



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



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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) to learn more about the organization.**

The Africa Academy of Management (AFAM) Awards

Award	Description
Emerald Africa Academy of Management Trailblazer Award	<p>The Emerald Africa Academy of Management Trailblazer Award 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.</p>
The Stella Nkomo Junior Faculty Award	<p>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.</p>
The AJOM Fellowship Award	<p>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.</p>

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 Acquaah: 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 Otaye-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)
Kenzi Tower 5* : 60 Rooms	
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
Onomo Massira City Center 4* : 40 Rooms	
Single Room	1180
Double Room	1350
Touristic Taxes	19,8
Novotel City Center 4* : 40 Rooms	
Single Room	1200
Double Room	1330
Touristic Taxes	19,8
Ibis Abdelmoumen : 30 Rooms	
Ibis City Center 3* : 40 Rooms	
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



ACADEMY OF
Management



Association of African
Business Schools

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

Co-Chairs (Organizers)	Journal Editors	AFAM Facilitators
<p>Michael Holmes Florida State University</p> <p>Becky Namatovu Copenhagen Business School</p>	<p>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</p>	<p>Wayne Hochwarter - Florida State University, USA Oscar Holmes IV - Rutgers University, USA Russ Johnson - Michigan State University, USA dt Oglivie - Rutgers University, USA Zur Shapira - New York University, USA Baniyelme Zoogah - McMaster University, Canada</p>

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

	12:15pm – 1:15pm	LUNCH BREAK: Venue: Lunch boxes, 6th floor	
3	1:15pm – 1:30pm	General Session: Academy of Management Presentation (Shira Hodges)	Auditorium Casablanca (3rd Floor)
4	1:30pm – 2:00pm	General Session: Research in African Contexts (Baniyelme Zoogah)	Auditorium Casablanca (3rd Floor)
5	2:00pm – 2:30pm	General Session: Different Types of Contributions (Bruce Lamont)	Auditorium Casablanca (3rd Floor)
	2:30pm – 2:40pm	TEA & COFFEE BREAK Venue: 6th floor	
6	2:40pm – 3:10pm	General Session: Setting the Hook (Hermann Ndofor)	Auditorium Casablanca (3rd Floor)
7	3:10pm – 5:10pm	Roundtable Breakouts (consortia attendees meet with editors and facilitators)	Various*
	6:00pm – 8:00pm	2026 AFAM Conference Opening Ceremony Reception	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 & 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>Sustainable HRM: Concepts, definitions and theoretical frontiers. Asna Hajjani- Mohammed VI Polytechnic University, Morocco</p> <p>A systematic literature review on workplace spirituality and organisational culture: Pathways to sustainable competitive advantage Rosmund Obuobi- Knutsford University, Ghana;</p> <p>The hidden cost of broken agreements: BROODING, REFLECTION, AND EMPLOYEE MENTAL HEALTH Johannes Kraak-Kedge Business School, France Yannick Griep- North-West University, South Africa Arnaud Lacan-Kedge Business School, France.</p> <p>Strategic HRM in the Global South: A case of toothless HR professionals in Zambia Chitalu Kabwe- Kennesaw State University, USA Christine Mushibwe- Unicaf University.</p>	<p>The Influence of South African Entrepreneurs' Fixed Mindset on SMMEs' Financial Performance: Navigating Opportunities for Growth Thobile Radebe — Stellenbosch University, South Africa</p> <p>Rita Klonaridis – North-west University, South Africa</p> <p>Marko van Deventer – North-west University, South Africa</p> <p>Regional Trade Integration as a Catalyst for Youth Employment and Economic Development Powel Murunga – University of Nairobi, Kenya</p> <p>Entrepreneurial Traits and Venture Success in East Africa: A Conceptual Framework of Psychological Dispositions and Contextual Moderators Minsun Kim — Louisiana State University Shreveport, USA Kenneth Kungu — Louisiana State University Shreveport, USA</p> <p>From Pitch to Partnership: What Hospital Leaders Seek in Health Startups? Ali Mchiri — Sam Houston State University, USA</p> <p>Gregory Orewa — University of Texas San Antonio, USA</p>	<p>Unraveling Organizational Dynamics at the Nexus of Public and Private Infrastructures: The Moroccan Rural Assembly's Singularity Laurent Bédéneau-Wang – Mohammed VI Polytechnic University, Morocco</p> <p>Majda Soumane - Mohammed VI Polytechnic University, Morocco</p> <p>Sebastien Mena – University of Fribourg, Switzerland</p> <p>All Aboard? Discretionary Work by Service Agents in a Social Enterprise Rose Bote – NEOMA Business School, France</p> <p>The Great Exodus: Brain Drain, Healthcare Crisis, and the Urgency of Reform in Africa Gregory Orewa – University of Texas San Antonio, United States</p> <p>Nero Edebie – Sam Houston State University, USA</p> <p>Ifeyimika Ajaiyeoba- University of Wisconsin, Parkside, USA</p> <p>Sofia Smeigh-University of Texas at San Antonio, USA</p> <p>Juliet Osuji-North Carolina Agricultural and Technical University, USA</p> <p>Joy Kanu - University of Texas at Arlington, USA.</p> <p>Building Common Ground in Frame Conflicts: Insights from Multistakeholder Collaborations on Grand Challenges in Sub-Saharan Africa. Nnamdi Cyriacus Nwoke – CleRMa, France</p>	<p>Bruce Lamont-Florida State University, USA</p> <p>Followed by a meeting of the Editorial Team, African Journal of Management</p>	<p>Local Business Models for Job Creation: Lessons from the One Kindred Business Initiative of Imo State, Nigeria. Judy Muthuri - University of the West Indies</p> <p>Onya Idoko, University College London, UK</p> <p>Amon Chizema, Loughborough University, UK</p> <p>Uwafiookun Idemudia, Guelph University, Canada</p> <p>Kenneth Amaeshi, University of Edinburgh, UK</p>	<p>Contextualizing Entrepreneurship : Practice, Embeddedness and Reflections from Africa Nellie Elenany – The American University in Cairo, Egypt</p> <p>Ayman Ismail – The American University in Cairo, Egypt</p> <p>Henrietta Onwuegbuzie – Pan Atlantic University, Nigeria</p> <p>Menisha Moos – University of Pretoria, South Africa</p> <p>Ismael Tharwat – The American University in Cairo, Egypt</p> <p>Moataz Darwish – The American University in Cairo, Egypt</p> <p>Evelyn Derera – University of KwaZulu-Natal, South Africa</p> <p>Laurent Bédéneau-Wang – Mohammed VI Polytechnic University, Morocco</p> <p>Abdel-Maoula Chaar – Mohammed VI Polytechnic University, Morocco</p>

10:00- 10:30 am	TEA & COFFEE BREAK VENUE: 6 TH 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>Leading with purpose: The impact of responsible leadership on employee engagement among a diverse workforce. Nero Edevbie – Sam Houston State University, USA Ifeyimika Ajaiyeoba-University of Wisconsin-Parkside, USA Lovina Bhavnani-Akouwah-Hamline University, USA Valerie Babatope-MacEwan University, Canada.</p> <p>Silenced in the Digital Labour Market: Investigating Platform Worker Precarity and the Elusive Quest for Decent Work Hakeem Ajonbadi-University of Doha for Science & Technology, UAE Chima Mordi-University of Doha for Science & Technology, UAE Olatunji Adekoya-Sheffield Hallam University, UK.</p> <p>Reimagining African Universities as Agents of Social Innovation: Insights into the Third Mission in African Higher Education David Littlewood – University of Sheffield, UK Annika Surmeier-University of Cape Town, South Africa</p>	<p>The Effect of Adversity Interaction and Persistence on the Well-being of Necessity Entrepreneurs in Africa Addisu Lashitew — McMaster University, Canada</p> <p>Measuring National Entrepreneurial Ecosystems in Africa Erik Stam — Utrecht University, Netherlands Phumlani Nkotwana-Stellenbosch University, South Africa</p> <p>The Effect of Entrepreneurial Leadership on SME Performance — The Role of Organizational Innovation Capability, Organizational Learning Capabilities and Government Support Lense Getachew — Addis Ababa University, Ethiopia</p> <p>Becoming in the Margins: How Virtual Incubation Shapes Entrepreneurial Identity Enactment among Urban Refugee Women in Kenya Toli Jembere — McMaster University, Canada Benson Honig, McMaster University, Canada</p>	<p>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 Otaye-University of Liverpool Guy Peters-University of Pittsburgh Amar Seeam-University of South Wales Metkel Yosief-University of Bern</p> <p>African Leaders' Response to USAID Funding Cuts 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>The Export Performance of Africa's Agribusiness Sector: A Policy Agenda for Change Lilac Nachum – University of Leeds, UK</p>	<p>Women's Journey in Leadership and Career Commitment Nasima Carrim – University of Pretoria, South Africa Jenny Hoobler – NOVA School of Business and Economics, Portugal Willie Chimyamurindi – University of Fort Hare, South Africa Mothepane Seghobane – University of Pretoria, South Africa</p>	<p>The Future of Pedagogy in the Age of AI: A Case Example. Thami Ghorfi, ESCA, Morocco. Benjamin Stevenin, Director Strategy AVRIS TTechnology and Headway-Advisory, France</p>	<p>Supply Chain Management: Moving Marginalized Communities toward the Centre 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	CONFERENCE OPENING CEREMONY Venue: 1st floor Grand Auditorium					
12:45-2:00pm	LUNCH VENUE: Standing lunch - Agora Athena, Ground Floor					

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

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

4:00 pm to 6:00 pm	<p style="text-align: center;">ALL ACADEMY SESSION (Meet-the-Editors): Venue: Auditorium Shanghai - 6th floor</p> <p style="text-align: center;">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	Buses promptly depart to Conference Hotels

PAPER & 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	Temporality and Hybrid Entrepreneurship: Mapping Hybridity Episodes Among Docpreneurs Charis Asante-Agyei — Lewis & Clark College, USA Ali Mchiri — Sam Houston State University, USA	An Analysis of Strategic Planning, Environment and Firm Performance Juliana Namada — United States International University, Kenya	Institutionalized Improvisation and Constructive Ambiguity: Grassroots Innovation in Kenya's Institutional Grey Zones Lucy Wamalwa — KCA University, Kenya Sarah Kimakwa — California State University-Chico, USA	Advancing the Study of Entrepreneurial Ecosystems in Africa: Contextual Measurement, Methodological Approaches, and Data Strategies Olu Aluko — Nottingham Trent University, United Kingdom Sherwat Ibrahim — The American University of Cairo, Egypt Erik Stam — Utrecht University, Netherlands Gregory Guéneau — Adalia Institute, Morocco Phumlan Nkонтwana — Stellenbosch University, South Africa Ismaael Tharwat — The American University of Cairo, Egypt	Leadership Development in Africa: The Importance of Contextualized Solutions 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	Beyond Borders: Building a Consortium on Tokenism, Discrimination, and Stereotype Threat Across the African Diaspora Jason Lambert — California State University Monterey Bay, USA Gabrielle Smith — Texas Woman's University, USA Ekundayo Akinlade — University of Wisconsin-Parkside, USA
	From Apprenticeship to Adversary: Understanding Competitive Dynamics among Entrepreneurs in Informal Clusters Selorm Agbleze — University of Leeds, UK Shelter Teyi- Copenhagen Business School, Denmark Diane Holt-University of Leeds, UK	Workplace Silence in Strategy Making: Evidence from an Ethiopian State-Owned Enterprise Olof Brunninge — Jönköping International Business School, Sweden Gemechis Terfa Eticha — Addis Ababa University, Ethiopia Workneh Kassa Tessema - Addis Ababa University, Ethiopia	Individual and Collective Entrepreneurial Emancipation: A Freirean Incubator for Bar Hostesses in Kenya Javid Nafari — McMaster University, Canada Benson Honig — McMaster University, Canada	How Necessity Entrepreneurs Foster Integration in a Host Country: Chameleon Strategy by Refugee Entrepreneurs in Ghana Giacomo Ciambotti — Università Cattolica del Sacro Cuore, Italy Sangmorkuor Tetteh — University of Professional Studies, Ghana		
	Managing the Paradox of Embedded Agency Across Institutional Space and Time 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	Strategic Management in the AI Era: Leveraging Knowledge Systems for Sustainable Competitiveness Phoebe Mbiyu — University of Nairobi, Kenya Dickson Amunga — University of Nairobi, Kenya	Decolonisation of Indigenous Entrepreneurship in Post-colonial Territories: Evidence from Sierra Leone Peter A. B. Lansana — Catholic University of Milan, Italy Andrea Carlo Maria Sottini — Catholic University of Milan, Italy			
	The Seed and the Soil: A Longitudinal Network and Resource-Based View Analysis of Entrepreneurial Ecosystems in MENA Grégory Guéneau — ADALIA Institute, Morocco	Ontological Assumptions in Mobile Telecommunications Development in Sub-Saharan Africa Facilitated by Project Management Professionals Robert Harris — Lewis University, USA				
10:00-10:30am					TEA & COFFEE BREAK VENUE: 6TH FLOOR	



PAPER & PDW SESSIONS - DAY 2: TUESDAY JANUARY 6

	Work, Identity, Inclusion	Sustainability and Value Creation	PDW: Engaging with Africa's SDGs: The Role of Chinese MNEs	PDW: Theory Testing, Replication and Refinement in the African Context	PDW: NetProsAfrica-LAUNCH of Q Teaching Forum	PDW: Reframing Global Innovation for Sustainable Development: Perspectives from Africa
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>The identification of unionised blue-collar workers with their employers and representative unions Anne Crafford - University of Pretoria, South Africa Natasha Winkler-Titus - Stellenbosch University, South Africa Lechan Wheeler- University of Pretoria, South Africa</p> <p>How Immigrant Job Seekers' Acculturation Influences Exploitation Opportunism: A Conceptual Framework 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>Constructing Accountability in Hybrid Organizations: Monasteries in Ethiopia Fyery Adhena Abreha – Jonkoping International Business School, Sweden</p> <p>Working While Unwell: Disabling Systems and the Invisible Burden of Lupus in African Workplaces Armand Bam – Stellenbosch University, South Africa</p>	<p>Bridging Internal Green Dynamic Capabilities and Government Green Policy Support for Green Competitive Advantage: Evidence from SMEs in Uganda Eddy Kurobuza Tukamushaba – University of Doha for Science and Technology, Doha, Qatar</p> <p>Technological Capabilities and Supply Chain Value Creation; Exploring the Roles of Circular Economy Practices and Organizational Climate Henry Kofi Mensah – Kwame Nkrumah University of Science & Technology, Ghana Ahmed Agyapong Kwame Nkrumah University of Science & Technology, Ghana Gilbert Anyowuo Okyere Kwame Nkrumah University of Science & Technology, Ghana Abubakari Sadik Osman Kwame Nkrumah University of Science & Technology, Ghana</p> <p>An Attention-Based View of Green Supply Chains, Sustainable Development Goals, and Performance Implications: Insights from African Multinationals Hicham Nachit – ESCA Ecole de Management, Morocco</p> <p>Assessing the Relationship Between Green Finance Investment, Carbon Emission Intensity, and Corporate Financial Performance: Evidence from Publicly Listed Firms in Eastern Africa Powel Murunga – University of Nairobi, Kenya</p>	<p>Engaging with Africa's SDGs: The Role of Chinese MNEs 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>Theory Testing, Replication and Refinement in the African Context: Best Practices from the Editors of the Journal of Management Scientific Reports 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>NetProsAfrica-LAUNCH of Q Teaching Forum Catherine le Roux - University of Pretoria, South Africa Julie Nyanjom - Edith Cowen University, Australia Benoit Rihoux - UC Louvain, Belgium Natasha Winkler-Titus - Stellenbosch Business School, South Africa</p>	<p>Reframing Global Innovation for Sustainable Development: Perspectives from Africa 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
pmLunch
VENUE: Standing lunch - Agora Athena, Ground Floor

DAY 2: TUESDAY JANUARY 6, 2026

ALL-ACADEMY POSTER PRESENTATIONS

TIME 8.30AM – 10.00AM

VENUE Doha – 6th floor

<p>Enhancing Entrepreneurial Competence through Experiential Learning: A Study of Non-Commerce Students in a Co-Curricular Programme <i>Sher-Lee Arendse-Fourie – Stellenbosch University, South Africa</i> <i>Sabrina Matthee – Stellenbosch University, South Africa</i></p> <p>Collaborating to Empower Undergraduate Students as Business Case Study Authors <i>Natasha Mwila – University of Warwick, UK</i></p> <p>Social Entrepreneurship in Plastic Waste Management: A Panacea to Mitigate Youth Unemployment <i>Ifeyinwa Austin-Egole – Federal University of Technology, Owerri, Nigeria</i></p> <p>Remote Work in Nonprofit Organizations: The Intersection of Employee Well-being and Community Outcomes <i>Kunle Akingbola – Lakehead University, Canada</i></p> <p>Innovation Pathways for Nonprofits in Rural Ontario, Canada <i>Kunle Akingbola – Lakehead University, Canada</i></p> <p>Nationality-Identity View of Leader Political Skill and Employee Cooperation <i>Baphiwe Daweti – Durban University of Technology, South Africa</i></p> <p>Sustainability in Practice: The Role of Middle Managers in Driving Effective Strategy Adoption in a Sub-Saharan MNE <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>Green Entrepreneurial Orientation and Climate Change Adaptation Strategies of Agro-Entrepreneurs in Rivers State, Nigeria <i>Chidiebere Victor Adim – University of Africa, Toru-Orua, Bayelsa State, Nigeria</i></p> <p>Leveraging AI to Enhance Productivity and Financial Sustainability of Black-Owned SMEs <i>Lebogang Madibo – Gordon Institute of Business Science, University of Pretoria, South Africa</i></p> <p>Motshedisi Mathibe – Gordon Institute of Business Science, University of Pretoria, South Africa <i>Terrence Simon – Livingstone College, North Carolina, United States</i></p> <p>Transforming Eco-Responsible Leadership from the Inside-Out: A Path to Sustainable Development in Emerging Economies <i>Isabel Wolf-Gillespie – Stellenbosch University, South Africa</i></p> <p>Challenges Hindering SME Success in South Africa: An Owner-Manager Perspective on Performance Determinants <i>Melvin Mothoa – Mangosuthu University of Technology, South Africa</i></p> <p>Cultural Intelligence, Personal Resilience and Interaction Adjustment in Diverse Cultures: The Role of Emotional Self-Efficacy <i>Sokro Evans – Central University, Ghana</i></p> <p>Assessing the Perception of Health Professionals on the Implementation of National Health Insurance in South Africa: A Case Study at Livingstone Tertiary Hospital Gqeberha <i>Oluwafemi Dele-Ijagbulu – Nelson Mandela University, South Africa</i></p> <p>SOMO-Africa and Sustainability of SMEs in Kisumu County, Kenya. <i>Brigitte Okonga-Wabuyabo-KCA University</i></p>
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10:00- 10:30am	TEA & COFFEE BREAK VENUE: 6 TH 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>Versatile Leadership and Organizational Agility: A Case Study of Garment Industry in Ethiopia <i>Eskedar Gizat – Kotebe University of Education, Ethiopia</i></p> <p>AI-Precision Farming and Resilient Agribusinesses: The Role of Human AI-Skills in Emerging Economies <i>Gertrude Mensah – University of Ghana, Ghana</i></p> <p>Entrepreneurship in Context: How Gender and Environment Interact to Shape High-Growth Ventures in Nigeria <i>Omeghie Okoyomoh – University of Birmingham, UK</i></p> <p>Addressing Socio-Technical Barriers to Compressed Natural Gas (CNG) Adoption <i>Kamal Tasiu – Istanbul University, Türkiye</i></p> <p>Rethinking Leadership Development in the Global South: Insights from the Nigerien Diaspora <i>Istifanous Ado – ISTE Business School Paris, France</i></p> <p>Smart Tourism in Morocco: Digital Marketing Practices for an Innovative and Resilient Recovery <i>Imane Zarrouk – University of Rabat, Morocco</i></p> <p>Invisible Architects of AI: Psychological Safety, Employee Well-Being, and Task-Technology Fit Among Africa's Digital Laborers <i>Montressa Washington – Shenandoah University, USA Carla Jones – State Houston University, USA</i></p> <p>Informal Economies and Their Role in Urban and Rural Development: A Nigerian Perspective <i>Salisu A. Kabiru – Umaru Musa Yar'adua University, Katsina, Nigeria</i></p> <p>Good Governance Strategies and Sustainable Female Leadership: The Case of Tanzania <i>Lucy Kiowi – Institute of Accountancy Arusha, Tanzania</i></p>	<p>Making the Triple Helix Work in Africa: A Nexus Model for Functional Partnerships and Venture Readiness <i>Adeyinka Adewale – University of Reading, UK Mary Ukam – University of Reading, UK</i></p> <p>Centring Mothers' Lived Realities to Ground Care Economy Policy: A Contextualised, Collaborative Methodology from Africa <i>Ameeta Jaga – University of Cape Town, South Africa Jess Capstick-Dale – University of Cape Town, South Africa Tristan Görgens – Western Cape Government, South Africa Ruth Mathys – University of Cape Town, South Africa</i></p> <p>Entrepreneurial Ecosystems: A Review and Future Research Opportunities <i>Amon Simba – Nottingham Trent University, UK Mahdi Taje – Saint Mary's University, Canada</i></p> <p>Women Executives in Africa: Does an Ecosystem of Support Exist? <i>Carla Jones – State Houston University, USA Montressa Washington – Shenandoah University, USA</i></p> <p>The Story of the Oak and the Bamboo Tree: Resilience as Purpose in Ethiopian Banking Firms <i>Betelhem Fikru Tekletsion – Addis Ababa University, Ethiopia</i></p> <p>Geopolitics and Natural Resources: Igniting Africa's Resource Economy through Sustainable Resource Management and Geopolitical Recognition. <i>James R Calvin - John Hopkins University, United States Ken D Johnson - DEVCNIA LLC</i></p>
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1.30 – 4:30pm	<p>Experiential Trips (1:30pm - 4:30pm)</p> <p>Prompt Departure: All Delegates must board buses by 1:20pm</p>
4.40pm	<p>Note: Buses promptly depart to the ESCA Campus at 4.40pm</p> <p>From where you will be transported to your respective Conference Hotels</p>



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

	Entrepreneurial Resilience Dynamics	Management Practices and Performance	Pedagogical Approaches & Learning	PDW: Teaching Supply Chain Management in the Age of Sustainability and Artificial Intelligence	AFAM-BAM Panel Discussion on the Future of the University	Day 2: Junior Faculty & Doctoral Consortium BY INVITATION ONLY	PDW: Paper Development Workshop 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 Acquaah	Michael Holmes Florida State University Becky Namatovu Copenhagen Business School	Quinetta Connally, Lamar Pierce
8:30-10:00 am	Value Creation in Impoverished Contexts: Applying a Human Capital Perspective 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 Accelerators' Impact on Entrepreneurship Growth in Africa: The Impact of Perceived Societal Support Lilac Nachum — University of Leeds, UK Peng Zhang — Simon Fraser University, Canada Ruth Kiraka - Strathmore University Kenya Caroline Kariuki — Strathmore University, Kenya Exploring Social Enterprise Resilience During Shocks: Evidence from South Africa Masota Sebona — University of Pretoria, South Africa Alex Bignotti — University of Pretoria, South Africa Climate Riskwork:	The Role of International Innovation Hub in the African Innovation Ecosystem – Evidence from Norrsken Hub East Africa 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 The Impact of Inventory Management on Firm Performance: The Moderating Role of Supervision Ruby Agbola — Central University, Ghana Adoption of Innovative Accounting Practices in Cooperatives: The Case of Accounting Digitalisation Idrissa Ndizeye — University of Rwanda, Rwanda Andreas Jansson — Jönköping University, Sweden Caroline Teh — Jönköping University, Sweden Jean Bosco Shema — University of Rwanda, Rwanda	Online Learning and Mental Well-being of Academic Staff in Kenyan Universities: Exploring Stress, Workload, Work-Life Balance, and Demographic Variations Boniface Kimwere — KCA University, Kenya Mary Mwanzia — KCA University, Kenya Measuring the Impact of AI in Learning and Development on Employee Performance: Evidence from African Organizations Maryann Asemota — National Research University Higher School of Economics, Russian Federation Gbolaheen Owoeye — University of Texas El Paso, USA Adoption of Innovative Accounting Practices in Cooperatives: The Case of Accounting Digitalisation Idrissa Ndizeye — University of Rwanda, Rwanda Andreas Jansson — Jönköping University, Sweden Caroline Teh — Jönköping University, Sweden Jean Bosco Shema — University of Rwanda, Rwanda	Teaching Supply Chain Management in the Age of Sustainability and Artificial Intelligence 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 Learning Styles of First-Year Students in a Department of Hospitality Management Using the VARK Model Isabella Kleynhans — Tshwane University of Technology, South Africa Decolonising Industrial and Organisational Psychology: Challenging WEIRD Norms through Psychobiography in South African Higher Education Willie Chinyamurindi — University of Fort Hare, South Africa	Emma Parry, Cranfield University, U.K. Katy Mason, University of Salford, U.K. Ahmad Agyapong, Kwame Nkrumah Copenhagen Business School Bella Galperin (University of Tampa) Benson Honig (McMaster University) Mike Peng, University of Texas at Dallas, USA Timothy Okech, United States International University, Kenya. 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)	Writing Session & Roundtable Breakouts with All facilitators Michael Holmes Florida State University Becky Namatovu Copenhagen Business School	Paper Development Workshop 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



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

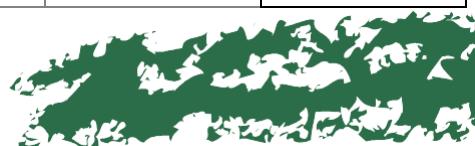


	Odinga University of Science and Technology, Kenya Eivor Oborn – University of Warwick, UK Karl Prince – University of Cambridge, UK Matthias Barrett – University of Waterloo, Canada		Tinashe Harry – Nelson Mandela University, South Africa				
10:00- 10:30 am		TEA & COFFEE BREAK VENUE: 6TH FLOOR					



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

	Human resource mechanisms	Social Issues in Management	Teaching and Learning	PDW: From Necessity to Agency: A Multi-perspective Dialogue on Entrepreneurship in Poverty Contexts	PDW: Network for Practice and Process Management Studies Drawing on African Empirical Settings	Day 2: Junior Faculty & Doctoral Consortium BY INVITATION ONLY	PDW: Paper Development Workshop BY INVITATION ONLY*
ROOM	Auditorium New York – 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	Selection: An Ignored Solution to the Apprentice Problem? Juliet Townes - University of Fort Hare, South Africa From Readiness to Results: Unpacking the Role of Digital Capabilities in Driving Innovation in Multinational Corporations. Hannah V. Osei-Kwame Nkrumah University of Science and Technology, Ghana, Dorothy Siaw-Asamoah - University of Buffalo, USA Augustina Akonor Ghana Institute of Management and Public Administration, Ghana Deborah Apprey-Kwame Nkrumah University of Science & Technology, Ghana Comfort E. Essauan - Kwame Nkrumah University of Science & Technology, Ghana Job Design, Perceived Organizational Support and Employee Engagement Among University Lecturers in Kenya. A Research Agenda Rose Gathii- KCA University, Kenya	Solidarity in the Face of Resource Competition: Systems Perspectives on the Challenge of Leader Cohesion in Langa Brian Ganson — Stellenbosch University, South Africa Sarah Cechvala — University of Oslo, Norway Decoding Ubuntu-Informed CSR and Impression Management: Insights from an Indigenous Company in Northern Nigeria Aliyu U. Usman- Regent College London, UK Roza Sagitova- University of Portsmouth, UK Xinxian Li — University of Portsmouth, UK Stepping In, Aside or Away? The Mindful Dance of Commitment in Cross-Sector Partnerships Sarita Sehgal — The Partnering Initiative, Switzerland Ralph Hamann —	Decoloniality Research Methodology: It is More Than Indigenous Research Design Hamid Hosseini Kazeroony – Northwest University, South Africa / Walden University, South Africa Analysis of Formative and Summative Evaluations for Authentic Learner Assessment During the Post-COVID Era Juliana Namada — USIU-Africa, Kenya Bernadette Kiarie — USIU-Africa, Kenya Case-Based Teaching in Africa: Is AI the Route Forward? 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 Digital Detox in Education: The Effect of Tech-Free Learning on Student Performance Ahmed Iraqi — ESCA Ecole de Management, Morocco The Impact of	From Necessity to Agency: A Multi-perspective Dialogue on Entrepreneurship in Poverty Contexts Maddalena Scribanis — Università Cattolica del Sacro Cuore, Italy Johanna Fischer — Leibniz University, Germany Catherine le Roux — University of Pretoria, South Africa Bella Galperin — University of Tampa, USA Natasha Winkler-Titus — Stellenbosch Business School, South Africa 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 	Network for Practice and Process Management Studies Drawing on African Empirical Settings Mira Slavova — University of Warwick, UK Catherine le Roux — University of Pretoria, South Africa Bella Galperin — University of Tampa, USA Natasha Winkler-Titus — Stellenbosch Business School, South Africa 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 	Writing Session & Roundtable Breakouts with All facilitators 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	Paper Development Workshop 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>Exploring the Mediating Effects of Social Media Attachment and Information Overload on Employee Well-being Prudence Nyetanyane -Central University of Technology, South Africa. Freda van der Walt - Central University of Technology, South Africa</p>	<p>Entrepreneurship Education on Entrepreneurial Resilience: An Emerging Economy Perspective Victor Udeozor – Nottingham Trent University, UK Ekaete Benedict – University of the Free State, South Africa</p>				
12:00-1:00 pm		<p>LUNCH BREAK VENUE: Agora Athena, Ground Floor</p>				

***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 th Floor
8.30am – 10:00 am	<p>Employee's Perception of the Employment Equity Act and Its Relevance to Organisational Performance at a South African Research Institution <i>Chuene Alfred Semono – Nelson Mandela University, South Africa</i></p> <p>Creativity, Innovation, and Entrepreneurship: Delineating Their Conceptual Differences and Demarcating Their Practical Boundaries <i>Joseph Eshun – Kwame Nkrumah University of Science and Technology, Ghana</i></p> <p>Leadership Essence in Driving Human Resource Development 4.0 <i>Isaac Chukwuma – University of Port Harcourt, Nigeria</i></p> <p>Heterogeneous Collaborative Corporate Social Responsibility Initiatives to Address Grand Challenges <i>Miebi Ugwuzor – Niger Delta University, Bayelsa State, Nigeria</i></p> <p>The Interaction Effects of Firm Capabilities and Environmental Uncertainty on the Growth of Small and Medium Enterprises: A Configurational Approach <i>Ruby Agbola – Central University, Ghana</i></p> <p>Green Virtues in Environmental Ethics and Practice <i>Khali Mofuo – North-West University, South Africa</i></p> <p>Cultural Dialogue and Governance <i>Baniyelme Zoogah – McMaster University, Canada</i></p> <p>Informal Entrepreneurship and Business Development: A Critical Review of the Igbo Apprenticeship System in Nigeria <i>Oluseye Jegede – University of Johannesburg, South Africa</i></p> <p>Modeling Extension Services to Micro Business Ventures in Uganda <i>Vincent Bagire – Makerere University Business School, Uganda</i></p> <p>We Shall Rise: Key Lessons in Community Engagement from a Participatory Group Model Building Focused on Severe Maternal Morbidity in Black Women <i>Thanayi Lambert – The University of Texas Arlington, USA,</i></p> <p>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 <i>Eden Wubalem – Addis Ababa University, Ethiopia</i></p> <p>African Women in Leadership: A Psychobiographical Analysis of Nolitha Fakude's Journey <i>Tinashe Harry – Nelson Mandela University, South Africa</i></p>



DAY 3: WEDNESDAY JANUARY 7, 2026

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



DAY 3: WEDNESDAY JANUARY 7, 2026

ALL ACADEMY SESSION
DEANS' FORUMMODERATOR: ABEL ADEKOLA
Wilkes University

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





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