



Africa Academy of Management (AFAM)

Transforming Organizations in the Digital Era: Dignity, Justice, and
Prosperity in Africa

7th Biennial Conference

January 8-10, 2024

Hosted By: Stellenbosch Business School,
Stellenbosch University

Conference Program

www.africaacademyofmanagement.org



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Welcome!

Dear Delegates,

On behalf of the AFAM executive committee and the local conference organizing committee, we are pleased to welcome you to the 7th Biennial AFAM conference and to picturesque Cape Town.

It is increasingly a cliché to remark on the transformative effects of technology and their implications for shaping the contours of the competitive landscape in which contemporary organizations operate. For Africa-based organizations, it has become more important than ever to develop a contextualized actionable knowledge base for designing management practices to promote their survival and ultimately success.

The theme of the 7th biennial conference 'Transforming Organizations in the Digital Era: Dignity, Justice, and Prosperity' addresses challenges and opportunities in leveraging technological advances to enhance the competitiveness of Africa-based organizations. This is reflected in the wide range of papers, professional development workshops, and symposia. Collectively, these scholarly sessions speak to the intellectual task of developing and the practical task of leveraging contextualized management knowledge to improve the well-being of organizations as well as that of their stakeholders including employees, customers, and communities.

The inaugural AFAM conference was hosted by the Gordon Institute of Business Science (GIBS), University of Pretoria. Since then, AFAM's flagship journal, the Africa Journal of Management (AJOM), has quickly established itself as a premier journal and an authoritative source of Africa-related management knowledge and research. **A highlight of the 7th Biennial conference is a plenary 'Reflections on African Management and Organizational Scholarship' in celebration of AJOM's 10th anniversary.** We cordially invite all participants to the plenary where our distinguished panelists will address the twin issues of research and practice of management, and the contributions of this knowledge to our understanding of management in general.

We hope you find the conference intellectually engaging. We also hope you enjoy the many social activities the local organizing committee has meticulously put together.

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 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.

We have partnered with different institutions to offer four (4) Africa Faculty Development Workshops (AFDWs) in Egypt, Ghana, Rwanda, and South Africa:

- 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).

We have launched a new initiative, **Africa Journal of Management (AJOM) Fellowship Program**. The AJOM Fellowship Program aims to match a promising young scholar from Africa with a mentor to work on joint research. The first sponsor of this Fellowship Program is the University of Wisconsin at Whitewater, USA, in 2017 and the second sponsor is McMaster University in Canada in 2019. We are seeking other university sponsors and we hope that you will help us to identify those that may be interested including your own Universities! We also have the **Stella Nkomo Junior Faculty Award** given to an African Junior Faculty who has published a high-quality paper in AJOM within the past year. The candidate is selected by the AJOM editorial team.

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	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.
The Stella Nkomo Junior Faculty Award	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.
The AJOM Fellowship Award	The Africa Journal of Management (AJOM) Junior Faculty Fellowship is awarded annually to a qualified junior (early career) Faculty member from an Africa-based university to attend the Academy of Management (AOM) annual conference or other appropriate international conference to present a paper co-authored with a senior academic from an international business school. The Fellowship seeks to assist a junior (early career) academic at an Africa-based university who has published in the Africa Journal of Management (AJOM) or presented a paper at Africa Academy of Management (AFAM) to undertake collaborative research with a senior academic through a mentorship relationship. The goal of the collaboration is a co-authored conference paper presentation and at least one journal article.

About Our Host

Stellenbosch Business School, Stellenbosch University, Cape Town, South Africa

The Stellenbosch University Business School (SBS), one of the oldest business schools in South Africa, is a proudly African business school with a global reputation. SBS was the first business school of an African university to receive the three international accreditations: AACSB, EQUIS and AMBA. This Triple Crown of accreditations is held by less than one per cent of business schools in the world.

SBS is part of the more than 100-year-old Stellenbosch University, an international institution of distinction and the top research university in Africa. It is well over 50 years since SBS opened its doors to 14 MBA students. Today, the school has over 29 000 alumni who have excelled in managerial and leadership roles all over the world – many of them at the highest level. The overarching ethos of SBS education is responsible leadership.

SBS strives to be the pre-eminent knowledge partner in Africa. This commitment is reflected in its African Association of Business Schools (AABS) participation, and by addressing relevant business and social issues particular to Africa in research; by offering full programmes in Development Finance and core courses in African business; by recruiting increasing student numbers from the rest of Africa; and by establishing an executive education impact throughout the African continent via SBS's Executive Development arm, SBS-ED.

SBS's areas of expertise can be clustered into themes, which correspond with the collective intellectual capacity of our faculty members, 13 academic programmes, and the focus of our five research centres. For our clients, this translates into gaining a global perspective with unique African contextualisation. Our areas of expertise are enhanced by the research undertaken by our faculty members and PhD, MBA and MPhil students, academic conferences and masterclasses, and faculty and student exchanges (we have partnership agreements with 65 schools around the world).

About the City of Cape Town and Stellenbosch

Cape Town is the second most populous city in South Africa and is also the legislative capital of the country. Colloquially named the Mother City, Cape Town is known for its cosmopolitan harbour area abuzz with visitors, and for its setting amid two UNESCO World Heritage Sites, namely the biodiverse Cape Floral Region which includes majestic Table Mountain, and infamous Robben Island, where Nelson Mandela was incarcerated for 27 years. A scenic southerly drive brings visitors to Cape Point, named the Cape of Storms by Bartolomeu Dias, the first European navigator to round the tip of Africa in 1488 – later optimistically renamed the Cape of Good Hope by John II of Portugal to celebrate the opening of the sea route to India.

Stellenbosch is the second oldest European settlement in South Africa, after Cape Town. The leafy town became known as the City of Oaks (or Eikestad in Afrikaans and Dutch) because of the large number of oak trees that were planted by its founder, Simon van der Stel, Commander and Governor of the Cape from 1679 to 1699. Today ancient oaks still throw their dappled shade on the whitewashed buildings of the old town and surrounding gabled farmsteads, contributing to their remarkable charm. The South African wine industry was established by Van der Stel and today Stellenbosch is the primary location for viticulture and oenology research. The Stellenbosch, Paarl and Franschhoek valleys form the Cape Winelands, South Africa's world-renowned wine region.





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

Baniyelme D Zoogah: Immediate Past President

McMaster University, Canada

Nceku Nyathi: Communications Director

Royal Holloway University, UK

Elham Metwally: Secretary

The American University in Cairo, Egypt

Samuel Aryee: Program Chair

University of Surrey, UK

Sherwat Elwan Ibrahim: Deputy Program Chair

American University in Cairo, Egypt

Benson Honig: Executive at Large

McMaster University, Canada

Juliana Namada: Executive at Large

US International University in Africa

Julie Nyanjom: Executive at Large

Edith Cowan University, Australia

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 at Stellenbosch Business School, Stellenbosch University

Chair:

Natasha Winkler-Titus

Members

Charles Adjasi

Mias de Klerk

Samantha Walburgh-Parsadh

AFAM 2024 Conference Organizing Committee

Samuel Aryee

Program Chair

University of Surrey, UK

Sherwat Elwan Ibrahim

Deputy Chair

American University in Cairo, Egypt

Members

Mira Slavova

Warwick University, UK

Lilian Otaye-Ebede

University of Liverpool, UK

Amanuel Tekleab

Wayne State University, UK

Dorothy Mbapanga

University of Botswana, Botswana

AFAM 2024 Conference

Track Chairs

Track 1: Entrepreneurship and Small Business

Constant Beugre

Delaware State University, USA

Track 2: Organizational Behavior and Human Resource Management

Natasha Winkler-Titus

Stellenbosch University, South Africa

Track 3: Public Policy, Administration of Government, and Non-governmental Organizations

Jean Kabongo

University of South Florida Sarasota-Manatee, USA

Track 4: Strategy and International Management

Tahiru Liedong

University of Bath, UK

Track 5: Social Issues in Management in the Context of Africa

Mumbi Maria Wachira

Strathmore Business School, Kenya

Track 6: Sustainability and Green Management

Moataz Darwish

American University in Cairo, Egypt

Track 7: PDW/Symposia

Lilian Otake-Ebede

University of Liverpool, UK

Loliya Kagher

University of Aberdeen, UK

Track 8: Management Practice

Obi Berko Damoah

University of Ghana

Track 9: Teaching and Learning

Frances Tuer

McMaster University, Canada

Grace Abban-Ampiah

Ghana Institute of Management and Public Administration, Ghana

Track 10: Doctoral Consortium & Junior Faculty Consortium

Hermann Ndofo

Indiana University, USA

Michael Holmes

Florida State University, USA

Track 11: All Academy Poster Session

Samuel Aryee

University of Surrey, UK

Sherwat Elwan Ibrahim

American University in Cairo, Egypt

Hotel Accommodation

The Organizing Committee of the AFAM 2024 Conference has negotiated competitive rates with one 4-star and two 3-star hotels. These designated conference hotels provide excellent comfort as well as opportunities to network before and after each day's sessions. Please click the link to your preferred hotel and make your reservation online. The Booking Reference Code is: AFAM 2024. You will receive confirmation of your reservation directly from the hotel. We encourage you to make your reservation at your earliest as the height of the tourist season in South Africa coincides with the period of our conference. AFAM will only provide free transport to and from these hotels to the Stellenbosch Business School campus.

Hotel Name: Excellent Guest House

CONTACT PERSON: info@excellentguesthouse.co.za (link sends e-mail)

PHONE: +27 (0)84 474 4444

Protea Hotel by Marriott® Tyger Valley

CONTACT PERSON: protea.tygervalley@marriott.com (link sends e-mail)

PHONE: +27 (0) 21 913 2000

Protea Hotels by Marriott Durbanville

CONTACT PERSON: rooms@phdurbanville.com (link sends e-mail)

PHONE: +27 21 913 9256

Please note that AFAM will be offering free transport to and from these hotels to the Stellenbosch Business School Campus, the AFAM2024 conference venue!

The buses will promptly depart from the hotels at 7.15am 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 South Africa. Unfortunately, we are unable to make additional travel arrangements outside the designated conference hotels.



A Sincere Thank you to:

OUR SPONSORS



OUR PARTNERS



Experiential Learning Trips

Tuesday, January 9 2024

Time: 1:30pm to 5:30 pm

Learn about the history of Dutch and British rule in South Africa and how the country came to freedom and democracy. Walk through the Company Gardens, visit Slave Lodge, and District Six Museum.

Walk through the Company Gardens: This oasis right in the center of the city is a favorite for both locals and tourists. It was first built as a refreshment station for the trade route that rounded the tip of Africa between Europe and the east. Ships sent by the Dutch East India Company would stop by after months at sea and stock up on fresh produce grown in the garden. Near the Adderley Street entrance, a statue of Queen Victoria stands overlooking the Slave Lodge, while a statue of Jan Smuts looks on. Just over the road is the St George's Cathedral, known as the "people's church"—even during the apartheid era, all races were welcomed. It was also the starting point for the 30,000-strong demonstration led by Archbishop Desmond Tutu in 1989—and where Tutu coined the phrase 'rainbow people' to describe the diversity of South Africa's population.



Visit Slave Lodge: One of the oldest buildings in Cape Town. It has answered to many names over the last three centuries, namely the Slave Lodge, Government Offices Building, Old Supreme Court, and South African Cultural History Museum. All these names reflect the long and rich history of the building. Exhibitions on the lower-level of this museum explore the long history of slavery in South Africa.



Visit District Six Museum: The area known as District Six got its name from having been the Sixth Municipal District of Cape Town in 1867. Its earlier unofficial name was Kanaldorp, a name supposedly derived from the series of canals running across the city, some of which had to be crossed in order to reach the District (kanaal is the Afrikaans for 'canal'). The Museum existed as a peripatetic movement between 1989 and 1994, building support for the work of memory through creating collecting points and storytelling opportunities in different parts of the city. The diaspora of District Sixers played an important role in shaping and contributing to the Museum's exhibition and program, and they continue to be pivotal to the ongoing work of memory and holistic restitution. Their desire to return and remember is ever present in this work.



AFAM 2024 Junior Faculty & Doctoral Consortium

Day 1: Sunday January 7: 8:00 am to 8:00 pm
Day 2: Wednesday January 10: 8:00 am to 12:00 pm

Co-Chairs (Organizers) Hermann Ndofor <i>Indiana University</i> Michael Holmes <i>Florida State University</i>	<u>Journal Editors</u> Helena Barnard (<i>U. of Pretoria</i>) Maria Kraimer (<i>Rutgers U.</i>) Bruce Lamont (<i>Florida State U.</i>) Rebecca Namatovu (<i>Copenhagen Business School</i>) Orlando Richard (<i>U. of Massachusetts - Amherst</i>) Enrica Ruggs (<i>U. of Houston</i>) Scott Seibert (<i>Rutgers U.</i>) Johann Fortwengel (<i>King's College</i>)	<u>AFAM Facilitators</u> Bella Galperin (<i>U. of Tampa</i>) Wayne Hochwarter (<i>Florida State U</i>) Ed Levitas (<i>University of Wisconsin-Milwaukee</i>) dt ogilvie (<i>Rochester Institute of Technology</i>) James Walsh (<i>U. of Michigan</i>) Baniyelme D Zoogah (<i>McMaster U.</i>)
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#	Time – Day 1 Sunday	Boabab	Room	Protea	Room
	8:00am – 8:30am	INTRODUCTION			
1	08:30am - 10:30am	Session 1 (Journal Editors) Helena Barnard (JIBP) Bruce Lamont (AJOM) Enrica Ruggs (JOM) Scott Seibert (JOMSR)		Session 1 (Journal Editors) Maria Kraimer (JOMSR) Rebecca Namatovu (AJOM) Orlando Richard (JOM) Johann Fortwengel (JMS)	
	10:30am – 10:45am	TEA & COFFEE BREAK- Space Bar			
2	10:50am – 12:20pm	Session 2 (AFAM Facilitators) African Context (Zoogah) Literature Reviews (Galperin) Scholarly Writing (ogilvie)		Session 2 (AFAM Facilitators) Art & Craft (Walsh) Data Collection (Hochwarter) Idea to Publication (Levitas)	
	12:35pm – 12:50pm	TEA & COFFEE BREAK- Space Bar			
3	1:00pm – 2:30pm	General Session: Setting the Hook (Michael Holmes)			
	2:30pm – 3:15pm	LUNCH BREAK- Bell Restaurant SBS campus			
4	3:20pm – 3:50pm	General Session: Different Types of Contributions (Bruce Lamont)			
5	3:50pm – 5:30pm	General Session: Replication Studies (Maria Kraimer & Scott Seibert)			
	6: 00pm – 8:00pm	2024 AFAM Conference Reception- SBS Main building			
#	Time – Day 2 Wednesday	Marula	Room		Room
6	8:30-Noon	General Session: Writing Session - Introduction (All Facilitators)			
		Boabab			



2024 Program Schedule

SUNDAY JANUARY 7, 2024

8:00am – 5:30pm

**Venue: Stellenbosch
Business School**

DAY 1: JUNIOR FACULTY / DOCTORAL STUDENTS CONSORTIUM AFAM EDITORS & FACILITATORS SESSIONS

Time	Session	Topic	Facilitator
8:00 am – 8:30 am	Session 0	Introduction	Hermann Ndofo Michael Holmes
8:30 am - 10:30 am	Session 1	Editors Panel	Helena Barnard Bruce Lamont Enrica Ruggs Scott Seibert
8:30 am - 10:30 am	Session 1	Editors Panel	Maria Kraimer Rebecca Namatovu Orlando Richard Johann Fortwengel
10:30 am -10:45 am		TEA & COFFEE BREAK	
10:50 am - 11:20 am 11:20 am - 11:50 am 11:50 am - 12:20 pm	Session 2	Research in African Context Doing Literature Reviews Scholarly Writing as a Habit	Baniyelme Zoogah Bella Galperin dt oglivie
10:50 am - 11:20 am 11:20 am - 11:50 am 11:50 am - 12:20 pm	Session 2	Art & Craft of Scholarship Collecting Interesting Data From Ideas to Publication	Jim Walsh Wayne Hochwarter Ed Levitas
12:35 pm –12:50 pm		TEA & COFFEE BREAK	
1:00 pm - 2:30 pm	Session 3	Setting a Hook with Your Introduction (and Roundtable Breakouts)	Michael Holmes (Editors & Facilitators)
2:30 pm - 3:15 pm		LUNCH BREAK	
3:20 pm - 3:50 pm	Session 4	Different Types of Contributions	Bruce Lamont
3:50 pm - 5:30 pm	Session 5	Conducting Replication Studies	Maria Kraimer Scott Seibert
6: 00pm – 8:00pm	2024 AFAM Conference Reception		

Shuttles depart for hotels at 8:15pm

2024 AFAM Conference Opening Ceremony **Monday, January 8**

Venue: Bell Restaurant (SBS Campus)
Time: 12:15-2:00pm

Welcome Remarks

Dr. Nicky Newton-King
Chair of Council,
Stellenbosch University, South Africa

Keynote Speaker

Professor Edward Kieswetter
Commissioner,
South African Reserve Bank

**ALL-ACADEMY
PLENARY**
Celebrating AJOM at 10
See page 20 for details

**PDW – Paper Development
Workshop with AOM Journals
Editors**
By INVITATION ONLY – see page 26 for details

DAY 1: MONDAY JANUARY 8, 2024						
	Track 1 Entrepreneurship and Small Business	Track 2 Organizational Behavior and Human Resource Management	Track 3 & Track 8 Public Policy and Management Practice	Track 4 Strategy and International Management	Track 5 Social Issues in Management	PDW/Symposium
ROOM	Honeybush	Marula	Fynbos	Rooibos	Mopani	Protea
Session Title	Understanding entrepreneurship	Towards a digital workplace	Development through partnerships	Triggers of firm performance	Growth and Sustainability	Getting real about business and Conflict in Africa
Session Chair	Victor Udeozor Nottingham Trent University, UK	Gloria Mbokota University of Pretoria, South Africa	Francis Gaudreault Zayed Military University, UAE	John A Parnell University of North Alabama, USA	Franklin Nakpodia University of Durham, UK	
8:30-10:00 am	<p>Entrepreneurial ecosystem for the Africa we want Erik Stam Utrecht University, Netherland Phumlani Nkontwana Stellenbosch University, South Africa</p> <p>Industry context and entrepreneurial innovations: Evidence from small and medium-sized hotels. Michael Ngoasong Open University, UK Albert Kimbu University of Surrey, UK Ogechi Adeola Lagos Business School, Nigeria</p> <p>Social network effects on survival and growth of SMEs in Egypt Mirna H Allam Mirna H Allam Adekunle Ogunsade Demola Obembe Aderemi Ojebode De Montfort University, UK</p> <p>Different ways of building the same thing: The diverse processes of imitative venture creation Patrick Shulist Dugassa Gerba Aalto University, Denmark</p> <p>Business factors contributing to Zimbabwean SMEs' hostile survival: A qualitative study Tendai Douglas Svtwa Yvonne du Plessis North-West University, South Africa</p>	<p>Leadership learning and development: An exploratory comparative study of AI-based versus human-based conversations Gloria Mbokota Oliver Malafronte University of Pretoria, South Africa</p> <p>Digital competences in higher education: A conceptual framework Edward N Tetteh Kwasi Dartey-Baah University of Ghana</p> <p>Unleashing the power of artificial intelligence in talent attraction and recruiting: A multiple case study Julia S. Roppelt Nina S Greimel Dominik Kanbach Stephan Stubner Thomas Maran HHL, Germany</p> <p>Workplace digitalization utilization: The knotty behavioral issues in Nigerian cases Miebi Ugwuzor Niger Delta University, Nigeria</p> <p>The role of technology factors in decent work, job satisfaction and work engagement: Findings from South Africa Tatenda Nyabvudzi Willie T. Chinyamurindi University of Fort Hare, South Africa</p>	<p>Positive multiculturalism in the co-creation of smart public transport: Lessons from Mauritius' light rail transit system. Emamdeem Fohim University of Bern, Switzerland Adeelah Kodabux Amar Seeam Middlesex University, UK</p> <p>New breed of Business-NGO partnerships: Juanita Trusty Cal State University, US Frances Fabian University of Memphis, US Michelle Montague-Mfuni University of Richmond, US Andrea Trusty King Cal State University, US</p> <p>Public-private partnerships to address health workforce policy imperatives Seongwon Choi Cal State University, US Ganisher Davlyatov University of Oklahoma, USA William Opoku-Agyeman University of North Carolina, Wilmington, USA</p> <p>Africanization of developmental state model: On Rwanda's industrial policy and institutional arrangements Francis Gaudreault Zayed Military University, UAE Virginia Bodolica American University in Sharjah, UAE</p>	<p>In search of superior performance: How and when does learning capability matter? Henry Mensah Ahmed Agyepong Kweku Appietu-Ankrah Felicity Asiedu-Appiah KNUST, Ghana</p> <p>Firm size, market and nonmarket strategies and performance in South Africa John A Parnell University of North Alabama, USA Michael Troilo University of Tulsa, USA</p> <p>The domain of organizational identity and firm's international growth Lilac Nachum Richard Holowczak Baruch, CUNY, US Abdullah Verachia University of Pretoria, South Africa</p> <p>Dynamic capabilities in business ecosystem in developing countries Lucy Wamalwa KCA, Kenya</p> <p>Great expectations: Foreign MNEs, reputational challenges and opportunities in Africa Erin Makarius University of Akron, USA Aloysius Newenham-Kahindi University of Victoria, Canada Charles Stevens Rutgers University, USA</p>	<p>Opportunities from resource scarcity: How African social entrepreneurs pursue inclusive growth in local contexts Giacomo Ciambotti Mateo Pedrini Universita Cattolica del Sacro Cuore, Italy</p> <p>Navigating institutional challenges in a sub-Saharan African economy: The role of corporate governance for multinational enterprises Franklin Nakpodia University of Durham, UK Folajimi Ashiru University of Coventry, UK</p> <p>On the unintended relational impact of corporate sustainability Sebastien Mena Hertie School</p> <p>Micro-finance for smallholder farms Hamid H Kazeroony Amsalu Gutema Walden University, USA</p>	<p>Phathiswa Tshangana Board Member, SABC</p> <p>Helena Barnard University of Pretoria, South Africa</p> <p>Brian Ganson University of Stellenbosch, South Africa</p> <p>Morris Mthombeni University of Pretoria, South Africa</p> <p>Futhi Mtoba Oliver Williams Notre Dame University, USA</p>
10:00-10:30 am	TEA & COFFEE BREAK VENUE: Space bar Area					

DAY 1: MONDAY JANUARY 8, 2024

	Track 1 Entrepreneurship and Small Business	Track 2 Organizational Behavior and Human Resource Management	Track 3 & Track 8 Public Policy and Management Practice	Track 4 Strategy and International Management	PDW/ Symposium	PDW/ Symposium
ROOM	Honeybush	Marula	Fynbos	Rooibos	Mopani	Boabab
Session Title	Institutional context of Entrepreneurship	Culture and leadership	Digitalization, partnership and competitiveness	Strategy and performance	Radical perspectives from the African continent on decent work for a life of dignity, justice, and prosperity	Incubator for teaching-related research: Developing project ideas on management education in Africa
Session Chair	Shelter Selorm Teyi Copenhagen Business School, Denmark	Hamid H Kazeroony North-west University, South Africa	Olof Brunninge, Jonkopung University, Sweden	Amon Simba Nottingham Trent University, UK		
10:30 am - 12:00 pm	<p>Rinse and repeat? Entrepreneurial pre-entry search by habitual entrepreneurs in the informal Shelter Selorm Teyi Copenhagen Business School, Denmark</p> <p>Overcoming resistance to innovation in small economies: A regional focus on Innovations in Praia Cabo Verde Brett Anitra Gilbert American University, US</p> <p>Andrea M Hodge Florida State University, US</p> <p>Toward a grounded model of technology adoption in Moroccan handicraft SMEs Sara Dassouli Hari Satt Virginia Bodolica Mohamed M'hamdi American University of Sharjah, UAE</p> <p>The role of indigenous norms and values for innovation adoption in Sub-Saharan Africa: Towards a refinement of Roger's framework Christiana Weber Johanna Fischer Leibniz University of Hanover, Germany</p> <p>Sight unseen: The visibility paradox of entrepreneurship in an informal economy Joel Bothello Concordia University, Canada</p>	<p>Decolonizing leadership theorizing in a globalizing and digitizing African context Joseph E Eyong Majid S Alnabhani University of Derby, UK</p> <p>African leadership philosophies: Harnessing indigenous wisdom for holistic leadership and human resources management in a global context t Dt Ogilvie Philippa Thiuri Rochester Institute of Technology, US.</p> <p>Calling for a theoretical framework to address the problem of indigeneity and identity research in Africa Hamid H Kazeroony Yvonne du Plessis North-west University, South Africa</p> <p>Conscious leadership: Towards a new future Emetia M Swart Flip Schutte University of Pretoria, South Africa</p> <p>Exploring the lived experience of black economic empowerment legislation and diversity, equity, and inclusion Camille Meyer University of Cape Town, South Africa Serge da Motta Veiga EDHEC Business School, France Gernt van der Merve University of Cape Town, South Africa</p>	<p>Digital disruption of Africa's electoral process: Insights from Nigeria's 2023 presidential election Oluwaseun Kolade Sheffield Hallam University, UK Demola Obembe De Montfort University, UK Joshua Olufemi, University of</p> <p>International development failure in Africa: Between universalization or localization efforts to overcome partnerships, culture and context tension Joseph E Eyong Benjamin Banahene University of Derby, UK</p> <p>Unmasking the effects of ownership and chain affiliation on administrator turnover in healthcare organization Gregory N Orewa University of Texas at San Antonio, USA</p> <p>An empirical study on competitive intelligence and firm competitiveness: Evidence from Moroccan SMEs Zohor Kettani Abdulkader Aljandal Africa Business School, Morocco</p> <p>The triarchic leadership mindset for transforming organizations in the digital era: An assessment of South African top management practitioners Cobus Oosthuizen Boston City Campus, South Africa</p>	<p>Institutional anaesthetization and heliotropic strategies Baniyelme D Zoogah McMaster University, Canada Mike Peng University of Texas at Dallas, USA.</p> <p>A strategic use of non-market options: Philanthropy and informal payments practices by African Mahdi Tajeddin Simon Fraser University, Canada Amon Simba Nottingham Trent University, UK Sorin M.S. Krammer, University of Surrey, UK</p> <p>Culture and mixed signals: Do broad CSR strategies reduce risk everywhere? Limin Fu Monash University, Australia Dirk Boehe Monash University, Australia</p> <p>Supply chain irresponsibility: The role of stakeholder orientation and institutional distance Mohammad U. A. Boodoo Warwick University Sara Hajmohammad University of Ottawa, Canada Alok Choudhary Warwick University, UK Rob Klassen Western University, Canada</p> <p>Antecedents and consequences of telemedia implementation: A bibliometric analysis and future research directions Alae Ajraoui Marcio Amaral Baptista Africa Business School, Morocco</p>	<p>Ametta Jaga Ines Meyer University of Cape Town, South Africa</p> <p>Matthijs Bal Lincoln University, UK</p>	<p>April Wright Sandra Pereira Warwick University, UK</p> <p>Sarel Gronum University of Queensland, Australia</p> <p>Mira Slavova Warwick University, UK</p>
12:15-2:00pm	LUNCH AND CONFERENCE OPENING CEREMONY VENUE: Bell Restaurant- SBS Campus					

DAY 1: MONDAY JANUARY 8, 2024						
	Track 1 Entrepreneurship and Small Business	Track 2 Organizational Behavior and Human Resource Management	Track 4 Strategy and International Management,	PDW/ Symposium	PDW/ Symposium	PDW/ Symposium
ROOM	Honeybush	Marula	Fynbos	Rooibos	Mopani	Boabab
Session Title	Social and technological context of entrepreneurship	Human Capital and organizational performance	Internationalization and organizational performance	Publishing and reviewing Africa entrepreneurship research	Developing Africa case studies for research and teaching	Advancing sustainable practices: The role of African Business Schools in climate leadership
Session Chair	Filip de Beule/Catholic University of Leuven, Belgium	Qin Zhou University of Leeds, UK	Vincent Ogotu Strathmore Business School, Kenya			
2:15 pm - 3:45 pm	<p>Navigating institutional logics in times of economic disruption: How aspirations interact to influence firm formalization decisions Selorm Agbleze University of Leeds, UK</p> <p>Hybridity of logics: Exploring legitimacy approaches for social entrepreneurs in institutional voids Kerryn A. M. Krige London School of Economics, UK Filip de Beule Catholic University of Leuven, Belgium Alex Bignotti University of Pretoria, South Africa</p> <p>Getting your bearings right: Navigating technology ventures founding process in poor communities Mikael Samuelsson Susanne Nilsson Badri Zolfaghari University of Cape Town, South Africa</p> <p>Empathy, entrepreneurship and society Chimao Hsieh SUNY, South Korea</p> <p>Country-level drivers of crowdfunding platform creation in Africa Anne Boncori University of Helsinki, Finland</p>	<p>Leveraging social capital for organizational resilience: Evidence from SMEs in Nigeria Tinkuma Edafighor University of West of England, UK Qin Zhou University of Leeds, UK Chia-Huei Wu Kings College London</p> <p>Human capital practices: Mediation moderation model of work engagement and use of technology on employee performance Isah Leontes Njanjobea Crystal Hoole University of Johannesburg Olorunjuwon Samuel Juliana Kibatta University of Witwatersrand</p> <p>Examining high-performance work practices as a hierarchical component (HCM) and its impact on work engagement in frontline service jobs Juliana N Kibatta Michael S Olorunjuwon University of Witwatersrand, South Africa</p> <p>Organizational learning orientation, firm-specific human capital and organizational performance. Henry K Mensah Phyllis Adjei Tuffour Gilbert A Okyere Emmanuel K Anin KNUST, Ghana</p>	<p>Path dependence as an implicit trade friction: The impact of European colonization on China's export to Sub-Saharan Africa Peng Zhang Simon Fraser University, Canada Canfei He Zhuoran Ren Peking University, China</p> <p>Board performance in strategic monitoring: Cross-country evidence Marcio A Baptista Vera Carvalhera T Diana Marcedo-Soares Maria Angela Campelo de Melo Jose Paulo Esperanca University of Johannesburg, South Africa</p> <p>A new way of seeing for Africa: People united by kinship and the internationalization of African firms Lilac Nachum Baruch, CUNY, USA Vincent Ogotu Strathmore Business School, Kenya</p> <p>I prefer to talk to humans than app: Digital vs informal migrant remittance channel Ugbede Umoru Abiodun Adegbile Juliana Siwale Olu Aluko Nottingham Trent University, UK</p> <p>African companies in business-to-business partnerships: Advancing research on success factors and sustainable development Simon Zufle Richard Adu-Gyamfi Reutlingen University, Denmark</p>	<p>Arielle Newman University of Syracuse, USA</p> <p>Erik Stam Utrecht University, Netherlands</p> <p>Gary Bruton Texas Christian University, USA</p> <p>Phumlani Nkontwana Stellenbosch University</p>	<p>Amon Simba Nottingham Trent University, UK</p> <p>Julie Nyanjom Edith Cowan University, Australia</p>	<p>Organizers Sherwat E Ibrahim American University in Cairo, Egypt</p> <p>Judy Muthuri University of Nottingham, UK</p> <p>Moataz Darwish American University in Cairo, Egypt</p> <p>Jako Volschenk University of Stellenbosch, South Africa</p> <p>Speakers Mette Morsing Smith School, Oxford, UK</p> <p>Morris Mthombeni GIBS, University of Pretoria, South Africa</p> <p>Maurice Radebe Wits Business School, South Africa</p> <p>Discussants Kaoutar Jamaï ESCA Ecole de Management, Morocco</p> <p>Lwazi Ngubevana Wits Business School, South Africa</p> <p>Ralph Hamann, GSB, Cape town University, South Africa</p> <p>Mahamadou Biga Diambeidou ICN Business School, France</p> <p>Lisa Frohlich UNGC PRME, Germany</p> <p>Dan LeClair Global Business School Network</p>
3:45-4:00pm	TEA & COFFEE BREAK VENUE: Space bar area					

SYMPOSIUM - DAY 1: MONDAY JANUARY 8, 2024	
	ALL ACADEMY SESSION Celebrating AJOM at 10: Reflections on African Management and Organizational Scholarship
	MODERATOR: Stella Nkomo, University of Pretoria, South Africa
ROOM	Yellowwood Auditorium
4:10 pm - 6:20 pm	Panelists: Baniyelme Zoogah, McMaster University, Canada Jim Walsh, University of Michigan, USA Bruce Lamont, Florida State University, USA Sharon Alvarez, University of Pittsburgh, USA President of the Academy of Management
6.30pm – 8:50pm	CARNIVAL- Social/ Networking Event SBS Campus
9:00 pm	Note: Buses promptly depart to the Conference Hotels



DAY 2: TUESDAY JANUARY 9, 2024

	Track 1 Entrepreneurship and Small Business	Track 2 Organizational Behavior and Human Resource Management	Track 5 Social Issues in Management	PDW/Symposium	PDW/Symposium	PDW/Symposium
ROOM	Honeybush	Marula	Fynbos	Rooibos	Protea	Boabab
Session Title	Social and informal entrepreneurship	Motivation and performance in an African context	Gender, sociocultural context and work	Practice-based methods for the study of African organizational phenomena	A catalyst for a business and human rights movement in Africa	Generating profits while alleviating poverty: What have we learned and where are we headed?
Session Chair	Samuel Fosso Wamba TBS Education. France	Yannick Griep Radboud University, Netherlands	Alex Bignotti University of Pretoria, South Africa			
8.30am -10:00 am	<p>Examining youth social entrepreneurship as a means of job creation in Sub-Saharan Africa Ivona Kleinova Herriot-Watt, UK Charles Nzeh Denis Hyams University of Bolton, UK</p> <p>How does manager education affect productivity of informal enterprises? The mediating role of management practices and employee skills Dawit Assefa Ching Liao Bisrat A Misganaw Neoma Business School, France</p> <p>The new and upright in Africa? Understanding the moral behavior of new ventures in the face of bribery demands George Acheampong University of Ghana, Ghana</p> <p>Determinants of financial inclusion among youth entrepreneurs in Tanzania Nsubili Isaga Mwalukasa Mzumbe University, Tanzania</p> <p>Aligning ubuntu and umunnanomics with Africapitalism to address macro-economic challenges in Africa Jude C Iwouha University of Agriculture and Environmental Sciences, Nigeria</p>	<p>The impact of organizational trust on teachers' job satisfaction: The mediating role of behavioral trust Freda van der Walt Central University of Technology, South Africa</p> <p>Willingness to restore, motivation to restore and workplace restorative behavior: The moderating role of capability to restore Baniyelme D. Zoogah McMaster University, Canada Ahmed Amin Mohammed German University in Cairo, Egypt</p> <p>Customer mistreatment and African immigrant employees Joy O Ibedionu University of Texas at Arlington, USA Ifeyimika O Ajaiyeoba University of Wisconsin, Parkside, USA</p> <p>Navigating the effects of abusive supervision on turnover through psychological contract breach among third parties Yannick Griep Johannes Kraak Wieke Knol Elizabeth Beekman Radboud University, Netherlands</p> <p>You are part of the ageing workforce: Are you prepared? Christa Smith Anne Crafford Jan Alewyn Nel University of Pretoria, South Africa</p>	<p>Social Purpose and Civic Common leadership challenges and practice response behavior Joseph E Eyong Kennedy Degu University of Derby, UK</p> <p>Tackling social issues from a southern management perspective: Lessons from breastfeeding support in the South African context Ameeta Jaga University of Cape Town, South Africa Fernaaz Farista University of Cape Town, South Africa Bianca Stumbitz Middlesex University, UK Tanya Doherty University of Western Cape, South Africa Tristan Gorgens Western Cape Government, South Africa</p> <p>Rising above sociocultural constraints: Towards career progression and retention of Ghanaian women in higher learning institutions Rosemary Boateng Coffie Alex Ofori Kofi Agyenim Boateng Martin Owusu Ansah KNUST, Ghana</p> <p>A tale of resilience, benevolence and embracing challenge: Qualitative study of African international students in Ukraine Diane Lawong Joel Seunda Tanly University of Alabama, USA</p> <p>Gender and disruptive innovation: Prospects and challenges of female uber drivers in Africa Kunle Akingbola Lakehead University, Canada</p>	<p>Organizers: Mira Slavova Stephanie Ewuzie Eivor Oborn Warwick University, UK</p> <p>Rebecca Namatovu Copenhagen Business School, Denmark</p> <p>April Wright Warwick University, UK</p>	<p>Lara Bianchi University of Nottingham, UK</p> <p>Dan Leclair Global Business Schools Network</p> <p>Judy Muthuri University of Nottingham, UK</p>	<p>Ted London, University of Michigan, USA</p>
10:00-10:30 am	TEA & COFFEE BREAK- Space Bar area					

ALL-ACADEMY POSTER PRESENTATIONS (Next to Mopani)

8.30AM – 10.00am (Parallel Session)

1. The role of network embeddedness in the relationship between internationalisation and performance of SMEs
Grace Abban-Ampiah, GIMPA, Ghana, Frederick Owusu Sarpong, GIMPA, Ghana, Samuel Adomako, University of Birmingham, UK. Otto Afiuc, GIMPA, Ghana
2. An explanation of social sustainability interventions and paradoxical tensions in sustainable warehousing: An emerging market perspective
Assilah Agigi, University of Pretoria, South Africa
3. Bad apples, bad barrels...or bad orchards? Causes and context of corruption in Africa
Charles Stevens, Rutgers University, USA, Aloysius Newenham-Kahindi, University of Victoria, Canada, Anastasia Bailey, Rutgers University, USA
4. Employees perceptions of workplace spirituality in the South African context,
Natasha Tigedi, Central University of Technology, South Africa
5. Understanding the context of the blue-collar workers in South Africa: Unpacking the context of decent work,
Eileen Koekemoer, Esli Kekana, University of Pretoria, South Africa
6. The relationship between personal social media use in the workplace and social media attachment in influencing employee well-being.
Poppie Nyetanyane, Central University of Technology, South Africa
7. The impact of ethnic harassment on anxiety and subsequent job performance: Does a clan culture buffer or bolster the effects?
LaStarr Holie, Orlando Richard, Mzamo Mangaliso, University of Massachusetts, USA
8. Modeling the drivers of green buying behaviour of millennials in an emerging economy,
Pearl Molebatsi, Central University of Technology, South Africa
9. The relationship between technology adoption and employee engagement in remote settings,
Stellenbosch University, South Africa
10. Variations in accountability systems of informal taxation and community development across regions in Kaduna State, Nigeria,
Jacob A Iormbagah, Joseph Sarwuan Tarka University, Nigeria, Victor Okafor, Michael Okpara University of Agric, Nigeria, & Daniel T Tyodun, Joseph Sarwuan Tarka University, Nigeria
11. The effect of digital technology adoption and entrepreneurial ecosystem on venture performance among African microentrepreneurs,
Sarah Kimakwa, Cal State University, USA, Carla Jones, Sam Houston State University, USA, Sibin Wu, University of Texas at Rio Grande Valley, USA
12. Generativity-control tension in digital platform governance mechanisms: A case study of the national social investment management systems (NASIMS).
Emeka A Onyeokoro, Warwick University, UK
13. The emergence of entrepreneurial ecosystems in resource-constrained contexts: The effect of global connectedness,
Yeguignafere Diarrassouba Mahamadou B Diambeidou, Universite Catholic Louvain, Belgium
14. Entrepreneurship as the digital equalizer,
Sarah Kimakwa, Cal State University, USA, Sibin Wu, University of Texas at Rio Grande Valley, USA Carla Jones, Sam Houston State University, USA
15. Opening the black box of international higher education collaborations in East Africa,
Olof Brunninge, Jonkoping University, Sweden, Anders Melander, Jonkoping University, Sweden, Andrew Schenkel, Stockholm School of Economics, Ciara Sutton, Stockholm School of Economics
16. Decolonising the curriculum and globalization: Convergence or divergence?
Ekene Okwechime, Anglia Ruskin University, UK Catherine Olusanmi, Napier University, UK

TEA & COFFEE BREAK

VENUE: Space Bar area



DAY 2: TUESDAY JANUARY 9, 2024**ALL-ACADEMY POSTER PRESENTATIONS**

8.30AM – 10.00am (Parallel Session)

17. Foundation is gender-specific: Why women need start-up support? Anett Hermann, Marie-Therese Claes, Vienna University
18. Routes for future prosperity: The case of the manufacturing sector in Rwanda
Shyaka Gilbert, University of Rwanda, Rwanda, Anders Melander, Jonkoping University, Sweden, Carla Goncalves Machado, Jonkoping University, Sweden, & Samuel Mutarindwa, University of Rwanda, Rwanda
19. Project Management: Sub Sahara Africa higher education challenges and partnerships,
Robert Harris, University of Lewisburg, USA
20. A critical examination of digital technologies' impact on diversity, equity, and inclusion in contemporary society,
Bongani Dlamini, DUT, South Africa
21. Exploring HRM policies and practices in a sample of Moroccan public organizations,
Leonardo Liberman, Amal Tlanti, UM6, Morocco
22. Remote work in nonprofit organizations: The intersection of employee well-being and community,
Kunle Akingbola, Lakehead University, Canada
23. How conscious are customers of their value co-creation processes in the hotel experience,
Clement Nangpiire, UDS, Ghana
24. Presidential charismatic leadership in Tanzania,
Bella Galperin, University of Tampa, USA, Lemayon Melyoki, University of Dar es Salaam
25. Perception of autonomy, job satisfaction and employee engagement: A discussion on return to work policies influence on the South African ICT industry,
Sibussio R Banyini, & Adetola Adekunle, University of Reading, UK
26. Seeking validation or avoiding rejection: How attachment styles influence feedback seeking,
Anna E Kuria, Mona Hafner, Michael Frese, University of Leuphana, Germany
27. Advancing African management skills for the 21st century: The value of an applied anthropological perspective,
Theodore Petrus, UFS, South Africa
28. Impact of training and development practices on selected job-related employee deviant behaviors in government department in Limpopo Province, South Africa: A justice perspective,
Fhatuwani Raliphaswa, Lineo Dzansi, Denis Dzansi, Central University of Technology, South Africa
29. Exploring organizational resilience and its determinants in Ethiopian banking firms
Betelhem F Tekletsion, Addis Ababa University, Ethiopia, Jorge Gomes, University of Lisbon, Portugal, Belaynesh T Nidaw, Addis Ababa University, Ethiopia
30. Creativity in Africa,
dt Ogilvie, Rochester Institute of Technology, USA, Vincent Ogutu, Strathmore Business School, Kenya, Mahamadou Biga Diameidou, Catholic Universite of Louvain, Belgium
31. Determinants of implementation of public procurement act on commercial state corporations
Lucy Arula, Mary Mwanzia & Carolyn Ntara, KCA University, Kenya
32. Strategic financial management and performance of family businesses in Ghana
Dennis Oteng, Ravens Consulting, Ghana & Moses Acquah, University of North Carolina, Greensboro, USA

TEA & COFFEE BREAK**VENUE : Space Bar area**

DAY 2: TUESDAY JANUARY 9

	PDW MEET THE AoM EDITORS	Track 1 Entrepreneurship and Small Business	Track 5 Social Issues in Management	Track 8 Sustainability and Green Management	PDW/Symposium	PDW/Symposium	PDW/Symposium
ROOM	Boabab	Rooibos	Fynbos	Marula	Protea	Honey Bush	Mopani
	Organizer Marc Gruber EPFL, Switzerland	Sociocultural context of entrepreneurship	Gender, technology and social enterprise	Implementing sustainability practices	Challenges and opportunities for leaders in HRM to advance human- centred artificial intelligence	African universities, social innovation and sustainable development	Tribes and entrepreneurship theory: Four perspectives
Session Chairs		Dan LeClair Global Business Schools Network	Alex Bignotti University of Pretoria	Kenneth Amaeshi European University Institute, Italy			
10:30 am - 12:15 pm	<p>Editors Matthew Grimes University of Cambridge, UK</p> <p>Georg von Krogh ETH, Switzerland</p> <p>Davide Ravasi University College London, UK</p> <p>Floor Rink University of Groningen, Netherlands</p> <p>Tal Simons Erasmus University, Netherlands</p> <p>Christian Troester Kuhne Logistics University, Germany</p>	<p>The Paradox of Gendered Positioning in Women's Entrepreneurship Michael Zisuh Ngoasong Open University, UK</p> <p>Unveiling the dual nature of family support in female entrepreneurship: A paradox perspective Mulu Hundera University of Cologne, Germany</p> <p>Unlocking refugee endeavors: Entrepreneurship as an empowering catalyst for facilitating refugee integration in transitional countries Toli Jembere Amare Benson Honig McMaster University, Canada</p> <p>Ethnic entrepreneurship among Ghanaian immigrants in the UK and South Africa: Exploratory analysis from a social marketing viewpoint Martin Owusu Ansah Enya B Ameza-Xemalordzo Rosemary Boateng Coffie Kofi Agyenim Boateng KNUST, Ghana</p> <p>The unintended consequences of transactional family African immigrant-owned firms Julia Siwale Nottingham Trent University, UK Olebogeng Selebi Menisha Moos University of Pretoria, South Africa Olu Aluko Nottingham Trent University, UK</p>	<p>The role of social identity and experience in the formation of social entrepreneurial intentions among South Africa's youth Alex Bignotti Sonali Das Clavis N Fubah University of Pretoria, South Africa</p> <p>Marketing strategies employed by women members of parliament: A case of national parliament in Kenya Brigitte M Wabuyabo-Okonga KCAU, Kenya</p> <p>Deconstructing the controversial performance of microfinance institutions: A sense making lens to loan defaulting Rosa Bote Neoma Business School, France</p> <p>Technological objective dimensions, business group affiliation, and innovation Steven Day North Carolina Central University, US</p>	<p>Developing and implementing eco-innovations: Which strategies exist? An empirical examination Anna Peters Andreas S. Schuster Dominik K. Kanbach HHL Leipzig Graduate School of Management, Germany Sascha Kraus Free University of Bozen- Bolzano, Italy Natanya Meyer University of Johannesburg, South Africa</p> <p>Towards achieving zero emissions: The relationship between a country's level of globalization and greenhouse gas emissions Sam Nyinyah Manchester Metropolitan University, UK J. Amankwa-Amoah University of Kent, UK Kenneth Egedi Manchester Metropolitan University, UK</p> <p>The role of university-based sustainability centres: Implications for African universities Gordon Ikiebey ESG Advisory, Nigeria Kenneth Amaeshi European University Institute, Italy</p> <p>Factors explaining motivation for sustainable entrepreneurship across international contexts Marina Klevtsova Ekaterina Ivanova HSE University, Russia</p>	<p>Organizers Caren Brenda Scheepers University of Pretoria, South Africa</p> <p>Lilian Otaye-Ebede University of Liverpool, UK</p>	<p>Organizers Annika Surmeier University of Cape Town, South Africa</p> <p>David Littlewood University of Sheffield, UK</p>	<p>Organizers Andrea Sottini Universita Cattolica, Italy</p> <p>Gary Bruton, Texas Christian University, USA</p> <p>Arielle Newman University of Syracuse, USA</p> <p>Baniyelme Zoogah McMaster University, Canada</p> <p>Phyllis Swanzy-Krah Felicity Asiedu-Appiah Henery Mensah Daniel Nkansah KNUST, Ghana</p> <p>Peter Lansana Universitat Cattolica, Italy</p>

12:15- 1:15pm	LUNCH BREAK AND PRESIDENTIAL ADDRESS VENUE: Bell Restaurant- SBS campus		
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1.30 – 5:30pm	<p>Experiential Trips (1:30pm - 5:30pm)</p> <p>Prompt Departure: All Delegates must board buses by 1:20pm</p>
5.40pm	<p>Note: Buses promptly depart to the SBS Campus at 5.40pm</p> <p>From where you will be transported to your respective Conference Hotels</p>

DAY 3: WEDNESDAY JANUARY 10, 2024							
	Track 2 Organizational Behavior and Human Resource Management	Track 8 Sustainability and Green Management	Day 2: 2024 Junior Faculty & Doctoral Consortium BY INVITATION ONLY	PDW/ Symposium	PDW/ Symposium	PDW/ Symposium	PDW – BY INVITATION ONLY
ROOM	Marula	Fynbos	Boabab	Mopani	Honey Bush	Protea	Rooibos
Session Title	Experiencing Work	Practice-based methods for the study of African organizational phenomena	General Session: Writing Session - Introduction (All Facilitators)	Curating open academic fora: Towards improved institutional arrangements for scholarly dialogue and exchange	Decolonizing the use of practice-based methods in African Settings	Curating open academic fora: Towards improved institutional arrangements for scholarly dialogue and exchange	Paper Development Workshop with AOM
Session Chair	Mias de Klerk Stellenbosch University, South Africa	Moataz Darwish American University in Cairo					
8:30-10:00 am	<p>Strategic OD and navigating the employee experience through engagement, career development and recognition Shavon Thurmond Benedictine University, USA</p> <p>Globalization and corporate social responsibility in Nigeria: The behavioral perspective Moruf Akanni Adebakin Yaba Technology, Nigeria</p> <p>Going bonkers: A supervisor perspective on mentally ill employees Kelly de Jesus Sumari O'Neil University of Pretoria, South Africa</p> <p>For love or money? The willingness of employees to sacrifice salary for spirituality for spirituality Melvi Todd Mias de Klerk Jako Volschenk Charlene Gerber Stellenbosch University, South Africa</p> <p>Experiences of SMEs in the Covid-19: Evidence from Ghana Obi Berko Damoah University of Ghana</p>	<p>MNE's support of the UN's SDGs and the influence of informal institutions: Lessons from Nigeria Ugbede Umore Nottingham Trent University, UK</p> <p>Musa Mangena University of Nottingham, UK</p> <p>Building sustainable food futures: Explorative study of Kenyan plant-based food manufacturers' effectual market creation efforts Paula Linna UWASA, Finland</p> <p>Assessing adoption barriers of sustainable packaging in Egypt Carol Ramses Morgan Sherwat Elwan Ibrahim American University in Cairo, Egypt</p> <p>Contemporaneous analyses of sustainability reporting and market-value of listed consumer goods companies in Nigeria Jacob A Iormbagah Victor Okafor Daniel Tyodun Michael Okpara University of Agric,</p> <p>Efficient but poor: Analyzing dual crop interdependency. Rachad B Samari Sherwat E Ibrahim American University in Cairo, Egypt</p>	<p>Helena Barnard University of Pretoria, SA</p> <p>Maria Kraimer Rutgers University, USA</p> <p>Bruce Lamont Florida State University, USA</p> <p>Rebecca Namatovu Copenhagen Business School, Denmark</p> <p>Orlando Richard University of Massachusetts - Amherst</p> <p>Enrica Ruggs University of Houston, USA</p> <p>Scott Seibert Rutgers University, USA</p> <p>Johann Fortwengel King's College London, UK</p>	<p>Organizers Olu Aluko Juliana Siwale Nottingham Trent University, UK</p> <p>Benson Honig McMaster University</p>	<p>Organizers Anca Metiu ESSEC Business School, France</p> <p>Louis Botha Samuel Liyala University of Witwatersrand, South Africa</p> <p>Marcellus Mbah University of Manchester, UK</p> <p>Judy Muthuri University of Nottingham, UK</p>	<p>Emamdeen Fohim University of Bern, Switzerland</p> <p>Anupama Kondayya Indian Institute of Management, India</p> <p>Markus Hollerer University of New South Wales, Australia</p>	<p>Marc Gruber EPFL, Switzerland Session Chair</p> <p>George von Krogh ETH, Zurich</p> <p>Floor Rink University of Groningen, Netherlands</p> <p>Sharon Alvarez, University of Pittsburgh, USA</p>

10:00-10:30 am		TEA & COFFEE BREAK VENUE : Space Bar area				
WEDNESDAY JANUARY 10 2024						
	Track 1 Entrepreneurship and Small Business	Track 9 Teaching and Learning	Day 2: 2024 Junior Faculty & Doctoral Consortium BY INVITATION ONLY	PDW/Symposium	PDW/ Symposium	PDW – BY INVITATION ONLY
ROOM	Marula	Fynbos	Boabab	Protea	Honey Bush	Rooibos
Session Title	Context and strategy implementation	Enhancing the learning experience	General Session: Writing Session - Introduction (All Facilitators)	Hybrid/Remote work models: Challenges and opportunities sin the higher education sector	New developments in personal initiative (PI) training for entrepreneurs inside and outside of the African continent	Paper Development Workshop with AOM
Session Chair	Desmond Ayentimi University of Tasmania, Australia	Michelle A Montague-Mfuni University of Richmond, USA				
10:30-12:00 pm	Does a theory of value add value? Evidence from a randomized control trail with Tanzania entrepreneurs Rajshree Agarwal Francesca Bacco Arnaldo Camuffo Andrea Coali Alfonso Gambardella Haji Msangi Steve Sonka Anna Temu Betty Waized Audra Wormald University of North Carolina, Chapel Hill	Student preferences for arts-based methods in leadership education: A cluster analysis from Morocco Albrecht Fritzsche Rabat Business School, Morocco Hendrik Sebastiaan Kriek University of Witwatersrand, South Africa	Helena Barnard University of Pretoria, SA Maria Kraimer Rutgers University, USA Bruce Lamont Florida State University, USA Rebecca Namatovu Copenhagen Business School, Denmark Orlando Richard University of Massachusetts - Amherst Enrica Ruggs University of Houston, USA Scott Seibert Rutgers University, USA Johann Fortwengel King's College London, UK	Organizers Natasha Winkler Titus Stellenbosch University, South Africa Marie Therese A. J. Claes Anett Hermann, Vienna University of Economics and Business, Austria	Organizers Alexander Glosenberg Loyola Mountmary University, USA Michael Gielnik Michael Frese Benjamin Scharweit University of Leuphana, Germany Ines Meyer University of Cape Town Janina Peschmann Jakob Weers Carina Bohlayer Elisabeth Erning Mona Hafner University of Leuphana, Germany Memory Nguwi IP Consultants David Choi Loyola Mlountmary University, USA Artemisia Bogdou University College London, UK Tabea Brüning Leuphana University of Lüneburg, Germany	Marc Gruber EPFL, Switzerland Session Chair George von Krogh ETH, Zurich Floor Rink University of Groningen, Netherlands Sharon Alvarez, University of Pittsburgh, USA
	Situating organization development strategy and ubuntu Cortez Watson Benedictine University, USA	Vignettes as an instructional strategy in experiential learning for sustainability topics Michelle A Montague-Mfuni University of Richmond, USA Darline Augustine Juanita Trusty Cal State University, USA				
	Small enterprise debt financing: A review of current trends in the literature Olapeju C Ogunmokun De Montfort University, UK	Developing technical and socio-emotional competence for workplace success: Qualitative evidence from South Africa Kennedy Kamfwa Dennis Heaton Maharishi International University, South Africa				
	Gig work as a pathway to decent work in Sub-Saharan Africa Desmond Ayentimi University of Tasmania, Australia John Burgers Torrens University, Australia Albert Amankwaa University of Tasmania, Australia Shaun Ruggunan University of Witwatersrand, South Africa					
	Exploring implementation complexity: A study on warehouse management systems in fast-moving					

	<p>consumer goods manufacturing</p> <p>Kelvinne Mocke</p> <p>University of Pretoria, South Africa</p>	<p>challenges and opportunities in Africa</p> <p>Erin Makarius</p> <p>University of Akron, USA</p> <p>Aloysius Newenham-Kahindi</p> <p>University of Victoria, Canada</p>				
12:00-12:45pm	<p>LUNCH BREAK</p> <p>VENUE: Bell Restaurant SBS Campus</p>					



DAY 3: WEDNESDAY JANUARY 10, 2024

**ALL ACADEMY SESSION
DEANS' FORUM**

ROOM

YELLOWWOOD- SBS Main Building

1:00 pm - 2:00 pm

Participating Deans:

Moderator: Abel Adekola, Dean

College of Business and Engineering
Wilkes University, PA, USA

Charles Adjasi, Acting Director

Stellenbosch Business School
Stellenbosch University, Cape Town, South Africa

Sharon Alvarez, AOM President

Joseph M. Katz Graduate School of Business
Thomas W. Olofson Chair in Entrepreneurial Studies
University of Pittsburgh, PA, USA

Hailu Elias, Dean

College of Business and Economics
Addis Ababa University, Ethiopia

Khaled Hassanein, Dean

DeGroote Business School
McMaster University, Canada

2:15 – 3:30 pm

ALL ACADEMY BUSINESS MEETING

VENUE: Yellowwood

Note: Buses promptly depart to the Conference Hotels at 3:40pm

2024 AFAM Conference Closing Ceremony

Time: 6.30 pm – 10.00 pm

**VENUE: Pigalle Cape Town
57a Somerset Rd, Green Point, Cape Town**



**Keynote Speaker
Professor Michael Barrett
Judge Business School
Cambridge University, UK**



**Buses depart promptly from the
Conference Hotels at 5.30pm.**

2024 AFAM Biennial Conference

Winners of Best Paper Award

Track 1 Entrepreneurship and Small Business

Rinse and Repeat? Entrepreneurial Pre-entry Search by Habitual Entrepreneurs in the Informal Economy
Shelter Selorm Teyi-Copenhagen Business School

Track 2 Organizational Behavior and Human Resource Management

Navigating the Effects of Abusive Supervision on Turnover Through Psychological Contract Breach Among Third Parties

Yannick Griep-Radboud University

Johannes Kraak-Radboud University

Wieke Knol-Radboud University

Elizabeth Beekman-Radboud University

Track 3 Public Policy, Administration of Government, and Non-Governmental Organizations

Africanization of Developmental State Model: On Rwanda's Industrial Policy and Institutional Arrangements

Francis Gaudreault-Zayed Military University / Rabdan University

Virginia Bodolica-American University of Sharjah

Track 4 Strategy and International Management

Institutional Anaesthetization and Heliotropic Strategies

Baniyelme D Zoogah-McMaster University

Mike Peng-University of Texas at Dallas

Track 5 Social Issues in Management

Deconstructing the Controversial Performance of Micro-Finance Institutions: A Sensemaking Lens on Loan Defaulting

Rose Bote—Neoma Business School

Track 6 Sustainability and Green Management

Assessing Adoption Barriers of Sustainable Packaging in Egypt

Carol Ramses Morgan-American University in Cairo

Sherwat Elwan Ibrahim-American University in Cairo

Track 8 Management Practice

An Empirical Study on Competitive Intelligence and Firm Competitiveness

Zohor Kettani-Africa Business School

Abdulkader Aljandali-Africa Business School

Track 9 Teaching and Learning

Student Preferences for Arts-Based Methods in Leadership Education: A Cluster Analysis from Morocco

Albrecht Fritzsche-Rabat Business School

Hendrik S Kriek-University of Witwatersrand

Have a safe and pleasant journey to your respective homes.
Our 8th Biennial Conference would be held in January 2026.



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