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Souvenir

10th International Conference on Management and Business and opportunities (ICMB-2022)

Nov 24, 25, 2022

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International Research &
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10th International Conference on Management and Business Opportunities (ICMB-2022)

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About IRDCP

International Research and Development Center for Publication (IRDCP) is a non-profit organization for promoting research and development around the world. IRDCP is the bridge between the quality publisher and researchers. It provides the platform to researchers and academicians for publication in the Scopus Indexed Journals, SCI Journals, Web of Science Journals, UGC Approved Journals, NAAS Rated Journals, Google Scholar Indexed Journals and other good quality DOI journals.

IRDCP is also a partner organization for publication in conference proceedings. We organize the International conferences for publication in SCOPUS indexed and other refereed journals as per the requirement of the authors of the manuscripts. The manuscripts submitted to IRDCP should be plagiarism free and well coherent in all sense.

The scope of publication with the IRDCP covers all type of review and research manuscripts including the Exploratory & Explanatory Research, Descriptive & Theoretical Research, Applied Research & Action Research, Cross-Sectional Research, Quantitative & Qualitative Research in the field of engineering & technology, agriculture & environmental, Social science & Humanities, Literature & Education development, Medical & Health Science.

The vision of IRDCP :

IRDCP endeavors to promote global excellence in the field of research & development through diligent applications of advanced technology for the holistic development of society. Also, IRDCP is committed to motivate and persuade the researchers to take up the projects for the continuous development of human society and make this world a better place to live in. The IRDCP has a steadfast commitment be the fulcrum of the ocean of knowledge around which efforts of researchers move about.

About Conference

10th International Conference on Management and Business and Opportunities, (ICMB-2022)

During the worldwide lockdown due to COVID 19 pandemic, a lot of important activities have come to a halt. However, when we look at the brighter side, all of us have more time for adding to our knowledge and insights.

With this aim, to keep contributing to learning and motivation International research and development Center for publication is going to organize a two-day International Conference with the title **10th International Conference on Management and Business and Opportunities, (ICMB-2022)** on Nov 24-25, 2022.

We hope, this online mode of the conference in COVID-19 pandemic will be an appreciable step in promoting the research activities and new information between researchers, developers, students, academicians and practitioners working in and around the world by keeping the social distance in view to stop the spread of COVID-19 disease. This conference aims is to present the current researches being carried out in the field of social science and education development around the globe.

Prospective authors from academia as well as industry are invited to submit their abstracts that illustrate original/unpublished works and industrial applications describing advances and significant innovations in the field.

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Message

I am extremely pleased to share that International Research and Development Center for Publication (IRDCP) is organizing a two days International Conference on **10th International Conference on Management and Business and Opportunities, (ICMB-2022)** on Nov 24-25, 2022.

I am sure the state of art lectures from the invited experts and the research findings of researchers, academicians, utility engineers will enrich the knowledge of all the participants. It will provide an excellent opportunity for students to learn new ideas.

I offer my best wishes to the whole team of the organizing committee, the participants, and volunteers for the grand success of the conference.

Dr. Kiran
Convenor ICMB-2022

Message

I am happy to know that International Research and Development Center for Publication (IRDCP) is organizing a two days **10th International Conference on Management and Business and Opportunities, (ICMB-2022)** on Nov 24-25, 2022.. I am sure that, this conference would provide an ideal platform for the academicians, scholars and experts to present and exchange their research findings and Ideas.

I wish the conference a great success.

Dr. Sanjeev Mathur

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Abstract of ICMB -2022

Employees' Career Growth and Development: Outlook and Challenges of a First-Class Accounting Unit

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Abstract— This study focused on identifying the outlook and challenges on career growth and development of all seventeen employees of the accounting office of a local government unit and is anchored on Systems Theory Framework of Career Development. Descriptive qualitative research design was employed and utilized total enumeration purposive sampling. Respondents were interviewed and data was gathered, transcribed, and thematically analyzed. Findings revealed that employees shared positive and negative outlook on career growth and development citing promotion, annual salary appraisal, and skills enhancement. Furthermore, challenges included demographic factors like age, educational background, market competition, lack of vision and personal purpose, slow promotion process, and management support. Therefore, the outlook and challenges of the employees focused on the career planning intervention, especially in ensuring that employees are given enough exposure and awareness on professional development and training to acquire skillset and qualifications to advance their careers and provide robust development of core policies to ensure everyone is treated fairly and just with regards to career advancement. Self-awareness, self-development, inclusive work environment and management support will help employees in their careers and professions.

Keywords— Career Growth, Employees, Local Government, Professional Development

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Business Growth, Job Opportunities: A Look at the Creative Tourism Sector of South Western Nigeria

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Abstract— Creative Tourism involves coming up with new ideas and identifying new and different ways of turning historical area into beautiful tourist site. In Africa, Tourism has been acclaimed to be one of the fastest growing and most dynamic sectors, which has fantastic potentials to boost inclusive economic growth across the continent and reduce poverty. The tourism industry in South-western States, Nigeria is embedded with potentials to serve as a potent instrument of economic diversification. This study Investigate the extent to which creative tourism brings about business growth in tourism industry and evaluates the effect of creative tourism on job opportunities. The target populations are tourism operators at the *Osun Osogbo* festival in Osun State, business operators at *Ojude oba* and business operators of the *Eyo* festival in Lagos state making 357 respondents. Descriptive and inferential statistics were adopted for the analysis of data gathered through the questionnaire making use of frequency distributions, percentages, mean and standard deviation. Multiple regression is adopted to test the hypotheses. The result shows that creative tourism (tourism development, tourism attractions and community enlightenment) has positive effects on business growth. This is shown by their probability value (0.017, 0.023 and 0.029) which is less than 10% level significance. This shows that tourism attraction site and enlightenment of people is a great driver of growth. However, trained tourism owners, tourism ideas and individual skills has a negative effect on business growth, this is shown by its p-value 0.280, 0.910 and 0.813 which is greater than 0.10 significance level. Furthermore, tourism development, tourist attractions, training tourism owners and community enlightenment has a negative effect on job opportunity shown by its p-value 0.955, 0.622. 0.171 and 0.7854 which is greater than 0.10. This implies that individual skills is the major influence on job opportunity not necessarily community enlightenment or others. This study recommends that Government policies that properly promote creative tourism should be implemented with proper training of tourism stakeholders on how to attract tourist because cultural background can bring about tourism growth.

Keyword— Business growth, Creative tourism, Job opportunities, South western Nigeria, Tourism business operators.

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