sameer Mohammad Alfaqih, born on October 1, 1995. Currently, I am in my second year of studying a Bachelor of Cyber Security at Irbid National University. Throughout my academic journey, I have earned several certifications that highlight my dedication to the field of cybersecurity. I hold the Certified Ethical Hacker (CEH) certification from the EC-Council USA, and I have also obtained certifications in CCNA (Cisco Certified Network Associate), Ethical Hacking Essentials from the EC-Council, and Networks and CompTIA A+ from New Horizons, a recognized American training center. Professionally, I work as a security personnel for the Ministry of Higher Education and Scientific Research, Additionally, I am a researcher at Irbid National University, where I focus on cybersecurity threats. My research, "Unveiling the Evolving Threat Landscape of Distributed Denial-of-Service (DDoS) Attacks: Methodology and Security Measures," has been published and is well-regarded in academic circles.

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ABRAR AHMAD

Maulana Mukhtar Ahmad Nadvi Technical Campus
India

Diabetes prediction using machine learning

Abstract:

Diabetes is a prevalent and chronic disease that affects millions of people worldwide. Early detection and intervention are crucial for managing diabetes effectively. Diabetes is a chronic disease with the potential to cause a worldwide health care crisis. Diabetes mellitus or implied diabetes is a disease caused due to the increased level of blood glucose. Various traditional methods, based on physical and chemical tests, are available for diagnosing diabetes. However, traditional diagnostic methods are often costly and time-consuming. This research aims to address this issue by developing a machine learning-based solution for the prediction of diabetes risk. The research seeks to create a predictive model that utilizes relevant medical data to identify individuals at risk of developing diabetes. By doing so, the research aims to empower healthcare providers and individuals with a tool that can enable early intervention, leading to improved diabetes management and overall public health.

Biography

I am **Abrar Ahmad**, a final-year computer engineering student at Maulana Mukhtar Ahmed Nadvi Technical Campus. Specializing in machine learning, I have developed a keen interest in applying these techniques to healthcare challenges. Currently, I am presenting my research on diabetes prediction using machine learning, showcasing his ability to leverage technology for impactful solutions. My dedication and expertise in this field highlight my potential to drive advancements in medical technology and data science.

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AHMED KATO

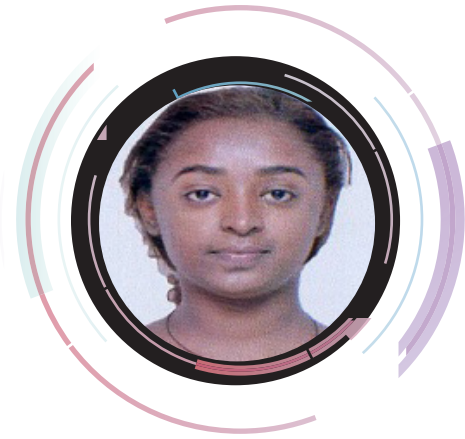
University of South Africa
South Africa

Unveiling the Role of Sustainable Finance on SMEs' sustainability and Inclusive growth; A perspective of Emerging economies (South Africa and Kenya)

Abstract:

Small & and medium-sized enterprises contribute substantially to realizing national economic stability and progress of developing countries. Steady access to green entrepreneurial finance instruments is crucial for the SME's performance and growth. Understanding the drivers of economic growth is inevitable for implementing suitable economic strategies. This study, therefore, empirically evaluates the role of sustainable finance on the sustainability of SMEs across 2 countries over the period 2015–2023. The selected countries only comprise developing nations in Africa. We developed a multi-regression model to estimate the relative cross-country panel data of 150 companies. The results confirm a positive long-run impact of sustainable finance in fostering sustainability and growth of SMEs in low-income countries.

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BLEN DEJENE SISAY

Manufacturing of Garments

Ethiopia

About manufacturing of garments PLC

Abstract:

Garment manufacturing industry is primarily engaged in the design, cutting and sewing of garments from fabric. On industrial basis there are certain areas or sequence through which Garment are manufactured. Textile industry has been playing a pivotal role in Indian economy. Textile sector alone presently provides for nearly 28% of total organized manufacture sector's employment in India. About 93 million people directly and indirectly are engaged in this industry. Indian Textile Industry enjoys inherent comparative advantage because it is almost self-reliant from the stage of production of raw materials to the delivery of finished products from cotton growing, ginning, spinning, and weaving to Manufacturing of clothing items. The world fast moving towards natural products and as a result of this trend, demand for cotton Garment is increasing. The demand of hosiery garment is increasing at a fast pace because of the comfort and soft feel of the product.

Biography

My name **Blen** I am the proud owner and CEO of blen Textiles, a leading textile manufacturing company known for its high-quality garment production. With a passion for textiles and fashion, I was dedicated over 3 years to building a successful business in the industry. I holds a degree in management. Under our leadership, blen's Textiles has become a trusted partner for renowned fashion brands, delivering exceptional products that meet the highest standards of craftsmanship. My remarkable journey as a women entrepreneur in the textile manufacturing industry serves as an inspiration to aspiring businesswomen around the world. My determination, resilience, and commitment to empowering women have not only transformed my company but have also saved the way for a more inclusive and sustainable future in the garment industry.

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BRUK GEBREYEWANS GEBREGZIABHER

University of Girona
Spain

Multi object tracking for predictive collision avoidance

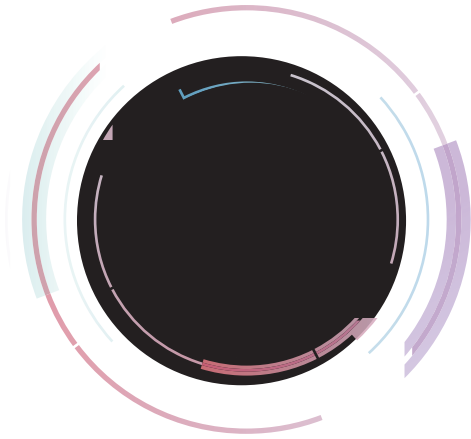
Abstract:

The safe and efficient operation of Autonomous Mobile Robots (AMRs) in complex environments, such as manufacturing, logistics, and agriculture, necessitates accurate multi-object tracking and predictive collision avoidance. This paper presents algorithms and techniques for addressing these challenges using Lidar sensor data, emphasizing ensemble Kalman filter. The developed predictive collision avoidance algorithm employs the data provided by Lidar sensors to track multiple objects and predict their velocities and future positions, enabling the AMR to navigate safely and effectively. A modification to the dynamic windowing approach is introduced to enhance the performance of the collision avoidance system. The overall system architecture encompasses object detection, multi-object tracking, and predictive collision avoidance control. The experimental results, obtained from both simulation and real-world data, demonstrate the effectiveness of the proposed methods in various scenarios, which lays the foundation for future research on global planners, other controllers, and the integration of additional sensors. This thesis contributes to the ongoing.

Biography

Bruk has completed his joint MSc in Intelligent Field Robotic Systems from university of Gironaa, with University of Zagreb. BSc In Computer Science and Engineering from Mekelle University. He is currently working as robotics engineer specializing in SLAM.

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CARLO TAORMINA

Carlo Taormina Coaching
USA

Overcome adversity in entrepreneurship

Abstract:

All entrepreneurs face some sort of barriers and roadblocks, and having founded two successful companies, I know there are many practical and substantive problems. But there is also a major aspect we don't often reflect on, and that is ourselves. We need to be the best we can and at the height of our game to secure the best chances of success.

Biography

Carlo Taormina has achieved the "near impossible" as he puts it when he describes overcoming clinical depression and suicidal ideation. Carlo has always been one to help people with his background in Personal Training, Life Coaching and as a Keynote Speaker. Carlo rose from the depths of his mental illness to share his story of overcoming self-doubt, destroying limiting beliefs and unleashing the real "You" in order to help those in similar positions. From sharing his story on social media, coaching clients and speaking on the largest stages, Carlo has had people approach him saying his message saved their life.

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ESTHER ASIEDU

University of Girona
Spain

Impact of internet of things and artificial intelligence on entrepreneurship development of students in higher education

Abstract:

Investigating the revolutionary effects of artificial intelligence (AI) and the Internet of Things (IoT) on the development of entrepreneurship, this study focuses on university students in Ghana. Knowledge of how IoT and AI impact student entrepreneurial aspirations and endeavours is essential, as the convergence of technology and entrepreneurship becomes increasingly significant. To provide educators, policymakers, and students with valuable insights, this study will conduct a thorough analysis to reveal the ways that IoT and AI are influencing entrepreneurial thoughts and endeavours in higher education. The convergence of artificial intelligence and the Internet of Things is changing the face of entrepreneurship in the modern digital age. This study explores how these technologies affect students' growth as entrepreneurs within the particular environment of higher education. The goal of this study is to advance knowledge of the changing entrepreneurial attitude in higher education by analysing the symbiotic link between IoT, AI, and student entrepreneurship. In today's Higher Education Institutions, Entrepreneurship development among students is hugely affected by information technology. To provide entrepreneurship knowledge to students, Artificial Intelligence plays a vital role.

Biography

Esther Asiedu is a distinguished Senior Lecturer at the Department of Management Studies within the Business School at the Ghana Communication Technology University (GCTU). Holding a Ph.D. in Business Administration from the esteemed CASS Europe Institute of Management Studies in France, Dr. Asiedu brings a wealth of academic knowledge and experience to her role. With an impressive eight years of teaching at both undergraduate and postgraduate levels, Dr. Asiedu specializes in a diverse range of management courses. Her academic prowess is reflected in her research pursuits, which encompass a broad spectrum of topics including management and organizational behavior, leadership, supply chain dynamics, graduate employability studies, entrepreneurship and procurement, corporate sustainability, small and medium-sized enterprises, the maritime industry, higher education, green human resource management, procurement practices, and gender-related issues.

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FAISAL MAHMOOD

Mobilink Microfinance Bank Limited
Pakistan

Artificial Intelligence in Banking

Abstract:

Digital disruption is redefining industries and changing the way businesses function. Every industry is assessing options and adopting ways to create value in the technology-driven world. The banking sector is witnessing groundbreaking changes: foremost being the rise in customer-centricity. Tech-savvy customers, exposed to advanced technologies in their day-to-day lives, expect banks to deliver seamless experiences. To meet these expectations, banks have expanded their industry landscape to retail, IT and telecom to enable services like mobile banking, e-banking and real-time money transfers. While these advancements have enabled customers to avail most of the banking services at their fingertips anytime, anywhere, it has also come with a cost for the banking sector. Coming together of banking and sectors like IT, telecom and retail has increased the transfer of critical information over virtual networks that are vulnerable to cyber-attacks and fraudulence. These incidents not only affect the profitability of banks, but also hamper banks' trust and relationship with customers.

Biography

Faisal is a Banking Technology professional with over 20 years of experience by working in Commercial and Microfinance Banks in Pakistan. Having in-depth, hands-on exposure of Digital and Mobile Financial Services, Core Banking System, Alternate Delivery Channels, IT Governance, Innovations and Products Development, Digital Payment Systems, E-commerce/M-commerce, Commercial & MF Products, Data Centers, Information Security.

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ILA LONGANI

Sagepresage Consulting
Canada

The transformative power of ai: a game-changer for risk and compliance management

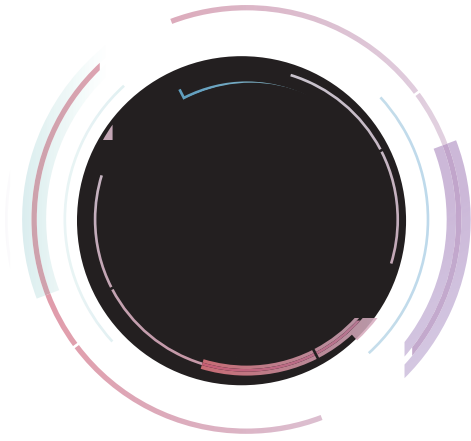
Abstract:

The amalgamation of AI in Risk and Compliance Management is revolutionizing how businesses predict, assess and manage risks. AI is empowering businesses to navigate the complex world of security and compliance, by predicting and mitigating potential threats, enhancing decision-making accuracy, and safeguarding their assets and operations. This transformative technology is becoming a vital component in developing robust risk management strategies across industries and providing competitive edge to organizations.

Biography

Chief Executive Officer | Speaker | Vice Chair (Women Safety & Security Council) Fire & Security Association of India (2018-19) | Overseas Security Advisory Council Member (US State Department Initiative) (2018-2020) | Member – The Global Women in Security Alliance | Former ICC member | Entrepreneur, passionate about Risk Management, New Technology, Ethics & Compliance, Safety & Security, Women Empowerment, Diversity & Inclusion, Equal Opportunity. Founder and Leader at SagePresage Consulting. Two decades of experience primarily in Risk Management with Global Cos.

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JOHN MCCLELLAN MARSHALL

State of Texas – Judiciary
USA

Ai and the ants - the post-industrial revolution

Abstract:

This paper examines the Post-Industrial Revolution as exemplified by the impact of the digital culture in an increasing number of aspect of modern society. In particular, various institutions, such as the legal community and its processes and the military serve as a practical example with which both liberal artists and scientists might identify. In particular, the tension between the ability of digital technology to define and re-define the modern world and the fundamental vulnerabilities of the digital world are discussed at length. It includes the potential effects on societal values that may result and are likely to continue while avoiding the deep jargon of both the law and technology.

Biography

Judge Marshall holds degrees from Virginia Military Institute, Vanderbilt University, and Southern Methodist University Dedman School of Law, as well as an honorary Doctor of Laws from the Mexican Academy of International Law. ORCID ID: 0000-0003-4504-144X. Judge Marshall is an internationally recognized prize-winning author whose works include “The Terminator Missed a Chip!: Cyberethics”, Intenational Astronautical Congress, Oslo 1995; MEDEL Conference, Kraków, Poland, 2018 - “The Constitution and the Independent Judiciary”; “The Modern Memory Hole”, Athenaeum Review, Fall 2019 (University of Texas at Dallas); “ Cyberethics In The 21st Century: The Reign Of The Machines”, Mensa Bulletin, January 2020; “Machine-Machine To Major Tom: Cyberethics”, IAA/UT Conference on Space Traffic Management, Austin, TX, February 2020; “Technoevidence: The ‘Turing Limit’ 2020”, Journal of AI and Society (Springer 2021), DOI 10.1007/s00146-020-01139-z.

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JOSEPH GYAMFI YEBOAH

Methodist University
Ghana

The influence of service quality on brand trust amongst entrepreneurs of micro and medium enterprises in Ghana

Abstract:

Brand trust is an important indicator of the value of services delivered by an organization as it is an outcome of service quality delivered. Previous studies have examined and confirmed the influence of service quality on brand trust in multinational corporations but there is scant studies to support its generalization in the developing world context such as Ghana. An assessment of the influences of domains of service quality on brand trust is also rare in the management literature. With the emergence of entrepreneurs of micro and medium enterprises, it has become prudent to understand how service delivery amongst micro and medium enterprises affect brand trust. The objective of this study therefore was to assess the influence of service quality on brand trust of entrepreneurs in micro and medium enterprises. This study was a cross-sectional survey that utilized the correlational approach through the use of the Structural Equation Modelling for analysis. The setting was Accra and the specific population was customers of micro and medium enterprises in Ghana. Some selection criteria were used to select 531 participants from Greater Accra Region. A self-reported questionnaire was used to gather data at the respective outlets. Pearson's correlation test and multiple linear regression analysis were used to present findings.

Biography

Joseph Gyamfi Yeboah, a Senior Lecturer, is a PhD holder and is the Head of Department for Entrepreneurship and Supply Chain Management at the Methodist University Ghana. He has published a lot of papers in reputed journals as well as authored books in Marketing and Management. He serves on many boards of the university and has extensive experience in entrepreneurship training and initiatives in Ghana. He is an external consultant on a World Bank funded programmes by the Ghana Enterprises Agency for the Government of Ghana designed to train and resource the youth of Ghana to start their own businesses.

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MANI BHANDARI

AI Empower Consultants
Canada

Transforming digital marketing with artificial intelligence

Abstract:

Artificial intelligence (AI) is revolutionizing digital marketing, driving unprecedented efficiency and precision. As the founder of AI Empower Consultants, I will elucidate AI's transformative impact on enhancing customer engagement, content creation, and campaign optimization. By leveraging AI's predictive analytics, natural language processing (NLP), and computer vision, businesses can create personalized, relevant, and engaging content that resonates with audiences and enhances user interaction. I will present real-world case studies showcasing successful AI integration in digital marketing, highlighting significant improvements in ROI and customer retention. The session will cover practical steps for implementing AI tools, emphasizing the importance of data quality and ethical considerations. Attendees will gain insights into AI-driven automation and intelligent data analysis, empowering them to make data-driven decisions with greater accuracy and speed.

Biography

Mani Bhandari holds a Master of Business Administration from JIMS Jagan Institute of Management Studies, India, and certification in Generative AI from IBM. She is Board of Directors with Panorama India & BMG group Canada. As the founder of AI Empower Consultants, Mani integrates advanced AI technologies into business strategies, enhancing clients' marketing effectiveness. An AI professional, Mani has achieved significant milestones in workshop development, introducing project-based learning to engage students in solving real-world problems, thereby enhancing their creative and practical skills. Mani's expertise drives innovation and efficiency

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MEHRNOUSH ZEIDABADI

Tlichio Government
Canada

Leveraging artificial intelligence to support immigrant women after a miscarriage: a design and implementation study

Abstract:

Miscarriage is the most common pregnancy complication affecting one in four pregnancies. The loss of a baby can seriously impact women's physical and mental health, leading to traumatic disorders such as anxiety, depression, anger, self-blame, and self-harm. Women who receive support after their miscarriage are more likely to manage their mental health well. Despite this, research shows many women do not have access to the support they need after a miscarriage. Immigrant women have more difficulty accessing support due to communication barriers, cultural barriers, differences in their religion compared to their host country, and living far from family and support networks. The objective of this research is to investigate the areas where immigrant women lack support and how AI-driven design can provide this support, helping to improve women's well-being after a miscarriage. Semi-structured interviews were conducted with experts in the fields of obstetrics/gynecology, psychology, grief counselling, and user experience design to better understand 1) The challenges women experience after having a miscarriage, 2) How immigrants' experience with miscarriage is different from the Canadian experience, and 3) How the design of an application could help women better manage their health physically and mentally after having a miscarriage.

Biography

Mehnoush is a graduate student from the University of Alberta's Master of Visual Communication Design program based in Edmonton. She specializes in user interface and user experience design, with a particular emphasis on the principles of participatory design. By using an empathetic and user-centric mindset, she consistently seeks to elevate the usability and accessibility of digital experiences, ensuring that each design not only serves its purpose effectively but also enriches the lives of its users. Throughout her career, she had the opportunity to work with a diverse range of communities and industries, including Indigenous groups, health-care, and Fetmtech. These experiences have broadened her perspective and enabled her to create designs that are both inclusive and impactful.

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MESFIN LERANSO

University of Electronic Science and Technology of
China, China

Data collection on UAV-assisted wireless sensor nodes using fault-tolerant energy efficient reinforcement learning techniques

Abstract:

Since the limited range and power of the dynamic UAV would make its sensor systems vulnerable, transmissions would fail and a lot of time would be wasted, it is very challenging to coordinate its placement and trajectory. This research evaluated a unique wireless sensor network (WSN) consisting of numerous sensor nodes supported by airborne drones or unmanned aerial vehicles (UAVs) as base stations (UAV-BS). By simultaneously optimising the dynamic placement of UAVs and their trajectory based on user information, we seek to minimise the total task completion time among multiple UAVs during data collection while ensuring fairness among SNs. Therefore, to address the multiple objectives of UAVs in WSNs in a large geographical area, we propose reinforcement learning based multi-UAV assisted WSNs scenarios to minimize the total task completion time of UAVs.

Biography

Mesfin Leranso Betalo, He has currently completed his Ph.D. degree in Information and Communication Engineering at the University of Electronic Science and Technology of China (UESTC), his M.Sc. degree in Information Technology from the University of Madras in 2016, India, and his B.Sc. degree in Computer Science from Hawassa University in 2012, Ethiopia. He served as a lecturer as well as a member of the postgraduate committee at Wachemo University, Ethiopia, from 2018 to the present. He is also a member of the Ubiquitous Wireless Networks research team at UESTC. His research interests include the following: Unmanned aerial vehicle networks, 5G/6G wireless networks, machine learning, vehicular networks, the Internet of Things, and mobile computing

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MIN KUMAR TAMANG

UKMC

UK

Sustainability of small business; a case of Nepal

Abstract:

His article explores the long-term sustainability of small business sectors in Nepal. As we all know, society is undergoing rapid change in all aspects, but most notably in terms of economic growth. This paper will attempt to investigate social, economic, environmental, and political issues that may contribute to the sustainability of small businesses in development. The research will primarily focus on why developing countries should prioritize the sustainability of their small businesses in order to generate national wealth. The project will include case studies from several small businesses in Nepal.

Biography

I am doctoral Student in University of Gloucestershire, UK. I studied Masters in English, Masters in International Management and Master of Philosophy in Educational Leadership. I work as a part time business lecturer in UK Management College. I am pursuing my doctorate degree in the impact of social enterprise on sustainable practices in the developing countries.

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MUKUND RAGHUNATH

Acies Global
India

Harnessing data analytics for strategic decision-making in startups

Abstract:

In the rapidly evolving business landscape, startups must leverage every advantage to stay competitive. Data analytics offers a powerful tool for strategic decision-making, providing insights that can drive growth and innovation. This talk will explore how entrepreneurs can harness data analytics to understand market trends, optimize operations, and enhance customer engagement. By integrating data engineering and enterprise applications, startups can transform raw data into actionable intelligence, enabling more informed decisions and fostering a data-driven culture. The talk highlights practical steps and best practices for implementing data analytics in one's entrepreneurial journey, ensuring businesses thrive.

Biography

Mukund Raghunath, Founder & CEO of Acies Global, has several years of experience building organizations in the data and technology space and empowering Fortune 1000 clients in their digital transformation journey. Mukund is a passionate problem solver with a penchant for bringing together business fundamentals with first principles analytical thinking and cutting edge technology. He is an investor in and advisor to several startups in the technology and AI space. Mukund was previously part of the leadership team at Mu Sigma where he helped scale the organization from the ground up. His prior experiences also include stints at Motorola and ZS Associates. Outside of work, Mukund loves to travel the world and is on a constant endeavor to improve his golf handicap. Mukund has a Masters in Computer Science from the University of Illinois and an MBA with Honors from The University of Chicago, Booth School of Business.

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OMAR DURRAH

Dhofar University
Oman

Rural women entrepreneurs in Oman: motivations and behaviors

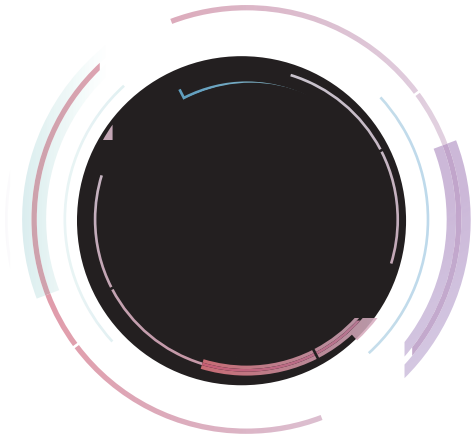
Abstract:

This study offers a novel approach to promoting women's entrepreneurship by illuminating the motivations and barriers affecting women's participation in Oman's rural communities. The study's main goal is to identify the extrinsic and intrinsic factors that encourage rural women to pursue entrepreneurial endeavors. Furthermore, the study aims to determine whether these women's decision to become entrepreneurs is influenced by "pull" factors, "push" factors, or a combination of the both. A sample of 183 female entrepreneurs from Oman's rural districts participated in a quantitative study. The research hypotheses were tested using structural equation modeling (SEM) by SmartPLS software. The study's findings provide insight into the existence of a positive influence of extrinsic factors on the behaviour of Omani rural women entrepreneurs to start organizing their own projects. The findings also show that the attitudes and motivations of female entrepreneurs have an impact on their behavior when it comes to choosing self-employment. These findings provide important insights into the tangible incentives that motivate women's entrepreneurship in rural Oman. Policymakers can use these findings to create measures that promote the social empowerment of rural Omani women and encourage their active engagement in economic endeavors, thereby contributing to Oman's development.

Biography

Omar Durrah is an Associate Professor and Chairperson of Management Department, College of Commerce and Business Administration, Dhofar University, Oman. He holds a PhD in management (2011). He is a Fellow of Higher Education Academy (FHEA), Advance HE, UK. His researches focus on behavioral, psychological, and organizational subjects, In addition to entrepreneurship. He has 34 papers indexed in Scopus and web of science in many journals. He serves as a member of the editorial board/scientific committees of several peer reviewed research journals and conferences. Durrah won the National Research Award in Oman 2021.

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PRIYA DAS

Head of Global Communications for Wealth & Finance
at Aon, Canada

Women Entrepreneurship

Abstract:

As indicated via way of an exploration it's far expressed 1/3 of the vast range of enterprise visionaries on the earth are women. It can be simplest a modest range but the end result is unique. Ladies enterprise human beings are having an inclination to create excessive economic improvement rate. They often face intercourse primarily based totally stumbling blocks like conjugal status, social practices, inalienable legal guidelines and so forth. This moreover reinforces Women strengthening and prosperity of the overall public.

Biography

Priya holds a B.A. Honours in Communication Studies and a Post-graduate Certification in Corporate Communication and Public Relations. She is a recipient of the International Association of Business Communicator's London Life Leadership Award and was named Aon's Global Marketing & Communications 'Rising Star'.

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PRIYANKA RAJENDRA KOTHARI

YouthAid Foundation (YWW)

USA

The emerging trend: women leading the economy “from women empowerment to entrepreneurship: rise of grassroots women-led enterprises in India”

Abstract:

This paper explores the transformative journey from women empowerment to the rise of women-led enterprises in India, with a particular focus on nano-entrepreneurship as a catalyst for economic and social change. Nano-entrepreneurship empowers women at the grassroots level by providing opportunities to create and manage small-scale economic ventures. These ventures not only generate income but also contribute significantly to local economies, promoting sustainable development and reducing gender disparities. By breaking traditional gender stereotypes, nano-entrepreneurship enhances human capital through skill acquisition, leadership development, and increased financial autonomy.

Biography

Priya Kothari graduated from the prestigious Symbiosis Institute of Computer Studies and holding an MBA in marketing and advertising, is a well-rounded professional with deep knowledge and expertise in her field of sustainability and doing fellowship on International Development in USA. She is a passionate and dedicated member of Entrepreneurship community, with a focus on creating positive social change. As the youngest EC member of CYDA, she brings fresh perspectives and innovative ideas to the table. With a strong 11 years background in Entrepreneurship development & a decade of experience in social Entrepreneurship, Priya has made significant contributions in the field. She is currently serving as the CEO of Youth Aid World Wide and Board Director with Formal CEO of the Youth Aid Foundation, an organization that promotes entrepreneurship in India and the USA. She is organizing committee member of DC Startup week, USA. She is also Executive Committee Member of CYDA.

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RAJAN LOHANI

Head of Global Communications for Wealth & Finance
at Aon, Canada

Entrepreneurship development through vocational training

Abstract:

His strategic direction and advocacy efforts within the federation not only uphold professional standards but also ensure a valid and impactful approach towards addressing gender disparities in the workforce with his commitment and inspiration in empowering stakeholder to harness the transformative potential of TVET for entrepreneurship development

Biography

Rajan Lohani is a distinguished TVET specialist and social entrepreneur, renowned for his expertise in fostering entrepreneurship development through vocational training. With a background in TVET sector, he has dedicated his career to empowering individuals through skills development initiatives. As the Founder / Executive Director of Jeev Career Institute Pvt. Ltd., he has pioneered innovative approaches to vocational training, leveraging technology and community engagement to reach marginalized communities and contributing for employment creation. Moreover, he is actively engaged in initiatives aimed at alleviating poverty, making substantial contributions towards the enhancement of quality education and advancing the cause of gender equality through his dedicated efforts and initiatives of implementing the vocational training on targeted communities.

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RICHARD OWUSU-POKU

Linklaters Ghana Ltd
Ghana

Entrepreneurship; a bridge over trouble waters

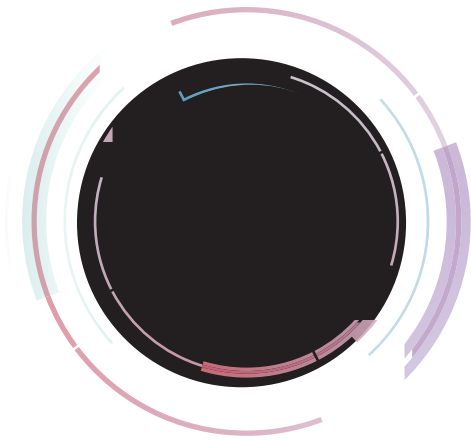
Abstract:

Bridging institutions or organisations are regarded as having positive effects in the Sectoral Systems of Innovation (SSI) literature, particularly in compensating for weaknesses in these systems. Yet, we know little about the organisational practices that make their role effective, or the types of innovation paths that they may facilitate within a system. This paper shows how bridging organisations may promote neglected areas of creativity and potential disruptive innovation. These blocked opportunities tend to emerge at the boundaries of SSI: where old sectors overlap and new trajectories form. We draw on the social networks, entrepreneurship and disruptive innovation literature and analyse an intervention in the UK electronic games industry: the evaluation of business propositions exploiting new gaming platforms such as mobile telephones, DVD and film. Using an innovative co-productive research design, the study shows how the effectiveness of bridging organisation activity depends on key design choices and brokerage capabilities.

Biography

Richard Owusu-Poku is working as a managing direct in Linklaters Ghana Ltd.

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SHAH AWAN

Abdul Wali Khan University Mardan
Pakistan

The role of business incubation centers (BICS) in fostering entrepreneurship in Pakistani universities

Abstract:

This study investigates the role of Business Incubation Centers (BICs) in fostering entrepreneurship in Pakistani universities. The high failure rate in new startups around the world has opened a challenging discussion. Though encouraging steps and strategies have been taken to overcome these challenges, but still more aggressive action needs to be taken. However, Pakistan is one of countries that promote entrepreneurship through BICs. The purpose of the present study is to develop a conceptual model that assesses the moderating impact of government policy on entrepreneurship development through business incubation centers of the public and private universities. This area is under-researched particularly in the context of Pakistan; therefore, this research may contribute to the existing body of knowledge to appraise the industry in Pakistan. The data collection procedure included a survey of stakeholders from private and public universities in Pakistan and analyzed by SmartPLS 4.0. The findings show that Business incubation centers and government support have a significant impact on entrepreneurship development in Pakistan. Moderation analysis showed that business incubation centers to be successful and effective, government need to implement efficient policies to inculcate the entrepreneurship fostering.

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SHAHID UMAR

Mobilink Microfinance Bank Limited
Pakistan

Online Digital Banking Frauds Detection

Abstract:

The shift of banking to digital channels is creating a revolution in banking fraud. Until a few years ago, this was the preserve of small-scale criminals attempting to steal relatively modest sums. But today, digital banking fraud is a major international industry in which sophisticated criminal groups employ increasingly sophisticated tools – and frequently collude with corrupt bank staff – to steal very large sums. This in turn has pushed up the liabilities that banks must absorb to cover the losses their customers suffer due to fraud. As digital channels have multiplied, so have the routes that fraudsters can use. And their options are about to expand again with the implementation of Open Banking and the coming into effect of Europe’s second Payment Services Directive (PSD2). This will present a new set of challenges for banks, who will remain liable for losses caused by unauthorized transactions through these new digital channels.

Biography

Shahid Umar held Compliance and Legal positions since 2000 in diversified industries working with Chevron Pakistan Ltd (Oil & Gas), Altishmar Capital (subsidiary Saudi Investment Bank) , Bayer Pakistan Ltd (Pharmaceutical), Jazz Telecommunications (Telco), and Mobilink Microfinance bank Ltd. As Chief Ethics and Compliance Officer of a financial institution, Mr Shahid led the digitalization of compliance processes for sanctions screening, real-time transaction monitoring, learning management tool and fraud prevention systems catering 45 million customers of JazzCash, (Pakistan’s largest payment eco-system).

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VANITHA MANI
Project Mission LLC
USA

Analysis of women entrepreneurship

Abstract:

Women's entrepreneurship is increasingly important for creating new jobs and contributing to the social and economic growth of their societies, yet the interplay and nuances of women's entrepreneurship and culture are currently understudied. In this special issue, we present eight empirical papers that delve into different aspects of the dynamic interaction between gender and culture in shaping women's entrepreneurship. We provide a framework for women's entrepreneurship and culture research to organize the empirical research here into three interconnected themes: gender role expectations and identities, societal cultural dimensions, and the entrepreneurial environment. This collection is an important step in integrating research on women's entrepreneurship and culture and further exploring the dynamic and complex interactions, in different economic and societal systems and across geographies.

Biography

Vanitha Mani, CEO/President of Project Mission LLC, a project management consulting company experienced in driving the product/project vision, strategy, budgeting, developing and implementation of innovative products and roadmap for AI based project management services. Proven expertise in collaborating with AI research and engineering teams, gathering and analyzing user feedback, and managing product lifecycles.

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VITTAL RAMAKRISHNA

Pod Invest
India

Navigating the fundraising landscape for startups

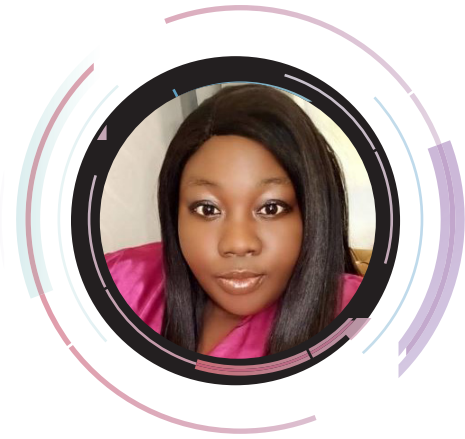
Abstract:

Understanding the ever-evolving trends and patterns in startup investments is very important for success. This talk aims to dissect the current investment landscape, shedding light on emerging opportunities and potential pitfalls. From seed funding to Series A and beyond, the session will provide a roadmap for entrepreneurs to navigate the various stages of fundraising with confidence. In addition to traditional fundraising options, this talk aims to explore the increasingly important space of alternative investments. From venture debt to fundraising platforms and corporate partnerships, this topic will uncover alternative avenues for securing capital and accelerating growth. By expanding their fundraising toolkit, startups can adapt to changing market conditions and seize new opportunities. Most importantly, startups can navigate the downtimes and scale when the time is right.

Biography

Vittal Ramakrishna is a Serial Entrepreneur, an Investor and the founder of Pod Invest, a fundraising platform with over 37 funded startups to its credit. With over 15 years of global experience, Vittal has managed Multi-Million Dollar projects at KPMG and BOSCH. He is an expert in Investment Management and Alternative Investments, having achieved a successful exit in Germany. Additionally, he is the founder of Kreate, a marketplace for Indian artisans on the brink of profitability. Vittal is a TEDx Speaker, serves as an ambassador of GINSEP & is actively engaged in pioneering Cross-Border Investments and fostering synergies.

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GLORIA KWATEMA ALABI

Founder/ CEO, ASAP GLOBAL LLC

Ghana

Women in International Trade

Abstract:

Women are a powerful engine for international trade and economic growth. As workers, small-scale traders, entrepreneurs, and producers, their engagement in export activities has the potential not only to elevate overall productivity and competitiveness in the international market but also to reduce poverty. However, women encounter multiple obstacles and legal barriers when participating in trade, hindering the full realization of economic gains that can be achieved through trade liberalization. This Brief analyzes women's participation in international trade and impediments to gender equality in national laws measured in the Women, Business and the Law index. Speciacally, in 2024, 504 legal provisions across 145 economies are identified as creating unequal conditions between men and women to take part in international trade. Drawing from examples around the world, the Brief further discusses the role of trade instruments, especially preferential trade agreements, in eliminating legal barriers that discriminate against women, and enhancing their involvement in export-related activities to reap the benefits of trade on global welfare.

has context menu

Biography

Gloria Kwartema Hansen Alabi – Member of the business council for Women in International Trade Gloria Kwartema Hansen Alabi stands as a beacon of innovation and dedication in the vocational education and business consultancy sectors. As the Founder of the Affluence Skills Acquisition Program (ASAP Education), Gloria has carved a niche for herself and her organization in providing practical, skillbased learning aimed at equipping students for immediate employment. Under her leadership, ASAP Education has transcended traditional academic paradigms to focus on hands-on training and real-world application, making it a cornerstone for students aiming to transition smoothly into their chosen professions. Gloria's journey into the vocational training arena was sparked by a keen observation of the skilled labor shortages in various industries. Holding a Bachelor's degree in Operations Management and Human Resources, Special Executive Master's Program (SEMP) @Metropolitan School of Business & Management UK coupled with a Certificate in Customer Relationship from GIMPA, she leveraged her academic foundation to address these gaps through targeted skill development programs. Her initiative has seen the launch of instructional courses that prioritize practical skills over theoretical knowledge, preparing students for specific job functions and trades



ISAAC OSEI EFFAH

Praisetech Services Ltd
Ghana

Increasing Agricultural production through artificial intelligence

Abstract:

By collecting data on plant growth, AI can help produce crops that are less prone to disease and better adapted to weather conditions. With the help of AI, scientists can identify the best-performing plant varieties and crossbreed them to create even better hybrids.

Biography

Isaac OSEI EFFAH is an Electrical Engineer, Because of his love for Machines he acquired more knowledge on Hardware and Networking. He is currently one of the Board of Directors at Praisetech service Ltd. Ghana. Also work as a Consultant for other Companies.



INES BEN CHIKHA

Faculty of Economic Sciences and Management of
Sfax, Tunisia

Social Entrepreneurship: A Catalyst for Sustainable Development

Abstract:

This study explores the growing role of social entrepreneurship as a driver of change in addressing social, environmental, and economic challenges. It emphasizes the crucial importance of this approach in promoting sustainable development by proposing economic models that address social and environmental needs, offering innovative solutions, and optimizing resource use. The paper specifically examines the relationship between the value created by social entrepreneurship (economic, social, and environmental) and sustainability (economic, social, and environmental). It proposes a conceptual model demonstrating that the value created by social entrepreneurship significantly impacts sustainability. These findings highlight the need to promote social entrepreneurship and encourage social entrepreneurs to engage in sustainable development to drive growth. Achieving this goal requires close collaboration among social entrepreneurs, policymakers, and other stakeholders.

Keywords: Social entrepreneurship; sustainable development; creating economic value; creating environmental value; creating social value.

Biography

Ines Ben Chikha received her PhD degree in Management Science from the Faculty of Economics and Management Sciences of Sfax, Tunisia in 2016. She also received a master's degree in Entrepreneurship from the Higher Institute of Business Administration of Sfax, Tunisia in 2011. She served as a reviewer for several top ranked journals. Her current research interests focus on social entrepreneurship, and entrepreneurial support and intention.

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