



Africa Academy  
of Management



## 8<sup>th</sup> Biennial Conference of the Africa Academy of Management

January 4-7, 2026

ESCA Ecole de Management

Casablanca, MOROCCO



**‘The Art of Collaboration: Addressing Grand Challenges in Africa Through Research,  
Education, Practice and Policy Making’**

An increasingly complex world characterized by intractable problems with implications for quality of life and ecological sustainability have been labelled societal grand challenges. In an African context, these challenges include eradication of poverty, digital transformation, ecological sustainability, entrepreneurial initiatives, and health promotion among others. The ill-defined nature of these grand challenges not only require interdisciplinary collaborations but also a mix of methodological approaches to understand these challenges. The theme of the AFAM 2026 Biennial conference ‘The Art of Collaboration: Addressing Grand Challenges in Africa Through Research, Education, Practice and Policy Making’ provides a platform for multiple stakeholders to engage in robust discussions across disciplinary boundaries, reflect on

contextualized pedagogical approaches to teaching and learning, and wrestle with how to bridge the academic-practitioner divide to contextualize solutions to Africa's grand challenges. Reflecting the broader call for relevance in management research, the theme of the conference puts the spotlight on understanding and theorizing management-related phenomena in African contexts to advance global management theory as well as develop contextualized solutions to some of these challenges.

We encourage the submission of empirical and conceptual papers that broadly align with the theme of the conference and address context-specific issues, including but not limited to:

- Inclusive Business Models for Sustainable Development in Africa
- Entrepreneurship and Youth Empowerment: Building Africa's Future Workforce
- Leadership Philosophies and Indigenous Management Practices
- Digital Innovations and Technology Adoption in African Markets
- Policy Frameworks for Enhancing Regional Trade and Economic Integration
- Climate Resilience and Green Business Practices in African Enterprises
- Ethical Business Practices: Combating Corruption and Strengthening Transparency
- Business Education and Skill Development for Future Industries
- Informal Economies and Their Role in Urban and Rural Development
- Gender Equality and the Empowerment of Women Entrepreneurs
- Religion and spirituality in African organizations
- Transforming Healthcare Systems Through Innovation and Collaboration
- Financing Innovation and Addressing Capital Constraints in African Start-ups
- Navigating for Natural Resources and Geopolitics in African Business
- Decolonization and the African University
- Context Specific Methodologies for Africa

## **SUBMISSION TRACKS**

### **Track 1: Entrepreneurship and Small Business**

**Chair:** Rebecca Namatovu, Copenhagen Business School ([rn.si@cbs.dk](mailto:rn.si@cbs.dk))

Entrepreneurship and SME track welcomes both empirical and conceptual papers examining issues relating to emergence, growth, innovation and sustainability in both entrepreneurial, family, and small business research in Africa and a comparative analysis of the African context with other parts of the world.

### **Track 2: Organizational Behavior and Human Resource Management**

**Chair:** Natasha Winkler-Titus, University of Stellenbosch, South Africa

([natashawt@usb.ac.za](mailto:natashawt@usb.ac.za))

This track welcomes conceptual and empirical papers including all aspects of both organizational behavior and human resource management, preferably in an African context, and a comparative analysis of the African context with other parts of the world.

### **Track 3: Public Policy, Administration and Non-Governmental Organizations**

**Chair:** Jean Kabongo, University of South Florida Sarasota-Manatee, USA

([jkabongo@sar.usf.edu](mailto:jkabongo@sar.usf.edu))

This track encourages conceptual and empirical papers that investigate any aspect of public and non-governmental organizations. The papers may address topics related to any of the following: public governance; public service quality including health administration and management; public management; E-government; public administration and policy; educational leadership; non-governmental organizations; stakeholder engagement; and public-private partnerships.

### **Track 4: Strategy and International Management**

**Chair:** Tahiru Liedong, University of Bath, UK ([T.A.Liedong@bath.ac.uk](mailto:T.A.Liedong@bath.ac.uk))

The Strategy and International Management track welcomes conceptual and empirical papers that focus on all areas of strategy and international management in an African context both in the private and public sector; and a comparative analysis of the African environment with other regions of the world. Papers focusing on supply chain management and technology strategy should also be submitted to this track.

### **Track 5: Social Issues in Management**

**Chair :** Kaoutar Jamai, ESCA Ecole de Management ([kjamai@esca.ma](mailto:kjamai@esca.ma))

The Social Issues in Management track explores the extent to which management research can be used to address social issues, such as poverty, inequality, healthcare, armed conflict, disputes, sustainable development, and child labor in the African context. We also examine how social issues can integrate the management of ‘unrealistic’ expectations from different social groups including unions, students and teachers.

### **Track 6: Sustainability and Green Management**

**Chair:** Moataz Darwish, American University in Cairo, Egypt

([moataz.darwish@aucegypt.edu](mailto:moataz.darwish@aucegypt.edu))

The Sustainability and Green Management track welcomes conceptual and empirical papers that focus on all areas of sustainability – economic, social, and environmental – in an African context both in the private and public sector. Studies that compare the African context with other regions in the world are also welcome.

### **Track 7: PDW/Caucus/Symposium**

**Chairs:** Lilian Otaye-Ebede, University of Liverpool, UK ([l.e.otaye@liverpool.ac.uk](mailto:l.e.otaye@liverpool.ac.uk))

Loliya Kagher, University of Aberdeen, UK ([loliya.kagher@abdn.ac.uk](mailto:loliya.kagher@abdn.ac.uk))

Submissions can either be a proposal for a structured discussion on a topic of common

interest (panel/presenter symposia), or a workshop aimed at providing a forum for participants to share knowledge and expertise in an interactive discussion. Submissions should describe the activities, goals, and time/equipment required.

### **Track 8: Management Practice**

**Chair:** Hicham Nachit, ESCA Ecole de Management ([hnachit@esca.ma](mailto:hnachit@esca.ma))

The Management Practice track welcomes submissions that report or reflect on management practices implemented in Africa-based organizations. Submissions can be evidence-based studies that describe these practices, their implementation, and highlight critical success factors. The objective is to stimulate conversations regarding how to enhance effectiveness of implementing management practices as well as knowledge transfer.

### **Track 9: Teaching and Learning**

**Chairs:** Frances Tuer, McMaster University ([tuerfl@mcmaster.ca](mailto:tuerfl@mcmaster.ca))

Grace Abban-Ampiah, Ghana Institute of Public Administration ([gabban-ampiah@gimapa.edu.gh](mailto:gabban-ampiah@gimapa.edu.gh))

The Teaching and Learning track welcomes submissions that examine or conceptualize how management knowledge is taught in Business Schools in Africa. Evidence-based, experiential, case studies, and other modes of instructions that have generativity potential in the classroom are particularly encouraged. Also encouraged are pedagogical research submissions.

### **Track 10: Doctoral Consortium & Junior Faculty Consortium**

**Chair:** Michael Holmes, Florida State University, USA ([mholmes@business.fsu.edu](mailto:mholmes@business.fsu.edu))

These consortia, which will be held on 4<sup>th</sup> January 2026, are designed to provide ideas, tools, and strategies to be successful in academia by drawing upon the experiences of renowned senior faculty colleagues. Sessions will be structured as roundtable discussions to facilitate additional development and coaching. This is also an excellent way for doctoral students and junior faculty members to become involved in AFAM. These sessions will not appear in the proceedings. Queries about the consortium should be sent to Hermann Ndofor ([hermann@ndofor.com](mailto:hermann@ndofor.com)) or Michael Holmes ([mholmes@business.fsu.edu](mailto:mholmes@business.fsu.edu)).

### **Track 11: All Academy Poster Session**

**Chairs:** Samuel Aryee, University of Surrey ([s.aryee@surrey.ac.uk](mailto:s.aryee@surrey.ac.uk))

Sherwat Elwan Ibrahim, American University in Cairo ([sherwat@aucegypt.edu](mailto:sherwat@aucegypt.edu))

Extended abstracts of empirical and conceptual papers which align with the conference theme will be considered for presentation at the conference. Submissions must not exceed three pages excluding references and appendices.

**CONFERENCE PROCEEDINGS**

**Proceedings Editor:** Dorothy Mpabanga, University of Botswana, Botswana  
(dorothym366@gmail.com)

Abstracts of papers accepted and presented at the conference will be published in Conference Proceedings. There will be a **best paper award** for each track. Winners will receive a certificate, and the paper will be highlighted in the conference program. Best papers will also be considered for publication in the *Africa Journal of Management* (AJOM) subject to the journal's blind review process.

Please check the AJOM website at <https://www.tandfonline.com/toc/rajm20/current>

## **SUBMISSION GUIDELINES**

Please follow these guidelines and formatting instructions to prepare your paper.

1. Each paper can only be submitted to ONE track. If a proposed idea does not seem to fit any of the tracks described above, authors should contact the Program Co-Chairs: Samuel Aryee (s.aryee@surrey.ac.uk) and Sherwat Elwan Ibrahim, American University in Cairo (email: sherwat@aucegypt.edu). Your submission will be directed to the most appropriate track.
2. All papers and proposals should be submitted electronically via the conference website at [www.africaacademyofmanagement.org](http://www.africaacademyofmanagement.org)
3. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before the AFAM 2026 Conference.
4. The submission portal will open on **January 30<sup>th</sup>, 2025** and close at midnight on **April 15<sup>th</sup>, 2025**.

## **ABOUT THE HOST INSTITUTION**

Established in 1992, ESCA School of Management has continuously innovated, adopting global best practices in higher education to provide high-quality instruction. In 2017, ESCA became the first private management school in Morocco to be officially recognized by the state. As a further recognition of its commitment to excellence, ESCA received AACSB (Association to Advance Collegiate Schools of Business) accreditation in 2018, the first business school in Morocco and Francophone Africa to receive such a recognition. Located in the heart of the Casablanca Finance City, the school boasts a Next-Generation campus hosting students from 30 different nationalities. The school offers a wide range of postgraduate programs including Executive Master's, MBA, Specialized Master's as well as undergraduate programs including Professional Bachelor's Degree and a Bachelor's in Business Management among others. Students enrolled on these programs gain international exposure through the school's partnerships with 121 higher education institutions worldwide. ESCA is perennially ranked as the top business school in Morocco and Francophone Africa. Additionally, it secured the 3rd spot in Africa in the esteemed Eduniversal rankings of 2023. Each year, ESCA School of Management trains over 1,100 multicultural students, equipping them to become engaged, innovative, responsible, visionary, and high-performing leaders.

**Early Registration (November 30th, 2025)**

<a href="#"><u>AFAM Members</u></a>	\$ 350.00
<a href="#"><u>Non-Members</u></a>	\$ 450.00
<a href="#"><u>AFAM Student Members</u></a>	\$ 300.00
<a href="#"><u>Accompanying Guest</u></a>	\$ 200.00

**Late Registration (December 1<sup>st</sup> 2025 to January 4<sup>th</sup> 2026)**

<a href="#"><u>AFAM Members</u></a>	\$425.00
<a href="#"><u>Non-Members</u></a>	\$525.00
<a href="#"><u>AFAM Student Members</u></a>	\$375.00
<a href="#"><u>Accompanying Guest</u></a>	\$275.00