



**BUSINESS AND APPLIED SCIENCES
ACADEMY OF NORTH AMERICA
(BAASANA) INTERNATIONAL
CONFERENCE 2023**

**THEME: HUMAN CAPITAL AND DIGITAL
ECONOMY FOR SUSTAINABLE DEVELOPMENT**

**VENUE: BENSON IDAHOSA UNIVERSITY, UGBOR, GRA,
BENIN CITY, EDO STATE, NIGERIA.
(HERITAGE CAMPUS)**

JULY 10TH – 13TH 2023

DAY 1, JULY 10, 2023: ARRIVAL LECTURE THEATRE	
DAY 2, JULY 11, 2023 OPENING CEREMONY	
TIME	OPENING CEREMONY
8:00 am – 10:00 am	Registration of participants
10:00 am – 10:05 am	Opening Prayers
10:05 am – 10:15 am	Welcome Address by the Chief Host & Declaration of Conference Open Prof. Sam Guobadia (Vice Chancellor, Benson Idahosa University)
10:15 am – 10:30 am	Goodwill messages Bishop (Dr.) F.E.B. Idahosa (President, Benson Idahosa University) Prof. Ruhul Amin (Chairman of Board, BAASANA International) Prof. Serajul Bhuiyan (President, BAASANA, USA) Others
10:30 am – 10:40 am	Opening Remarks Prof. Alexandra Esimaje (President, BAASANA Nigeria)
CONFERENCE ROOM 1	
10:40 am – 11:30 am	Keynote Lecture 1 Prof. Ruhul Amin Topic: <i>Sustainability Audit: Individual, Institutional, Societal, Country, Regional and Global Sustainability Actions, An Interdisciplinary Approach</i>
11:30 noon – 12:30 pm	Inauguration of BAASANA Africa by Prof M. Ruhul Amin <i>(Each of the Board members rise for profiling after which the Chairman inaugurates the African Chapter.)</i>
BOARD OF BAASANA AFRICA	
1.	Prof. Sam Guobadia Chairman
MEMBERS	
2.	Prof. Alexandra Esimaje Benson Idahosa University, Nigeria (Vice-Chairman)
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10.	Dr. Dunlop Ocheng Open University of Tanzania, Dar es salaam
11.	Dr. Gerry Ayieko Kenyatta University, Mombasa –Kenya
12.	Dr. Jet Mboga Commonwealth University of Pennsylvania (BAASANA Rep for Sub-Saharan Africa)
13.	Dr. Chanaz Gargouri St Peter's University, New Jersey (Tunisia Rep)
12:30 pm – 12:35pm	Closing Prayers
12:35 pm – 12:45 pm	Group Photograph
12:45 pm – 1:15 pm	Tea Break
CONFERENCE ROOM 1	
1:15 pm – 2:00 pm	Keynote Lecture 2 Prof. Oyewale Tomori Topic: <i>The role of the Health Sector in the Revolution of the Digital Economy of Africa in the Light of Agenda 2063</i>

DAY 2: PARALLEL SESSION/BREAKOUT SESSION

CONFERENCE ROOM 1		
	Chair: Prof. T. Ekrakene	Rapporteurs: 1. Dr. J. Imokhume 2. Dr. (Mrs.) Akpata
TIME 2:00 – 2:45 pm	TOPICS	SPEAKERS
	<i>Globalizing E-Waste, Planned Obsolescence And Ethical Responsibility</i>	Anthony Obinna Ikejimba
	<i>Assessment of Radioactivity Concentration in Bostaurus within Pankshin and Kanke LGAs of Plateau State, Nigeria</i>	Patrick T. C., Daburum N. H. & Dr. Mallo Y.I.
	<i>Effect of Pregnancy on Oxidative Stress Biomarkers and Erythrocyte Sedimentation Rate</i>	Ekhegbesela O. A. & Omorogiuwa A.
	A Panel Session on China's Belt and Road Initiative on African Continent	Serajul I. Bhuiyan, Alfred Ntoko, Donald Crooks & John Okpara
	<i>Language Change: A Socio Semantic Analysis of Nigerian News Media Discourse on Covid-19 Reportage</i>	Akintode, Olasumbo Nurat
2:45 – 3:00 pm	Questions and Answers	
3:00 – 3:45 pm	<i>Assessment of Land Use Change and Spatial Variability of Soil Properties under Oil Palm and Rubber Plantations at Okomu, Southern Nigeria</i>	Boris Osarobo Okonokhua
	<i>Textual Meta function in Computer-Mediated Communication: Thematic Structure in Scam Emails</i>	Ibrahim Adamu Musa
	<i>The Effect of Engineered Polymer Based Coatings on Corrosion Control of Metal Protection in Harsh Service Environment</i>	Okoh Frank Ehigiator
	<i>The Effect of Modified High Fat and High Protein Ketogenic Diets on the Renal Functions of Wistar Rats</i>	Edeha Daniel Okiemute
	<i>Effect of Phytase Supplementation on the Performance of Broilers Fed Rice Bran-based Diets</i>	Ilaboya, I.I. and Omatsuli, M.O
3:45 – 4:00 pm	Questions and Answers	
4:00 pm	Day 2 Closing formalities/ Lunch	

CONFERENCE ROOM 2		
	Chair: Prof. G. Oboh	Rapporteurs: 1. Dr. R. Ekhaton 2. Dr. Florence
TIME 2:00 – 2:45 pm	TOPIC	SPEAKERS
	<i>Modeling the Impact of Business Ethics on Customer Relationship Capacity in Edo State, Nigeria</i>	Ajayi Sandra Osama, Ofobruku Sylvester Abomeh
	<i>Teachers' Counselling Services as Correlates of Students' Digital and Academic Engagement Behaviours in Secondary Schools in Nasarawa Education Zone</i>	Mohammed Sani Abubakar
	<i>Religion and Foreign Policy Decision Making: The Nigerian Experience</i>	Dayo Kawonishe
	<i>New Public Management Structure and Service Quality in Edo Public Service</i>	Arimie, Chukwuyem Joel
	<i>Skills Acquisition and Entrepreneurship Development as Evidences of Uses and Gratification from Online Interactive Media Behaviour of Youths in Edo State, Nigeria</i>	Chinedu Christian, Odoemelam Ngozi Bibian, Okeibunor, Ph.D, Precious Ogheneochukome, Ovie, Queen Ohiolei, Odoemelam
2:45 – 3:00 pm	Questions and Answers	
3:00 – 3:45 pm	<i>Promoting Intention for Lifelong Learning and Entrepreneurial Startup via Entrepreneurship Orientation and Development of Human Capital</i>	James Edomwonyi Edopkolor
	<i>The Resurgences of The Repressed: Youth, Style and Resistance in Popular Culture</i>	Mohammed Ibrahim
	<i>Election Petition Tribunals and Democratic Consolidation in Nigeria's Fourth Republic</i>	Arulogun Caleb Feyisope
	<i>Impact of Exchange rate on Import in Nigeria: An Econometric Analysis</i>	Adesanya .J. Shina
	<i>Audit Skepticism and Audit Quality of Nigerian Quoted Companies</i>	Beauty Ekiomado Eguasa, Rosemary Obiageli Obasi & Funke Olatundun Aladetimi
3:45 – 4:00 pm	Questions and Answers	
4:00 pm	Day 2 Closing formalities/ Lunch	

CONFERENCE ROOM 3		
	Chair: Prof. M.U. Agbonkolor	Rapporteurs: Dr. C. Ezirim Dr. (Mrs.) Imafidon
TIME 2:00 – 2:45pm	TOPIC	SPEAKERS
	<i>Mass Communication and Communication for the Masses: A Paradigm Adjustment for Developing Countries</i>	Achilike I. Njoku
	<i>The use of Card Games in developing Language Skills for Sustainable development among Primary School Pupils in Sokoto Metropolis, Sokoto State</i>	Ibrahim Marafa
	<i>Language, Technology and Development in Cameroon.</i>	Camilla Arundie Tabe
	<i>Impact of Texts Reading Preference on Senior Secondary School Students' Performance in Literature in English for Sustainable Development</i>	Halilu Muhammad
	<i>Social Media as a Catalyst for the Realization of Digital Economy and Sustainable Development</i>	Josephine Osatohanmwun Adeyeye and Albert Echua Orem
	<i>The Mass Media, Political Entrepreneurs and Internal Democracy in Nigeria Electioneering Processes: Sustainable Development Perspectives</i>	Collins Kediehor
2:45 – 3:00 pm	Questions and Answers	
3:00 - 4:00 pm	<i>Blighted Childhood in African Literature: An example of Uwem Akpan's Say You Are one of them and No Violet Bulawayo's We Need New Names</i>	Charity Oghogho Oseghale
	<i>Contending Issues in Trade Unionism and Contributory Pension Reform in Nigeria: The Experience of Delta State Public Service.</i>	Lawrence O. Odeh
	<i>Elechi Amadi's the Concubine and Re-Thinking of Ihuoma as a Femme Fatale Figure</i>	Chibuzo Martin Onunkwo
	<i>Communication And Pedagogy Relevance of Nigerian English in National Development</i>	Ezirim Chukwuma, Oworo- Okoroh Joy
	<i>Effect of Sight Word Instruction on Sustainable Literacy Development in English among Primary School Pupils in Sokoto State</i>	Yusuf Abubakar
	<i>Historicizing Pentecostalism in Nigeria: The Church, the Power and the Media</i>	Alexandra Esimaje
3:45 – 4:00 pm	Questions and Answers	
4:00 pm	Day 2 Closing formalities/ Lunch	

DAY 3, JULY 12, 2023 (CONFERENCE ROOM 1)		
8: 50 am – 9:00 am	Opening formalities	
9:00 am – 10:00 am	Keynote Lecture 3: Prof. Rotimi Taiwo Topic: Developing and Sustaining Human Capital in Nigeria's Digital Economy: A Critical Discourse Analysis Perspective	
PARALLEL SESSIONS/BREAKOUT SESSION		
10:00 am – 10:45 am	TOPICS	
	<i>Technology adoption and Human Resource Practices in selected Universities in Sub-Saharan Africa</i>	Ofobruku Sylvester Abomeh
	<i>A Study of Dermatoglyphic Study of Fingerprints Pattern of Three Ethnic Groups in Delta State</i>	A. S. Eferavware, L. E. Chris-Ozoko, E. Nwangwa
	<i>An Overview of Tungsten-Based Nanoparticles' Antibacterial Activity</i>	Ikhazuagbe Hilary Ifijen and Ngozi Maureen Uzoekwe
	<i>Uptake of Information and Communication Technologies Among Senior Folks in Enugu State</i>	Ijeoma Dorothy Ajaero, Chidiebere Alozie Nwachukwu & Josephine Osatohanmwun Adeyeye
10:45 am – 11:15 am	Questions and Answers	
11:15 am – 11:45 am	Tea Break	

CONFERENCE ROOM 1		
	Chair: Prof. S.A. Enabulele (First Session) Prof. H. Ajayi (Second Session)	Rapporteurs: 1. Dr. J. Imokhume 2. Dr. (Mrs.) Akpata
TIME 11:45 am–4:00pm	TOPICS	SPEAKERS
	<i>Effect of Farmer-herder Clashes on the Income and Productivity of Farmers in Ndokwa West Local Government Area of Delta State, Nigeria</i>	Ejuetueyin, J. O. and Egware, R. A.
	<i>Design and Fabrication of a Locally Made Soap Extruder</i>	Olodu D.D. Sylvester F.B Ilesanmi A.D. and Olorunto S.O.
	<i>Phenotypic and Molecular Detection of Multidrug Resistant Bacterial Isolates from Surgical Wound Infections in Two Nigerian Teaching Hospitals</i>	Ehiaghe, J.I., Ehiaghe, F.A., Akpata, C.B.N., Igiebor, F.A.,
	<i>Textual Metafunction in Computer-Mediated Communication: Thematic Structure in Scam Emails</i>	Ibrahim Adamu Musa
	<i>The Relevance of Instructional Materials in Teaching and Learning Geography in Secondary Schools in Kauru Local Government Area of Kaduna State</i>	Maliki Adeku Joseph
	<i>The Effect of Drug Abuse on Academic Performance Among Students in Tertiary Institution: Case Study of The Polytechnic, Ibadan Students</i>	Bradford Oshotoye
	<i>Pathogenic gene markers and biofilm formation potential of some bacteria species isolated from fresh meat sold in Benin metropolis</i>	Enajiyerin Okiemute Golden, Stephen Amadi Enabulele., Yvonne Ibitoye., and Iyekhoetin Matthew Omoruyi.
1:00 – 1:15 pm	Questions and Answers	
1:15 – 2:00 pm	LUNCH BREAK	
	<i>Insecticidal activity and possible mechanism of action of 1-Nitro-2-Phenylethane, a major compound isolated from the seeds of <i>Dennettia tripetala</i> (G. Baker)</i>	Samuel E. Ugheighele
	<i>In vitro antiplasmodial and cytotoxic activities of leaf extracts of <i>dacryodes edulis</i> and <i>ficus capensis</i></i>	Okugbo, O. T., Irabor, F., Obuseh F.A. And Omoregie, E.S.
	<i>The Influence of Digital Technology on Secondary School Students Academic Engagement behaviour In Kano State, Nigeria</i>	Hamisu Musa
	<i>Effect of Pregnancy on Oxidative Stress Biomarkers and Erythrocyte Sedimentation Rate</i>	Ekhegbesela O. A. And Omorogiuwa A.

	<i>Impact Of Rainfall Variations on Tomato Production in Zaria Local Government Area In Kaduna State, Nigeria</i>	Maliki Adeku Joseph
	<i>Digitalizing Nomadism and Cattle-Herding in Nigeria for Sustainable Economic Development: The Case of Burning Grass</i>	Alexander A. Onwumere
	<i>Globalizing E-Waste, Planned Obsolescence And Ethical Responsibility</i>	Anthony Obinna Ikejimba, A. S. Eferavware, L. E. Chris- Ozoko, E. Nwangwa
3:15 – 3:30 pm	Questions and Answers	

CONFERENCE ROOM 2		
	Chair: 1. Prof. Asekhome (First Session) 2. Prof. R. Obasi (Second session)	Rapporteurs: 3. Dr. R. Ekhaton 4. Dr. Florence
TIME (12:00 – 4:00pm)	TOPIC	SPEAKERS
	<i>Agro-allied Industries and Commercial Agricultural Credit Scheme in Benue State, 2009 – 2015</i>	Thaddeus T. Ityonzughul,
	<i>Assessing the Challenges Leaderships face in Running their Businesses Success in Sub-Saharan Africa</i>	Nyuonguo Kenneth Nsom & Dr. Jet Mboga
	<i>Leveraging Digital Economy for Strengthening Democratic Practices and Good Governance In Nigeria For Sustainable Development</i>	Ibrahim Ahmed Ladi
	<i>Impact of Government Expenditure on Inequality and Poverty in Nigeria: A disaggregated Approach</i>	Adesanya J. Shina
	<i>The Resounding Option for a Post Petrol-dollar Economy in Nigeria: The Human Capital Development Perspective</i>	Ovenseri-Ogbomo, Friday Osaru & Erhi, Moses Akpeseriri
	<i>Board Diversity and Financial Reporting Quality in Nigerian Hotels</i>	Christian Iyafekhe & Joy Omeghie Osemwegie-Ero
1:00 – 1:15 pm	Questions and Answers	
1:15 – 2:00 pm	LUNCH BREAK	
2:00 – 3:15 pm	<i>Human Capital Development for Sustainable Economy in Post-Covid Era</i>	Margaret .I. Abikwi, Chukujindu Okafor & James Agboola
	<i>Appraising the Relationship Between Foreign Exchange Rate and Inflation in Nigeria</i>	Akungu Aondofa Matthew
	<i>Political Participation and Sustainable Democracy in Nigeria - An Overview of 2015 and 2019 General Election in Edo State</i>	SHADRACH-RUWAN, Parmata (Mrs.)
	<i>An Appraisal of The Impacts Of E-Government on Nigerian Public Service and Good Governance For the Attainments of Sustainable Development</i>	Ahmed Ladi Ibrahim & Muhammed Sultan Ibrahim
	<i>Energy Consumption and Economic Growth In Nigeria: An Econometric Assessment</i>	Caroline Ejoh
	<i>Impact of foreign aid on economic growth and poverty reduction in Nigeria</i>	Benjamin Orhue Ikponmwoosa & Adesanya Joshua Shina
	<i>Teamwork and Employees' Performance in Universities in Edo State</i>	Shadrach .D. Ruwan
3:15 – 3:30 pm	Questions and Answers	

CONFERENCE ROOM 3		
	Chair: Prof. A. Okoduwa	Rapporteurs: Dr. C. Ezirim Dr. (Mrs.) Imafidon
TIME (12:00 – 4:00pm)	TOPIC	SPEAKERS
	<i>Quantitative content analysis of WhatsApp media reportage and attitude expressions of insecurity in Nigeria</i>	Faith Amuzie
	<i>Isolation of Quercetin and Avicularin from Dennettia tripetala (G. Baker) Seeds and Evaluation of the Oxidative Stress Management Capacity and Cytotoxic activities of Its Acetone Extract and Fractions</i>	Samuel E. Ugheighele Kate E. Imafidon , Muhammad . Choudhary , Ahmed Shakil , Emeka E. Okoro,
	<i>Stylistic analysis of English language question papers Shehu Shagari College of Education Sokoto for sustainable development</i>	Fatima A. Tunau
	<i>Education Public- private Partnership in Developing Countries: Implications to Effective Public Education Service Delivery</i>	Lawrence O. Odeh
	<i>Mass Media Mandate and Human Capital Development in an Era of Digital Economy in Nigeria</i>	Sunday AkpoboEkerikevbe & Chukwunonso C. Nnabuife
	<i>A Socio-pragmatic Analysis of Linguistic Practices at Bereavement: The Case of SAWA Women in Cameroon</i>	Comfort Beyang Oben Ojongnkpot
	<i>Effects of Differentiated Instruction on Teaching Online Writing Skills in Upper Basic Education for Developing Human Capital and Digital Economy in Sokoto Metropolis</i>	Sani Garba
	<i>Socio-Cultural and Economic Factors Impeding the Sustainable Development of Girl-Child Education in Northern Nigeria</i>	Aminu Abubakar
	<i>Appraisal Of Job Satisfaction in The Nigeria Public Sector (A Case Study of The Nigeria Television</i>	Ikechukwu, Ajiri Sarah
	<i>Intellectual Capital and Performance of Deposit Money Bank: A Study to Reducing Emerging Crime Patterns</i>	Oyakhire Victor Alaba & Eseosa Enobakhare
1:00 – 1:15 pm	Questions and Answer	
1:15 – 2:00 pm	LUNCH BREAK	
2:00 – 3:15 pm	<i>EndSARS Protest Philosophy as a Reminder of Rebranding Nigeria Campaign's Objectives for Sustainable National Development</i>	Orobosa Abraham IHENSEHKIEN & Philip Osarobu ISANBOR
	<i>Discourse Strategies of Nigerian Pentecostal Church Sermons</i>	Jennifer Osayi Agho

	<i>The Media Portrayal of Northern Nigerian Muslim Women on Virtual Space</i>	Nabeela Usman El-Nafaty & Ikilima Abubakar Shariff
	<i>Interrogating Mediatization of Christianity in the age of the New Media</i>	Amenze IfeyinwaBazuaye & Barr. Emmanuel Imuetinyan Obarisiagbon
	<i>Assessing Alternatives to The Conventional Teaching and Learning of English Language During and After Covid-19 Pandemic</i>	Shamir Mohammed
	<i>Promoting Reading Culture for Sustainable Language Education Development in Nigeria</i>	Ndukwe Jane & Nmadumelu Obi
	<i>Legislative-Executive Relations And Development: A Case of Nigeria's 9th National Assembly</i>	Emmanuel Ayobami Adesiyan
	<i>Effective Human Security for Sustainable Development; The Role of Language and Literature</i>	Eunice Henry Omwirhiren
	<i>Yoruba Oral Literature in the Contemporary Digital Age: Prospects and Challenges</i>	Akinwale, Akeem Adewale
	<i>International trade and sustainable economic development in Nigeria</i>	Soriwei Eniebiju
	<i>The English Language as A Communicative Tool For Conflict Resolution in Nigeria</i>	Odoemenam, Temple Chibueze
	<i>Ethics and Public Policy in Nigeria: A Personalist-Virtue Ethics Approach</i>	Kezie Celestine Chidozie
	<i>Strategic Communication and Advancement of Rural Healthcare Delivery in Delta State, Nigeria</i>	Collins Kediehor
	<i>Leveraging Digital Economy for Strengthening Democratic Practices and Good Governance in Nigeria for Sustainable Development</i>	Ahmed Ladi Ibrahim
3:15 – 3:30 pm	Questions and Answers	
3:30 – 4:00 pm	Closing Formalities, Communiqué, Rapporteurs	
4:00 pm	AGM	

DAY 4, JULY 13, 2023	
9:00 am	Departure/Tour
9:00 am – 12:00 am	Tour of Benin City