



## **Africa Academy of Management (AFAM)**

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

**8th Biennial Conference**

**January 4 - 7, 2026**



**Hosted by:**

**ESCA Ecole de Management Casablanca,  
MOROCCO**



## **Conference Program**

[www.africaacademyofmanagement.org](http://www.africaacademyofmanagement.org)



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## Welcome Note!

Dear Delegates,

On behalf of the AFAM Executive Committee and the Local Conference Organizing Committee, it is our great pleasure to welcome you to the 8th Biennial Africa Academy of Management Conference, and to our wonderful host city of Casablanca.

We gather at a moment when organizations across Africa and the world face a constellation of interconnected societal grand challenges ranging from persistent poverty and digital divides to ecological fragility, demographic pressures, and shifting patterns of innovation and entrepreneurship. These challenges are complex, deeply contextual, and often ill-defined, requiring interdisciplinary perspectives, methodological diversity, and research that is firmly grounded in African realities. The theme of this year's conference, "The Art of Collaboration: Addressing Grand Challenges in Africa Through Research, Education, Practice and Policy Making," underscores AFAM's commitment to convening scholars and practitioners who can collectively rethink these issues. It invites us to cross disciplinary boundaries, reflect on innovative pedagogical approaches, strengthen links between academia and practice, and work with policymakers to shape solutions that are both contextually relevant and globally significant.

Our program reflects this ambition. Across paper sessions, panel discussions, poster presentations and professional development workshops, delegates will engage with a rich body of work that advances both management theory and practice in African contexts. This includes contributions that not only deepen our understanding of African organizational phenomena but also push global management scholarship toward more inclusive theorizing. Since our inaugural conference hosted by the Gordon Institute of Business Science (GIBS), the Africa Academy of Management has continued to grow in scope and influence. Our flagship journal, the Africa Journal of Management (AJOM), has become a leading outlet for rigorous and impactful research on management in Africa, and this conference continues that tradition of excellence.

We hope you find the sessions intellectually stimulating, the discussions generative, and the connections you build enduring. We also hope you enjoy the vibrant cultural and social experiences that the local organizing committee has thoughtfully prepared.

Welcome once again, and we wish you a productive and inspiring conference.

Samuel Aryee  
Program Chair

Sherwat Elwan Ibrahim  
Deputy Program Chair



## About the Africa Academy of Management (AFAM)

The Africa Academy of Management (AFAM) is a professional group of academics and practitioners interested in management scholarships and teaching in Africa. The primary purpose of AFAM is the development and improvement of members' capabilities for research and teaching of management in organizations in Africa. The secondary purpose is the promotion and advancement of management in Africa. AFAM also provides an outlet for scholarly work on management in African organizations. We aim to

1. Foster the general advancement of knowledge and scholarship in the theory and practice of management among African scholars and/or academics interested in management and organization issues in Africa. Africa is defined broadly to include all of Africa and individuals of African descent in the Diaspora (i.e. The Caribbean, South America, Europe, Asia, Oceania, Middle East, and North America); and
2. Perform and support educational activities that contribute to the intellectual and operational leadership in the field of management within the African context.

In addition to our biennial conferences, we have partnered with different institutions over the years to offer Africa Faculty Development Workshops (AFDWs) during the summer across different regions:

- 2025 AFDW was hosted by the Mediterranean School of Business (MSB), Tunisia. Fourteen (14) junior faculty and doctoral students participated in the workshop.
- 2024 AFDW was hosted by Strathmore University Business School, Nairobi, Kenya. Sixteen (16) junior faculty and doctoral students participated in the workshop.
- 2023 AFDW was hosted by the University of South Africa, UNISA, South Africa. Fourteen (14) junior faculty and doctoral students participated in the workshop.
- 2021 AFDW was hosted Online by Stellenbosch Business School, South Africa. Twenty-two (22) junior faculty and doctoral students participated in the workshop.
- 2019 AFDW was held at the School of Business at The American University in Cairo, Egypt. The workshop was partially sponsored by the AACSB. Twenty-three (23) junior faculty and doctoral students participated in the workshop.
- 2017 AFDW was hosted by the KNUST Business School in Kumasi, Ghana. The workshop was sponsored by ECOWAS Investment and Development Bank and 14 junior academics and doctoral students participated.
- 2015 AFDW held in Pretoria, South Africa. The workshop was sponsored by AFAM and the University of Pretoria. 20 junior academics and doctoral students participated.
- 2012 AFDW was held in Kigali, Rwanda. The workshop was sponsored by The Academy of Management (AOM). 15 junior academics and doctoral students participated.
- 2011 AFDW was held at Ghana Institute of Management and Public Administration (GIMPA).

## AFAM Membership: Join Today!

Membership in AFAM provides a platform for building collaborative and supportive relationships for and with African and other scholars in the Diaspora who engage in, or who have an interest in research on management and organizations in Africa. **We invite you to visit the AFAM website ([www.africaacademyofmanagement.org](http://www.africaacademyofmanagement.org)) to learn more about the organization.**

## The Africa Academy of Management (AFAM) Awards

Award	Description
<b>Emerald Africa Academy of Management Trailblazer Award</b>	The <b>Emerald Africa Academy of Management Trailblazer Award</b> was set up by the Africa Academy of Management (AFAM) to recognize a scholar of the academy who has taken a leadership role in the promotion of and advancement of scholarship and/or teaching on management in Africa. Candidates of the academy should have distinguished themselves not only in making a significant contribution to organizational phenomena in Africa using scientific methods but also in the development and improvement of research and teaching of management in organizations in Africa. Actions that may indicate "trailblazing" behavior include exemplary research contributions to knowledge about management issues in Africa; moving forward a content-related journal or scholarly series or advancing management education through an innovative, novel intervention.
<b>The Stella Nkomo Junior Faculty Award</b>	This award, named, Stella Nkomo Award for Best Paper published in the Africa Journal of Management by a Junior African Scholar, is intended to honor Prof. Stella Nkomo, the first President of the Africa Academy of Management (AFAM). It was established at the 4th Biennial Conference in Addis Ababa, Ethiopia. The Stella Nkomo Award for the Best Paper by a Junior African Scholar, henceforth (SNABJAS) will be selected by the Editor-in-Chief and his team each calendar year beginning in 2018.
<b>The AJOM Fellowship Award</b>	The Africa Journal of Management (AJOM) Junior Faculty Fellowship is awarded annually to a qualified junior (early career) Faculty member from an Africa-based university to attend the Academy of Management (AOM) annual conference or other appropriate international conference to present a paper co-authored with a senior academic from an international business school. The Fellowship seeks to assist a junior (early career) academic at an Africa-based university who has published in the Africa Journal of Management (AJOM) or presented a paper at Africa Academy of Management (AFAM) to undertake collaborative research with a senior academic through a mentorship relationship. The goal of the collaboration is a co-authored conference paper presentation and at least one journal article.



## About our Host

# ESCA Ecole de Management Casablanca, MOROCCO

**ESCA Ecole de Management | Shaping the future of management education in Africa**

ESCA Ecole de Management is one of Africa's leading institutions for management education and the first business school in Morocco to earn both AACSB and AMBA accreditations, placing it among the world's Top 2% business schools. Founded in 1992, ESCA has been ranked #1 in Morocco and #1 in Francophone Africa for 14 consecutive years according to the Eduniversal 2025 ranking. It also holds the prestigious 5 Palmes of Excellence, a first in both Morocco and Francophone Africa, placing the school among the top 250 Business Schools worldwide.

Located in the heart of Casablanca Finance City, a major business hub in Africa, ESCA's campus welcomes more than 1,500 students, including over 320 international students representing over 40 nationalities. The school collaborates with 140 academic partners across 55 countries and is recognized for its innovative teaching approaches, strong international partnerships, and commitment to developing responsible, entrepreneurial, and impact-driven leaders for Africa and the world.

Its mission, *"to educate managers who foster innovation, internationalization, and sustainability across African companies"*, guides all its programs, from undergraduate studies to executive education. ESCA Ecole de Management stands proudly as a hub for academic excellence, cultural diversity, and transformative learning.





## **CONFERENCE REGISTRATION**

The registration desk is open daily from

**8:30am – 5:00pm.**

## AFAM Executive Board

**Moses Acquah: President**

University of North Carolina at Greensboro, USA

**Judy Muthuri: Vice President**

University of the West Indies, Jamaica

**Amanuel Tekleab: Treasurer**

Wayne State University, USA

**Julie Nyanjom: Secretary**

Edith Cowan University, Australia

**Baniyelme D Zoogah: Immediate Past President**

McMaster University, Canada

**Samuel Aryee: Program Chair**

University of Surrey, UK

**Sherwat Elwan Ibrahim: Deputy Program Chair**

American University in Cairo, Egypt

**Nceku Nyathi: Communications Director**

Monash University, Australia

**Benson Honig: Executive at Large**

McMaster University, Canada

**Juliana Namada: Executive at Large**

US International University in Africa

**Mira Slavova: Executive at Large**

Warwick University, UK

**Dorothy Mpabanga: Regional Director, Southern Africa Region**

University of Botswana, Botswana

**Nathaniel Adebayo: Regional Director, West African Region**

The Polytechnic, Ibadan, Nigeria



## Local Organizing Committee

### ESCA Ecole de Management Casablanca, MOROCCO

Zeinab Hmama  
Salah Koubaa  
Hicham Nachit  
Samira El Hachimi

### AFAM 2026 Conference Organizing Committee

**Samuel Aryee. Program Chair**  
University of Surrey, UK

**Sherwat Elwan Ibrahim-Deputy Chair**  
American University in Cairo, Egypt

#### Members

**Amanuel Tekleab**  
Wayne State University, UK

**Natasha Winkler-Titus**  
Stellenbosch University, South Africa

**Mira Slavova**  
Warwick University, UK

**Lilian Otaye-Ebede**  
University of Liverpool, UK

**Dorothy Mbapanga**  
University of Botswana, Botswana

# AFAM 2026 Conference Track Chairs

**Track 1: Entrepreneurship and Small Business**

**Chair:** Rebecca Namatovu, Copenhagen Business School

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

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

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

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

**Track 4: Strategy and International Management**

**Chair:** Tahiru Liedong, University of Bath, UK

**Track 5: Social Issues in Management**

**Chair:** Mira Slavova, Warwick University, UK

**Track 6: Sustainability and Green Management**

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

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

**Chairs:** Lilian Otake-Ebede, University of Liverpool, UK

**Co-Chair:** Loliya Kagher, University of Aberdeen, UK

**Track 8: Management Practice**

**Chair:** Hicham Nachit, ESCA Ecole de Management

**Track 9: Teaching and Learning**

**Chairs:** Frances Tuer, McMaster University

**Co-Chair:** Grace Abban-Ampiah, Ghana Institute of Public Administration

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

**Chair:** Michael Holmes, Florida State University, USA

**Track 11: All Academy Poster Session**

**Chairs:** Samuel Aryee, University of Surrey

**Co-Chair:** Sherwat Elwan Ibrahim, American University in Cairo

## Hotel Accommodation

Check out Conference hotel options here: [AFAM 8th Biennial Conference - Casablanca, Morocco 2026 | Africa Academy of Management](#)

DESIGNATION	Price per night (Moroccan Dirham)
<b>Kenzi Tower 5* : 60 Rooms</b>	
Single Standard Room (max 20 rooms)	1400
Deluxe Sky Single Room (max 20 rooms)	1700
Premium Single Room (max 20 rooms)	2250
2nd Person sharing double room supplement	450
Touristic Taxes	49,5
<b>Onomo Massira City Center 4* : 40 Rooms</b>	
Single Room	1180
Double Room	1350
Touristic Taxes	19,8
<b>Novotel City Center 4* : 40 Rooms</b>	
Single Room	1200
Double Room	1330
Touristic Taxes	19,8
<b>Ibis Abdelmoumen : 30 Rooms</b>	
<b>Ibis City Center 3* : 40 Rooms</b>	
Single Room	660
Double Room	750
Touristic Taxes	13,2

Please note that AFAM will be offering free transport to and from these hotels to ESCA Ecole de Management Casablanca, MOROCCO, the AFAM2026 conference venue!

The buses will promptly depart from the hotels at **7.15 am every morning**. They will return the delegates every day, depending on the activities scheduled – please refer to the daily program schedule.

We appreciate that some individuals might have their own preferences for hotel accommodation while in Morocco. Unfortunately, we are unable to make additional travel arrangements outside the designated conference hotels.

## OUR SPONSORS:



**ELSEVIER**



## Experiential Learning Trips

Tuesday, January 6 2026

Time: 1:30pm to 4:30 pm

Morocco is a land where history, craftsmanship, and modernity intertwine. From its vibrant medinas and ancient traditions to its contemporary architecture and coastal landscapes, the country offers a unique cultural tapestry that invites visitors to explore, reflect, and connect. As part of your AFAM Conference experience, We are delighted to introduce you to two emblematic sites that reflect the richness of Morocco's heritage and the unique cultural spirit of Casablanca.

### Hassan II Mosque

The Hassan II Mosque is one of Morocco's most majestic monuments and a symbol of national pride. Built on the edge of the Atlantic Ocean, it features the world's tallest minaret and showcases extraordinary Moroccan craftsmanship, hand-carved cedarwood, marble, mosaics, and zellige created by thousands of artisans. This architectural masterpiece invites visitors into a serene space where spiritual beauty meets artistic excellence.



### Habous District

The Habous District reflects the harmony between tradition and modern urban design. Its maze of narrow streets, artisanal shops, spice vendors, traditional bakeries, and charming courtyards reveal everyday Moroccan life at its most authentic. Here, craftsmanship, hospitality, and cultural heritage come alive in a welcoming and vibrant atmosphere.



To ensure a smooth and enriching experience, participants will be dispatched into two groups:

- Group 1: Habous District → Hassan II Mosque
- Group 2: Hassan II Mosque → Habous District

Please sign up for trips on Whova Conference App





# 2026 Program Schedule

**SUNDAY JANUARY 4, 2026**

**8:00am – 5:30pm**

**JUNIOR FACULTY / DOCTORAL STUDENTS CONSORTIUM**

**(separate registration, by invitation only)**

**Venue: ESCA Ecole de Management, Casablanca, MOROCCO**

**Day 1: January 4 | Day 2: January 7**

<b>Co-Chairs (Organizers)</b>  <b>Michael Holmes</b> <i>Florida State University</i>  <b>Becky Namatovu</b> <i>Copenhagen Business School</i>	<b><u>Journal Editors</u></b>  <b>Bella Galperin</b> - University of Tampa, USA <b>Benson Honig</b> - McMaster University, Canada <b>Jenny Hoobler</b> - Nova School of Business and Economics, Portugal <b>Bruce Lamont</b> - Florida State University, USA <b>Marcus Larsen</b> - Copenhagen Business School, Denmark <b>Hermann Ndofo</b> - Florida State University, USA <b>Mike Peng</b> - University of Texas at Dallas, USA <b>Quinetta Connally</b> - Michigan State University, USA <b>Amanuel Tekleab</b> - Wayne State University, USA <b>Lex Washington</b> - Oklahoma State University, USA	<b><u>AFAM Facilitators</u></b>  <b>Wayne Hochwarter</b> - Florida State University, USA <b>Oscar Holmes IV</b> - Rutgers University, USA <b>Russ Johnson</b> - Michigan State University, USA <b>dt Ogilvie</b> - Rutgers University, USA <b>Zur Shapira</b> - New York University, USA <b>Baniyelme Zoogah</b> - McMaster University, Canada

#	Time – Day 1	Doctoral Students	Room	Junior Faculty	Room
	8:30am – 9:00am	<b>INTRODUCTION</b> - Michael Holmes & Becky Namatovu			Auditorium Casablanca (3rd Floor)
1	09:00am – 10:30am	<b>Session 1 - Journal Editors</b> Bella Galperin - JBR, JMP, IJCM Jenny Hoobler - JAP Marcus Larsen - GSJ Hermann Ndofo - AJOM & JOM Amanuel Tekleab - GOM & JBR	Auditorium Shanghai (6 <sup>th</sup> Floor)	<b>Session 1 - Journal Editors</b> Benson Honig - HRMJ & JBR Bruce Lamont - AJOM Mike Peng - APJM & JWB Quinetta Connally - AMJ & AMR Lex Washington - OS	Auditorium New York (6 <sup>th</sup> Floor)
	10:30am – 10:45am	<b>TEA &amp; COFFEE BREAK</b> Venue: 6 <sup>th</sup> floor			
2	10:45am – 12:15pm	<b>Session 2 - AFAM Facilitators</b> * Each talk is 30 minutes Ethics in Publishing - Honig Scholarly Writing - Ogilvie Research Agenda - O. Holmes IV	Auditorium Shanghai (6 <sup>th</sup> Floor)	<b>Session 2 - AFAM Facilitators</b> * Each talk is 30 minutes Idea Generation - Johnson Data Collection - Hochwarter Literature Reviews - Galperin	Auditorium New York (6 <sup>th</sup> Floor)



	12:15pm – 1:15pm	<b>LUNCH BREAK:</b> <b>Venue: Lunch boxes, 6th floor</b>	
3	1:15pm – 1:30pm	General Session: Academy of Management Presentation (Shira Hodges)	Auditorium Casablanca (3 <sup>rd</sup> Floor)
4	1:30pm – 2:00pm	General Session: Research in African Contexts (Baniyelme Zoogah)	Auditorium Casablanca (3 <sup>rd</sup> Floor)
5	2:00pm – 2:30pm	General Session: Different Types of Contributions (Bruce Lamont)	Auditorium Casablanc (3 <sup>rd</sup> Floor)
	2:30pm – 2:40pm	<b>TEA &amp; COFFEE BREAK</b> <b>Venue: 6<sup>th</sup> floor</b>	
6	2:40pm – 3:10pm	General Session: Setting the Hook (Hermann Ndofor)	Auditorium Casablanca (3 <sup>rd</sup> Floor)
7	3:10pm – 5:10pm	Roundtable Breakouts (consortia attendees meet with editors and facilitators)	Various*
	6:00pm – 8:00pm	<b>2026 AFAM Conference Opening Ceremony Reception</b>	TBD
#	Time – Day 2		Room
8	8:30-8:45	Writing Session - Introduction (Michael Holmes & Becky Namatovu)	Grand auditorium (1st floor)
9	8:45-11:30	Roundtable Breakouts (consortia attendees meet with the same editors and facilitators as on Day 1)	Various*

\* 5th Floor (New Delhi, Auditorium Paris, Libreville, Auditorium Zagreb, Dakar, Toronto, Bangkok & Johannesburg); 6th Floor (Madrid, Milan, Auditorium Shanghai, Auditorium New York, Bucarest, Nairobi & Doha)

\* 4th Floor (Oujda Meeting Room); 5th Floor (Libreville, New Delhi, Abidjan, Frankfurt, Auditorium Silicon Valley, Auditorium Paris, Auditorium Zagreb, Dakar, Toronto, Bangkok, Johannesburg, Marrakech Meeting Room); 8th Floor (Dakhla, Research Meeting Room)



## 2026 AFAM Conference Opening Ceremony Monday, January 5

Venue: Grand Auditorium  
Time: 12:15-2:00pm

### Welcome Remarks

Dean Thami Ghorfi  
ESCA Ecole de Management

### Keynote Speaker

Prof. Lahcen Haddad  
Vice-President of the Moroccan Senate & Global Strategist on  
Africa's Transformation  
Associate Researcher, ESCA Ecole de Management

*Keynote Title: Africa's Century of Collaboration: Shaping Solutions to  
Our Grand Challenges*

**All Academy  
MEET-THE- EDITORS  
Session**  
Monday Jan 5th  
4:00 pm to 6:00 pm

**PDW – Paper Development  
Workshop**  
with AMJ & Org. Science Editors  
**By INVITATION ONLY**  
Wednesday Jan 7th  
8:30 pm to 3:00 pm

## PAPER &amp; PDW SESSIONS DAY 1: MONDAY JANUARY 5, 2026

	Workplace Well-being	Entrepreneurial Growth	Public-Private-Societal Dynamics	Editorial Review Board Meeting- African Journal of Management	PDW: One Kindred One Business Initiative of Imo State, Nigeria	PDW: Contextualizing Entrepreneurship: Practice, Embeddedness and Reflections from Africa
ROOM	Auditorium NewYork – 6th floor	Auditorium Shanghai - 6th floor	Madrid - 6th floor	Milan - 6th floor	Nairobi - 6th floor	Bucarest - 6th floor
Session Chair	Yannick Griep	Powel Murunga	Lucy Kiowi	Hermann Ndofor	Kenneth Amaeshi	Nellie Elenany
8:30-10:00 am	<p><b>Sustainable HRM: Concepts, definitions and theoretical frontiers.</b> Asna Hajjani-Mohammed VI Polytechnic University, Morocco</p> <p><b>A systematic literature review on workplace spirituality and organisational culture: Pathways to sustainable competitive advantage</b> Rosmund Obuobi-Knutsford University, Ghana;</p> <p><b>The hidden cost of broken agreements: BROODING, REFLECTION, AND EMPLOYEE MENTAL HEALTH</b> Johannes Kraak-Kedge Business School, France Yannick Griep- North-West University, South Africa Arnaud Lacan-Kedge Business School, France.</p> <p><b>Strategic HRM in the Global South: A case of toothless HR professionals in Zambia</b> Chitalu Kabwe-Kennesaw State University, USA Christine Mushibwe-Unicaf University.</p>	<p><b>The Influence of South African Entrepreneurs' Fixed Mindset on SMMEs' Financial Performance: Navigating Opportunities for Growth</b> Thobile Radebe — Stellenbosch University, South Africa Rita Klonaridis – North-west University, South Africa Marko van Deventer – North-west University, South Africa</p> <p><b>Regional Trade Integration as a Catalyst for Youth Employment and Economic Development</b> Powel Murunga – University of Nairobi, Kenya</p> <p><b>Entrepreneurial Traits and Venture Success in East Africa: A Conceptual Framework of Psychological Dispositions and Contextual Moderators</b> Minsun Kim — Louisiana State University Shreveport, USA Kenneth Kungu — Louisiana State University Shreveport, USA</p> <p><b>From Pitch to Partnership: What Hospital Leaders Seek in Health Startups?</b> Ali Mchiri — Sam Houston State University, USA Gregory Orewa — University of Texas San Antonio, USA</p>	<p><b>Unraveling Organizational Dynamics at the Nexus of Public and Private Infrastructures: The Moroccan Rural Assembly's Singularity</b> Laurent Beduneau-Wang – Mohammed VI Polytechnic University, Morocco Majda Soumane - Mohammed VI Polytechnic University, Morocco Sebastien Mena – University of Fribourg, Switzerland</p> <p><b>All Aboard? Discretionary Work by Service Agents in a Social Enterprise</b> Rose Bote – NEOMA Business School, France</p> <p><b>The Great Exodus: Brain Drain, Healthcare Crisis, and the Urgency of Reform in Africa</b> Gregory Orewa – University of Texas San Antonio, United States Nero Edevbie – Sam Houston State University, USA Ifeyimika Ajaiyeoba- University of Wisconsin, Parkside, USA Sofia Smeigh-University of Texas at San Antonio, USA Juliet Osuji-North Carolina Agricultural and Technical University, USA Joy Kanu - University of Texas at Arlington, USA.</p> <p><b>Building Common Ground in Frame Conflicts: Insights from Multistakeholder Collaborations on Grand Challenges in Sub-Saharan Africa.</b> Nnamdi Cyriacus Nwoke – CleRMA, France</p>	<p>Bruce Lamont-Florida State University, USA</p> <p><b>Followed by a meeting of the Editorial Team, African Journal of Management</b></p>	<p><b>Local Business Models for Job Creation: Lessons from the One Kindred Business Initiative of Imo State, Nigeria.</b> Judy Muthuri - University of the West Indies Onya Idoko, University College London, UK Amon Chizema, Loughborough University, UK Uwafiokun Idemudia, Guelph University, Canada Kenneth Amaeshi, University of Edinburgh, UK</p>	<p><b>Contextualizing Entrepreneurship : Practice, Embeddedness and Reflections from Africa</b> Nellie Elenany – The American University in Cairo, Egypt Ayman Ismail – The American University in Cairo, Egypt Henrietta Onwuegbuzie – Pan Atlantic University, Nigeria Menisha Moos – University of Pretoria, South Africa Ismaeel Tharwat – The American University in Cairo, Egypt Moataz Darwish – The American University in Cairo, Egypt Evelyn Derera – University of KwaZulu-Natal, South Africa Laurent Béduneau-Wang – Mohammed VI Polytechnic University, Morocco Abdel-Maoula Chaar – Mohammed VI Polytechnic University, Morocco</p>

10:00- 10:30 am	TEA & COFFEE BREAK VENUE: 6 <sup>TH</sup> FLOOR					



## PAPER & PDW SESSIONS DAY 1: MONDAY JANUARY 5, 2026

	Leading with Purpose	Resilient Entrepreneurial Ecosystems	Institutional pathways and African Leaders	PDW: Women's Journey in Leadership and Career Commitment	Contextualizing Entrepreneurship: Practice, Embeddedness and Reflections from Africa	PDW: SCM-Moving Marginalized Communities toward the Centre
ROOM	Auditorium NewYork – 6th floor	Nairobi - 6th floor	Madrid - 6th floor	Milan - 6th floor	Auditorium Shanghai - 6th floor	Bucarest - 6th floor
Session Chair	Christof Miska	Amon Simba	Enrica Ruggs	Laurent Beduneau-Wang		Lara Schilling
10:30 am - 12:00 pm	<p><b>Leading with purpose: The impact of responsible leadership on employee engagement among a diverse workforce.</b> Nero Edevbie – Sam Houston State University, USA Ifeyimika Ajaiyeoba- University of Wisconsin- Parkside, USA Lovina Bhavnani- Akowuah-Hamline University, USA Valerie Babatope- MacEwan University, Canada.</p> <p><b>Silenced in the Digital Labour Market: Investigating Platform Worker Precarity and the Elusive Quest for Decent Work</b> Hakeem Ajonbadi- University of Doha for Science &amp; Technology, UAE Chima Mordi-University of Doha for Science &amp; Technology, UAE Olatunji Adekoya- Sheffield Hallam University, UK.</p> <p><b>Reimagining African Universities as Agents of Social Innovation: Insights into the Third Mission in African Higher Education</b> David Littlewood – University of Sheffield, UK Annika Surmeier- University of Cape Town, South Africa</p>	<p><b>The Effect of Adversity Interaction and Persistence on the Ill-being of Necessity Entrepreneurs in Africa</b> Addisu Lashitew — McMaster University, Canada</p> <p><b>Measuring National Entrepreneurial Ecosystems in Africa</b> Erik Stam — Utrecht University, Netherlands Phumlani Nkontwana- Stellenbosch University, South Africa</p> <p><b>The Effect of Entrepreneurial Leadership on SME Performance — The Role of Organizational Innovation Capability, Organizational Learning Capabilities and Government Support</b> Lense Getachew — Addis Ababa University, Ethiopia</p> <p><b>Becoming in the Margins: How Virtual Incubation Shapes Entrepreneurial Identity Enactment among Urban Refugee Women in Kenya</b> Toli Jembere — McMaster University, Canada Benson Honig, McMaster University, Canada</p>	<p><b>Creolized Institutional Pathways: Transcending Assumptions of Institutional Void and Institutional Hybridity in African Contexts</b> Adeelah Kodabux-Centre for African Smart Public Value Governance Emamdeem Fohim- University of Bern Crisanto Barros-University of Cape Verde Nana Yaa Gyamfi-China Europe International Business School Jess Auerbach Jahajeeah - University of Cape Town Mogopodi Lekorwe- University of Botswana Moustapha Mbengue- University of Cheik Anta Diop de Dakar Lillian Otaeye-University of Liverpool Guy Peters-University of Pittsburgh Amar Seeam-University of South Wales Metkel Yosief-University of Bern</p> <p><b>African Leaders' Response to USAID Funding Cuts</b> Juanita Trusty – California State University, USA Frances Fabian - University of Memphis, USA Michelle Montague -Mfuni Martinez - University of Richmond, USA Sarah Kimakwa-California State University-Chico, USA</p> <p><b>The Export Performance of Africa's Agribusiness Sector: A Policy Agenda for Change</b> Lilac Nachum – University of Leeds, UK</p>	<p><b>Women's Journey in Leadership and Career Commitment</b> Nasima Carrim – University of Pretoria, South Africa Jenny Hoobler – NOVA School of Business and Economics, Portugal Willie Chinyamurindi – University of Fort Hare, South Africa Mothepane Seqhobane – University of Pretoria, South Africa</p>	<p><b>The Future of Pedagogy in the Age of AI: A Case Example.</b> Thami Ghorfi, ESCA, Morocco. Benjamin Stevenin, Director Strategy AVRIS Technology and Headway-Advisory, France</p>	<p><b>Supply Chain Management: Moving Marginalized Communities toward the Centre</b> Lara Schilling – Technical University of Denmark Judy Muthuri – University of the West Indies, Jamaica Stefan Seuring – University of Kassel, Germany</p>
12:15-12:45	<b>CONFERENCE OPENING CEREMONY</b> <b>Venue: 1st floor Grand Auditorium</b>					
12:45-2:00pm	<b>LUNCH</b> <b>VENUE: Standing lunch - Agora Athena, Ground Floor</b>					



## PAPER & PDW SESSIONS DAY 1: MONDAY JANUARY 5, 2026

	Changing world of work	Entrepreneurial Practices	Institutions, Identity, Strategy	PDW: FinTech, Financial Inclusion and Open Strategy: What Can We Learn from Africa to Tackle Grand Challenges?	PDW: Collaboration for Climate Leadership	PDW: AI-Enhanced Case Writing for African Business Schools	PDW: Mnemonic Communities of Digital Innovation in Africa
ROOM	Auditorium NewYork – 6th floor	Auditorium Shanghai – 6th floor	Madrid – 6th floor	Milan – 6th floor	Nairobi – 6th floor	Bucarest – 6th floor	Doha – 6th floor
Session Chair	Lawrence Houston	Dugassa Tessema Gerba	Frances Fabian	Jadwiga Supryn	Mumbi Wachira	Andrew Schenkel	Mira Slavova
2:15 pm - 3:45 pm	<p><b>Quiet Quitting in The Remote Work Era: Implications for Human Resource Practice</b> Valerie Babatope-MacEwan University, Canada. Juliet Ikhide-Mount Royal University, Canada.</p> <p><b>Navigating the future of work in Africa: Implications for human and organizational capability development in the age of 4IR</b> Willie Chinyamurindi, - University of Fort Hare, South Africa .</p> <p><b>Technology adoption enhances employee engagement when working remotely, but gender experience job resources differently</b> Anett Hermann-Vienna University of Economics and Business, Austria Natalia Winkler-Titus-Stellenbosch University, South Africa</p>	<p><b>The Impact of Private Equity on the Liquidity of Small and Medium Enterprises (SMEs) in Nigeria</b> Oluseye Jegede — University of Johannesburg, South Africa Taiwo Ayedun — Federal University of Technology Akure, Nigeria Olalekan Ibitoye — Technology, Management and Communication Institute, Tashkent, Uzbekistan</p> <p><b>Sustainable Social Innovation Adoption Across High-Institutional Distances – Using Translation Theory to Explain Varieties of Individual Adoption Pathways</b> Johanna Fischer — Leibniz University, Germany Christiana Weber - Leibniz University Bart Clarysse - ETH Zurich &amp; Imperial College</p> <p><b>Family Configurations, Power Relations, and Entrepreneurial Practices – The Role of Monogamy and Polygamy Among Rural Entrepreneurs in Tanzania</b> Maren Iwastchenko — Leibniz University, Germany Christiana Weber –</p>	<p><b>The Economy of Decolonization</b> Baniyelme Zoogah – McMaster University, Canada</p> <p><b>Institutional Quality and Ownership Strategy Choices: A Perspective from Japanese Subsidiaries in Africa</b> Fuhad Ogunsanya – Western University, Canada</p> <p><b>Strategic Africa: Leveraging Demographics, Trade, and Innovation for the Future</b> Joel Monte – University of Nairobi, Kenya</p> <p><b>Unravelling the Interplay Between Identity, Institutional Logics and Embeddedness: A Case Study of Longstanding Chinese State-Owned MNE in Ghana</b> Noella-Sarah Reynolds- University of Essex, UK Le Bo – University of Portsmouth, UK Xinxiang Li-</p>	<p><b>Fin Tech, Financial Inclusion and Open Strategy: What Can We Learn from Africa to Tackle Grand Challenges?</b> Jadwiga Supryn – University of Oxford, UK Saïd Business School, United Kingdom Saoure Kouame – University of Ottawa, Canada Canada Telfer School of Management, Canada Laurent Béduneau-Wang – Mohammed VI Polytechnic University, Morocco Majda Soumane - Africa Business School, University Mohammed VI Polytechnic (ABS-UM6P), Morocco</p>	<p><b>Collaboration for Climate Leadership</b> Cecile Feront - University of Cape Town, Sarita Sehgal – The Partnering Initiative Mumbi Wachira – PRME Chapter Africa and Strathmore University Domenico Dentoni – MBS School of Business</p>	<p><b>AI-Enhanced Case Writing for African Business Schools</b> Andrew Schenkel – Stockholm School of Economics, Sweden Olof Brunninge – Jonkoping International Business School, Sweden Anders Melander – Jonkoping International Business School, Sweden</p>	<p><b>Mnemonic Communities of Digital Innovation in Africa</b> Mira Slavova – Warwick Business School, United Kingdom Hamid Foroughi - Warwick Business School, UK Sola Oni - Pan-Atlantic University, Nigeria Lisa Seymour - University of Cape Town, South Africa Lucy Wamalwa - KCA University, Kenya</p>





	<p>Maria-Theresa Claes, Vienna University of Economics and Business, Austria</p> <p>Martin Kidd-Stellenbosch University, South Africa</p> <p>Nina Baumann-Vienna University of Economics and Business, Austria</p> <p>Elsie Breet-Stellenbosch University, South Africa</p> <p>Tamara Arapovic-Vienna University of Economics and Business, Austria.</p> <p><b>Constructing accountability in hybrid organizations: Monasteries in Ethiopia</b></p> <p>Fyery Abreha-Jonkoping International Business School, Sweden.</p>	<p>Leibniz University, Germany</p> <p>Thomas Wrona – Hamburg University of Technology, Germany</p> <p><b>Learning in the Margins: How Informal Interactions Shape Entrepreneurial Practice in a Cross-Cultural Incubation Space</b></p> <p>Dugassa Tessema Gerba — Aalto University, Finland</p>	University of Portsmouth, UK				
3:45-4:00pm		<b>TEA &amp; COFFEE BREAK</b> <b>VENUE: 6<sup>TH</sup> FLOOR</b>					

4:00 pm to 6:00 pm	<p><b>ALL ACADEMY SESSION</b>  <b>(Meet-the-Editors):</b>  <b>Venue: Auditorium Shanghai - 6th floor</b></p> <p>George Banks-University of North Carolina, Charlotte, USA  Matthew Grimes, University of Cambridge, U.K.  Quinetta Connally, Michigan State University, USA  Soumyadeb Chowdhury, TBS Education, France</p>
6.15pm	<b>Buses promptly depart to Conference Hotels</b>



## PAPER &amp; PDW SESSIONS DAY 2: TUESDAY JANUARY 6, 2026

	Contextualizing Entrepreneurial Ecosystems	Evolving Strategic Management	Grassroot innovation and Entrepreneurship	PDW: Entrepreneurial Ecosystems in Africa	PDW: Leadership development in Africa	PDW: Consortium beyond borders
ROOM	Auditorium NewYork – 6th floor	Auditorium Shanghai - 6th floor	Madrid - 6th floor	Milan - 6th floor	Nairobi - 6th floor	Bucarest - 6th floor
Session Chair	Grégory Guéneau	Michael Mol	Hans Rawhouser	Olu Aluko	Bella Galperin	Jason Lambert
8:30-10:00 am	<p><b>Temporality and Hybrid Entrepreneurship: Mapping Hybridity Episodes Among Docpreneurs</b> Charis Asante-Agyei — Lewis &amp; Clark College, USA Ali Mchiri — Sam Houston State University, USA</p> <p><b>From Apprenticeship to Adversary: Understanding Competitive Dynamics among Entrepreneurs in Informal Clusters</b> Selorm Agbleze — University of Leeds, UK Shelter Teyi- Copenhagen Business School, Denmark Diane Holt-University of Leeds, UK</p> <p><b>Managing the Paradox of Embedded Agency Across Institutional Space and Time</b> Chad Coffman — Boise State University, USA Alisa Sydrow-ESCP Business School, France Sanwar Sunny- University of Baltimore, USA Griffin Cottle-University of Massachusetts, Dartmouth, USA</p> <p><b>The Seed and the Soil: A Longitudinal Network and Resource-Based View Analysis of Entrepreneurial Ecosystems in MENA</b> Grégory Guéneau — ADALIA Institute, Morocco</p>	<p><b>An Analysis of Strategic Planning, Environment and Firm Performance</b> Juliana Namada — United States International University, Kenya</p> <p><b>Workplace Silence in Strategy Making: Evidence from an Ethiopian State-Owned Enterprise</b> Olof Brunninge — Jonkoping International Business School, Sweden Gemechis Terfa Eticha — Addis Ababa University, Ethiopia Workneh Kassa Tessema - Addis Ababa University, Ethiopia</p> <p><b>Strategic Management in the AI Era: Leveraging Knowledge Systems for Sustainable Competitiveness</b> Phoebe Mbiyu — University of Nairobi, Kenya Dickson Amunga — University of Nairobi, Kenya</p> <p><b>Ontological Assumptions in Mobile Telecommunications Development in Sub-Saharan Africa Facilitated by Project Management Professionals</b> Robert Harris — Lewis University, USA</p>	<p><b>Institutionalized Improvisation and Constructive Ambiguity: Grassroots Innovation in Kenya's Institutional Grey Zones</b> Lucy Wamalwa — KCA University, Kenya Sarah Kimakwa — California State University-Chico, USA</p> <p><b>Individual and Collective Entrepreneurial Emancipation: A Freirean Incubator for Bar Hostesses in Kenya</b> Javid Nafari — McMaster University, Canada Benson Honig — McMaster University, Canada</p> <p><b>How Necessity Entrepreneurs Foster Integration in a Host Country: Chameleon Strategy by Refugee Entrepreneurs in Ghana</b> Giacomo Ciambotti — Università Cattolica del Sacro Cuore, Italy Sangmorkuor Tetteh — University of Professional Studies, Ghana</p> <p><b>Decolonisation of Indigenous Entrepreneurship in Post-colonial Territories: Evidence from Sierra Leone</b> Peter A. B. Lansana — Catholic University of Milan, Italy Andrea Carlo Maria Sottini — Catholic University of Milan, Italy</p>	<p><b>Advancing the Study of Entrepreneurial Ecosystems in Africa: Contextual Measurement, Methodological Approaches, and Data Strategies</b> Olu Aluko — Nottingham Trent University, United Kingdom Sherwat Ibrahim — The American University of Cairo, Egypt Erik Stam — Uterrecht University, Netherlands Gregory Gueneau — Adalia Institute, Morocco Phumlani Nkontwana — Stellenbosch University, South Africa Ismaeel Tharwat — The American University of Cairo, Egypt</p>	<p><b>Leadership Development in Africa: The Importance of Contextualized Solutions</b> Bella Galperin — The University of Tampa, Florida, USA Lemayon Melyoki — Mwalimu J.K. Nyerere University, Tanzania Ali Taleb — University of New Brunswick, Canada Mahamadou Biga Diambeidou — University of Oxford, Oxford Smith School, UK and UC Louvain, Belgium</p>	<p><b>Beyond Borders: Building a Consortium on Tokenism, Discrimination, and Stereotype Threat Across the African Diaspora</b> Jason Lambert — California State University Monterey Bay, USA Gabrielle Smith — Texas Woman's University, USA Ekundayo Akinlade — University of Wisconsin-Parkside, USA</p>
10:00-10:30am	TEA & COFFEE BREAK VENUE: 6 <sup>TH</sup> FLOOR					



## PAPER & PDW SESSIONS - DAY 2: TUESDAY JANUARY 6

	<b>Work, Identity, Inclusion</b>	<b>Sustainability and Value Creation</b>	<i>PDW: Engaging with Africa's SDGs: The Role of Chinese MNEs</i>	<i>PDW: Theory Testing, Replication and Refinement in the African Context</i>	<i>PDW: NetProsAfrica- LAUNCH of Q Teaching Forum</i>	<i>PDW: Reframing Global Innovation for Sustainable Development: Perspectives from Africa</i>
Chair	Alexis Washington	Henry Kofi Mensah	Le Bo	Maria Kraimer	Mira Slavova	Simone Corsi
ROOM	Auditorium NewYork – 6th floor	Auditorium Shanghai - 6th floor	Madrid - 6th floor	Milan - 6th floor	Nairobi - 6th floor	Bucarest - 6th floor
10:30 am - 12:15 pm	<p><b>The identification of unionised blue-collar workers with their employers and representative unions</b> Anne Crafford - University of Pretoria, South Africa Natasha Winkler-Titus - Stellenbosch University, South Africa Lechan Wheeler- University of Pretoria, South Africa</p> <p><b>How Immigrant Job Seekers' Acculturation Influences Exploitation Opportunism: A Conceptual Framework</b> Joy Kanu - The University of Texas, Arlington, USA. Jason Lambert - California State University Monterey Bay, USA Ekundayo Akinlade - University of Wisconsin-Parkside, USA</p> <p><b>Constructing Accountability in Hybrid Organizations: Monasteries in Ethiopia</b> Fyery Adhena Abreha – Jonkoping International Business School, Sweden</p> <p><b>Working While Unwell: Disabling Systems and the Invisible Burden of Lupus in African Workplaces</b> Armand Bam – Stellenbosch University, South Africa</p>	<p><b>Bridging Internal Green Dynamic Capabilities and Government Green Policy Support for Green Competitive Advantage: Evidence from SMEs in Uganda</b> Eddy Kurobuza Tukamushaba – University of Doha for Science and Technology, Doha, Qatar</p> <p><b>Technological Capabilities and Supply Chain Value Creation; Exploring the Roles of Circular Economy Practices and Organizational Climate</b> Henry Kofi Mensah – Kwame Nkrumah University of Science &amp; Technology, Ghana Ahmed Agyapong Kwame Nkrumah University of Science &amp; Technology, Ghana Gilbert Anyowuo Okyere Kwame Nkrumah University of Science &amp; Technology, Ghana Abubakari Sadik Osman- Kwame Nkrumah University of Science &amp; Technology, Ghana</p> <p><b>An Attention-Based View of Green Supply Chains, Sustainable Development Goals, and Performance Implications: Insights from African Multinationals</b> Hicham Nachit – ESCA Ecole de Management, Morocco</p> <p><b>Assessing the Relationship Between Green Finance Investment, Carbon Emission Intensity, and Corporate Financial Performance: Evidence from Publicly Listed Firms in Eastern Africa</b> Powel Murunga – University of Nairobi, Kenya</p>	<p><b>Engaging with Africa's SDGs: The Role of Chinese MNEs</b> Dan Shen – University of Portsmouth, UK Teerooven Soobaroyen – Aston University, UK Xinxiang Li – University of Portsmouth, UK Le Bo – University of Portsmouth, UK</p>	<p><b>Theory Testing, Replication and Refinement in the African Context: Best Practices from the Editors of the Journal of Management Scientific Reports</b> Maria Kraimer – University at Buffalo (UB), USA Scott Seibert – University at Buffalo (UB), USA Moses Acquah – University of North Carolina at Greensboro, USA Anastacia Mamabolo – Gordon Institute of Business Science, University of Pretoria, South Africa Samuel Aryee – University of Surrey, UK</p>	<p><b>NetProsAfrica- LAUNCH of Q Teaching Forum</b> Catherine le Roux - University of Pretoria, South Africa Julie Nyanjom - Edith Cowen University, Australia Benoît Rihoux - UC Louvain, Belgium Natasha Winkler-Titus - Stellenbosch Business School, South Africa</p>	<p><b>Reframing Global Innovation for Sustainable Development: Perspectives from Africa</b> Simone Corsi – Lancaster University, UK Lara Bianchi – Nottingham Trent University UK Ziad Elsahn – Lancaster University UK Sherwat Ibrahim - The American University in Cairo, Egypt Mahamadou Biga Diambeidou – University of Oxford, Oxford Smith School, UK and UC Louvain, Belgium</p>



12.15-1.15 pm	Lunch <b>VENUE: Standing lunch - Agora Athena, Ground Floor</b>
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DAY 2: TUESDAY JANUARY 6, 2026		
	ALL-ACADEMY POSTER PRESENTATIONS	
TIME	8.30AM – 10.00AM	
VENUE	Doha – 6th floor	
	<p><b>Enhancing Entrepreneurial Competence through Experiential Learning: A Study of Non-Commerce Students in a Co-Curricular Programme</b>  <i>Sher-Lee Arendse-Fourie – Stellenbosch University, South Africa</i>  <i>Sabrina Matthee – Stellenbosch University, South Africa</i></p> <p><b>Collaborating to Empower Undergraduate Students as Business Case Study Authors</b>  <i>Natasha Mwila – University of Warwick, UK</i></p> <p><b>Social Entrepreneurship in Plastic Waste Management: A Panacea to Mitigate Youth Unemployment</b>  <i>Ifeyinwa Austin-Egole – Federal University of Technology, Owerri, Nigeria</i></p> <p><b>Remote Work in Nonprofit Organizations: The Intersection of Employee Well-being and Community Outcomes</b>  <i>Kunle Akingbola – Lakehead University, Canada</i></p> <p><b>Innovation Pathways for Nonprofits in Rural Ontario, Canada</b>  <i>Kunle Akingbola – Lakehead University, Canada</i></p> <p><b>Nationality-Identity View of Leader Political Skill and Employee Cooperation</b>  <i>Baphiwe Daweti – Durban University of Technology, South Africa</i></p> <p><b>Sustainability in Practice: The Role of Middle Managers in Driving Effective Strategy Adoption in a Sub-Saharan MNE</b>  <i>Tshegofatso Monkge – University of Pretoria, South Africa</i>  <i>Catherine le Roux-University of Pretoria</i>  <i>Rebaona Letsholo-University of Pretoria</i></p>	<p><b>Green Entrepreneurial Orientation and Climate Change Adaptation Strategies of Agro-Entrepreneurs in Rivers State, Nigeria</b>  <i>Chidiebere Victor Adim – University of Africa, Toru-Orua, Bayelsa State, Nigeria</i></p> <p><b>Leveraging AI to Enhance Productivity and Financial Sustainability of Black-Owned SMEs</b>  <i>Lebogang Madibo – Gordon Institute of Business Science, University of Pretoria, South Africa</i>  <i>Motshedisi Mathibe – Gordon Institute of Business Science, University of Pretoria, South Africa</i>  <i>Terrence Simon – Livingstone College, North Carolina, United States</i></p> <p><b>Transforming Eco-Responsible Leadership from the Inside-Out: A Path to Sustainable Development in Emerging Economies</b>  <i>Isabel Wolf-Gillespie – Stellenbosch University, South Africa</i></p> <p><b>Challenges Hindering SME Success in South Africa: An Owner-Manager Perspective on Performance Determinants</b>  <i>Melvin Mothoa – Mangosuthu University of Technology, South Africa</i></p> <p><b>Cultural Intelligence, Personal Resilience and Interaction Adjustment in Diverse Cultures: The Role of Emotional Self-Efficacy</b>  <i>Sokro Evans – Central University, Ghana</i></p> <p><b>Assessing the Perception of Health Professionals on the Implementation of National Health Insurance in South Africa: A Case Study at Livingstone Tertiary Hospital Gqeberha</b>  <i>Oluwafemi Dele-Ijagbulu – Nelson Mandela University, South Africa</i></p> <p><b>SOMO-Africa and Sustainability of SMEs in Kisumu County, Kenya.</b>  <i>Brigitte Okonga-Wabuyabo-KCA University</i></p>



10:00- 10:30am	TEA & COFFEE BREAK VENUE: 6 <sup>TH</sup> FLOOR
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**DAY 2: TUESDAY JANUARY 6, 2026****ALL-ACADEMY POSTER PRESENTATIONS****TIME** 10.30AM – 12.15PM**VENUE** Doha – 6th floor

<p><b>Versatile Leadership and Organizational Agility: A Case Study of Garment Industry in Ethiopia</b>  <i>Eskedar Gizat – Kotebe University of Education, Ethiopia</i></p> <p><b>AI-Precision Farming and Resilient Agribusinesses: The Role of Human AI-Skills in Emerging Economies</b>  <i>Gertrude Mensah – University of Ghana, Ghana</i></p> <p><b>Entrepreneurship in Context: How Gender and Environment Interact to Shape High-Growth Ventures in Nigeria</b>  <i>Omeghie Okoyomoh – University of Birmingham, UK</i></p> <p><b>Addressing Socio-Technical Barriers to Compressed Natural Gas (CNG) Adoption</b>  <i>Kamal Tasiu – Istanbul University, Türkiye</i></p> <p><b>Rethinking Leadership Development in the Global South: Insights from the Nigerien Diaspora</b>  <i>Istifanous Ado – ISTE Business School Paris, France</i></p> <p><b>Smart Tourism in Morocco: Digital Marketing Practices for an Innovative and Resilient Recovery</b>  <i>Imane Zarrouk – University of Rabat, Morocco</i></p> <p><b>Invisible Architects of AI: Psychological Safety, Employee Well-Being, and Task-Technology Fit Among Africa's Digital Laborers</b>  <i>Montressa Washington – Shenandoah University, USA</i>  <i>Carla Jones – State Houston University, USA</i></p> <p><b>Informal Economies and Their Role in Urban and Rural Development: A Nigerian Perspective</b>  <i>Salisu A. Kabiru – Umaru Musa Yar'adua University, Katsina, Nigeria</i></p> <p><b>Good Governance Strategies and Sustainable Female Leadership: The Case of Tanzania</b>  <i>Lucy Kiowi – Institute of Accountancy Arusha, Tanzania</i></p>	<p><b>Making the Triple Helix Work in Africa: A Nexus Model for Functional Partnerships and Venture Readiness</b>  <i>Adeyinka Adewale – University of Reading, UK</i>  <i>Mary Ukam – University of Reading, UK</i></p> <p><b>Centring Mothers' Lived Realities to Ground Care Economy Policy: A Contextualised, Collaborative Methodology from Africa</b>  <i>Ameeta Jaga – University of Cape Town, South Africa</i>  <i>Jess Capstick-Dale – University of Cape Town, South Africa</i>  <i>Tristan Görgens – Western Cape Government, South Africa</i>  <i>Ruth Mathys – University of Cape Town, South Africa</i></p> <p><b>Entrepreneurial Ecosystems: A Review and Future Research Opportunities</b>  <i>Amon Simba – Nottingham Trent University, UK</i>  <i>Mahdi Taje – Saint Mary's University, Canada</i></p> <p><b>Women Executives in Africa: Does an Ecosystem of Support Exist?</b>  <i>Carla Jones – State Houston University, USA</i>  <i>Montressa Washington – Shenandoah University, USA</i></p> <p><b>The Story of the Oak and the Bamboo Tree: Resilience as Purpose in Ethiopian Banking Firms</b>  <i>Betelhem Fikru Tekletsion – Addis Ababa University, Ethiopia</i></p> <p><b>Geopolitics and Natural Resources: Igniting Africa's Resource Economy through Sustainable Resource Management and Geopolitical Recognition.</b>  <i>James R Calvin - John Hopkins University, United States</i>  <i>Ken D Johnson - DEVCONIA LLC</i></p>
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1.30 – 4:30pm	<p><b>Experiential Trips (1:30pm - 4:30pm)</b></p> <p><b>Prompt Departure: All Delegates must board buses by 1:20pm</b></p>
4.40pm	<p><b>Note: Buses promptly depart to the ESCA Campus at 4.40pm</b></p> <p><b>From where you will be transported to your respective Conference Hotels</b></p>



## PAPER &amp; PDW SESSIONS DAY 3: WEDNESDAY JANUARY 7, 2026

	<b>Entrepreneurial Resilience Dynamics</b>	<b>Management Practices and Performance</b>	<b>Pedagogical Approaches &amp; Learning</b>	<b>PDW:</b> <i>Teaching Supply Chain Management in the Age of Sustainability and Artificial Intelligence</i>	<b>AFAM-BAM Panel Discussion on the Future of the University</b>	<b>Day 2: Junior Faculty &amp; Doctoral Consortium</b> BY INVITATION ONLY	<b>PDW: Paper Development Workshop</b> BY INVITATION ONLY
ROOM	Auditorium NewYork – 6th floor	Auditorium Shanghai - 6th floor	Madrid - 6th floor	Milan - 6th floor	Nairobi - 6th floor	Bucarest - 6th floor	Doha - 6th floor
Session Chair	Lilac Nachum	Diana Lawong-Tanly	Maryann Asemota	Meriem Bouazzaoui	Moses Acquaaah	Michael Holmes Florida State University  Becky Namatovu Copenhagen Business School	Quinetta Connally, Lamar Pierce
8:30-10:00 am	<p><b>Value Creation in Impoverished Contexts: Applying a Human Capital Perspective</b> Ted London — University of Michigan, USA Lisa Jones Christensen — Brigham Young University, USA Alison Mackey-University of Wisconsin-La Crosse, USA Tyson Mackey — University of Wisconsin-La Crosse, USA Heather Esper — University of Michigan, USA Andrew Grogan-Kaylor - University of Michigan, USA</p> <p><b>Accelerators' Impact on Entrepreneurship Growth in Africa: The Impact of Perceived Societal Support</b> Lilac Nachum — University of Leeds, UK Peng Zhang — Simon Fraser University, Canada Ruth Kiraka - Strathmore University Kenya Caroline Kariuki — Strathmore University, Kenya</p> <p><b>Exploring Social Enterprise Resilience During Shocks: Evidence from South Africa</b> Masotla Sebona – University of Pretoria, South Africa Alex Bignotti — University of Pretoria, South Africa</p> <p><b>Climate Riskwork:</b></p>	<p><b>The Role of International Innovation Hub in the African Ecosystem – Evidence from Norrsken Hub East Africa</b> Gilbert Shyaka – University of Rwanda, Rwanda Carla Goncalves Machado-Jonkoping International Business School, Sweden Anders Melander-Jonkoping International Business School Samuel Mutarindwa-University of Rwanda, Rwanda</p> <p><b>The Impact of Inventory Management on Firm Performance: The Moderating Role of Supervision</b> Ruby Agbola – Central University, Ghana</p> <p><b>Adoption of Innovative Accounting Practices in Cooperatives: The Case of Accounting Digitalisation</b> Idrissa Ndizeye – University of Rwanda, Rwanda Andreas Jansson – Jönköping University, Sweden Caroline Teh – Jönköping University, Sweden Jean Bosco Shema – University of Rwanda, Rwanda</p>	<p><b>Online Learning and Mental Well-being of Academic Staff in Kenyan Universities: Exploring Stress, Workload, Work-Life Balance, and Demographic Variations</b> Boniface Kimwere – KCA University, Kenya Mary Mwanzia – KCA University, Kenya</p> <p><b>Measuring the Impact of AI in Learning and Development on Employee Performance: Evidence from African Organizations</b> Maryann Asemota – National Research University Higher School of Economics, Russian Federation Gbolahan Owioye - University of Texas El Paso, USA</p> <p><b>Learning Styles of First-Year Students in a Department of Hospitality Management Using the VARK Model</b> Isabella Kleynhans – Tshwane University of Technology, South Africa</p> <p><b>Decolonising Industrial and Organisational Psychology: Challenging WEIRD Norms through Psychobiography in South African Higher Education</b> Willie Chinyamurindi – University of Fort Hare, South Africa</p>	<p><b>Teaching Supply Chain Management in the Age of Sustainability and Artificial Intelligence</b> Meriem Bouazzaoui – University of Bath, UK Yemisi Bolumole – University of Tennessee, USA Ahmed Hamdi – International University of Rabat, Morocco Tarik Saikouk – Excelia Business School, France Ismail Badraoui –, Zayed University, UAE</p>	<p>Emma Parry, Cranfield University, U.K. Katy Mason, University of Salford, U.K. Ahmad Agyapong, Kwame Nkrumah University of Science and Technology, Ghana Mike Peng, University of Texas at Dallas, USA Timothy Okech, United States International University, Kenya.</p>	<p><b>Writing Session &amp; Roundtable Breakouts with All facilitators</b></p> <p>Michael Holmes Florida State University Becky Namatovu Copenhagen Business School Bella Galperin (University of Tampa) Benson Honig (McMaster University) Jenny Hoobler (Nova School of Business and Economics) Bruce Lamont (Florida State University) Marcus Larsen (Copenhagen Business School) Hermann Ndofor (Florida State University) Mike Peng (University of Texas at Dallas) Quinetta Roberson (Michigan State University) Amanuel Tekleab (Wayne State University) Lex Washington (Oklahoma State University) Wayne Hochwarter (Florida State University) Oscar Holmes IV (Rutgers University) Russ Johnson (Michigan State University) dt Ogilvie (Rutgers University) Zur Shapira (New York University) Baniyelme Zoogah (McMaster University)</p>	<p><b>Paper Development Workshop</b></p> <p>Quinetta Connally - Michigan State University, USA Matthew Grimes - University of Cambridge, UK Lamar Pierce - Washington University in St. Louis, USA Nilanjana (Nel) Dutt – Bocconi, Italy Andrew Knight - Washington University in St. Louis, USA Lex Washington - Oklahoma State, USA Jennifer Merluzzi - George Washington University, USA Daisy Chang-Michigan State University, USA Anne ter Wal-Imperial College London, UK</p>



**Digital Technologies  
and the Scaling of  
Farmer Networks in  
Carbon Markets**  
Michael Barrett —  
University of  
Cambridge, UK  
Samuel Liyala —  
Jaramogi Oginga



	Odinga University of Science and Technology, Kenya Eivor Oborn – University of Warwick, UK Karl Prince – University of Cambridge, UK Matthias Barett – University of Waterloo, Canada		Tinashe Harry – Nelson Mandela University, South Africa				
10:00-10:30 am		TEA & COFFEE BREAK VENUE: 6 <sup>TH</sup> FLOOR					



## PAPER & PDW SESSIONS DAY 3: WEDNESDAY, JANUARY 7 2026

	Human resource mechanisms	Social Issues in Management	Teaching and Learning	PDW: From  <i>Necessity to Agency: A Multi- perspective Dialogue on Entrepreneurship in Poverty Contexts</i>	PDW: Network  <i>for Practice and Process Management Studies Drawing on African Empirical Settings</i>	Day 2: Junior  Faculty & Doctoral Consortium <b>BY INVITATION ONLY</b>	PDW: Paper  Development Workshop <b>BY INVITATION ONLY*</b>
ROOM	Auditorium NewYork – 6th floor	Auditorium Shanghai - 6th floor	Madrid - 6th floor	Milan - 6th floor	Nairobi - 6th floor	Bucarest - 6th floor	Doha - 6th floor
Session Chair	Winslow Robertson	Brian Ganson	Juliana Namada	Maddalena Scribanis	Mira Slavova	Michael Holmes Florida State University  Becky Namatovu Copenhagen Business School	AMJ & Org. Science Editors
10:30-12:00 pm	<p><b>Selection: An Ignored Solution to the Apprentice Problem?</b> Juliet Townes - University of Fort Hare, South Africa</p> <p><b>From Readiness to Results: Unpacking the Role of Digital Capabilities in Driving Innovation in Multinational Corporations.</b> Hannah V. Osei-Kwame Nkrumah - University of Science and Technology, Ghana, Dorothy Siaw-Asamoah - University of Buffalo, USA Augustina Akonnor - Ghana Institute of Management and Public Administration, Ghana Deborah Apprey-Kwame Nkrumah - University of Science &amp; Technology, Ghana Comfort E. Essauan - Kwame Nkrumah University of Science &amp; Technology, Ghana</p> <p><b>Job Design, Perceived Organizational Support and Employee Engagement Among University Lecturers in Kenya. A Research Agenda</b> Rose Gathii- KCA University, Kenya</p>	<p><b>Solidarity in the Face of Resource Competition: Systems Perspectives on the Challenge of Leader Cohesion in Langa</b> Brian Ganson — Stellenbosch University, South Africa Sarah Cechvala — University of Oslo, Norway</p> <p><b>Decoding Ubuntu-Informed CSR and Impression Management: Insights from an Indigenous Company in Northern Nigeria</b> Aliyu U. Usma-Regent College London, UK Roza Sagitova - University of Portsmouth, UK Xinxiang Li — University of Portsmouth, UK</p> <p><b>Stepping In, Aside or Away? The Mindful Dance of Commitment in Cross-Sector Partnerships</b> Sarita Sehgal — The Partnering Initiative, Switzerland Ralph Hamann —</p>	<p><b>Decoloniality Research Methodology: It is More Than Indigenous Research Design</b> Hamid Hosseiny Kazeroony — Northwest University, South Africa Walden University, South Africa</p> <p><b>Analysis of Formative and Summative Evaluations for Authentic Learner Assessment During the Post-COVID Era</b> Juliana Namada — USIU-Africa, Kenya Bernadette Kiarie — USIU-Africa, Kenya</p> <p><b>Case-Based Teaching in Africa: Is AI the Route Forward?</b> Anders Melander — Jönköping International Business School, Sweden Olof Brunninge - Jonkoping International Business School Andrew Schenkel - Stockholm School of Economics Ciara Sutton - Stockholm School of Economics</p> <p><b>Digital Detox in Education: The Effect of Tech-Free Learning on Student Performance</b> Ahmed Iraqi — ESCA Ecole de Management, Morocco</p> <p><b>The Impact of</b></p>	<p><b>From Necessity to Agency: A Multi-perspective Dialogue on Entrepreneurship in Poverty Contexts</b> Maddalena Scribanis — Università Cattolica del Sacro Cuore, Italy Johanna Fischer — Leibniz University, Germany Giacomo Ciambotti — Università Cattolica del Sacro Cuore, Italy David Littlewood — University of Sheffield UK Christiana Weber — Leibniz University, Germany Annika Surmeier — University of Cape Town, South Africa Peter Peter AB Lansana - Catholic University, Milan, Italy</p>	<p><b>Network for Practice and Process Management Studies Drawing on African Empirical Settings</b> Mira Slavova — University of Warwick, UK Catherine le Roux - University of Pretoria, South Africa Natasha Winkler-Titus - Stellenbosch Business School, South Africa Eivor Oborn— University of Warwick, UK</p>	<p><b>Writing Session &amp; Roundtable Breakouts with All facilitators</b>  Michael Holmes - Florida State University, USA Becky Namatovu - Copenhagen Business School, Denmark Bella Galperin - University of Tampa, USA Benson Honig - McMaster University, Canada Jenny Hoobler - Nova School of Business and Economics, Portugal Bruce Lamont - Florida State University, USA Marcus Larsen - Copenhagen Business School, Denmark Hermann Ndofor - Florida State University, USA Mike Peng - University of Texas at Dallas, USA Quinetta Connally - Michigan State University, USA Amanuel Tekleab - Wayne State University, USA Lex Washington - Oklahoma State University, USA Wayne Hochwarter - Florida State University, USA Oscar Holmes IV - Rutgers University, USA Russ Johnson - Michigan State University, USA dt Ogilvie - Rutgers University, USA Zur Shapira - New York University, USA Baniyelme Zoogah - McMaster University, Canada</p>	<p><b>Paper Development Workshop</b>  Quinetta Connally - Michigan State University, USA Matthew Grimes - University of Cambridge, UK Lamar Pierce - Washington University in St. Louis, USA Nilanjana (Nel) Dutt – Bocconi, Italy Andrew Knight - Washington University in St. Louis, USA Lex Washington - Oklahoma State, USA Jennifer Merluzzi - George Washington University, USA Daisy Chang-Michigan State University, USA Anne ter Wal-Imperial College London, UK</p>



University of Cape  
Town, South Africa





	<b>Exploring the Mediating Effects of Social Media Attachment and Information Overload on Employee Well-being</b> Prudence Nyetanyane -Central University of Technology, South Africa. Freda van der Walt - Central University of Technology, South Africa		<b>Entrepreneurship Education on Entrepreneurial Resilience: An Emerging Economy Perspective</b> Victor Udezor – Nottingham Trent University, UK Ekaete Benedict – University of the Free State, South Africa				
12:00-1:00 pm		<b>LUNCH BREAK</b> <b>VENUE: Agora Athena, Ground Floor</b>					

**\*Paper Development Workshop Session extends till 3:00 pm after lunch**



## DAY 3: WEDNESDAY JANUARY 7, 2026

## ALL-ACADEMY POSTER PRESENTATIONS

TIME 8.30AM – 10:00AM

VENUE Associative Life Space – 7<sup>th</sup> Floor8.30am –  
10:00 am

**Employee's Perception of the Employment Equity Act and Its Relevance to Organisational Performance at a South African Research Institution**

*Chuene Alfred Semono – Nelson Mandela University, South Africa*

**Creativity, Innovation, and Entrepreneurship: Delineating Their Conceptual Differences and Demarcating Their Practical Boundaries**

*Joseph Eshun – Kwame Nkrumah University of Science and Technology, Ghana*

**Leadership Essence in Driving Human Resource Development 4.0**

*Isaac Chukwuma – University of Port Harcourt, Nigeria*

**Heterogeneous Collaborative Corporate Social Responsibility Initiatives to Address Grand Challenges**

*Miebi Ugwuzor – Niger Delta University, Bayelsa State, Nigeria*

**The Interaction Effects of Firm Capabilities and Environmental Uncertainty on the Growth of Small and Medium Enterprises: A Configurational Approach**

*Ruby Agbola – Central University, Ghana*

**Green Virtues in Environmental Ethics and Practice**

*Khali Mofuoa – North-West University, South Africa*

**Cultural Dialogue and Governance**

*Baniyelme Zoogah – McMaster University, Canada*

**Informal Entrepreneurship and Business Development: A Critical Review of the Igbo Apprenticeship System in Nigeria**

*Oluseye Jegede – University of Johannesburg, South Africa*

*Cecile Nieuwenhuizen – University of Johannesburg, South Africa*

**Modeling Extension Services to Micro Business Ventures in Uganda**

*Vincent Bagire – Makerere University Business School, Uganda*

**We Shall Rise: Key Lessons in Community Engagement from a Participatory Group Model Building Focused on Severe Maternal Morbidity in Black Women**

*Thanayi Lambert – The University of Texas Arlington, USA,*

**The Effect of Psychological Contract on Employee Job Performance: With the Mediating Roles of Employee Engagement, Organizational Trust, Employee Job-Embeddedness and the Moderating Role of National Culture**

*Eden Wubalem – Addis Ababa University, Ethiopia*

**African Women in Leadership: A Psychobiographical Analysis of Nolitha Fakude's Journey**

*Tinashe Harry – Nelson Mandela University, South Africa*



## DAY 3: WEDNESDAY JANUARY 7, 2026

## ALL-ACADEMY POSTER PRESENTATIONS

TIME	10:30AM – 12.15PM	
VENUE	Associative Life Space – 7 <sup>th</sup> Floor	
10:30 am – 12:15 pm	<p><b>Seeds of the Spirit, Fruits of Endurance: A Study of Workplace Spirituality and Perseverance</b> Freda van der Walt – Central University of Technology, South Africa</p> <p><b>Tied to the Family, Empowered by the Community: Women’s Micro-Entrepreneurship and Dual Embeddedness in Rwanda</b> Josephine Mutesi – University of Rwanda, Rwanda</p> <p><b>The Effect of Taxation, Firm Size and Government Policy on the Financial Performance of Digital Credit Providers</b> Spencer Ololchike – University of Nairobi, Kenya</p> <p><b>Fostering Employee Performance Through Organisational Culture in Nigerian Healthcare Institutions: A Contextual Analysis of Non-Medical Staff</b> Bashir Aboaba Mojeed-Sanni – University of Doha for Science and Technology, Qatar</p> <p><b>Cross-Cultural Perspectives on Employee Engagement: Comparing South African and European Workplaces</b> Nancy Cathy Nelechurai – University of Nairobi, Kenya</p> <p><b>Transactional Leadership and Team Creativity: Social Networking Mediation and Leader-Follower Distance Moderation Test</b> Zewditu Wube – Addis Ababa University, Ethiopia Abeba Beyene Mengistu - Addis Ababa University, Ethiopia Amanuel Tekleab – Wayne State University, USA</p> <p><b>The Role of Work-Unit Spirituality as a Mediating Construct in the Relationship Between Organisational Spirituality and Individual Spirituality and Its Influence on Employee Flourishing</b> Natasha Tigedi – Central University of Technology, South Africa</p>	<p><b>Green Human Capital and Environmental Performance: Exploring the Processes and Conditions in the Agri-Food Sector in an Emerging Economy</b> Abubakari Sadik Osman-Kwame Nkrumah University of Science and Technology, Ghana Henry Kofi Mensah-Kwame Nkrumah University of Science and Technology, Ghana Ahmed Agyapong-Kwame Nkrumah University of Science and Technology, Ghana Moses Acquaaah-University of North Carolina at Greensboro, USA Gilbert Anyowuo Okyere-Kwame Nkrumah University of Science and Technology, Ghana</p> <p><b>From PVC to Sustainable Alternatives: Strategic Innovation and Market Entry in Scandinavia’s Eco-Conscious Consumer Landscape</b> Elmehdi Essbaa – ESCA Ecole de Management, Morocco</p> <p><b>Integrating Ghanaian Traditional Leadership Principles into Modern Corporate Management</b> Edward Tetteh – Heritage Christian University, Ghana Patricia Muah – Heritage Christian University, Ghana</p> <p><b>Exploratory Global Study on Employees’ Perceptions of Organizational Downsizing and Change</b> Shavon Thurmond – Benedictine University, United States</p> <p><b>The Role of Entrepreneurship Coaching Programs in Supporting Youth Retailers in Ghana</b> Grace Abban-Ampiah – Ghana Institute of Management and Public Administration, Ghana</p> <p><b>Configurational Pathways to Sustainable Urban Development in Africa: Analyzing Governance, Participation, and Digital Innovation</b> Larry Clay – Marymount University, USA Michelle Montague-Mfuni, University of Richmond, USA</p> <p><b>Africa Mobile Telecom and Entrepreneur Intersections</b> Robert Harris – Lewis University, USA</p>



DAY 3: WEDNESDAY JANUARY 7, 2026	
	ALL ACADEMY SESSION DEANS' FORUM
	MODERATOR: ABEL ADEKOLA Wilkes University
ROOM	Auditorium Casablanca – 3rd floor
1:30 pm - 2:50 pm	<p><b>*Abel Femi Adekola</b>, Wilkes University, Wilkes-Barre, USA</p> <p><b>Thami Ghorfi</b>, ESCA Ecole de Management, Casablanca, Morocco</p> <p><b>Olayinka David-West</b>, Pan-Atlantic University, Ajah – Lagos, Nigeria</p> <p><b>Caesar Mwangi</b>, Strathmore University, Nairobi, Kenya</p> <p><b>Timothy C. Okech</b>, United States International University – Africa, Kenya</p> <p><b>Mark Frascatore</b>, Niagara University, Lewiston, New York, USA.</p> <p><b>Bertie Greer</b>, University of Massachusetts, Lowell, USA</p> <p><b>Khaled Hassanein</b>, McMaster University, Canada</p> <p><b>Matrecia S.L. James</b>, St Bonaventure University, New York, USA</p> <p><b>Sharoni Little</b>, Western Colorado University, Gunnison, Colorado, USA</p> <p><b>Raminder K. Luther</b>, Salem State University, Massachusetts, USA</p> <p><b>Ian O. Williamson</b>, University of California, Irvine, USA</p> <p>*Moderator</p>



3:00 pm –  
4:30 pm

**ALL ACADEMY BUSINESS MEETING**  
**AWARDS AND INDUCTION OF NEW EXECUTIVE BOARD**  
**VENUE: Auditorium Shanghai - 6th floor**  
**Note: Buses promptly depart to the Conference Hotels at 4:45pm**

## **2026 AFAM Conference Closing Ceremony**

**Time: 6.30 pm – 10.00 pm**

**VENUE: TBC**

**Presidential Address**

**Moses Acquaah**

**University of North Carolina at Greensboro  
USA**

**Keynote Speaker**

**Brian Ganson**

**Stellenbosch University,  
South Africa**

**Buses depart promptly from the  
Conference Hotels at 5.45pm.**

Have a safe and pleasant journey to your respective homes.

## 2026 AFAM Biennial Conference

### Best Paper WinnerS

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

##### **Managing the Paradox of Embedded Agency Across Institutional Space and Time**

Chad Coffman-Boise State University

Alisa Sydrow-ESCP Business School

Sanwar Sunny-University of Baltimore

Griffin Cottle-University of Massachusetts-Dartmouth

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

##### **The Identification of Unionised Blue-Collar Workers with their Employers and Representative Unions**

Anne Crafford-University of Pretoria

Lechan Wheeler-University of Pretoria

Natasha Winkler-Titus-Stellenbosch University

#### **Track 3 Public Policy, Administration of Government, and Non-Governmental Organizations** **Creolized Institutional Pathways: Transcending Assumptions of Institutional Void and Institutional Hybridity in African Contexts**

Adeelah Kodabux-Centre for African Smart Public Value Governance

Emamdeem Fohim-University of Bern

Crisanto Barros-University of Cape Verde

Nana Yaa Gyamfi-China Europe International Business School

Jess Auerbach Jahajeeah - University of Cape Town

Mogopodi Lekorwe-University of Botswana

Moustapha Mbengue-University of Cheik Anta Diop de Dakar

Lillian Otaeye-University of Liverpool

Guy Peters-University of Pittsburgh

Amar Seeam-University of South Wales

Metkel Yosief-University of Bern

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

##### **Institutional Quality and Ownership Strategy Choices: A Perspective from Japanese Subsidiaries in Africa**

Fuhad Ogunsanya-Western University

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

##### **Decoding Ubuntu-Informed CSR and Impression Management: Insights from an Indigenous Company in Northern Nigeria**

Aliyu Umar Usman-Regent College London

Roza Sagitova-University of Portsmouth

Xinxiang Li-University of Portsmouth

**Track 6 Sustainability and Green Management****Bridging Internal Green Dynamic Capabilities and Government Policy Support for Green**

Competitive Advantage: Evidence from SMEs in Uganda

Eddy Kurobuza Tukamushaba-University of Doha for Science and Technology

Rennie Bakashaba- Mbarra University of Science and Technology

Dedrix Bindeeba-Mbarara University of Science and Technology

**Track 8 Management Practice****The Role of International Innovation Hub in the African Innovation Ecosystem: Evidence from Norrsken Hub East Africa**

Gilbert Shyaka-University of Rwanda

Carla Goncalves Machado- Jonkoping International Business School

Anders Melander-Jonkoping International Business School

Samuel Mutarindwa-University of Rwanda

**Track 9 Teaching and Learning****Case-Based Teaching in Africa: Is AI the Route Forward?**

Anders Melander-Jonkoping International Business School

Olof Brunninge-Jonkoping International Business School

Andrew Schenkel-Stockholm School of Economics

Ciara Sutton-Stockholm School of Economics





