



University of East London
Royal Docks School of Business & Law

Confident in Africa's Future / Confiant en l'Avenir de l'Afrique

AABD Annual Conference / Conférence Annuelle de l'AABD

Conference Program / Programme de la Conférence

May 16-20, 2023/16-20 mai 2023
University of East London, United Kingdom

**Industry 4.0, Dynamic Global Business Environment,
and Sustainable Development in Africa /
Industrie 4.0 (4ème Révolution Industrielle),
Dynamique de l'Environnement Mondial des Affaires
et Développement Durable en Afrique**

Program Chair:

Stella Zulu-Chisanga, PhD
Copperbelt University, Zambia
Email: stellachi77@gmail.com

President's Welcome Message

On behalf of the Board of Governors and the Executive Committee, it is a great honor to welcome you to the 23rd AABD Annual Conference hosted by the University of East London, London, UK.

After experiencing a fully virtual conference in 2021 and a hybrid conference with an in-person and online components in 2022 due to COVID-19, we have chosen this year to return to our traditional in-person conference. Many of you have told us that you miss the closeness and human warmth that have characterized AABD Annual Conferences in the past. We thank the Good Lord and those who have worked tirelessly for the domination of COVID-19 and the return to normal life.

This year, through the theme: “Industry 4.0, Dynamic Global Business Environment, and Sustainable Development in Africa”, we asked researchers, business practitioners, community leaders, and policy makers around the world to reflect on how to achieve sustainable development in Africa in the era of new technologies and an ever-changing global environment.

I am particularly happy to announce that many of you responded to our call from various countries, including Barbados, Canada, Cameroon, Côte d'Ivoire, France, Ghana, Guinea Conakry, Haiti, Kenya, Netherlands, Nigeria, Pakistan, South Africa, Sweden, Tanzania, Uganda, United Kingdom, United States of America, and Zambia.

I am also very proud to announce that this 23rd conference will feature presentations in French. This is part of our academy's drive to be more inclusive and to create space for all who work for the creation, dissemination, and use of new knowledge in business and development in Africa.

I take this opportunity to thank all those who have contributed to the organization and success of this conference. I am thinking of the University of East London as the host, our sponsor Taylor & Francis, the Local Organizing Committee, the Conference Chair, the Program Chair, the Proceedings Editor, track chairs, executive members, board members, authors, reviewers, guests, and other volunteers.

The program of this multidisciplinary conference is enticing. I am sure you will enjoy presenting your work but above all learning from others. You will do yourself a favor by taking advantage of the unlimited opportunities offered by this conference to reconnect with friends and build new relationships.

I wish you a very productive and enjoyable stay in London.

Sincerely,

Simon P. Sigué, AABD President

Message de bienvenue du Président

Au nom du Conseil des Gouverneurs et du Comité Exécutif, c'est un grand honneur de vous accueillir à la 23e conférence annuelle de l'AABD organisée par la University of East London, Londres, Royaume-Uni.

Après avoir fait l'expérience d'une conférence entièrement virtuelle en 2021 et d'une conférence hybride comprenant un volet présentiel et un volet virtuel en 2022 en raison de la COVID-19, nous avons choisi cette année de revenir à notre format traditionnel de conférence en présentiel. Beaucoup d'entre vous nous ont dit que la proximité et la chaleur humaine qui ont caractérisé les conférences annuelles de l'AABD dans le passé leur manquaient. Nous remercions le Bon Dieu et ceux et celles qui ont travaillé sans relâche pour la domination du COVID-19 et le retour à une vie normale.

Cette année, à travers le thème : « Industrie 4.0, Dynamique de l'Environnement Mondial des Affaires et Développement Durable en Afrique », nous avons demandé aux chercheurs, professionnels des affaires, dirigeants communautaires et décideurs politiques du monde entier de réfléchir sur comment réaliser un développement durable en Afrique à l'ère des nouvelles technologies et d'un environnement mondial en constante évolution.

Je suis particulièrement heureux de vous annoncer que vous avez été nombreux à répondre à notre appel de divers pays, dont la Barbade, le Canada, le Cameroun, la Côte d'Ivoire, la France, le Ghana, la Guinée Conakry, Haïti, le Kenya, les Pays-Bas, le Nigeria, le Pakistan, l'Afrique du Sud, la Suède, la Tanzanie, l'Ouganda, les Royaumes Unis, les États-Unis d'Amérique, et la Zambie.

Je suis également très fier d'annoncer que cette 23e conférence permettra les présentations en Français. Cela fait partie de la volonté de notre académie d'être plus inclusive et de créer un espace pour tous ceux qui travaillent pour la création, la diffusion et l'utilisation de nouvelles connaissances dans les affaires et le développement en Afrique.

Je profite de cette occasion pour remercier tous ceux et toutes celles qui ont contribué à l'organisation et au succès de cette conférence. Je pense à la University of East London, notre sponsor Taylor & Francis, le comité local d'organisation, le président de la conférence, le responsable du programme, l'éditeur des actes de la conférence, les responsables des thématiques, les membres du comité exécutif, les membres du conseil des gouverneurs, les auteurs, les arbitres, les invités et autres bénévoles.

Le programme de cette conférence multidisciplinaire est alléchant. Je suis sûr que vous apprécierez de présenter votre travail, mais surtout d'apprendre de multiple autres travaux. Vous vous rendrez service en profitant des opportunités illimitées offertes par cette conférence pour reconnecter avec des ami(e)s et bâtir de nouvelles relations.

Je vous souhaite un séjour très productif et agréable à Londres.

Cordialement,

Simon P. Sigué, Président de l'AABD

Message from the Conference Chair

The year 2023 is notably remarkable in many ramifications. For us, at Royal Docks School of Business and Law (RDSBL) and indeed the University of East London (UEL), the 23rd AABD annual conference is one of our important events in the year. The overarching theme of the conference is *'Industry 4.0, Dynamic Global Business Environment, and Sustainable Development in Africa'*. This brings the ongoing discussion of Industry 4.0 and its ramifications to the fore. It is a topical issue that is consistent with the ethos and values of both UEL and AABD. The development in the world of technology has changed our ways of life including consumption, education, religion, manufacturing processes and in several other ways. From the continuous innovation in which several minor innovative steps have brightened lives globally to the discontinuous innovations that have radically transformed what we do and how we relate in the global business environment, the changes are palpable. Emphatically, the improvements experienced come in various ways such as convenience, efficiency, and cost-savings as facilitated by increasing automation, Smart machines, Internet of things (IOT), and a host of others.

Given the significant role of Africa in the global economy, it is not outlandish to reflect on how technology fosters the relationships the continent has with the rest of the world. It is pleasing to see the enthusiasm demonstrated by the delegates who have approached the theme severally to establish various analytical perspectives on the issue as shown in the presentations scheduled in the sessions. The significant implications of these scholarship efforts transcend academia and robustly relate to businesses and society at large. It is expected that the associated policy implications will continue to be relevant to global economic development not only in the short-term but also in the foreseeable future.

As the conference organising committee, we acknowledge the strong support and encouragement of the members of the University Executive Board (UEB) of the University of East London under the Leadership of the Vice Chancellor and President, Professor Amanda Broderick. We also enjoy the unflinching support of the School Management Team (SMT) of the Royal Docks School of Business and Law (RDSBL). The seamless transition between our immediate past Dean, Prof Mohammad Ali (now *Pro Vice-Chancellor and Dean, Anglia Ruskin University, UK*), and our Interim Dean, Dr Shampa Roy-Mukherjee concerning the planning of the conference as well as their passion and commitment to having a successful conference are noteworthy. Moreover, the contributions and commitment of the Special guests/speakers in the scheduled plenary sessions are invaluable. We are pleased that they can commit to this which is reminiscent of their commitment to the focus of this conference as well as Sustainable growth in Africa and productive relationship with the rest of the world vis-a-vis technology.

Meanwhile, as the Conference Chair, I would like to acknowledge the contributions of colleagues who served as members of the Local organising committee (LOC) of the conference and the AABD Executives for the various roles played towards the success of the event. Furthermore, there is a specially constituted task force for this event at UEL that worked alongside the committee which comprises School Administrators, Event planning team, the Estate and facility unit, Security personnel, the External Relations unit, Communications team, and other colleagues. Their efforts and contributions are significant inputs that have made this conference a reality.

Dr Ayantunji ('Tunji) Gbadamosi - *Bsc(Hons), Msc, PhD, SFHEA, FCMI, FCIM, CMBE*

Associate Professor in Marketing, Royal Docks School of Business and Law
 University of East London, UK
 Chair, Conference Organising committee

<u>Time</u>	<u>Event/Speakers/Venue</u>
TUESDAY MAY 16, 2023	
3:00-6:00 PM	Registration/Information Desk Open Room: US G19/20
6:00-8:00 PM	Opening Ceremony Room: US G19/20 <i>Welcome Cocktail/Reception</i> <ol style="list-style-type: none"> Dr Shampa Roy-Mukherjee Interim Dean, Royal Docks School of Business and Law, University of East London, UK Professor Mohammad Ali Pro Vice-Chancellor and Dean, Anglia Ruskin University, UK
WEDNESDAY, MAY 17, 2023	
8:00-9:00 AM	Registration/Information Desk Open
9:00 – 10:30 AM	Concurrent Sessions – 1
	TRACK 1: Accounting, Finance, And Investment Room: US 2.31 Chair: Pat Obi, Purdue University Northwest, USA <i>Market reactions to the Russian Ukraine conflict: An event study of African and G7 equities</i> Pat Obi, Purdue University Northwest, USA Freshia Waweru, Strathmore University, Kenya Moses Nyangu, Strathmore University, Kenya <i>The relationship between mobile money platforms and low-income earners' financial inclusion</i> Baraka Ntomollah, University of Dar es Salaam, Tanzania Neema Robert Towo, University of Dar es Salaam, Tanzania <i>Diversity on corporate boards as a tool for social responsibility. Evidence from China</i> Inalegwu Ode-Ichakpa, Youth Close Openshaw Manchester, UK Chibuzo Amadi, University of South Wales, UK Udeme Jonah, University of Central Lancashire, UK <i>How do digital financial service and religious belief ameliorate the plight of vulnerable population in the era of pandemics? The case of Ghana</i> Mohammed Amidu, University of Ghana, Ghana Agnes Akpene Akakpo, University of Ghana Business School, Ghana Teddy Ossei Kwakye, University of Ghana, Ghana Mawuena Akosua Cudjoe, University of Ghana, Ghana TRACK 3: Entrepreneurship, Small Business and the Informal Sector Room: US 2.30

Chair: Hannah Vivian Osei, Kwame Nkrumah University of Science and Technology, Ghana

Integration of IoT in incubator business framework: A conceptual review

Risimati Maurice Khosa, University of South Africa, South Africa

Nonceba Ntoyanto-Tyatyantsi, University of South Africa, South Africa

In search of sustainable development in Africa – The role of consistent, forward-looking policy

Franca Attoh, University of Lagos, Nigeria

Eghosa Igudia, De Monfort University, UK

Samuel Adejoh, University of Lagos, Nigeria

Temitope Owolabi, University of Lagos, Nigeria

Women and entrepreneurship in Rwanda: The building of an economically strong country

Rebecca Mbuh DeLancey, Hankuk University of Foreign Studies, South Korea

Preethi Thankappan Nair, University of East London, UK

TRACK 6: Human Resources Management and Organizations

Room: US 2.38

Chair: Toyin Ajibade Adisa, University of East London, United Kingdom

A quantitative assessment of the influence of self - efficacy on candidates' performance in Nigerian senior secondary certificate examinations

Adetutu Olutimilehin Adegbeye, Rivers State University, Nigeria

The effect of motivation strategies on employee job performance: a case study of Ghana broadcasting corporation (GBC)

Alexander Appiah, Ghana Communication Technology University, Ghana

The relationship between servant leadership and knowledge sharing: mediating role of resilience and moderating role of learning the culture

Hafiz Fawad Ali, University of the Punjab, Pakistan

Talat Islam, University of the Punjab, Pakistan

Human resource gap and the standard of education in Nigerian higher institutions

Issa Abdulraheem, University of Abuja, Nigeria

TRACK 7: Sustainability, Business Ethics, And Social Responsibility

Room: US 2.39

Chair: Gladys Sospeter Nyamagere, ARDHI University, Tanzania

What are the barriers to mining waste utilization in sub-Saharan Africa? A case study from the Copperbelt province of Zambia

Buda, Gergely, Corvinus University of Budapest, Hungary

Kasanda B. Edwin, Copperbelt University, Zambia

Examining the relationship between circular economy practices customer citizenship behaviour and firm performance: Evidence from manufacturing firms

	<p>Raphael Aryee, Methodist University Ghana, Ghana Atia Alpha Alfa, University of Professional Studies, Accra, Ghana</p> <p><i>Going green: A review of green marketing practices of online retailers in India</i> Gladys Sospeter Nyamagere, ARDHI University, Tanzania Sarah Phoya, ARDHI University, Tanzania</p> <p><i>The Impact of Covid-19 on the Health, Wellbeing, Anxiety, Depression, Burnout, and Lives of Nurses During the Pandemic</i> Roselyn Ranti Majekodunmi, University of East London, UK</p> <p>Special Session 1 Room US 2.40</p> <p>Chair: Evelyn M. Winston, Clark Atlanta University Atlanta, USA</p> <p><i>Training the Next Generation of African Scholars: Exploring the African Diaspora Perspectives</i> Benet DeBerry-Spence, University of Illinois at Chicago, USA Jocelyn Evans, University of Missouri at Kansas City, USA Charles Moses, University of the Pacific, USA Kofi Q. Dadzie, Georgia State University, USA</p>
10:30 -10:45AM	Break/Refreshment
10:45 -12:30 PM	<p>Plenary Session 1 Room: US G.17</p> <p>Moderator: Ayantunji Gbadamosi, University of East London, UK</p> <p>Welcome Remarks: Professor Amanda Broderick <i>Vice-chancellor and President, University of East London</i></p> <p>Keynote speaker: Professor AbdulRasheed Na’Allah, <i>Vice-Chancellor, University of Abuja, Nigeria</i></p>
12.30-2:00 PM	Lunch Room: US G19/20
2:00-4:00 PM	<p>Concurrent Sessions – 2</p> <p>TRACK 3: Entrepreneurship, Small Business and the Informal Sector Room: US 2.30</p> <p>Chair: Risimati Maurice Khosa, University of South Africa, South Africa</p> <p><i>Beyond male entrepreneurship -An evaluation of female entrepreneurs’ impact on economic growth in sub-Saharan Africa: Lessons from Ghana</i> Kwame Adom, Burman University, Canada Seth Pascal Brenya, John Agyekum Kuffour Foundation, Ghana Peter Boateng, Friedrich-Alexander Universität, Germany</p> <p><i>Intellectual entrepreneurship: application of the escalator metaphor to analyse returnees’ knowledge enterprise</i> Sanya Ojo, University of East London, UK</p>

Entrepreneurial competencies of SMEs in Gauteng province

Khensane Maluleke, Tshwane University of Technology, South Africa

TRACK 5: Information and Communication Technology (ICT) and Digital Transformation

Room: US 2.31

Chair: David King Boison, Ghana Communication Technology University, Ghana

Modeling social networking platforms sustained use: Insights from Côte Ivoire

Bangaly Kaba, Athabasca University, Canada

Assessing factors influencing the adoption of technology in the port supply chain industry in the west African sub-region: a case study of integrated customs

David King Boison, Ghana Communication Technology University, Ghana

Ahmed Antwi-Boampong, Ghana Communication Technology University, Ghana

Augustine Blay, Capella University, USA

Martin Mabeifam Ujakpa, Ghana Communication Technology University, Ghana

Josephine Agbedoawu, University of the Witswatersrand, South Africa

Barleley Bernard Puplampu, Ghana Communication Technology University, Ghana

Using a geolocation game for student's induction: gaining knowledge and increasing motivation

Alina Vaduva, University of East London, UK

TRACK 8: Marketing and Consumer Behavior

Room: US 2.38

Chair: Matilda Adams, University of Ghana, Ghana

Marketing horti-tourism: The perspective of Porter's generic strategies

Iddrisu Mohammed, University of Ghana, Ghana

Mahmoud A. Mahmoud, University of Ghana, Ghana

Robert Ebo Hinson, Ghana Communication Technology University, Ghana

Exploring how retailer power and fast fashion trends affect market -orientaion strategies in the fashion industry

Bernice Boakye, University of Ghana, Ghana

Mahmoud A. Mahmoud, University of Ghana, Ghana

Counterfeiting, consumerism and African business: avenues for future research

Ayantunji Gbadamosi, University of East London, UK

Investigating the process of sustainable publicness in the solar energy market: a case study of Nigeria

Eghosa Igudia, De Montfort University, UK

Omorogieva Igudia, University of Benin, Nigeria

Noorris Erhabor, University of Benin, Nigeria

Rob Ackrill, Nottingham Trent University, UK.

TRACK 9: Operations and Logistics/Supply Chain/Project Management**Room US 2.39****Chair:** Anthony Afful-Dadzie, University of Ghana, Ghana***Impact of e-business adoption and use on total quality management among ISO 9001 certified firms in Ghana: A preliminary study***

Stephen A. Essel, Management Development and Productivity Institute, Ghana

Ezer O. Yeboah-Boateng, Faculty Ghana Communications Technology University, Ghana

Robert A. Opoku, Red Deer College, Canada

Operations and Logistics/Supply Chain/Project Management: Logistics Services, Interpersonal Trust, and the Duration of Buyer-Seller Collaboration in the Supply Chain: Evidence from the Cocoa Supply Chain in Ghana

Kofi Q. Dadzie, Georgia State University, USA

Alvin J. Williams, University of South Alabama, USA

Evelyn M. Winston, Clark Atlanta University, USA

David Amponsah, Troy State University, USA

Charlene A. Dadzie, University of South Alabama, USA

Donald Vest, Clark Atlanta University, USA

Wesley Johnston, Georgia State University, USA

The impact of supply chain integration on operational performance

Umar Farouk Aliu Mahama, Azteca University, Mexico

Training university students in Africa as future transportation safety workforce

Deo Chimba, Tennessee State University, USA

Geophrey Mbatia, ARDHI University, Tanzania

Joseph Owino, University Tennessee Chattanooga, USA

PDRW Session 1: Business Education and Research in Africa**Room US 2.40****Chair:** William K. Darley, University of Toledo, USA**Opening Remarks: Rethinking Business and Management Education and Research in Africa.**

Dr. Simon P. Sigué, Athabasca University, Canada

Theory and Research in the African Context.

Moses Acquah, University of North Carolina-Greensboro, USA

Pursuing a High Impact Research Agenda for the African Business and Development Context.

Kofi Q. Dadzie, Georgia State University, USA

THURSDAY, MAY 18, 2023**9:00-10:30 AM****Plenary Session 2****Room: US G.17****Chair:** Bangaly Kaba, Athabasca University, Canada***African Business in the context of the UK Relationship***

	Dawn Butler, Member of the Parliament, United Kingdom
10:30-10:45 AM	Break/Refreshment
10:45-12:45 PM	<p>Concurrent Sessions – 3</p> <p>TRACK 3: Entrepreneurship, Small Business and the Informal Sector Room: US 2.38</p> <p>Chair: Richard N. Hayes, Hofstra University, USA</p> <p><i>Sustainable partnerships? A close look at social development and capitalistic collaborative endeavors.</i> Eileen Kwesiga, Bryant University, USA Norma Juma, Washburn University, USA</p> <p><i>The gendering of digital entrepreneurship: A systematic review</i> Prince Yao Amu, University of Ghana, Ghana Edem M. Azila-Gbettor, Ho Technical University, Ghana Sheila Frimpong, University of Ghana, Ghana Bedman Narteh, University of Ghana, Ghana William Serekumah, Ghana Atomic Energy Commission, Ghana</p> <p><i>The importance of entrepreneurial knowledge and skills in activating early-stage entrepreneurial activity</i> Takawira Munyaradzi Ndofirepi, University of South Africa, South Africa Africa Renier Steyn, University of South Africa, South Africa</p> <p>TRACK 5: Information and Communication Technology (ICT) and Digital Transformation Room: US 2.31</p> <p>Chair: Alina Vaduva, University of East London, UK</p> <p><i>Assessing factors influencing the adoption of technology in the port supply chain</i> Ahmed Antwi-Boampong, Ghana Communication Technology University, Ghana Augustine Blay, Capella University, USA Martin Mabeifam Ujakpa, Ghana Communication Technology University, Ghana Josephine Agbedoawu, University of the Witswatersrand, South Africa Barleley Bernard Puplampu, Ghana Communication Technology University, Ghana</p> <p><i>The impact of digital payments on the real economy: evidence from Kenya</i> Jacob Musila, Athabasca University, Canada Zealelem Yiheyis, Clark Atlanta University, Canada</p> <p><i>Configural paths for Iots and big data analytics acceptance for healthcare improvement: a fuzzy qualitative comparative analysis</i> Abeeku Sam Edu, University of Ghana, Ghana</p>

Assessing the effect of service quality factors on continuance intention of software-as-a-service (saas) applications by banks in Ghana

David King Boison, Ghana Communication Technology University, Ghana

Ahmed Antwi-Boampong, Ghana Communication Technology University, Ghana

Augustine Blay, Capella University, USA

Martin Mabeifam Ujakpa, Ghana Communication Technology University, Ghana

Josephine Agbedoawu, University of the Witswatersrand, South Africa

Barleley Bernard Pupilampu, Ghana Communication Technology University, Ghana

TRACK 7: Sustainability, Business Ethics, And Social Responsibility

Room: US 2.39

Chair: Kwame Adom, Burman University, Canada

Socially responsible investment practices and implementation among listed extractive firms in Ghana

Mawuena Akosua Cudjoe, University of Ghana, Ghana

Ahmed Razman Abdul Latiff, Universiti Putra Malaysia, Malaysia

Nor Aziah Abu Kasim, Universiti Putra Malaysia, Malaysia

Mohammad Noor Hisham Osman, Universiti Putra Malaysia, Malaysia

Green creativity and performance of small and medium enterprises (SMEs): The role of green innovation and green dynamic capability

Gladys Sospeter Nyamagere, ARDHI University, Tanzania

Sarah Phoya, ARDHI University, Tanzania

Scientometric analysis of micro-level CSR: employee perspective.

Atia Alpha Alfa, University of Professional studies, Ghana

Raphael Aryee, Methodist University College, Ghana

TRACK 8: Marketing and Consumer Behavior

Room: US 2.30

Chair: Eghosa Igudia, De Montfort University, UK

Customer service quality, brand engagement and customer citizenship behaviors: findings from retail banking sector of an emerging market

Winston Asiedu Inkumsah, University of Professional Studies, Ghana

Robert Yaw Amponsah, University of Professional Studies, Ghana

Barbara N.A Tetteh, University of Professional Studies, Ghana

Ibn Kailan Abdul-Hamid, University of Professional Studies, Ghana

Sales control management in banking and the usefulness of emerging technologies

Shohail Choudhury, University of East London, England, UK

Alina Vaduva, University of East London, England, UK

Muhammet Demirbilek, Suleyman Demirel University, Isparta, Turkey

Kirk Chang, University of East London, England, UK

Effects of employee-focused CSR on customer citizenship behaviour: the mediating role of person-organisation fit and employee citizenship behaviour

Atia Alpha Alfa, University of Professional studies, Ghana

	<p>Raphael Aryee, Methodist University College, Ghana</p> <p><i>Is market development a sustainable way of enhancing performance? A study of small-scale mining suppliers in Zambia</i> Beenzu Siachinji, Copperbelt University, Zambia Stella Zulu-Chisanga, Copperbelt University, Zambia Bruce Mwiya, Copperbelt University, Zambia</p> <p>Special Session 2 Room US 2.40</p> <p>Chair: Moses Acquaaah, University of North Carolina, USA</p> <p><i>Structural changes in African food systems</i> Paul T.M. Ingenbleek, Wageningen University & Research, Netherlands Charlene Dadzie, University of South Alabama, USA Marcia Kwaramba, University of Colorado Boulder, USA</p>
12:45-2:00 PM	<p>Lunch Room: US G19/20</p>
2:00-3:30 PM	<p>Concurrent Sessions – 4</p> <p>TRACK 2: International Aid, Economic Policies and Strategies Room: US 2.31</p> <p>Chair: Evans Akwasi Gyasi, Anglia Ruskin University, UK</p> <p><i>Collective irrationality and economic crisis in a dynamic global business environment: lessons from western economic sanctions on Russia</i> Louicius Michel, Burman University, Canada Kwame Adom, Burman University, Canada Chloe Weir, Burman University, Canada Danae Brousson, Burman University, Canada</p> <p><i>How do investments from multilateral development finance institutions influence national output growth in Sub-Saharan Africa?</i> Edith Sandy Kwawu, Ministry of Finance, Ghana Eric Fosu Oteng-Abayie, Kwame Nkrumah University of Science and Technology, Ghana</p> <p><i>Is industrialisation a myth in Southern Africa: Addressing the disparity between GDP and structural transformation</i> Izabel Miti, University of East London, UK Shazaib Butt, University of East London, UK; Manish Unhale, University of East London, UK</p> <p><i>Effect of foreign direct investment on the banking sector of emerging economies</i> Evans Akwasi Gyasi, Anglia Ruskin University, UK</p> <p>TRACK 3: Entrepreneurship, Small Business and the Informal Sector Room: US 2.38</p> <p>Chair: Khensane Maluleke, Tshwane University of Technology, South Africa</p> <p><i>When and how does creativity influence performance? An examination of SMEs in an emerging market</i> Hannah Vivian Osei, Kwame Nkrumah University of Science and Technology, Ghana Felicity Asiedu-Appiah, Kwame Nkrumah University of Science</p>

and Technology, Ghana
Ahmed Agyapong, Kwame Nkrumah University of Science and
Technology, Ghana
Suzzie Owireduwa Aidoo, Open University, UK

Industry 4.0 as a catalyst for developing entrepreneurial graduates in South Africa

Tiyani Baadjie, University of Johannesburg, South Africa

Monetizing the music: Entrepreneurship education for African creators and creative institutions

Richard N. Hayes, Hofstra University, USA
Lutisha Vickerie, Hofstra University, USA

Financing small business development in Osun State, Nigeria: A critical investigation

Nurat Ajibade, University of East London, UK

TRACK 6: Human Resources Management and Organizations

Room: US 2.30

Chair: James Abugre Baba, University of Ghana, Ghana

Effect of public service motivation on employee performance: the moderating influence of perceived ethical leadership

Ahmed Agyapong, Kwame Nkrumah University of Science and
Technology, Ghana
Suzzie Owiredua Aidoo, Open University, UK
Henry Kofi Mensah, Kwame Nkrumah University of Science and
Technology, Ghana

The impact of culture on occupational segregation by gender: An insight from the global south

Adedotun Olufeyisola Adegbeye, University of East London, UK

Examining the role of capital in the legitimacy of female leaders in Ghanaian marketplaces

Priscilla Ntriwaa, Otuo University of Ghana, Ghana
Cynthia Forson, Lancaster University, UK
Anthony N-Yelkabong, Lancaster University, Ghana
Afua Konadu Kwartent, Lancaster University, UK

The link between work-life balance and employee engagement: a casestudy of the Nigerian armed forces

Adejumoke Adeoti, Brunel University London, UK
Toyin Adisa, University of East London, UK
Chima Mordi, Brunel University London, UK
Olatunji David Adekoya, Sheffield Hallam University, UK

TRACK 8: Marketing and Consumer Behavior

Room: US 2.39

Chair: Mahmoud Abdulai Mahmoud, University of Ghana, Ghana & University
of Johannesburg, South Africa

Marketing and Consumer Behavior: Rural African Entrepreneurs' Perceptions of Customer-Centric Marketing Practices: Exploring its

	<p><i>Antecedents and Financial Inclusiveness Outcomes in Ghana</i> Kofi Q. Dadzie, Georgia State University, USA Evelyn M. Winston, Clark Atlanta University, USA Bernice Okoso, Georgia State University, USA Charlene A. Dadzie, University of South Alabama, USA Donald Vest, Clark Atlanta University, USA Henry Dadzie, Georgia State University, USA</p> <p><i>Examining digital content marketing antecedents, usage, and SMEs performance in a developing market</i> Raphael Odoom, University of Ghana, Ghana and University of Johannesburg, South Africa Priscilla Teika Odoom, Ghana Institute of Journalism, Ghana</p> <p><i>An empirical study of customer relationship marketing, and employee commitment: the Nigerian banking perspective</i> Kareem Folohunso Sani, University of East London, UK Ayantunji Gbadamosi, University of East London, UK</p> <p>Special Session 3 Room US 2.40</p> <p>Chair: Betty Jane Punnett, University of the West Indies, Barbados</p> <p><i>Research methods for the African context</i> Betty Jane Punnett, University of the West Indies, Barbados Bella Galperin, University of Tampa, USA Ali Taleb, MacEwan University, Canada Elham Metwally, American University, Cairo and German University Cairo, Egypt</p>
3:30-3:45 PM	Break/Refreshment
3:45-5:15 PM	<p>Concurrent Sessions - 5</p> <p>TRACK 6: Human Resources Management and Organizations Room: US 2.30</p> <p>Chair: Alexander Appiah, Ghana Communication Technology University, Ghana</p> <p><i>Occupational segregation trend by gender in Nigerian maritime sector: The mediating role of culture</i> Adedotun Olufeyisola Adegbeye, University of East London, UK</p> <p><i>Impact of consumer mistreatment on workplace cheating behavior with mediating role of interpersonal conflicts with customers and moderating role of felt trust</i> Talat Islam, University of the Punjab, Pakistan</p> <p><i>A contextual analysis of the balance scorecard as a performance management tool on corporate performance: a study of the Ghanaian public sector management</i> James Abugre Baba, University of Ghana, Ghana</p> <p><i>The validity of the weird conceptualisation and its implications for theory and assessment</i> Renier Steyn, University of South Africa, South Africa</p>

TRACK 9: Operations and Logistics/Supply Chain/Project Management

Room: US 2.38

Chair: Charlene A. Dadzie, University of South Alabama, USA

How does environmental supply chain management practices mediate the institutional pressures and firm performance relationship?

Moses Acquah, University of North Carolina, USA

Ahmed Agyapong, Kwame Nkrumah University of Science and Technology, Ghana

Joseph Amankwah-Amoah, University of Kent, UK

Samuel Yaw Akomea, Kwame Nkrumah University of Science and Technology, Ghana

Annah Dufie Kyere, Kwame Nkrumah University of Science and Technology, Ghana

Analysis of Opportunity Cost of Electricity Provision in Sub-Saharan Africa

Anthony Afful-Dadzie, University of Ghana, Ghana

Stakeholder engagement in innovation processes within nascent and unstructured ecosystems and markets – a study of agritech start-ups in Ghana

Bismark Agyei Yeboah, Leipzig University, Germany

Sports innovation: A systematic review

Prince Yao Amu, University of Ghana, Ghana

Bedman Narteh, University of Ghana, Ghana

Raphael Odoom, University of Ghana, Ghana

TRACK 15: Soumissions En Français/Submissions in French

Room: US 2.31

Chair: Konan Anderson Seny Kan, Grenoble Ecole de Management, France

Incidence De La Crise Sanitaire A La Covid-19 Sur La Politique De Dividende Dans Un Marche Financier En Developpement : Cas De La Brvm

Aboudou Ouattara, Centre Africain d'Etudes Supérieures en Gestion, Sénégal

Hervé Ndoume Essingone, Institut National des Sciences de Gestion, Gabon

Perspective configurationnelle des méthodes mixtes en recherche comptable

Konan Anderson Seny Kan, Grenoble Ecole de Management, France

Choix du consommateur et irresponsabilité sociale des entreprises: une exploration dans le secteur de la téléphonie mobile

Ange Betty, University of Douala, Cameroon

Darius Djoma Mimbe Ndo, University of Ngaoundéré, Cameroon

Special Session 4

Room: US 2.39

Chair: Slawomir Raszewski, University of East London, UK

Topic: Political economy of energy and natural resources in sub-Saharan Africa

Slawomir Raszewski, University of East London, UK

Aslam Kaitah, University of East London, UK

Tina Soliman Hunter, Macquarie University, Australia
Francis Frimpong, University of East London, UK

FRIDAY, MAY 19, 2023

9:00-10:30 AM

Concurrent Sessions – 6

TRACK 1: Accounting, Finance, and Investment

Room: US 2.31

Chair: Moses Nyangu, Strathmore University, Nairobi, Kenya

The influence of corporate social responsibility to the corporate financial performance: Evidence from oil & gas companies in emerging markets

Evelyn Mweta Richard, University of Dar es Salaam, Tanzania

Elvis Massawe, Moshi Cooperative University, Tanzania

Financial crises experience and financial system response to pandemics

Parrendah Adwoa Kpeli, University of Ghana, Ghana

Mohammed Amidu, University of Ghana, Ghana

Mohammed Zangina Isshaq, University of Ghana, Ghana

William Coffie, University of Ghana, Ghana

Rural youth's access to financial services: Do their social attributes, formality of their assets and economic activities matter?

Esther K. Ishengoma, University of Dar es Salaam, Tanzania

Natu E Mwamba, University of Dar es Salaam, Tanzania

Impediments to financial inclusion in Nigeria: realities facing agent Banking program

Olusegun Felix Ayadi, Texas Southern University, USA

Babatunde Oke, University of Lagos, Nigeria

Abiodun Oladimeji, University of Lagos, Nigeria

Olufemi Aladejebi, University of Lagos, Nigeria

TRACK 5: Information and Communication Technology (ICT) and Digital Transformation

Room: US 2.30

Chair: Bangaly Kaba, Athabasca University, Canada

Promoting digital transformation in institutions of higher learning: moderating role of virtual self-efficacy

Ebenezer Malcalm, Ghana Communication Technology University, Ghana

Stewart Llyod Selase Hevi, Ghana Communication Technology University, Ghana

Clemence Dupey Agbenorxevi, Ghana Communication Technology University, Ghana

Myra Togobo United Nation Development Programme

Vivian Teiko Azor, Ghana Communication Technology University

Digital transformation of court processes and effectiveness of delivery of justice in Uganda

Paul Mukiibi, Research and Law Reform at Law Development Centre, Uganda

Investigating factors affecting manufacturing firm's behavioral intentions to adopt rfid in inventory management system: mediating for hedonic motivation

David King Boison, Ghana Communication Technology University, Ghana

Musah Osumanu Doumbia, Accra Technical University, Ghana

Omar Farouk Alui Mahama, Azteca University, Mexico

Freda Ansah Addison, University of Development Studies, Ghana

Isaac Dwamena Affum, University of Development Studies, Ghana

Stephen Asihene, Ghana Communication Technology University

Equitable fund allocation algorithms for improving traffic safety and enforcement in Africa

Deo Chimba, Tennessee State University, USA

Geophrey Mbatta, ARDHI University, Tanzania

Joseph Owino, University Tennessee Chattanooga, USA

TRACK 8: Marketing and Consumer Behavior

Room: US 2.38

Chair: Alina Vaduva, University of East London

Profitability of private brands of e-commerce platforms offering competing national brands under agency selling

Salma Karray, Ontario Tech University, Canada

Simon P. Sigué, Athabasca University, Canada

Environmental concern and purchase intention: The role of consumer attitudes

Mahmoud Abdulai Mahmoud, University of Ghana, Ghana & University of Johannesburg, South Africa

Stephen Mahama Braimah, University of Ghana, Ghana

Shirley Elorm Ahiafor, University of Ghana, Ghana

Student perception of customer orientation practices during covid-19. The case of the university of Ghana business school

Joshua Doe, Lagos Business School, Nigeria

Felix Nandonde, Sokoine University, Tanzania

Doreen Odame, Ghana Communications Technology University, Ghana

Robert Hinson, Ghana Communications Technology University, Ghana

Perceived value on greening behavioural intentions: the mediating role of attitude in a social marketing context

Matilda Adams, University of Ghana, Ghana

Ernest Yaw Tweneboah-Koduah, University of Ghana, Ghana

Stephen Mahama Braimah, University of Ghana, Ghana

Raphael Odoom, University of Ghana, Ghana

TRACK 9: Operations and Logistics/Supply Chain/Project Management

Room: US 2.39

Chair: Moses Acquah, University of North Carolina, USA

A logistics book hidden in a linguistics library shelf: A library operations study

Raphael Aryee, Methodist University College, Ghana

Evelyn Ogboo Apronti Tetteh, Methodist University College, Ghana

Effect of green procurement on organisational performance

Joseph Akwasi Nkyi, Ghana Communication Technology University, Ghana

	<p>Gertrude Amoakohene, Ghana Communication Technology University, Ghana Stephen Owusu Afriyie, Ghana Communication Technology University, Ghana Mohammed Musah, Ghana Communication Technology University, Ghana Peter Yao Lartey, JIANGSU UNIVERSITY, China</p> <p><i>Logistics customer services and the duration of buyer - seller collaborative relationship in the Ghana cocoa supply chain</i> Evelyn M. Winston, Clark Atlanta University Atlanta, USA David Amponsah, Troy State University, USA Charlene A. Dadzie, University of South Alabama, USA Donald Vest, Clark Atlanta University, USA Alvin J. Williams, University of South Alabama, USA Wesley Johnston, Georgia State University, USA</p> <p><i>Critical challenges facing the application of pm tools and techniques in Tanzanian infrastructure projects</i> Gladys Sospeter Nyamagere, ARDHI University, Tanzania Pantaleo Daniel Rwelamila, University of South Africa, South Africa</p> <p>PDRW Session 2: Demystifying the Academic Publication Process <i>Room US 2.40</i></p> <p>Chair: Dr. Ayantuji Gbadamosi, East London University, UK</p> <p><i>How to be a good reviewer</i> Norma Juma, Washburn University, USA</p> <p><i>How to respond to reviewers</i> Norma Juma, Washburn University, USA</p> <p><i>How to write a publishable paper: a template</i> William K. Darley, University of Toledo, USA</p>
10:30-10:45 AM	Break/Refreshment
10:45-12:45 PM	<p>Concurrent Sessions – 7</p> <p>Special Session 5 <i>Room: US 2.39</i></p> <p>Chair: Clive Mukanzi, Jomo Kenyatta University, Kenya</p> <p><i>Panel on management teaching materials for the African context</i> Betty Jane Punnett, University of the West Indies, Barbados Lemayon Melyoki, University of Dar es Salaam, Tanzania Clive Mukanzi, Jomo Kenyatta University, Kenya Thomas Senaji, East African University, Kenya Bella Galperin, University of Tampa, USA</p> <p>Special Session 6: Meet-The-Editors <i>Room: US 2.31</i></p> <p>Chair: Konan Anderson Seny Kan, Grenoble Ecole de Management, France.</p> <p><i>Journal of African Business</i> Moses Acquah, University of North Carolina, USA</p>

	<p>Journal Organization Elaine Wan, University of Sussex, UK</p> <p>International Journal of Technology Intelligence and Planning Nazrul Islam, University of East London, UK</p>	
12:45-2:00 PM	Lunch	Room: US G19/20
2:00-3:30 PM	Plenary Session – 3	
	Room: US G.17	
	<p>Topic: ‘Sustainable Business and Development in Africa: The role of Technology’</p> <p>Moderator: Lyn Brown (Member of Parliament, United Kingdom)</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1. Dr Iwa Salami Reader (Associate professor) & Director, Center for Fintech, University of East London, UK 2. Professor Bangaly Kaba Faculty of Business, Athabasca University, Canada 3. Dr Aidan J Kelly University of East London, UK 4. Professor Vassilis Fouskas Director, Centre for the study of States, Markets & People (STAMP), University of East London, UK 	
3:30-4:00PM	Break/Refreshment	
4:00-5:30 PM	AABD Annual General Meeting	Room US 1.01
7:30-11:30 PM	Closing Ceremony/Awards Banquet	<p>Venue: Hilton Canary Wharf, London (coaches will be provided: 18.30 – departure from the university; 23.00 – departure from the hotel back to the university site)</p> <p>Speakers: Professor Matt Bellgard, PVC, Impact and Innovation, University of East London, UK Professor Simon P. Sigué, AABD President Dr Ayantunji Gbadamosi, Conference Chair</p>
SATURDAY, MAY 20, 2023		
10:00-12:00PM	City Tour	