



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,
MORROCO**

Conference Program

www.africaacademyofmanagement.org



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Welcome Note!



About the Africa Academy of Management (AFAM)

The Africa Academy of Management (AFAM) is a professional group of academics and practitioners interested in management scholarship 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

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



CONFERENCE REGISTRATION

The registration desk is open daily from

8:30am – 5:00pm.

AFAM Executive Committee

Moses Acquah: President

University of North Carolina at Greensboro, USA

Judy Muthuri: Vice President

University of Nottingham, UK

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

Prof. Zineb Hmeima
Prof. 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 suplement	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:

Experiential Learning Trips

Tuesday, January 6 2026

Time: 1:30pm to 4:30 pm

AFAM has organized for conference delegates to visit.... **Site to be added on final version of program in January.**



2026 Program Schedule

SUNDAY JANUARY 4, 2026

8:00am – 5:30pm

**Venue: ESCA de Management
Casablanca, MOROCO**

JUNIOR FACULTY / DOCTORAL STUDENTS CONSORTIUM
(separate registration, by invitation only)

Co-Chairs (Organizers)					
<i>Michael Holmes</i> Florida State University					
#	Time	Doctoral Students	Room	Junior Faculty	Room
	8:00am – 8:30am	INTRODUCTION			
A	08:30am - 10:30pm				
	10:30am – 10:45am	TEA & COFFEE BREAK			
B	10:50am – 12:20pm				
	12:30pm – 1:15pm	LUNCH BREAK			
C	1:30pm – 3:00pm				
	3:00pm – 3:15pm	TEA & COFFEE BREAK			
D	3:20pm – 4:50pm				
	5:00pm – 5:30pm	General Session: Both Junior Faculty and Doctoral Students			
	6: 00pm – 8:00pm				

CONSORTIUM'S AFAM FACILITATORS SESSIONS

Session	Participants	Topic	Time	Facilitator
Session 0				
Session 1				
Session 1				
		TEA & COFFEE BREAK	10:30 am -10:45 am	
Session 2				
Session 2				
		LUNCH BREAK	12:30 pm – 1:15 pm	
Section 3				
		TEA & COFFEE BREAK	3:00 pm – 3:15 pm	
Section 4				
Section 4				



2026 AFAM Conference Opening Ceremony
Monday, January 5

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

[Welcome Remarks](#)

[Keynote Speaker](#)

All Academy
MEET THE EDITORS PDW

PDW – Paper Development
Workshop with AOM & Org. Science
Journal Editors
By INVITATION ONLY

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

	Workplace Well-being	Entrepreneurial Growth	Public-Private-Societal Dynamics	PDW: <i>Women's Journey in Leadership and Career Commitment</i>	PDW: <i>Mnemonic Communities of Digital Innovation in Africa</i>	PDW: <i>Good Governance and Sustainable Female Leadership-Tanzania</i>
ROOM						
Session Chair	Yannick Griep	Powel Murunga	Lucy Kiowi	Laurent Beduneau-Wang	Mira Slavova	Nasima Mohamed Hoosen Carrim
8:30-10:00 am	<p>Sustainable HRM: Concepts, definitions and theoretical frontiers. <i>Hajjani, A</i></p> <p>A systematic literature review on workplace spirituality and organisational culture: Pathways to sustainable competitive advantage Obuobi, R.;</p> <p>The hidden cost of broken agreements: BROODING, REFLECTION, AND EMPLOYEE MENTAL HEALTH Griep, Y.; Kraak, J.; Lacan, A.</p> <p>Strategic HRM in the Global South: A case of toothless HR professionals in Zambia Kabwe, C.; Mushibwe, C.</p>	<p>The Influence of South African Entrepreneurs' Fixed Mindset on SMMEs' Financial Performance: Navigating Opportunities for Growth Dr. Thobile Radebe — Stellenbosch 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 Dr. Minsun Kim — Louisiana State University Shreveport, United States Dr. Kenneth Kungu — Louisiana State University Shreveport, United States</p> <p>From Pitch to Partnership: What Hospital Leaders Seek in Health Startups? Dr. Ali Mchiri — Sam Houston State University, United States Dr. Gregory Orewa — University of Texas San Antonio, United States</p>	<p>Unraveling Organizational Dynamics at the Nexus of Public and Private Infrastructures: The Moroccan Rural Assembly's Singularity Laurent Beduneau-Wang – Africa Business School, University Mohammed VI Polytechnic (ABS-UM6P), Morocco</p> <p>Solidarity in the FAcE of Resource Competition: Systems Perspectives on the Challenge of Leader Cohesion in Langa Prof. Brian Ganson — Stellenbosch University, South Africa</p> <p>The Great Exodus: Brain Drain,</p> <p>Healthcare Crisis, and the Urgency of Reform in Africa Gregory Orewa – University of Texas San Antonio, United States</p> <p>Frame Conflicts in Grand Challenges: Insights from Multi-Stakeholder Initiatives in African Multicultural Societies Nnandi Cyriacus Nwoke – CleRMA, France</p>	<p>Women's Journey in Leadership and Career Commitment Nasima Mohamed Hoosen 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>Mnemonic Communities of Digital Innovation in Africa Mira Slavova – Warwick Business School, United Kingdom</p>	<p>Good Governance Strategies and Sustainable Female Leadership: The Case of Tanzania Lucy Kiowi – Institute of Accountancy Arusha, Tanzania</p>
10:00- 10:30 am	TEA & COFFEE BREAK VENUE:					

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

	Leading with Purpose	Resilient Entrepreneurial Ecosystems	Institutional pathways and African Leaders	PDW: <i>The SOTL in Leadership Development</i>	PDW: <i>Contextualizing Entrepreneurship: Practice, Embeddedness and Reflections from Africa</i>	PDW: <i>SCM-Moving Marginalized Communities toward the Centre</i>
ROOM						
Session Chair	C Miska	Amon Simba-Nottingham Trent University	Enrica Ruggs	Natasha Winkler-Titus	Nellie Elenany	Lara Schilling
10:30 am - 12:00 pm	<p>Leading with purpose: The impact of responsible leadership on employee engagement among a diverse workforce. N., Bhavnani-Akouwah, L., Onyia, V.</p> <p>Silenced in the Digital Labour Market: Investigating Platform Worker Precarity and the Elusive Quest for Decent Work Ajonbadi, H., Mordi, C., Adekoya, O.</p> <p>Frame Conflicts in Grand Challenges: Insights from Multi-Stakeholder Initiatives in African Multicultural Societies Nwoke, N. C.,</p> <p>Reimagining African Universities as Agents of Social Innovation: Insights into the Third Mission in African Higher Education David Littlewood – University of Sheffield Management School, United Kingdom</p>	<p>The Effect of Adversity Interaction and Persistence on the Ill-being of Necessity Entrepreneurs in Africa Dr. Addisu Lashitew — McMaster University, Canada</p> <p>Measuring National Entrepreneurial Ecosystems in Africa Prof. Erik Stam — Utrecht University, Netherlands</p> <p>Conceptual Paper: The Effect of Entrepreneurial Leadership on SME Performance — The Role of Organizational Innovation Capability, Organizational Learning Capabilities and Government Support Mrs. 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 Mr. Toli Jembere — McMaster University, Canada</p>	<p>Creolized Institutional Pathways: Transcending Assumptions of Institutional Void and Institutional Hybridity in African Contexts Emamdeen Fohim – University of Bern, Switzerland</p> <p>African Leaders' Response to USAID Funding Cuts Juanita Trusty – California State University, Los Angeles, United States</p> <p>The Export Performance of Africa's Agribusiness Sector: A Policy Agenda for Change Lilac Nachum – Leeds Business School, United Kingdom</p>	<p>Leadership Development Practices in Africa Natasha Winkler-Titus – Stellenbosch University, South Africa Stella Nkomo – University of Pretoria, South Africa Branimira Slavova – University of Warwick, United Kingdom Anne Crafford - University of Pretoria, South Africa</p>	<p>Contextualizing Entrepreneurship: Practice, Embeddedness and Reflections from Africa Nellie Elenany – Onsi Sawiris School of Business, The American University in Cairo, Egypt Ayman Ismail – Onsi Sawiris School of Business, The American University in Cairo, Egypt Henrietta Onwuegbuzie – Lagos Business School, Nigeria Menisha Moos – University of Pretoria, South Africa Ismaeel Tharwat – The American University in Cairo, Egypt Moataz Darwish – Onsi Sawiris School of Business, 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 – Africa Business School, University Mohammed VI Polytechnic, Morocco</p>	<p>Supply Chain Management: Moving Marginalized Communities toward the Centre Lara Schilling – Technical University of Denmark, Denmark Judy Muthuri – University of the West Indies, Mona, Jamaica Stefan Seuring – University of Kassel, Germany</p>
12:15- 2:00pm	LUNCH AND CONFERENCE OPENING CEREMONY					
	VENUE:					

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

	Changing world of work	Entrepreneurial Practices	Institutions, Identity, Strategy	<i>PDW: FinTech, Financial Inclusion and Open Strategy: What Can We Learn from Africa to Tackle Grand Challenges?</i>	<i>PDW: AI-Enhanced Case Writing for African Business Schools</i>	<i>PDW: One Kindred One Business Initiative of Imo State, Nigeria</i>
ROOM						
Session Chair	Lawrence Houston	Dugassa Tessema Gerba	Frances Fabian	Jadwiga Supryn	Andrew Schenkel	Judy Muthuri
2:15 pm - 3:45 pm	<p>Quiet Quitting in The Remote Work Era: Implications for Human Resource Practice Babatope, V. O.; Ikhide, J.</p> <p>Navigating the future of work in Africa: Implications for human and organizational capability development in the age of 4IR Chinyamurindi, W.</p> <p>Technology adoption enhances employee engagement when working remotely, but gender experience job resources differently Hermann, A.; Claes, M.; Winkler-Titus, N. V.</p> <p>Constructing accountability in hybrid organizations: Monasteries in Ethiopia Abreha, F.</p>	<p>The Impact of Private Equity on the Liquidity of Small and Medium Enterprises (SMEs) in Nigeria Prof. Oluseye Jegede — University of Johannesburg, South Africa Dr. Taiwo Ayedun — Federal University of Technology Akure, Nigeria Dr. Olalekan Ibitoye — 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 Ms. Johanna Fischer — Leibniz University Hanover, Germany</p> <p>Family Configurations, Power Relations, and Entrepreneurial Practices – The Role of Monogamy and Polygamy Among Rural Entrepreneurs in Tanzania Ms. Maren Iwastschenko — Leibniz University Hanover, Germany</p> <p>Learning in the Margins: How Informal Interactions Shape Entrepreneurial Practice in a Cross-Cultural Incubation Space Mr. Dugassa Tessema Gerba — Aalto University, Finland</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 Le Bo – University of Portsmouth, United Kingdom</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 Saïd Business School, United Kingdom Saoure Kouame – University of Ottawa, Canada Telfer School of Management, Canada Laurent Béduneau-Wang – Mohammed VI Polytechnic University, Morocco</p>	<p>AI-Enhanced Case Writing for African Business Schools Andrew Schenkel – Stockholm School of Economics, Sweden Olof Brunninge – Jonkoping International Business School, Sweden Anders Melander – Jonkoping International Business School, Sweden</p>	<p>Lessons from the One Kindred One Business Initiative of Imo State, Nigeria Judy Muthuri – University of the West Indies, Mona, Jamaica</p>
3:45-4:00pm	TEA & COFFEE BREAK VENUE:					

4:00 pm to 6:00 pm	ALL ACADEMY SESSION Meet-the-Editors
6.15pm	Busses promptly depart to Conference Hotels

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

	Contextualizing Entrepreneurial Ecosystems	Evolving Strategic Management	Grassroot innovation and Entrepreneurship	<i>PDW: Leadership development in Africa</i>	<i>PDW: Collaboration for Climate Leadership</i>
ROOM					
Session Chair	Grégory Guéneau	Michael Mol	Hans Rawhouser	Bella Galperin	Mumbi Wachira
8:30-10:00 am	<p>Temporality and Hybrid Entrepreneurship: Mapping Hybridity Episodes Among Docpreneurs Dr. Charis Asante-Agyei — Lewis & Clark College, United States Dr. Ali Mchiri — Sam Houston State University, United States</p> <p>Value Creation in Impoverished Contexts: Applying a Human Capital Perspective Dr. Ted London — University of Michigan, United States Dr. Lisa Jones Christensen — Brigham Young University, United States Dr. Tyson Mackey — University of Wisconsin-La Crosse, United States Dr. Heather Esper — University of Michigan, United States Dr. Andrew Grogan-Kaylor — University of Michigan, United States</p> <p>Accelerators' Impact on Entrepreneurship Growth in Africa: The Impact of Perceived Societal Support Prof. Lilac Nachum — Leeds Business School, United Kingdom Prof. Peng Zhang — SFU Beedie School of Business, Canada Prof. Ruth Kiraka — Strathmore University Business School, Kenya Dr. Caroline Kariuki — Strathmore University, Kenya</p> <p>The Seed and the Soil: A Longitudinal Network and Resource-Based View Analysis of Entrepreneurial Ecosystems in MENA Dr. Grégory Guéneau — ADALIA Institute, Morocco</p>	<p>An Analysis of Strategic Planning, Environment and Firm Performance Juliana Namada – United States International University (USIU), Kenya</p> <p>Workplace Silence in Strategy Making: Evidence from an Ethiopian State-Owned Enterprise Olof Brunninge – Jonkoping International Business School, Sweden Gemechis Terfa Eticha – Addis Ababa University, Ethiopia</p> <p>Strategic Management in the AI Era: Leveraging Knowledge Systems for Sustainable Competitiveness Phoebe Mbiyu – University of Nairobi, Kenya Dickson Amunga – University of Nairobi, Kenya</p> <p>Ontological Assumptions in Mobile Telecommunications Development in Sub-Saharan Africa Facilitated by Project Management Professionals Robert Harris, PMP – Lewis University, United States</p>	<p>Institutionalized Improvisation and Constructive Ambiguity: Grassroots Innovation in Kenya's Institutional Grey Zones Dr. Lucy Wamalwa — KCA University, Kenya</p> <p>Individual and Collective Entrepreneurial Emancipation: A Freirean Incubator for Bar Hostesses in Kenya Dr. Javid Nafari — McMaster University, Canada Dr. Benson Honig — McMaster University, Canada</p> <p>How Necessity Entrepreneurs Foster Integration in a Host Country: Chameleon Strategy by Refugee Entrepreneurs in Ghana Dr. Giacomo Ciambotti — Università Cattolica del Sacro Cuore, Italy Ms. Sangmorkuor Tetteh — University of Professional Studies, Ghana</p> <p>Decolonisation of Indigenous Entrepreneurship in Post-colonial Territories: Evidence from Sierra Leone Mr. Peter A. B. Lansana — Catholic University of Milan, Italy Prof. Andrea Carlo Maria Sottini — Catholic University of Milan, Italy</p>	<p>Leadership Development in Africa: The Importance of Contextualized Solutions Bella Galperin – The University of Tampa, Florida, United States Lemayon Melyoki – Mwalimu J.K. Nyerere University, Tanzania Ali Taleb – University of New Brunswick, Canada Mahamadou Biga Diambéidou – UCLouvain, Belgium</p>	<p>Collaboration for Climate Leadership Mumbi Wachira – Strathmore University Business School, Kenya</p>
10:00-10:30am	TEA & COFFEE BREAK VENUE				



DAY 2: TUESDAY JANUARY 6, 2026

ALL-ACADEMY POSTER PRESENTATIONS

TIME 8.30AM – 12.30PM

VENUE

Enhancing Entrepreneurial Competence through Experiential Learning: A Study of Non-Commerce Students in a Co-Curricular Programme

Sher-Lee Arendse-Fourie – Stellenbosch University, South Africa

Sabrina Matthee – Stellenbosch University, South Africa

Collaborating to Empower Undergraduate Students as Business Case Study Authors

Natasha Mwila – University of Warwick, United Kingdom

Social Entrepreneurship in Plastic Waste Management: A Panacea to Mitigate Youth Unemployment

Ifeyinwa Austin-Egole – Federal University of Technology, Owerri, Nigeria

Remote Work in Nonprofit Organizations: The Intersection of Employee Well-being and Community Outcomes

Kunle Akingbola – Lakehead University, Canada

Innovation Pathways for Nonprofits in Rural Ontario, Canada

Kunle Akingbola – Lakehead University, Canada

Nationality-Identity View of Leader Political Skill and Employee Cooperation

Baphiwe Daweti – Durban University of Technology, South Africa

Sustainability in Practice: The Role of Middle Managers in Driving Effective Strategy Adoption in a Sub-Saharan MNE

Tshegofatso Monkge – University of Pretoria, South Africa

Green Entrepreneurial Orientation and Climate Change Adaptation Strategies of Agro-Entrepreneurs in Rivers State, Nigeria

Chidiebere Victor Adim – University of Africa, Toru-Orua, Bayelsa State, Nigeria

Leveraging AI to Enhance Productivity and Financial Sustainability of Black-Owned SMEs

Lebogang Madibo – Gordon Institute of Business Science, University of Pretoria, South Africa

Motshedisi Mathibe – Gordon Institute of Business Science, University of Pretoria, South Africa

Terrence Simon – Livingstone College, North Carolina, United States

Transforming Eco-Responsible Leadership from the Inside-Out: A Path to Sustainable Development in Emerging Economies

Isabel Wolf-Gillespie – Stellenbosch University, South Africa

Challenges Hindering SME Success in South Africa: An Owner-Manager Perspective on Performance Determinants

Melvin Mothoa – Mangosuthu University of Technology, South Africa

Cultural Intelligence, Personal Resilience and Interaction Adjustment in Diverse Cultures: The Role of Emotional Self-Efficacy

Sokro Evans – Central University, Ghana

Assessing the Perception of Health Professionals on the Implementation of National Health Insurance in South Africa: A Case Study at Livingstone Tertiary Hospital Gqeberha

Oluwafemi Dele-Ijagbulu – Nelson Mandela University Business School, South Africa

10:00-10:30am

TEA & COFFEE BREAK

VENUE:



DAY 2: TUESDAY JANUARY 6, 2026

ALL-ACADEMY POSTER PRESENTATIONS

TIME 8.30AM – 12.30PM

VENUE

Versatile Leadership and Organizational Agility: A Case Study of Garment Industry in Ethiopia*Eskedar Gizat – Kotebe University of Education, Department of Management, Ethiopia***AI-Precision Farming and Resilient Agribusinesses: The Role of Human AI-Skills in Emerging Economies***Gertrude Mensah – University of Ghana Business School, Ghana***Entrepreneurship in Context: How Gender and Environment Interact to Shape High-Growth Ventures in Nigeria***Omeghie Okoyomoh – University of Birmingham, United Kingdom***Addressing Socio-Technical Barriers to Compressed Natural Gas (CNG) Adoption***Kamal Tasiu – Istanbul University, Türkiye***Rethinking Leadership Development in the Global South: Insights from the Nigerien Diaspora***Istifanous Ado – ISTE Business School Paris, France***Smart Tourism in Morocco: Digital Marketing Practices for an Innovative and Resilient Recovery***Imane Zarrouk – University of Rabat, Morocco***Invisible Architects of AI: Psychological Safety, Employee Well-Being, and Task-Technology Fit Among Africa's Digital Laborers***Montressa Washington – Shenandoah University, United States**Carla Jones – State Houston University, United States***Informal Economies and Their Role in Urban and Rural Development: A Nigerian Perspective***Salisu A. Kabiru – Umaru Musa Yar'adua University, Katsina, Nigeria***Making the Triple Helix Work in Africa: A Nexus Model for Functional Partnerships and Venture Readiness***Adeyinka Adewale – Henley Business School, University of Reading, United Kingdom**Mary Ukam – Henley Business School, University of Reading, United Kingdom***Centring Mothers' Lived Realities to Ground Care Economy Policy: A Contextualised, Collaborative Methodology from Africa***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***Entrepreneurial Ecosystems: A Review and Future Research Opportunities***Amon Simba – Nottingham Business School, United Kingdom**Mahdi Taje – Sobey School of Business, Saint Mary's University, Canada***Women Executives in Africa: Does an Ecosystem of Support Exist?***Carla Jones – State Houston University, United States**Montressa Washington – Shenandoah University, United States***The Story of the Oak and the Bamboo Tree:****Resilience as Purpose in Ethiopian Banking Firms***Betlehem Fikru Tekletsion – Addis Ababa University, School of Commerce, Ethiopia*

PAPER & PDW SESSIONS - DAY 2: TUESDAY JANUARY 6

	Work, Identity, Inclusion	Sustainability and Value Creation	PDW: Consortium beyond borders	PDW: Theory Testing, Replication and Refinement in the African Context	PDW: NetProsAf rica- LAUNCH Teaching Forum	PDW: Entrepreneurial Ecosystems in Africa
Chair	Alexis Washington	Henry Kofi Mensah	Jason Lambert	Maria Kraimer	Mira Slavova	Olu Aluko
ROOM						
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 Business School, 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 – 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 and Technology, KNUST School of Business, Ghana</p> <p>An Attention-Based View of Green Supply Chains, Sustainable Development Goals, and Performance Implications: Insights from African Multinationals Hicham Nachit – ESCA School of 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>Beyond Borders: Building a Consortium on Tokenism, Discrimination, and Stereotype Threat Across the African Diaspora Jason Lambert – California State University Monterey Bay, United States Gabrielle Smith – Texas Woman's University, United States Ekundayo Akinlade – University of Wisconsin-Parkside, United States</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) School of Management, United States Scott Seibert – University at Buffalo (UB) School of Management, United States Bill Schulze – University of Utah, United States Moses Acquah – University of North Carolina at Greensboro, United States Anastacia Mamabolo – Gordon Institute of Business Science, University of Pretoria, South Africa Samuel Aryee – University of Surrey, United Kingdom</p>	<p>Advancing the Study of Entrepreneurial Ecosystems in Africa: Contextual Measurement, Methodological Approaches, and Data Strategies Olu Aluko – Nottingham Trent University, United Kingdom</p>	
12.15-1.15 pm	Lunch					



<p>1.30 – 4:30pm</p>	<p>Experiential Trips (1:30pm - 4:30pm)</p> <p>Prompt Departure: All Delegates must board buses by 1:20pm</p>
<p>4.40pm</p>	<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 Practice	Teaching and Learning	PDW: Teaching Supply Chain Management in the Age of Sustainability and Artificial Intelligence	PDW: Sustainable Human Capital Solutions	PDW: Engaging with Africa's SDGs: The Role of Chinese MNEs
ROOM						
Session Chair	Selorm Agbleze	Diana Lawong-Tanly	Maryann Asemota	Meriem Bouazzaoui	Ifeyimika Ajaiyeoba	Dan Shen
8:30-10:00 am	<p>From Apprenticeship to Adversary: Understanding Competitive Dynamics among Entrepreneurs in Informal Clusters Dr. Selorm Agbleze — University of Leeds, United Kingdom</p> <p>Managing the Paradox of Embedded Agency Across Institutional Space and Time Dr. Chad Coffman — Boise State University, United States</p> <p>Exploring Social Enterprise Resilience During Shocks: Evidence from South Africa Prof. Alex Bignotti — University of Pretoria, South Africa</p> <p>Climate Riskwork: Digital Technologies and the Scaling of Farmer Networks in Carbon Markets Dr. Michael Barrett — Cambridge Judge Business School, United Kingdom</p>	<p>The Role of International Innovation Hub in the African Innovation Ecosystem – Evidence from Norrsken Hub East Africa Gilbert Shyaka – University of Rwanda, Rwanda</p> <p>The Impact of Inventory Management on Firm Performance: The Moderating Role of Supervision Ruby Agbola – Central University, United Kingdom</p> <p>Adoption of Innovative Accounting Practices in Cooperatives: The Case of Accounting Digitalisation Idrissa Ndizeye – Jönköping International Business School (JIBS), Sweden Andreas Jansson – Jönköping University, Sweden Caroline Teh – Jönköping University, Sweden Jean Bosco Shema – University of Rwanda, Rwanda</p>	<p>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</p> <p>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</p> <p>Learning Styles of First-Year Students in a Department of Hospitality Management Using the VARK Model Isabella Kleynhans – Tshwane University of Technology, South Africa</p> <p>Decolonising Industrial and Organisational Psychology: Challenging WEIRD Norms through Psychobiography in South African Higher Education Willie Chinyamurindi – University of Fort Hare, South Africa</p>	<p>Teaching Supply Chain Management in the Age of Sustainability and Artificial Intelligence Meriem Bouazzaoui – School of Management, University of Bath, United Kingdom Yemisi Bolumole – Haslam College of Business, University of Tennessee, United States Ahmed Hamdi – Rabat Business School, International University of Rabat, Morocco Tarik Saikouk – Excelia Business School, France Ismail Badraoui – College of Business, Zayed University, United Arab Emirates</p>	<p>Brain Drain, Brain Gain, and Brain Circulation in Africa: Toward Sustainable Human Capital Solutions Ifeyimika Ajaiyeoba – University of Wisconsin-Parkside, United States Ekundayo Akinlade – University of Wisconsin-Parkside, United States</p>	<p>Engaging with Africa's SDGs: The Role of Chinese MNEs Dan Shen – University of Portsmouth, United Kingdom Teerooven Soobaroyen – Aston University, United Kingdom Xinxiang Li – University of Portsmouth, United Kingdom Le Bo – University of Portsmouth, United Kingdom</p>
10:00- 10:30 am	TEA & COFFEE BREAK VENUE:					



**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	PDW: Reframing Global Innovation for Sustainable Development: Perspectives from Africa
ROOM						
Session Chair	Winslow Robertson	Rose Bote	Juliana Namada	Maddalena Scribanis	Mira Slavova	Simone Corsi
10:30-12:00 pm	<p>Selection: An Ignored Solution to the Apprentice Problem? Juliet Townes - University of Fort Hare, South Africa</p> <p>From Readiness to Results: Unpacking the Role of Digital Capabilities in Driving Innovation in Multinational Corporations. Hnnah V. Osei - Kwame Nkrumah University of Science and Technology, KNUST School of Business, Ghana Dorothy Siaw-Asamoah - University at Buffalo (UB) School of Management, USA Augustina Akonnor Ghana Institute of Management and Public Administration (GIMPA), Ghana Deborah Apprey - KNUST School of Business, Ghana Comfort E. Essauan - KNUST School of Business, Ghana</p> <p>Job Design, Perceived Organizational Support and Employee Engagement Among University Lecturers in Kenya. A Research Agenda Rose Gathii - KCA University, Kenya</p> <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 vd Walt - Central University of Technology, South Africa</p>	<p>All Aboard? Discretionary Work by Service Agents in a Social Enterprise Rose Bote – NEOMA Business School, France</p> <p>Decoding Ubuntu-Informed CSR and Impression Management: Insights from an Indigenous Company in Northern Nigeria Xinxiang Li – University of Portsmouth, United Kingdom</p> <p>Stepping In, Aside or Away? The Mindful Dance of Commitment in Cross-Sector Partnerships Sarita Sehgal – The Partnering Initiative, Switzerland</p>	<p>Decoloniality Research Methodology: It is More Than Indigenous Research Design Hamid Hosseiny Kazeroony – NWU/Walden University, South Africa</p> <p>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</p> <p>Case-Based Teaching in Africa: Is AI the Route Forward? Anders Melander – Jönköping International Business School, Sweden</p> <p>Digital Detox in Education: The Effect of Tech-Free Learning on Student Performance Ahmed Iraqi – ESCA School of Management, Morocco</p> <p>The Impact of Entrepreneurship Education on Entrepreneurial Resilience: An Emerging Economy Perspective Victor Udeozor – Nottingham Trent University, United Kingdom</p>	<p>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 Hanover, Germany Giacomo Ciambotti – Università Cattolica del Sacro Cuore, Italy David Littlewood – University of Sheffield Management School, United Kingdom Christiana Weber – Leibniz University Hanover, Germany Annika Surmeier – University of Cape Town, South Africa</p>	<p>Network for Practice and Process Management Studies Drawing on African Empirical Settings Mira Slavova – Warwick Business School, United Kingdom</p>	<p>Reframing Global Innovation for Sustainable Development: Perspectives from Africa Simone Corsi – Lancaster University Management School, United Kingdom Lara Bianchi – University of Nottingham Business School, United Kingdom Ziad Elsahn – Lancaster University Management School, United Kingdom Sherwat Ibrahim – The American University in Cairo, Egypt</p>



LUNCH BREAK

12:00-12:45pm

VENUE:

DAY 3: WEDNESDAY JANUARY 6, 2026

ALL-ACADEMY POSTER PRESENTATIONS

TIME 8.30AM – 12.00PM

VENUE

8.30am – 10.00am	<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 (KNUST) College of Engineering, United States</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, Wilberforce Island, 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 Mofuoa – 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> <i>Cecile Nieuwenhuizen – 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, United States</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>
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DAY 3: WEDNESDAY JANUARY 6, 2026

ALL-ACADEMY POSTER PRESENTATIONS

TIME 8.30AM – 12.00PM

VENUE

8.30am – 10.00am	<p>Seeds of the Spirit, Fruits of Endurance: A Study of Workplace Spirituality and Perseverance <i>Freda 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 Olochike – 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 Aboaba 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 – 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></p> <p><i>Abeba Beyene Mengistu - Assoc. Professor in Management, Addis Ababa University, Ethiopia</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>Henry Kofi Mensah – Kwame Nkrumah University of Science and Technology (KNUST) School of Business, 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 School of 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 (GIMPA), Ghana</i></p> <p>Configurational Pathways to Sustainable Urban Development in Africa: Analyzing Governance, Participation, and Digital Innovation <i>Larry Clay – Marymount University, United States</i></p> <p>Africa Mobile Telecom and Entrepreneur Intersections <i>Robert Harris – Lewis University, United States</i></p>
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DAY 3: WEDNESDAY JANUARY 7, 2026	
	ALL ACADEMY SESSION DEANS' FORUM
	MODERATOR: ABEL ADEKOLA Wilkes University
ROOM	
1:00 pm - 2:00 pm	Participating Deans:
2.15 – 3:30 pm	ALL ACADEMY BUSINESS MEETING VENUE: Note: Buses promptly depart to the Conference Hotels at 3:40pm



2026 AFAM Conference Closing Ceremony

Time: 6.30 pm – 10.00 pm

VENUE:

**Keynote Speaker
Professor Brian.Ganson**

Have a safe and pleasant journey to your respective homes.

2026 AFAM Biennial Conference

Best Papers 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

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 Ogunsaya-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



