

The 24th Academy of African Business and Development (AABD) Annual Conference

May 14-18, 2024
Washburn University, Topeka, KS,
United States

CONFERENCE PROGRAM



SUSTAINABLE
DEVELOPMENT–
STAKEHOLDER
ENGAGEMENT AND
PARTICIPATION

Confident in Africa's Future

Confiant en l'Avenir de l'Afrique

PROGRAM

The 24th Academy of African
Business and Development (AABD)
Annual Conference

Sustainable Development –
Stakeholder Engagement and Participation

May 14th to 18th, 2024

Washburn University
Topeka, Kansas, United States

May 14, 2024

**9:00 am Executive and Board Business Meeting
Baker Room,
Bradbury Thompson Alumni Center**

Chaired by: *Prof. Norma Juma, Washburn University*

**3:00 pm Registration
Bradbury Thompson Alumni Center Lobby**

Hosted by: *Ms. Jennifer Bixel, Washburn University
Prof. Abugre Baba James, University of Ghana
Business School*

**4:00 pm Opening Ceremony
Bradbury Thompson Alumni Center**

Hosted by: *Ms. Jennifer Bixel, Washburn University*

Chief Guests

Kansas Department of Commerce
Visit Topeka

John Fritch, Provost and Vice President of Academic Affairs
David Sollars, Dean, School of Business
AABD Board and Executive Committee
24th AABD Organizing Committee

**8:00 am Registration/Information Desk Open
Breakfast Served**

Washburn Lounge and Washburn A, Memorial Union

Hosted by: *Ms. Jennifer Bixel, Washburn University*

The registration desk will open at 8:00 AM at Washburn Lounge. Here, you will have the opportunity to collect your conference bags and badges. For those who have not yet prepaid, you will be able to settle your conference fees at this location. Breakfast buffet will be served from 8:00 AM to 9:00 AM.

**9:00 am Keynote Speaker: Mr. David Campbell
Washburn A, Memorial Union**

We are delighted to welcome Mr. David Campbell as a distinguished speaker at the 2024 Academy of African Business and Development (AABD) conference hosted by Washburn University. Mr. Campbell serves as the Chairman and Chief Executive Officer of Evergy, where he spearheads the company's commitment to providing safe, affordable, and reliable electric service to 1.7 million customers across Kansas and Missouri. Under his leadership, Evergy has focused on enhancing customer experiences, modernizing the grid, and transitioning its generation fleet to support sustainability goals. These efforts ensure competitive rates and contribute to economic development in the region.

Before his current role at Evergy, Mr. Campbell held executive positions at Vistra Corp, the largest power company in Texas, and its predecessors, Energy Future Holdings and TXU Corp. He successfully led InfraREIT as CEO through its IPO in 2015 and its subsequent sale to Oncor in 2019. Earlier in his career, Mr. Campbell was a partner at McKinsey & Company.

Mr. Campbell is also an active community and industry leader, serving on several boards including the Kansas City Area Development Council, the Truman Library Institute, the Electric Power Research Institute, and Nuclear Electric Insurance Limited. He is a member of the Civic Council of Greater Kansas City and the Leadership Council of the Yale School of the Environment.

Mr. Campbell holds degrees from Yale University and Harvard Law School and was a Rhodes Scholar at Oxford University. His extensive experience and dedication to the energy sector make him a valuable contributor to our discussions on sustainable development and business growth. We look forward to the insights he will share at our conference.

May 15, 2024

10:30 am Break/Refreshments
Upper Lounge, Memorial Union

Hosted by: *Ms. Jennifer Bixel, Washburn University*

CONCURRENT SESSIONS

10:45 am Track 7: Sustainability, Business Ethics, and Social Responsibility
Shawnee Room, Memorial Union

Chaired by: *Chibuzo Amadi, University of South Wales*

Advancing the Transition to Circular Economy in Ghana: Prospects and Challenges

Albert Ahenkan, University of Ghana Business School

Sustainable HealthCare System in Ghana – Stakeholders Perspective *

Anita Awura Adjoa Mensah, Eurapharma Care Services Ghana Limited
Esther Asiedu, Afia Nyarko Boakye, Ebenezer Malcalm, Ghana Communication Technology University

*** Virtual presentation**

Going Green: The Role of E-banking Quality in Sustainable Development

Kareem San and Michael Ogunseyin, University of Wolverhampton
Ayantunji Gbadamosi, University of East London

CONCURRENT SESSIONS

10:45 am **Track 8: Marketing, Consumer Behavior,
Tourism, Hospitality and Sports
Washburn B, Memorial Union**

Chaired by: *Dr. Binganidzo Muchara, University of South Africa*

**Beyond Seasonal Promotions: Exploring Stakeholder Engagement
Towards Sustainable Tourism Development and Nation Branding**

Kofi Aning, University of Witwatersrand, Johannesburg

Linda Narh, University of Professional Studies Accra (UPSA)

**Harnessing Crowdfunding Information Sharing for
Crowdfunding Innovation Engagement in Nascent
Crowdfunding Markets**

*Prince Baah-Peprah, Rotem Shneor, Jovinary Kajuna, Johari Abdallah,
University of Agder*

**Digital Stakeholder Perspectives in African Tourism:
Analysing Sustainability Narratives in User-Generated
Content on TripAdvisor**

*Esi Akyere Mensah, Doreen Odam, Isaac Ankrah, Theresa Obuobisa-
Darko, Robert Hinson, Ghana Communication Technology University*

**Exploring Upstream, Midstream and Downstream Measures
for Wildlife Conservation in Ghana: An Integrative Social
Marketing Approach**

Ernest Yaw Tweneboah-Koduah, University of Ghana

Coffie Sewornu, Accra Technical University

Matilda Adams, Methodist University

May 15, 2024

CONCURRENT SESSIONS

10:45 am **Track 9: Operations and Logistics /
Supply Chain / Project Management
Vogel Room, Memorial Union**

Chaired by: *Fred Yamoah, Birkbeck University of London*

**The End of Cursing the Darkness of Gaps in Project Management
Education Programmes: A Lesson from UNISA**

P D Rwelamila, University of South Africa

Sociopolitical Complexity in International Development Projects

Sanele Nhlabatsi, University of South Africa

**Reverse Logistics and Its Effects on The Triple Bottom Line:
A Case Study of The Scrap Metal Industry in Ghana ***

Gertrude Amoakohene, Ghana Communication Technology University

Sika Amoah-Kwakye, USAID

Nana Tabia Amoakohene, Palmers Green International Ltd.

*** Virtual presentation**

**Training as a Critical Tool for Stakeholder Engagement:
A Case for Seafarers**

Adeola Oluwatoyin Osundiran and Tshehla Magkopa,

University of South Africa

CONCURRENT SESSIONS

10:45 am Special Session: Demystifying the Academic Publication Process
Kansas Room, Memorial Union

Chaired by: *Hellen Otieno, Strathmore University*

How to Publish Qualitative Research in Top Journals
Norma Juma, Washburn University

How to Respond to Reviewers
Norma Juma, Washburn University

How to Write a Publishable Quantitative Paper: A Template
William K. Darley, University of Toledo, United States

10:45 am Track 11: African Studies, Diversity, Equity and Inclusion, Indigenous Communities
Blair Room 162, Living Learning Center

Chaired by: *Richard N. Hayes, Hofstra University*

How Black Women Navigate Predominantly White Spaces in Higher Education: My Personal Journey
Teresa Leslie-Canty and Adebanke Adebayo, Washburn University

A Text-Mining Investigation of the 'Color Line' in Afro-Centric Accounting Research
Louella Moore, Washburn University
Ferhat Zengul, Nurettin Oner, Mahmut Unan, University of Alabama Birmingham

Exploring Cultural Variability in the Big Five Personality Framework: Insights from the World Values Survey
Renier Steyn and Takawira Ndobire, University of South Africa

May 15, 2024

12:30 pm Lunch
Washburn A, Memorial Union
Welcome Message from Visit Topeka

Hosted by: *Ms. Jennifer Bixel, Washburn University*

CONCURRENT SESSIONS

2:00 pm Track 1: Accounting, Finance & Investment
Kansas Room, Memorial Union

Chaired by: *Dr. Saint Kuttu, University of Ghana Business School*

Digital Financial Inclusion, Interoperability and Vulnerable Population in Ghana: Analysing the Threshold Effect of Financial Literacy

Mohammed Amidu Edward Asiedu, Osman Halidu, and Aisha Mohammed Sissy, University of Ghana Business School

Green Investments in Black Gold: A Study of Oil and Gas Companies' Shift Towards Sustainability

Sunita Rao and Norma Juma, Washburn University

Domestic Remittances, Household Enterprises and Household Well-Being in Ghana

William Coffie and Michael Asamoah, University of Ghana Business School

Green Microfinance and Sustainable Entrepreneurship: Does Financial Literacy Matter?

Stephen Owusu Afriyie, Michael Nana Owusu-Akomeah, George Ampong, Emmanuel Attah Kumah, and Michael Owusu-Kye, Ghana Communication Technology University

CONCURRENT SESSIONS

2:00 pm **Track 9: Operations and Logistics /
Supply Chain / Project Management
Washburn B, Memorial Union**

Chaired by: *Dr. Nyamagere Gladys Sospeter, Ardhi University*

**Analysis of the Impact of the Regulations Guiding Procurement
Practice in the Clothing Industry**

*Intaher Marcus Ambe, Jackson State University
Ntombizodwa Matsoma, University of South Africa*

**Challenges and Opportunities in Stakeholder Engagement in
Specific**

Sectors (e.g., Energy, Agriculture, Transportation, Urban Planning)
Barikisu Mohammed, Ghana Communication Technology University

**Assessment of Impacts of Foreign Contractors in Capacity
Building of Indigenous Contractors in Tanzania**

Nyamagere Gladys Sospeter and Geraldine Kikwasi, Ardhi University

**Learnings for Stakeholder Paradigm in Education for
Sustainability: The Case of Developing a Sustainability Infused
Project Management Program**

Neha Purushottam and PD Rwelamila, University of South Africa

2:00 pm **Special Session: Strategizing for Faculty Career
Advancement
Blair Room 162, Living Learning Center**

Chaired by: *Dr. Kofi Q. Dadzie, Georgia State University, USA*

**Target: Early-Career Faculty... Tenure, Promotion, Teaching,
Research, and Engagement**

Charles Blankson, University of North Texas, USA

**Target: Mid-Career Faculty... Tenure, Promotion, Teaching,
Research,
and Engagement**

Moses Acquaah, University of North Carolina-Greensboro, USA

**Some General Remarks: Tenure, Promotion, Teaching, Research,
and Engagement**

*Lettice Rutashobya, University of Dar Es Salaam, Tanzania
William K. Darley, University of Toledo, USA*

May 15, 2024

CONCURRENT SESSIONS

2:00 pm **Track 3: Entrepreneurship, Small Business
and The Informal Sector**
Vogel Room, Memorial Union

Chaired by: *Dr. Channelle James, UNC Greensboro*

**An Examination of SME Development in an Emerging Economy:
'Funding & Sustainability'**

*Nurat Ajibad, Royal Docks School of Business & Law, University of East
London*

**The Role of Stakeholder Engagement and Participation in
Sustainable Economic Development – A Case Study of the
Lagos State Informal Economy ***

Eghosa Igudia, De Montfort University

Rob Ackrill, Nottingham Trent University

Basirat Oyalowo and Olasunmbo Olusanya, University of Lagos

*** Virtual presentation**

**The Effects of Religious Rituals on Entrepreneurial Behaviour and
Business**

Performance among African Immigrant Entrepreneurs in Canada

Kwame Ado, Louicius Michel, Chloe Weir, Burman University

Robert Opoku, Red Deer Polytechnic

May 15, 2024

CONCURRENT SESSIONS

**2:00 pm Special Session: Mandela Washington /
Fulbright Scholars and Fellows
Shawnee Room, Memorial Union**

Chaired by: *Dr. Saint Kuttu, University of Ghana Business School*

**Economic Empowerment of Rural Women through the Adoption of
Innovative Enset (*Ensete ventricosum*) Processing Technologies in
Five Regions of Ethiopia**

*Prof. Addisu Fekadu Andeta; Mandela Washington Fellow; Arba Minch
University*

Fantahun Woldesenbet, Bio and Emerging Technology Institute

*** Virtual presentation**

**Restoring Nature and Sustainable Ag in Nigeria through
Permaculture Design Certification Course**

*Olalekan Sipasi, Mandela Washington Fellow, Kansas State University
Oluwadamilola Sansadeen and Jeremy Cowan, ProtectOzone*

Sustainable Livelihood Initiative

*** Virtual presentation**

**The Significance of Rural Agro-Education for the Sustainability
of Liberia's Development ***

*Saykwayeeh Henry, Mandela Washington Fellow, Kids Development
Initiative, Liberia*

*** Virtual presentation**

**The Role of Academics in Facilitating Financial Sustainability for
Africans at the Base of the Pyramid**

*Dr. Lucy Muthoni, Fulbright Fellow, Rose-Hulman Institute of
Technology*

**4:15 pm - 7:00 pm Celebration / Social
Brown vs. Board of Education
National Historical Park**

Hosted by: *Ms. Glenda Washington and Taylor Overton*

A multicultural celebration to commemorate the 70th anniversary of the seminal Supreme Court decision in Brown vs. Board of Education.

May 16, 2024

8:00 am **Registration/Information Desk Open**
Breakfast Served

Washburn Lounge, Memorial Union

Hosted by: *Ms. Jennifer Bixel, Washburn University*

CONCURRENT SESSIONS

9:00 am **Track 1: Accounting, Finance & Investment**
Kansas Room, Memorial Union

Chaired by: *Dr. Saint Kuttu, University of Ghana Business School*

Bank Performance and Real Sector Productivity in East Africa

Odongo Kodongo, University of the Witwatersrand

*** Virtual presentation**

**Interoperability and Digital Financial Services: Implication for
Vulnerable Populations in Ghana**

*Mohammed Amidu; Edward Asiedu; Osman Halidu, Aisha Mohammed
Sissy, and James Mensah, University of Ghana Business School*

**The Effect of Remittances on Financial Inclusion: Panel Data
Evidence from SSA**

*Ebenezer Anarfo, Ghana Institute of Management and Public
Administration*

CONCURRENT SESSIONS

9:00 am **Track 3: Entrepreneurship, Small Business and the Informal Sector**
Blair Room 162, Living Learning Center

Chaired by: *Channelle James, UNC Greensboro*

Evaluating the Challenges of Social Media Usage by Female Entrepreneurs in the Informal Economy: Evidence from Ghana

Kwame Adom, Burman University

Erica Imbrah, University of Ghana Business School

Charting a Path for Sustainable Development: Mobile-Enabled Business Models in Kenya

Norma Juma, Washburn University

Hellen Otieno, Strathmore University

Entrepreneurship, Solution to Unemployment: What Are the Problems? Some Insight from Ghana

Kwame Adom, Burman University

Peter Boateng, Ghana National Association of Teachers (GNAT)

Pascal Brenya, John Agyekum Kuffour Foundation

May 16, 2024

CONCURRENT SESSIONS

**9:00 am Track 6: Human Resources Management
and Organizations
Shawnee Room, Memorial Union**

Chaired by: *Dr. Takawira Ndofirepi, University of South Africa*

**Educational Attainment and Economic Realities in Zimbabwe:
Considering Immigration as a Viable Option**

Takawira Ndofirepi, Renier Steyn, University of South Africa

**What Can We Learn from the Effectiveness of Knowledge Sharing
among Academic Professionals? An Analysis of Social Interaction,
Academic Mentoring and Staff Adjustment in Higher Educational
Institutions**

Abugre Baba James, University of Ghana Business School

**Inclusive leadership and employee work engagement: The role of
green human resource management practices ***

Sokro Evans and Ophelia Delali Dogbe-Zungbey, Central University

Theresa Obuobisa-Darko and Esther Asiedu, Ghana Communication

Technology University

*** Virtual presentation**

**9:00 am Track 8: Marketing, Consumer Behavior, Tourism,
Hospitality and Sports
Vogel Room, Memorial Union**

Chaired by: *Ernest Y. Tweneboah-Koduah, University of Ghana*

**Service Digital Touchpoints and Customer Citizenship Behavior:
Examining the Mediating Role of Customer Satisfaction with
Experience ***

Nancy Erskine Sackey, University of Professional Studies

Kofi Osei-Frimpong, Africa Business School, Mohammed VI Polytechnic

University

*** Virtual presentation**

**Africa Meets America Meets Middle East: The Impact of Collectivism
and Individualism on Attitude towards Shopping**

Charles Blankson and Laasya Ravi, University of North Texas

Kwabena G. Boakyee, Georgia Southern University

**Navigating Sales Excellence: A Comprehensive Analysis of
Transformational Leadership and Emotional Intelligence
Dynamics**

Prince Yao Amu, Sheila Frimpong, Norbert Mwin, and Iddrissu

Mohammed, University of Ghana Business School

May 16, 2024

CONCURRENT SESSIONS

9:00 am **Track 7: Sustainability, Business Ethics, and Social Responsibility**
Washburn B, Memorial Union

Chaired by: *Dr. Chibuzo Amadi, University of South Wales*

Sustainable Corporate Governance and Employee Sustainability Behaviours: The Role of Sustainability Training and Organisational Climate in a Developing Economy

Victor Obeng-Adiyiah, Yvonne Lamptey, University of Ghana Business School

William Coffie, University of Ghana

A Review of the Malagasy Contributions to African Research on Sustainability and Corporate Social Responsibility: Initial Findings and Future Research Agenda

Lovanirina Ramboarison-Lalao,

EM Strasbourg Business School-University of Strasbourg, France

Buyer Power and Sustainable Performance: The Role of Market Orientation, Green Innovation and Regulatory Pressure

Bernice Boakye and Mahmoud Abdulai Mahmoud,

University of Ghana Business School

10:30 am **Break/Refreshments**

Upper Lounge, Memorial Union

Hosted by: *Ms. Jennifer Bixel, Washburn University*

May 16, 2024

**10:45 am Keynote Speaker: Laura Lombard
Washburn A, Memorial Union**

Chaired by: *Dr. Ayantunji Gbadamosi, University of East London*

Ms. Laura Lombard is the Director of the International Division for the Kansas Department of Commerce. The mission of the International Division is to expand Kansas' exports and attract foreign direct investment to the state. She was previously the President & CEO of Kansas Global Trade Services. Laura participated on the U.S. Department of Commerce's International Trade Advisory Committee (ITAC-9) on Small, Minority, and Women-Led Businesses. She also served as the Vice Chair of the Mid-America District Export Council. Laura graduated from the Johns Hopkins School of Advanced International Studies with a master's degree in international relations and economics. She also has a B.A. in political science and international studies from the University of Kansas.

**12:30 pm Lunch
Washburn A, Memorial Union**

Hosted by: *Ms. Jennifer Bixel, Washburn University*

CONCURRENT SESSIONS

2:00 pm **Track 2: International Aid, Economic Policies and Strategies**

Washburn B, Memorial Union

Chaired by: *Prof. Mohammed Amidu, University of Ghana Business School*

Government Effectiveness, Net Official Development Assistance, and Inclusive Growth in Sub-Saharan Africa

Saint Kuttu and Godfred Amewu, University of Ghana Business School

Industrialization in Sub-Saharan African Countries: A Systematic Literature Review and an Integrated Framework

Loucius Michel, School of Business, Burman University

Assion Lawson-Body, Nistler College of Business and Public

Administration, University of North Dakota

Laurence Lawson-Body, Herr School of Accountancy, University of North Dakota

The Nexus among External Debt, International Reserves, and Inflation: The Role of Institutions

Zealelem Yiheyis, Clark Atlanta University

Jacob Musila, Athabasca University

Economic Growth Financing Potential Through Blockchain: A Nigerian Case Study

Olusegun Felix Ayadi, Texas Southern University

May 16, 2024

CONCURRENT SESSIONS

2:00 pm **Track 5: Information and Communication
Technology (ICT) and Digital Transformation
Vogel Room, Memorial Union**

Chaired by: *Dr. Channelle James, UNC Greensboro*

**Towards the Implementation of Big Data Mining Technologies in
Higher Education Institutions in Ghana**

*Emmanuel Awuni Kolog and Ellen Akogwin Abanga, University of Ghana
Vida Awinime Bugri, Horizon University*

**Analysis of the Effect of Artificial Intelligence on the Academic
Performance, Creativity and Innovation of Tertiary Students in Ghana***

*Ebenezer Malcalm, Stewart Hevi, Esther Asiedu, Emmanuel Anim, Ghana
Communication Technology University*

Isaac Boakye, Accra Institute of Technology

*** Virtual presentation**

**Achieving Environmental Sustainability: The Contribution of
Digital Automation Technologies of Industry 4.0 Used by
Companies in Nigeria**

*Tochukwu Gloria Okafor and Gilbert O. Nworie, Nnamdi Azikiwe
University*

May 16, 2024

CONCURRENT SESSIONS

2:00 pm **Track 9: Operations and Logistics / Supply Chain / Project Management**

Shawnee Room, Memorial Union

Chaired by: *Prof. P D Rwelamila, University of South Africa*

Enhancing Sustainable Rural Income in Tanzania through Agricultural Information Access: Examining the Contribution of Age, Gender, Marital Status, and Education on Income Improvement among Agropastoralists in Kilosa and Monduli Districts *

Ephraem Silayo, Ardhi University

*** Virtual presentation**

Development of a Framework for Successful Implementation of Supplier Development Programs

Samuel Mashore Kekana, Ozias Ncube and Maswika M Molepo, University of South Africa

Deciphering Environmental Impact Accidents in Sustainable Lifecycle Product Engineering

Adolf Acquaye, Dept of Mgmt Science and Engineering, Khalifa University

Fred Yamoah, Dept of Management, Birkbeck University of London
Taofeeq Ibn-Mohammed, WMG, The University of Warwick

Industry 4.0 and the Pharmaceutical Industry in Africa: A Case Study of Ghana

Anthony Aboagye, University of Ghana Business School

May 16, 2024

CONCURRENT SESSIONS

2:00 pm **Track 8: Marketing, Consumer Behavior,
Tourism, Hospitality and Sports
Kansas Room, Memorial Union**

Chaired by: *Prof. Theresa Obuobisa-Darko, Ghana Communication
Technology University*

**Probing the Tenants of Customer Loyalty in the Food Retail Business
in South Africa, Johannesburg**

*Palesa Moatshe, Chiedza Tsvakirai, Makgopa Tshehla, University of
South Africa*

**An Examination of the Consumption of Credit Cards Around the
World**

*Charles Blankson, University of North Texas,
Kwabena G. Boakye, Georgia Southern University
Guangming Cao, Ajman University*

Is Multichannel Retailing Marketing Integration A Panacea?

*Simon Sique, Athabasca University
Guiomar Martín-Herrán, Universidad de Valladolid*

**How Can Museums in Emerging Africa Grow Their Markets?
Exploring the Potential of the 4As Customer Centric Marketing
Framework**

*Kofi Dadzie and Henry Dadzie, Georgia State University
Evelyn Winston, Clark Atlanta University (Retired)*

2:00 pm **Special Session: Teaching Cases
Blair Room 162, Living Learning Center**

**The Value of the Case Method in African Context: Bridging
Qualitative Research and Teaching Case Development**

Dr. Ali Taleb, MacEwan University School of Business

3:45 pm **Reception
Washburn Law School**

Hosted by: *Ms. Danielle Dempsey-Swopes, Washburn University*

Special Lecture by Prof. Bill Rich

May 17, 2024

8:00 am Breakfast
Washburn Lounge, Memorial Union

Hosted by: *Ms. Jennifer Bixel, Washburn University*

CONCURRENT SESSIONS

9:00 am Track 3: Entrepreneurship, Small Business and the Informal Sector
Shawnee Room, Memorial Union

Chaired by: *Prof. Emmanuel Awuni Kolog, University of Ghana*

Inspired to Rise: Examining the Outcomes of Minority Growth Programs

Channelle James, UNC Greensboro; Debra Smith, University of North Carolina at Charlotte

Towards Economic Recovery in Ghana: Regulation of Ghana's Night Economy as An Alternative Sector for Revenue Mobilization *

Olivia Anku-Tsedee¹, Judicial Service of Ghana

Reginald Arthur, Osafroadu Amankwah, University of Ghana Business School

*** Virtual presentation**

Microfinance and Poverty Reduction: Why Does Income Sustainability Matter? *

Gertrude Amoakohene, Stephen Owusu Afriyie, Joseph Akwasi Nkyi, and Joseph Asare, Ghana Communication Technology University

Peter Yao Lartey, Brock University

*** Virtual presentation**

May 17, 2024

CONCURRENT SESSIONS

9:00 am **Track 4: Exporting, Internationalization
and Foreign Direct Investment**
**Track 9: Operations and Logistics /
Supply Chain / Project Management**
Washburn B, Memorial Union

Chaired by: *Prof. William Coffie, University of Ghana*

The Effect of Pandemics on Trade: Case of Covid-19

*Patience Abor, Gordon Abekah-Nkrumah and Edwin Atitsogbui, University
of Ghana Business School*

Investigating Compliance of Demand Management Practices with Supply Chain Policies and Regulations in Gauteng Public Hospitals

*Intaher Marcus Ambe, Jackson State University
Ellsworth Jonathan and David H Selby, University of South Africa*

Making Sense of Default Project-Based Organisations (PBOS): A Study of Ethiopian Construction Firms (ECFS)

Henok Hailu and P D Rwelamila, University of South Africa

CONCURRENT SESSIONS

9:00 am **Track 7: Sustainability, Business Ethics, and Social Responsibility**
Vogel Room, Memorial Union

Chaired by: *Jacob W Musila, Athabasca University*

**Sustainable Consumption and Sustainable Development in Africa:
Exploring the Missing Link**

Ayantunji Gbadamosi, University of East London

Amnesty, CSR: Stakeholder Engagement Tools for Sustainable Development of Communities and Financial Performance of Oil Companies in Niger Delta

Chibuzo Amadi, University of South Wales

Sybil Chikaodili Onunaku, Dominican University

Inalegwu Ode-Ichakpa, East Stroudsburg University of Pennsylvania

Exploring the Integration of Corporate Social Responsibility (CSR) as a Strategic Business Decision Within Companies Operating in Ghana's Oil and Gas Sector

Esther Asiedu, Afia Nyarko Boakye, Ebenezer Malcalm, Theresa

Obuobisa-Darko, George Amoako, Ghana Communication Technology University

Anita Awura Adjoa Mensa, Ghana Health Services

*** Virtual presentation**

May 17, 2024

CONCURRENT SESSIONS

**9:00 am Track 8: Marketing, Consumer Behavior, Tourism,
Hospitality and Sports
Kansas Room, Memorial Union**

Chaired by: *Dr. Prince Baah-Pepurah, University of Agder*

**Navigating the Storm: South Africa's Tourism Sector During
and After COVID-19**

Binganidzo Muchara and Tendai Chigware, University of South Africa

**Examining The Impact of Internet Services on Customer Loyalty:
A Case of Tanzania Mobile Operators**

Selela Mwakalila, University of Dar es Salaam Business School

**Service Recovery Strategies as an Antecedent to Satisfaction of
Customers: Evidence from a Developing Economy**

*Dominic Owusu and Benedict Ofori Antwi, University of Cape Coast
Alice De Veer, Ghana Water Company Ltd.*

**9:00 am Special Session:
Business Education and Research in Africa
Blair Room 162, Living Learning Center**

Chaired by: *Dr. Matilda Adams, Methodist University*

Positioning African Research for a Global Audience

Dr. Charles Blankson, University of North Texas, USA

Role of Theory in Business Research

Dr. Moses Acquah, University of North Carolina-Greensboro, USA

**Pursuing a High Impact Research Agenda for the African Business
and Development Context: A Career-Path Perspective**

Dr. Kofi Q. Dadzie, Georgia State University, USA

**10:30 am Break/Refreshments
Upper Lounge, Memorial Union**

Hosted by: *Ms. Jennifer Bixel, Washburn University*

May 17, 2024

**10:45 am Keynote Speaker, Taylor Overton
Washburn A, Memorial Union**

Ms. Taylor Overton serves as the Director of the Office of Minority & Women Business Development for the Kansas Department of Commerce. With a background in business development, she holds a pivotal role overseeing, designing and implementing initiatives specifically tailored to bolster the growth and success of disadvantaged, minority- and women-owned businesses across the state. She serves as a valuable resource, providing information, referrals and guidance in key areas such as procurement, contracting, subcontracting, financing and business management, ensuring that businesses have the tools they need to thrive. Prior to this role, as the Director of Corporate and Minority Business Enterprise Development at the Western Regional Minority Supplier Development Council, Overton developed education and training curriculum for corporations and minority businesses in California, Nevada and Hawaii.

Taylor was born and raised in Lawrence, Kansas and attended Ottawa University. Upon graduation, she moved to California for work, but soon realized her passion for returning to Kansas. Taylor found herself eager to come back and contribute to the economic landscape of the place she calls home.

**12:30 pm Lunch
Washburn A, Memorial Union**

**2:00 pm Plenary Session
Kansas Room, Memorial Union**

Rethinking Business Education for Endogenous and Sustainable Development in Africa

Prof. William L Darley and Prof. Simon P. Sigue', President of AABD

May 17, 2024

**3:00 pm AABD Annual General Meeting
Kansas Room, Memorial Union**

Prof. Simon Sique, *Athabasca University*

Prof. Abugre Baba James, *University of Ghana Business School*

**6:30 pm Gala Dinner
Washburn A & B**

Join us in a celebration of our shared successes! Let's gather to honor the exceptional achievements within our community, starting with the prestigious Best Paper Award and the recognition of the Best Reviewer(s) for the Journal of African Business (JAB). This gathering will also pay a heartfelt tribute to the life and legacy of **Professor Robert Rugimbana**, a founding and distinguished member of the Academy of African Business Development (AABD), among many other notable accomplishments. This is a time to reflect on our collective milestones, to applaud the hard work and dedication that has led us here, and to cherish the memories of those who have significantly contributed to our field. Let's come together to celebrate these remarkable achievements and the vibrant spirit.

May 18, 2024

9:30 am Topeka Excursion (optional)

