

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

May 14-18, 2024

Washburn University, Topeka, KS, United States

BOOK OF ABSTRACTS



SUSTAINABLE DEVELOPMENT–
STAKEHOLDER ENGAGEMENT
AND PARTICIPATION

Confident in Africa's Future

Confiant en l'Avenir de l'Afrique

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Edited By
Professor Mohammed Amidu
University of Ghana
Business School (UGBS)
University of Ghana, Legon

CONFIDENCE IN FUTURE

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FOREWORD

Greetings and a warm welcome to all participants of this year's conference on "Sustainable Development - Stakeholder Engagement and Participation." As we convene amidst the complex tapestry of global challenges and opportunities, our chosen theme holds particular resonance: the exploration of stakeholder engagement and its profound implications for achieving sustainable development objectives within Africa and across the broader global landscape.

In recent years, the discourse surrounding sustainable development has gained unprecedented traction, propelled by pressing environmental concerns, social inequalities, and economic disparities. Against this backdrop, stakeholder engagement emerges as a linchpin in effecting meaningful change. It transcends traditional boundaries, encompassing governments, businesses, civil society organizations, communities, and individuals, all wielding varying degrees of influence and power in shaping our collective trajectory. But we must emphasize sustainable development as a guiding principle for economic progress because we know resources are limited and we must bequeath to future generations opportunities for decent living standards. The United Nations Sustainable Development Goals provides a framework for inclusive and sustainable growth that balances economic, social, and environmental considerations. Businesses should align them with the aims of the SDGs to advance sustainable development and thereby provide long-term value for stakeholders. The discourse surrounding sustainable development has burgeoned, echoing the crescendo of pressing environmental concerns, deep-seated social inequalities, and persistent economic disparities. This mounting chorus of global challenges has propelled the concept of sustainability into the forefront of public consciousness, demanding urgent action and innovative solutions.

Central to this evolving narrative is the recognition of stakeholder engagement as a linchpin in effecting meaningful change. Gone are the days of unilateral decision-making; instead, a mosaic of stakeholders - governments, businesses, civil society organizations, communities, and individuals - now converge, each wielding varying degrees of influence and power. Together, they form a dynamic ecosystem where dialogue, collaboration, and collective action serve as catalysts for progress. Yet, amidst this cacophony of voices, one resounding truth emerges: sustainable development must reign as the guiding principle for economic progress. As we navigate the intricate tapestry of global challenges, it becomes increasingly evident that the resources at our disposal are finite. Thus, our collective responsibility extends beyond present prosperity to ensuring that future generations inherit not only the fruits of our labour but also the opportunities for decent living standards and environmental stewardship.

In this quest for sustainability, the United Nations Sustainable Development Goals (SDGs) stand as a beacon of hope and guidance. Encompassing 17 interconnected goals, the SDGs provide a comprehensive framework for inclusive and sustainable growth, balancing economic prosperity with social equity and environmental preservation. They serve as a roadmap, charting a course towards a more equitable, resilient, and prosperous future for all.

Crucially, businesses play a pivotal role in this journey towards sustainability. By aligning their strategies, operations, and values with the aims of the SDGs, businesses can become agents of positive change, driving innovation, promoting responsible consumption

and production, and fostering partnerships that transcend traditional boundaries. In doing so, they not only contribute to advancing sustainable development but also create enduring value for stakeholders, laying the foundation for a more prosperous and sustainable world.

Finally, the discourse on sustainable development has evolved from mere rhetoric to a clarion call for action. As we navigate the complex terrain of the 21st century, the imperative to embrace sustainability has never been more pressing. By engaging stakeholders, embracing the principles of sustainability, and aligning with the SDGs, we can forge a path towards a more equitable, resilient, and sustainable future for generations to come.

Tracks

This year's conference proceedings contain 13 Tracks, each meticulously designed to foster interdisciplinary dialogue and collaboration, reflecting the rich tapestry of topics encapsulated within the AABD 2024 conference.

1. Accounting, Finance, and Investment
2. International Aid, Economic Policies, and Strategies
3. Entrepreneurship, Small Business, and the Informal Sector
4. Exporting, Internationalization, and Foreign Direct Investment
5. Information and Communication Technology (ICT) and Digital Transformation
6. Human Resources, Leadership, Management, and Organizations
7. Sustainability, Business Ethics, and Social Responsibility
8. Marketing, Consumer Behaviour, Tourism, Hospitality, and Sports
9. Operations and Logistics/Supply Chain/Project Management
10. Graduate Student Papers and Special Sessions
11. African Studies, Diversity Equity & Inclusion, Indigenous Communities
12. Teaching cases
13. Submissions in French

Each track encapsulates a distinct aspect of the journey towards sustainable development, ranging from the fundamental principles of accounting and finance to the intricate dynamics of international aid and economic policies. From the grassroots innovations of entrepreneurship to the global interconnectedness facilitated by exporting and foreign direct investment, these tracks offer a comprehensive exploration of the multifaceted challenges and opportunities inherent in today's world.

Additionally, the inclusion of specialized tracks such as Information and Communication Technology (ICT) and Digital Transformation, as well as African Studies, Diversity Equity & Inclusion, and Indigenous Communities, underscores the conference's commitment to addressing emerging trends and fostering inclusivity. Furthermore, the provision for teaching cases and submissions in French highlights the conference's dedication to promoting pedagogical excellence and linguistic diversity within the academic community.

Our deliberations assume heightened significance against a rapidly evolving global landscape, characterized by geopolitical shifts, environmental crises, and socio-economic upheavals. The imperative to forge synergies, bridge divides, and mobilize collective action has never been more pressing. By harnessing the power of stakeholder engagement, we can catalyze tangible progress toward a more equitable, resilient, and sustainable future for all.

Review and Selection Process

The inclusion of papers in this year's conference proceedings underwent a meticulous and rigorous peer-review process to uphold the highest scientific standards and ensure alignment with the conference theme. This process was coordinated by esteemed track chairs and other subject matter experts, who painstakingly evaluated each submission to assess its contribution to the field of study.

Upon submission, each paper underwent a thorough review by multiple anonymous reviewers, selected based on their expertise in the relevant subject matter. Reviewers meticulously scrutinized the content, methodology, and originality of each submission, providing constructive feedback and recommendations for improvement.

Following the peer-review process, papers were assessed based on several criteria, including relevance to the conference theme, scientific rigor, clarity of presentation, and contribution to advancing knowledge in the field. Only papers meeting these stringent criteria were selected for inclusion in the conference proceedings.

The diversity of papers included in this volume is a testament to the copious academic versatility and multidisciplinary background of the contributors. The selected papers represent a wide array of perspectives, methodologies, and research findings, enriching the discourse and fostering interdisciplinary collaboration within the academic community.

While the reviewers diligently performed their duties, it's important to note that the views and conclusions expressed in this volume are solely those of the authors. The inclusion of papers in the proceedings does not imply endorsement or validation by the conference organizers or reviewers.

In addition to the papers included in this volume, dozens of works-in-progress presentations were also featured at the conference, further contributing to the vibrant exchange of ideas and ongoing scholarly discourse.

As we embark on this intellectual odyssey, let us embrace the spirit of inquiry, collaboration, and innovation. Together, let us chart a course toward a world where sustainable development is not merely an aspiration but a tangible reality.

Thank you for your unwavering commitment to this shared vision.

Mohammed Amidu, PhD, FCA
Professor of Accounting & Finance
Proceeding Editor
University of Ghana Business School, Ghana

AVANT-PROPOS

Salutations et bienvenue chaleureuse à tous les participants à la conférence de cette année sur le thème « Développement durable – Engagement et participation des parties prenantes ». Alors que nous nous réunissons au milieu d'un ensemble complexe de défis et d'opportunités mondiaux, le thème que nous avons choisi revêt une résonance particulière : l'exploration de l'engagement des parties prenantes et ses profondes implications pour la réalisation des objectifs de développement durable en Afrique et dans le paysage mondial plus large.

Ces dernières années, le discours sur le développement durable a acquis une ampleur sans précédent, propulsé par des préoccupations environnementales pressantes, des inégalités sociales et des disparités économiques. Dans ce contexte, l'engagement des parties prenantes apparaît comme un élément essentiel pour apporter des changements significatifs. Il transcende les frontières traditionnelles et englobe les gouvernements, les entreprises, les organisations de la société civile, les communautés et les individus, exerçant tous des degrés divers d'influence et de pouvoir pour façonner notre trajectoire collective. Mais nous devons mettre l'accent sur le développement durable comme principe directeur du progrès économique, car nous savons que les ressources sont limitées et nous devons léguer aux générations futures la possibilité de bénéficier d'un niveau de vie décent. Les objectifs de développement durable (ODD) des Nations Unies fournissent un cadre pour une croissance inclusive et durable qui équilibre les considérations économiques, sociales et environnementales. Les entreprises doivent s'aligner sur ODD pour faire progresser le développement durable et ainsi apporter une valeur à long terme aux parties prenantes. Le discours sur le développement durable fait un écho crescendo aux préoccupations environnementales pressantes, aux inégalités sociales profondément ancrées et aux disparités économiques persistantes. Le concept de durabilité a été propulsé au premier plan de la conscience publique et exige une action urgente et des solutions innovantes.

Au cœur de ce récit en évolution se trouve la reconnaissance de l'engagement des parties prenantes comme un élément essentiel pour apporter un changement significatif. L'époque des prises de décisions unilatérales est révolue. Une mosaïque de parties prenantes – gouvernements, entreprises, organisations de la société civile, communautés locales et individus – converge désormais, chacune exerçant différents degrés d'influence et de pouvoir. Ensemble, elles forment un écosystème dynamique où le dialogue, la collaboration et l'action collective servent de catalyseurs de progrès. Au milieu de cette cacophonie de voix, une vérité retentissante émerge : le développement durable doit régner comme principe directeur du progrès économique. Alors que nous naviguons dans l'écheveau complexe des défis mondiaux, nous devenons faire face à la dure réalité : les ressources dont nous disposons sont limitées. Ainsi, notre responsabilité collective s'étend au-delà de la prospérité actuelle et vise à garantir que les générations futures héritent non seulement des fruits de notre travail, mais également des opportunités d'un niveau de vie décent et d'une bonne gestion de l'environnement.

Dans cette quête de durabilité, les ODD des Nations Unies constituent une lueur d'espoir et d'orientation. Couvrant 17 objectifs interconnectés, les ODD fournissent un cadre complet pour une croissance inclusive et durable, équilibrant la prospérité économique avec l'équité sociale et la préservation de l'environnement. Ils servent de

feuille de route, traçant la voie vers un avenir plus équitable, plus résilient et plus prospère pour tous.

Il est crucial que les entreprises jouent un rôle central dans ce cheminement vers la durabilité. En alignant leurs stratégies, opérations et valeurs sur les ODD, les entreprises peuvent devenir des agents de changement positif, stimulant l'innovation, promouvant une consommation et une production responsables et favorisant des partenariats qui transcendent les frontières traditionnelles. Ce faisant, elles contribuent non seulement à faire progresser le développement durable, mais créent également une valeur durable pour les parties prenantes, jetant ainsi les bases d'un monde plus prospère et plus durable.

Enfin, le discours sur le développement durable est passé d'une simple rhétorique à un appel à l'action. Alors que nous naviguons sur le terrain complexe du 21^{ème} siècle, l'impératif d'adopter la durabilité n'a jamais été aussi pressant. En impliquant les parties prenantes, en adoptant les principes de durabilité et en nous alignant sur les ODD, nous pouvons tracer la voie vers un avenir plus équitable, plus résilient et plus durable pour les générations à venir.

Thèmes

Les actes de la conférence de cette année contiennent 13 thématiques, chacune méticuleusement conçue pour favoriser le dialogue et la collaboration interdisciplinaires, reflétant la riche tapisserie de sujets encapsulés dans la conférence AABD 2024.

1. Comptabilité, finance et investissement
2. Aide internationale, politiques économiques et stratégies
3. Entrepreneuriat, petites entreprises et secteur informel
4. Exportation, internationalisation et investissement direct étranger
5. Technologies de l'information et de la communication (TIC) et transformation numérique
6. Ressources humaines, leadership, gestion et organisations
7. Durabilité, éthique des affaires et responsabilité sociale
8. Marketing, comportement des consommateurs, tourisme, hôtellerie et sports
9. Opérations et logistique/Chaîne d'approvisionnement/Gestion de projet
10. Travaux des étudiants diplômés et séances spéciales
11. Études africaines, diversité, équité et inclusion, communautés autochtones
12. Cas pédagogiques
13. Soumissions en français

Chaque thématique résume un aspect distinct du cheminement vers le développement durable, allant des principes fondamentaux de la comptabilité et de la finance à la dynamique complexe de l'aide internationale et des politiques économiques. Des innovations fondamentales de l'entrepreneuriat à l'interconnectivité mondiale facilitée par les exportations et les investissements directs étrangers, ces pistes offrent une exploration complète des défis et opportunités aux multiples facettes inhérents au monde d'aujourd'hui.

De plus, l'inclusion de filières spécialisées telles que les technologies de l'information et de la communication (TIC) et la transformation numérique, ainsi que les études africaines, la diversité, l'équité et l'inclusion, et les communautés autochtones, souligne l'engagement de la conférence à répondre aux tendances émergentes et à favoriser l'inclusivité.

Également, la possibilité de présenter des cas pédagogiques et soumissions en français soulignent l'engagement de la conférence à promouvoir l'excellence pédagogique et la diversité linguistique au sein de la communauté universitaire.

Nos délibérations revêtent une importance accrue dans un paysage mondial en évolution rapide, caractérisé par des changements géopolitiques, des crises environnementales et des bouleversements socio-économiques. L'impératif de forger des synergies, de combler les fossés et de mobiliser une action collective n'a jamais été aussi pressant. En exploitant le pouvoir de l'engagement des parties prenantes, nous pouvons catalyser des progrès tangibles vers un avenir plus équitable, plus résilient et plus durable pour tous.

Processus de révision et de sélection

L'inclusion des articles dans les actes de la conférence de cette année a fait l'objet d'un processus d'examen par les pairs méticuleux et rigoureux afin de respecter les normes scientifiques les plus élevées et de garantir leur alignement avec le thème de la conférence. Ce processus a été coordonné par des responsables de thématiques et d'autres experts en la matière, qui ont minutieusement évalué chaque soumission afin de cerner sa contribution au domaine d'étude. Les articles ont été évalués sur la base de plusieurs critères, notamment la pertinence par rapport au thème de la conférence, la rigueur scientifique, la clarté de la présentation et la contribution à l'avancement des connaissances dans le domaine. Seuls les articles répondant à ces critères stricts ont été sélectionnés pour être inclus dans les actes de la conférence.

La diversité des articles inclus dans ce volume témoigne de la grande polyvalence académique et de l'expérience multidisciplinaire des contributeurs. Les articles sélectionnés représentent un large éventail de perspectives, de méthodologies et de résultats de recherche, enrichissant le discours et favorisant la collaboration interdisciplinaire au sein de la communauté universitaire.

Bien que les évaluateurs aient accompli leurs tâches avec diligence, il est important de noter que les points de vue et les conclusions exprimés dans ce volume sont uniquement ceux des auteurs. L'inclusion d'articles dans les actes n'implique pas l'approbation ou la validation de la part des organisateurs ou des évaluateurs de la conférence.

En plus des articles inclus dans ce volume, des dizaines de travaux en cours ont également été présentés lors de la conférence, contribuant ainsi à l'échange dynamique d'idées et au discours scientifique en cours.

Alors que nous lançons dans cette odyssee intellectuelle, embrassons l'esprit d'enquête, de collaboration et d'innovation. Ensemble, traçons la voie vers un monde où le développement durable n'est pas simplement une aspiration mais une réalité tangible.

Merci pour votre engagement inébranlable envers cette vision partagée.

Mohammed Amidu, PhD, FCA
Professeur de Comptabilité et Finance
Rédacteur des actes
University of Ghana Business School, Ghana

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SCIENTIFIC COMMITTEE

Saint Kuttu
University of Ghana, Ghana
skuttu@ug.edu.gh

Dr. Pat Obi
Purdue University North West, USA
obi@pnw.edu

Bamidele Adekunle
University of Guelph, Canada
bandekunl@uoguelph.ca

Chanelle James
University of North Carolina at Greensboro, USA
Cdjames2@uncg.edu

Hafiz Fawad
University of Okara, Pakistan
arshad@lums.edu.pk

Zealelem Yiheyis
Clark Atlanta University, USA
zyiheyis@cau.edu

Kaba Bangaly
Athabasca University, Canada
bkaba@athabascau.ca

Renier Steyn
University of South Africa, South Africa
reniersteynrenier@gmail.com

Ogutu Miruka
Technical University of Kenya, Kenya
Miruka.gem@gmail.com

Moffat Chawala
Copperbelt University, Zambia
Moffat.chawala@cbu.ac.zm

David King Boison
Ghana Communication Technology University, Ghana
dboison@gctu.edu.gh

Nyamagere Gladys Sospeter
Ardhi University, Tanzania
Nyamagere.sospeter@aru.ac.tz

Jacob Musila
Athabasca University, Canada
jacobm@athabascau.ca

Evelyn Winston
Clark Atlanta University, USA
Edadzie@cau.edu

Kelly Erby
Washburn University, USA
Kelly.erby@washburn.edu

Mary Sundal
Washburn University, USA
Mary.sundal@washburn.edu

Ali Taleb
MacEwan University, Canada
taleba@macewan.ca

Lemayon Melyoki
University of Dar es Salaam, Tanzania
melyoki@yahoo.com

Thomas Senaji
The East African University, Kenya
tsenaji@gmail.com

Konan Seny Kan
Grenoble Ecole de Management
konan.seny-kan@grenoble-em.com

Track #1
Accounting, Finance and Investment

Bank Performance and Real Sector Productivity in East Africa

Prof. Odongo Kodongo
University of the Witwatersrand

This paper sought to establish the linkages between bank performance and real sector productivity. We use data for five East African countries (Ethiopia, Kenya, Rwanda, Tanzania, and Uganda) for the period 2014–2022. We initially deploy the traditional panel fixed effects regression and subsequently the instrument variable fixed effects estimation for robustness checks. Our results show a robust negative nexus between the banking sector performance and real sector productivity. Second, we find that noninterest charges is the major channel of transmission of adverse effects from the banking sector to real sectors such as manufacturing, while the interest channel tends to transmit positive effects especially to the services sector. Based on these findings, we make several policy recommendations.

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

Prof. Mohammed Amidu

University of Ghana Business School

Dr. Edward Asiedu

University of Ghana Business School

Mr. Osman Halidu

University of Ghana Business School

Ms. Aisha Mohammed Sissy

University of Ghana Business School

Financial inclusion, particularly in the digital realm, has the potential to uplift and empower marginalised individuals and communities. In this study, we investigate the interconnectedness of financial literacy, interoperability, and digital financial inclusion and their impact on vulnerable populations. We employ three-stage least squares (3SLS) to simultaneously analyse the relationships and the method of moments quantile regression (MMQR) is used to evaluate the levels at which financial literacy improves digital financial inclusion and ameliorates vulnerability. With a unique panel household-level survey of 2,697, the study reveals the following results: First, digital financial service increases when households who are financially literate make payments to a network other than their networks (interoperability). Second, the improvement of the vulnerability of households in Ghana can be explained by households having access to a wide range of digital financial services. Finally, our results suggest that individuals with higher levels of financial literacy are more likely to adopt and effectively use digital financial services, which improve their livelihoods, thereby reducing their vulnerability levels.

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

Prof. William Coffie

University of Ghana Business School

Dr. Michael Asamoah

University of Ghana Business School

This paper investigates how domestic remittances and household enterprises jointly affect household well-being. The study employed data drawn from the seventh wave of Ghana Living Standard Survey (GLSS 7) comprising 14,009 households located in 1,000 enumeration areas for the 2016/2017 period. This study employs regression technique in estimating the individual impact of domestic remittances and household enterprises on household well-being as well as the interactive effect. A Two-Stage Least Square (2SLS) model is employed to solve endogeneity issues between the dependent variable and the explanatory variable. This thesis also employs the Linear Probability Model (LPM) to estimate the impact of domestic remittances on household enterprises. The study reveals that domestic remittances improve household well-being significantly. This implies that households that receive domestic remittances are less likely to engage in household enterprises. Also, there is a significant negative impact of domestic remittances on household enterprises. Furthermore, household enterprises improve household well-being significantly. Finally, the findings of interactive effect of domestic remittances and household enterprises are varied depending on the estimation technique. While the OLS regression results show no significant impact, the 2SLS regression results show a significant and positive impact of the interaction of the two key variables on household well-being. This means that households that receive domestic remittances and actively participate in household enterprises are more likely to improve household well-being. This paper contributes to literature by introducing a new perspective on how domestic remittances and household enterprises jointly affect household well-being in Ghana. This study provides empirical evidence why policymakers need to encourage households that are receiving domestic remittances to diversify their income sources and invest in other income-generating activities such as household enterprises.

Economic Growth Financing Potential Through Blockchain: A Nigerian Case Study

Dr. Olusegun Felix Ayadi
Texas Southern University

Micro, small, and medium enterprises (MSMEs) play significant roles in almost all world economies. Some study reports that at the global level, MSMEs account for 90 percent of all businesses, create 70 percent of all jobs, and contribute an average of 50 percent to the gross domestic product of each country. The Nigerian economy needs to realize the potential benefits of MSMEs. In 2003, the Nigerian government enacted the Small and Medium Scale Industries Development Agency Establishment Act (SMIDA) with a 2004 amendment creating the Small (SMEDAN) with several mandates, including: Initiating and articulating policy ideas for small and medium enterprises' growth and development. Promoting and facilitating development programs, instruments, and support services to accelerate the development and modernization of MSMEs operations. Serving as a vanguard for rural industrialization, poverty reduction, job creation, and enhanced livelihoods. Linking MSMEs to internal and external sources of finance, appropriate technology, technical skills, and large enterprises. According to the International Finance Corporation (IFC, 2022), Nigeria's MSMEs face challenges securing private sector funding. Nigerian banks tend to favor larger firms at the expense of MSMEs. The reasons provided by the IFC include a weak loan resolution and recovery framework, an underdeveloped financial infrastructure, the government's approach to crowding out the private sector, and that MSMEs are the backbones of the Nigerian economy, but they face a huge obstacle represented by access to finance. The use of initial coin offerings (ICO) became pronounced in 2016 when emerging technology firms began to rely on ICOs to seek funding for their network development rather than seek funding from venture capitalists. The ICO process can work for Nigeria if carefully explored.

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

Prof. Sunita Rao

Washburn University

Prof. Norma Juma

Washburn University Topeka, Kansas

This study investigates how the oil and gas industry, particularly in Africa, is responding to the urgent need for climate change mitigation. As the world increasingly moves away from fossil fuels, this shift poses significant challenges for oil and gas producers. In 2022, Africa accounted for approximately 8% of global oil production, or 332 million metric tons, with oil being a crucial part of the GDP in many African countries. These nations, however, face unique vulnerabilities in the global energy transition, largely due to their dependence on oil and gas revenues and the comparatively high costs and carbon intensity of their reserves. The paper examines the climate change mitigation efforts of oil and gas companies by analyzing publicly listed companies in this sector that mention “climate investment” in their financial reports. This research, based on data from the S&P Cap IQ database, includes 204 companies worldwide. The objective is to categorize and understand the nature of these companies' climate-related investments by scrutinizing their financial statements. This analysis aims to be the first comprehensive study of its kind on the climate investments of publicly traded oil and gas corporations. Furthermore, the study seeks to evaluate the impact of these climate investments on company value, using metrics such as Tobin's Q ratio and Total Enterprise Value (TEV). This assessment is crucial to understand the trade-off between societal and environmental benefits and the financial outcomes for these firms. By employing stakeholder theory, the research aims to elucidate the connection between climate investments and firm value, offering new insights into the industry's response to climate change challenges.

Green Microfinance and Sustainable Entrepreneurship: Does Financial Literacy Matter?

Dr. Stephen Owusu Afriyie

Ghana Communication Technology University

Dr. Michael Nana Owusu-Akomeah

Ghana Communication Technology University

Prof. George Ampong

Ghana Communication Technology University

Dr. Emmanuel Attah Kumah

Ghana Communication Technology University

Dr. Michael Owusu-Kyei

Ghana Communication Technology University

Microfinance is a powerful tool that seeks to improve the lives of those at the bottom of the pyramid (BOP) by giving them access to capital, to attain positive social, financial and environmental effects. This allows the individuals to improve their lives, accumulate assets, raise their incomes, and lessen their susceptibility to financial and environmental stresses. To forestall environmentally sustainable entrepreneurial development, green finance steps in to provide funding for projects that have positive environmental effects. This paper looks at the relevance of financial literacy as a mediator between green microfinance and sustainable entrepreneurship. The researchers examine the availability of green microfinance and its effect on sustainable entrepreneurship, using a sample of 150 Ghanaian entrepreneurs. Structural Equation Modelling (SEM) was employed to ascertain if financial literacy matters in green microfinance and sustainable entrepreneurial development. It was revealed that financial literacy is relevant in championing the implementation of green microfinance and sustainable entrepreneurial development. The investigation also discovered that, there are sound and strategic reasons to encourage the growth of green microfinance, but relatively few Microfinance Institutions (MFIs) genuinely incorporate this commitment into the design of their financial offerings. It is recommended that the existing microfinance policies should highlight the regard for environmental sustainability, since contempt for the environment could threaten the lives and health of the same people they intend to assist.

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

Prof. Mohammed Amidu

University of Ghana Business School

Dr. Edward Asiedu

University of Ghana Business School

Mr. Osman Halidu

University of Ghana Business School

Ms. Aisha Mohammed Sissy

University of Ghana Business School

Dr. James Kwame Mensah

University of Ghana Business School

Digital financial services (DFS) globally have the potential to reduce vulnerability by providing individuals with access to formal financial services, enabling them to better manage risks, build savings, and access credit. However, the effectiveness of DFS in reducing vulnerability is greatly enhanced through interoperability. Given that several developing countries have devised strategies aimed at expanding or improving interoperability, however, very little is known about the impact of interoperability in Africa, particularly for the poor. In this paper, we examine the impact of interoperability policy and intervention in Ghana on digital financial inclusion among the vulnerable poor population. Using panel data and employing instrumental variable two-stage least square (IV2SLS) estimators which control for endogeneity, we find that interoperability has increased digital financial services access among the poor. In addition, we find the direct and indirect effect of both interoperability and digital financial services on vulnerability. However, the pathway effect through digital financial services in comparative terms is more effective than the direct effect suggesting that the interoperability effect is mainly through improving digital financial inclusion. Thus, even though interoperability aims at improving the efficiency of transactions for the entire economy, we find very strong positive impacts on the financial inclusion of the poor. Thus, inefficiencies in interoperability will have dire consequences for the financial inclusion of the poor.

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

Prof. Ebenezer Anarfo

Ghana Institute of Management and Public Administration

This study sheds light on the role of remittances in influencing the extent of financial inclusion using data on 35 sub-Saharan African (SSA) countries. Specifically, the study asks the following questions:

- (i) does remittance flows influence financial inclusion in SSA;
- (ii) does the effect of remittances on financial inclusion differ across countries in SSA?

The study employs cross-country individual level data from 35 countries in SSA which is drawn from the Global Findex database. The estimation technique used is logistic regression which is more robust in our panel dataset. The results show that the effect of remittance on financial inclusion is positively significant employing different remittance proxies. This implies that remittance improves financial inclusions leading to poverty reduction and economic growth. We also found gender, age, education, and employment significantly supporting financial inclusion. While the non-linear measure of age and education had significant negative effect on financial inclusion. The findings of this study have significant implication for policymakers and other stakeholders. The findings suggest that the effect of various forms of remittance serves as an effective tool for financial inclusion for Sub-Saharan Africa (SSA). Meaning policy makers are advised to recognize diverse remittance inflows as significant to promote financial inclusion for addressing the challenges of poverty and economic growth in the SSA regions. We implore researchers to further this study by considering other forms of cash inflows effect on financial inclusion. Considering the ambiguity of remittance and financial inclusion nexus, the study provides empirical evidence on the effect of diverse remittance inflows on financial inclusion using Sub-Saharan Africa data to bridge the knowledge gap. The study contributes to financial inclusion, remittances, and Sub-Saharan Africa literature.

Track #2
International Aid,
Economic Policies and Strategies

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

Dr. Saint Kuttu

University of Ghana Business School

Dr. Godfred Amewu

University of Ghana Business School

The narrative on the link between government effectiveness, net official development assistance, and economic growth must shift to include the interaction of government effectiveness, net official development assistance, and inclusive growth. While economic growth is the most well-known and robust economic indicator, it does not provide all the information we want about the health of countries and societies. However, inclusive growth emphasizes that economic growth benefits must be distributed evenly across individuals and social groups. As a result, the panel vector error correction Granger causality test is used in this work to investigate the interrelationships between government effectiveness, net official development assistance, and inclusive growth. The findings suggest that, in the short run, government effectiveness has a causal influence on net official development assistance. However, in response to changes in inclusive growth and government effectiveness, net official development assistance tends to converge to its long-term equilibrium path in the long run. In the long run, inclusive growth, and government effectiveness Granger cause net official development assistance. As a result, sub-Saharan African countries with effective governments and evident inclusive growth attract net official development assistance. These findings have policy implications.

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

Dr. Louicius Michel
School of Business, Burman University

Dr. Assion Lawson-Body
Nistler College of Business and Public Administration, University of North Dakota

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

Industrialization is one of the significant drivers of the global Gross Domestic Product (GDP) because it allows countries to export their manufactured outputs, generate income, and create employment opportunities. Despite the impressive natural resources available in developing countries in sub-Saharan Africa, those nations must catch up to the momentum of worldwide industrialization. This research attempts to identify endogenous and exogenous factors related to religion and language barriers that can contribute to the industrialization of those nations. This research aims to develop a public policy framework considering religion and language barriers factors relevant to those countries. A methodological analysis was conducted based on a systematic literature review. The findings revealed endogenous and exogenous factors related to religion and language barriers that African countries should avoid or adopt to achieve industrialization, sustainable economic growth, and development. Theoretical and practical contributions are offered.

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

Dr. Zelealem Yiheyis
Clark Atlanta University

Dr. Jacob Musila
Athabasca University

Inflation has been on the rise worldwide, especially since the COVID-19 pandemic owing in part to production and supply-chain disruptions. Meanwhile, accumulation of external debt and dwindling international reserves have beset the economies of an increasing number of developing countries. Excessive and unsustainable external debt, acute shortage of foreign reserves, and rising and variable inflation, separately or interactively, bear implications for economic growth, income inequality, poverty, and other sustainable economic development issues. However, the nature and extent of relationships among the said variables could be sensitive to the quality of relevant institutions. This study seeks to investigate the relationships among the three financial variables in both the short run and long run and examine the effects of selected institutions on their relationships. The study involves an econometric analysis of panel data from Africa, using alternative panel-data estimation methods, including the Pooled Mean Group. The results of the study are expected to shed light on the empirical relationships among the abovementioned variables and thereby inform policy aimed at curbing macroeconomic instability.

Track #3
Entrepreneurship, Small Business
and the Informal Sector

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

Ms. Nurat Ajibade

Royal Docks School of Business & Law, University of East London

A key premise which underpins this study is the proposition that resolve of the small business financing constraint requires creativity and innovation in both the unfolding of a holistic understanding of the issue and its multi dimensions. The creative interpretation of the emerging holistic picture will facilitate development of an innovative approach to small business funding which embraces the cooperative and collaborative 'partnership working' of all stakeholders to the dilemma. The study adopts a 'blended' approach where understanding of the enabling and constraining contexts of small business financing is incrementally derived from integration of the current literature-based understanding and the progressively enriching insight unfolded by the empirical component of the study. The paper thus concludes with the proffering of a potential innovative approach to small business financing which, derives out of holistic embrace and treatment of 'demand-side small enterprise as borrower' and 'supply- side financial institution as lender' constraints, challenges, and opportunities. This is through the positing of the growth-seeking small business as essentially owner manager entrepreneurial learning capability-dependent alongside all key stakeholder actors within their local or regional entrepreneurial ecosystem.

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

Prof. Norma Juma
Washburn University

Prof. Hellen Otieno
Strathmore University, Business School

This exploratory qualitative study delves into the realm of Mobile-enabled (M-enabled) business models and their triple bottom line impact at the Base of the Economic Pyramid (BoP), aligning with this year's conference theme of "Sustainable Development - Stakeholder Engagement and Participation." Our research offers two critical insights into M-enabled business models. Firstly, these models hold the potential to drive scalability, efficiency, and profitability in inclusive frameworks. Secondly, they actively seek a diverse range of investors and partners, including both concessionary and non-concessionary sources, thereby broadening their funding avenues. This shift towards an investor-driven approach, as opposed to relying solely on donors, has expanded their financial resources, and helped mitigate donor or compassion fatigue. Furthermore, the viability and sustainability of M-enabled models are contingent on the strengths of each alliance partner and the strategic focal firm's ability to formulate and execute a customer-centric strategy while aligning incentives within the network. This qualitative case-based research incorporates secondary data gathered from online sources and primary data obtained through field interviews with various stakeholders. In line with the conference theme of "Sustainable Development - Stakeholder Engagement and Participation," our research underscores the importance of stakeholder engagement within the context of M-enabled business models and their impact on the BoP. It recognizes the shift from a traditional shareholder-centric paradigm to a stakeholder-centric approach, reflecting the broader discussions on corporate responsibilities in the African context and their relevance in the global economy.

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

Dr. Addisu Fekadu Andeta
Arba Minch University

Enset (*Ensete ventricosum*) is a climate-resilient food crop for over 20 million people in five regions of Ethiopia. Even though the country has a huge enset resource, its underutilization has resulted in food insecurity, unemployment, increased rural-to-urban migration, and insufficient business and market linkages. Thus, the aim of this research and development work was to transform the traditional enset processing and fermentation through the adoption of proven processing technologies for indigenous enset-growing communities in Ethiopia. To this end, five enset processing pilot plants (Hubs) were established in four regions of Ethiopia. Next, the pilot processing sites received innovative enset processing and fermentation technologies, which were developed and patented by the team (ET/U/2021/3773, ET/U/2021/3772, ET/U/2021/3772, and ET/U/2021/3840). A total of 25 producer-owned firms, consisting of 3400 underprivileged women from four regions, received hands-on training on enset agribusiness using new approach. They've positioned their enset products in local markets and moved to worldwide routes, attracting the attention of health-conscious consumers looking for organic, gluten-free, and eco-friendly alternatives. Aside from financial success, enset-based agribusiness is a symbol of women's emancipation. These women have inspired a new generation of aspiring entrepreneurs by shattering stereotypes and taking on leadership responsibilities. The firm's commitment to diversity can be seen in their workforce, where they've established opportunities for women in remote areas by providing training and employment. In conclusion, these women-owned enset processing agribusinesses and marketing encapsulate a transformative journey. It represents the combination of innovation, empowerment, and sustainability, providing a model for the future of agricultural and women-owned successful agribusinesses.

Entrepreneurs with Disabilities in Ghana's Informal Sector: Exploring Challenges, Coping Mechanisms, and Impact on Livelihood

Ms. Irene Okanta

Leipzig University

Faculty of Economics and Management Science

SEPT Competence Center, Leipzig

Mr. Christopher Bofo

Leipzig University

Faculty of Economics and Management Science

SEPT Competence Center, Leipzig

The majority of entrepreneurial activities of entrepreneurs with disabilities (EWDs) take place in the informal sector, making this sector a means through which EWDs exercise their economic rights due to the challenges they face in getting and maintaining decent jobs in the formal sector. Accordingly, this study employed a qualitative research approach to explore the challenges, coping mechanisms, and entrepreneurial impact of 36 entrepreneurs with physical disabilities (EPDs) in the informal sector in three regional capitals in Ghana. The finding shows that EPDs engage in different entrepreneurial activities such as trading, farming, production, electronic repairers, ICT service providers, and construction. The majority of EPDs also derived benefits such as being able to cater to their needs and provide support to their families. However, the impacts from the benefits are less due to the inability to sustain them over a long period as a result of the numerous challenges they face. Such a key challenge is finance, both in starting and running their informal businesses. In overcoming the challenges, the major coping mechanisms EPDs adopt are reliance on family and friends for support, personal management, and personal initiations. They described the latter mechanism as ineffective since it does not take away the challenge but rather helps them persist in business. Therefore, findings provide implications for practitioners and policymakers responsible for inclusive development.

Entrepreneurship, Solution to Unemployment: What are the problems? Some Insight from Ghana

Dr. Kwame Adom
Burman University

Mr. Peter Boateng
Ghana National Association of Teachers (GNAT)

Dr. Pascal Brenya
John Agyekum Kuffour Foundation

It is true that combating unemployment has been a global phenomenon for several decades and has become endemic across many economic landscapes in recent years. This challenge permeates both industrialized and less- developed economies. The situation is more alarming in Sub-Saharan Africa and Ghana is no exception. Since 1957 when Ghana attained political independence from colonial servitude, various concerted efforts have been adopted by successive Governments to curb the menace of unemployment with little success. In recent years, entrepreneurship has been recognised as one of the means to address growing unemployment in many countries. Until now most of the studies in this research area have looked at unemployment and how entrepreneurship can help address it. This current study dives a little deeper to investigate the real problems or challenges that affect entrepreneurship as an effective panacea for unemployment. The study further aims to find and analyse the barriers and opportunities associated with promoting entrepreneurship as a viable career path. The study adopts a broad approach including literature reviews, case studies, and empirical analyses to examine the multifaceted nature of unemployment and entrepreneurship. The results of in-depth interviews with 30 entrepreneurs in Ghana are expected to reveal some key challenging factors that hinder entrepreneurship from fully addressing the unemployment problem in Ghana. The findings of this study will contribute valuable insights to policymakers, educators, and entrepreneurs alike. By understanding the nuanced challenges and opportunities surrounding entrepreneurship as an unemployment solution, stakeholders can collaboratively design and implement effective strategies to foster a more vibrant entrepreneurial ecosystem, thereby addressing the pressing issue of unemployment on multiple fronts.

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

Dr. Kwame Adom
Burman University

Ms. Erica Imbrah
University of Ghana Business School

In many nations across the world, there has been significant growth in female entrepreneurship especially in the informal economy. Social media is fast growing and has gained importance as a phenomenal aspect of a female entrepreneur's business. In recent years, several studies have focused on the positive impact of female entrepreneurs and the usage of social media. Despite the recognised importance of these positive impacts, there is very little empirical research that focuses attention on the use of social media by female informal entrepreneurs, especially in Ghana. Thus, this paper seeks to fill this noticeable gap. The study aims to assess female entrepreneurs' usage of social media in their activities in a developing economy. The study will adopt a qualitative approach with a multiple case study design, utilising an in-depth face-to-face interview to gather data from 15 female entrepreneurs in Accra. By providing empirical evidence, the study seeks to identify both positive and negative consequences of the utilization of social media for business in the informal economy. These consequences vary across informal businesses depending on the female entrepreneurs' abilities and the distinctiveness of their businesses to leverage on social media platforms. The findings will also contribute to the existing literature by highlighting how social media will improve female entrepreneurs' activities in a developing economy. Keywords: Social media, Female entrepreneurs, Small businesses, Informal economy, Ghana.

Microfinance and Poverty Reduction: Why Does Income Sustainability Matter?

Dr. Gertrude Amoakohene

Ghana Communication Technology University

Dr. Stephen Owusu Afriyie

Ghana Communication Technology University

Dr. Joseph Akwasi Nkyi

Ghana Communication Technology University

Dr. Joseph Asare

Ghana Communication Technology University

Dr. Peter Yao Lartey

Brock University

Accurately identifying the impoverished is actually the first step towards solving the problem of alleviating poverty. Over the years, poverty has become a global issue that has grown and garnered attention internationally. In developing countries, where the population requires increased and sustainable income, microfinance steps in to offer a fresh strategy for alleviating poverty and promoting economic development. The microfinance institutions (MFIs) assist the customers, especially women to be empowered and become entrepreneurs to reduce poverty. This study seeks to investigate the role of income sustainability in the relationship between microfinance and poverty reduction. Authors of this study set a conceptual model with poverty reduction as an outcome variable, income sustainability as a mediating variable, and microfinance as an exposure variable. The data used in this study were collected from 100 women entrepreneurs in Ghana. Variance-based structural equation modeling analysis was employed in the investigation. The results show that the exposure and mediating variables have a significant direct and indirect impact on the outcome variable. The relationship between microfinance and poverty reduction can actually be mediated by income sustainability. It is recommended that the microfinance institutions should allocate more funds for women entrepreneurs to sustain their income levels and enhance the fight against poverty. Also, financial literacy guidelines should be taken into account by MFIs' gender-targeted programmes in order to assist women entrepreneurs in maintaining a healthy cashflow for sustenance.

The Effects of Religious Rituals on Entrepreneurial Behaviour and Business Performance among African Immigrant Entrepreneurs in Canada

Dr. Kwame Adom
Burman University

Dr. Robert Opoku
Red Deer Polytechnique

Dr. Louicius Michel
School of Business, Burman University

Dr. Chloe Weir
Burman University

The nexus between culture and entrepreneurship has been extensively studied. Although religion and culture are parts of each other, there is a noticeable gap in research regarding the influence of specific cultural artefacts, such as religious rituals on entrepreneurial behaviour and firm performance. In the fabric of traditional African societies, religion holds a pervasive influence, touching every aspect of life. Within the framework of Christianity, numerous religious. Rituals such as tithing, periodic harvest, offerings, fasting, prayer, and seed sowing contribute significantly to shaping the lifestyle, work practices, and business activities of many African Christians. Given this religious backdrop, it is anticipated that African Christians who have migrated to Canada will carry these religious rituals with them. This study therefore aims to investigate the effects of these rituals on entrepreneurial behaviour and firm performance among African-Christian immigrants in Canada. Utilizing a multiple case study design, the research will employ in-depth interviews to gather data from African Christian immigrant entrepreneurs, with subsequent analysis conducted using MAXQDA. By providing empirical evidence, the study seeks to validate whether these religious rituals indeed have a substantial impact on entrepreneurial behaviour and firm performance. The findings will also contribute to the existing literature by highlighting the influence of cultural and religious rituals on entrepreneurial behaviour and firm performance.

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

Dr. Eghosa Igudia
De Montfort University

Prof. Rob Ackrill
Nottingham Trent University

Dr. Basirat Oyalowo
University of Lagos

Dr. Olasunmbo Olusanya
University of Lagos

The aim of this paper is to provide empirical evidence in support of the crucial role of stakeholder's engagement and participation in sustainable economic development using data from two stakeholders' workshops organised in Lagos, Nigeria in August 2022 and April 2023. In response to a case of clear policy failure, the principal aim of the workshops was for participants to discuss the best policy option for the informal economy in Lagos Nigeria. Attending both workshops were key stakeholders on the informal economy in Lagos including policymakers, representatives of the Nigerian Police force, directors of ministries and departments, NGOs, representatives of the informal economy, informal economy practitioners and members of the public. The key finds of the workshop were firstly, there was high energy and enthusiasm from stakeholders to engage and dialogue. Secondly, stakeholders unanimously recommended the setting-up of a stakeholders' forum, tasked with ensuring ongoing stakeholder's engagement. Thirdly, both financial and non-financial resources, commitment and sincerity of purpose from all stakeholders were recognised as crucial to maximise the benefits of such ongoing engagements. Fourthly, the workshop provided the crucial platform for stakeholders to discuss the contentious policy, appreciate one and the other's position and concerns (specifically, the need to balance insecurity and mega-city status concerns from the government with the need for survival-livelihood, affordable space/shops and viable alternative for street hawkers), and how to achieve the best, inclusive policy through ongoing dialogue. Finally, stakeholder engagement and participation bring about policy ownership and commitment, and ultimately, success. Our findings have two crucial implications. Firstly, sustainable development is possible if stakeholders engage and participate in the decision-making process. Secondly, policymakers must engage with an open mind and be ready to commit both financial and human capital to ensure the necessary inclusive policy change is achieved, which will, in turn, support/spur sustainable development.

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

Prof. Olivia Anku-Tsede
Judicial Service of Ghana

Mr. Reginald Arthur
University of Ghana Business School

Dr. Majoreen Osafroadu Amankwah
University of Ghana Business School

This study explores the economic viability of night economies in Accra, Ghana, and explores the opportunities they offer for regulation and revenue mobilization. Through 32 interviews, the study identifies key themes related to the economic importance of night trading, the timing and duration of night trading activities, taxation and association membership, approval and regulation of night trading, willingness to pay taxes and challenges faced, government support and development initiatives, as well as safety and security concerns. The findings highlight the potential of the night economy as an alternative sector for revenue generation and the need for effective regulation to harness its economic benefits. The study calls for government support, fair taxation systems, enhanced security measures, and development initiatives to create a conducive environment for night traders and promote economic recovery.

Inspired to Rise: Examining the Outcomes of Minority Growth Programs

Channelle D. James

Bryan School of Business and Economics
University of North Carolina at Greensboro
Email: cdjames2@uncg.edu

Debra C. Smith

University of North Carolina at Charlotte
Email: debrasmi@uncc.edu

Can small minority firms be transformed to focus on growth? Can process innovation multiply the number of minority businesses in a bustling town? This qualitative study explores 4 local cohort groups of a national program designed to help minority businesses grow from existence to growth. The study matches the curriculum experiences of the business owners with their strategically planned growth goals to determine the key factors that influence the growth of these minority firms. Is it the attention that local anchor institutions shower on these businesses the critical ingredient or the 7 months of attention to strategy that has the most impact? To help more deeply explore the subjectivity inherent in qualitative data the research will also include interviews with program managers and procurement partners. This triangulation will help further operationalize the themes found in the entrepreneurs' experience with that of the leaders and businesses that provide support. The findings point to an interrelationship between strategic planning, open procurement processes, and community munificence that increases the likelihood that member businesses have a chance to thrive over time.

Track #4
Exporting, Internationalization and
Foreign Direct Investment

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

Prof. Patience Abor

University of Ghana Business School

Prof. Gordon Abekah-Nkrumah

University of Ghana Business School

Mr. Edwin Atitsogbui

University of Ghana Business School

This paper examines the impact of the health crisis on the global economy, how the pandemic affected export, especially in the agricultural sector, the long-term impact of the COVID -19 on trade, the comparison of the impact of previous pandemics on trade and the effect of the pandemic on foreign direct investment. We found that COVID-19 pandemic has disrupted trade, supply chains, and demand patterns, with far-reaching and diverse effects on the global economy. The pandemic has also had a substantial impact on foreign direct investment. We also found that COVID-19 has had a significant and extensive impact on trade and the global economy compared to previous pandemics. We suggest that policymakers emphasise diversification and regionalization and ensure faster adoption of digital technologies to mitigate the possible long-term effects of pandemics on trade.

Track #5
Information and
Communication Technology (ICT) and
Digital Transformation

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

Prof. Tochukwu Gloria Okafor
Nnandi Azikiwe University Awka, Anambra State

Mr. Gilbert O. Nworie
Researcher

The study investigated the contribution of digital automation technologies towards environmental sustainability practices of companies in Nigeria. Four research questions were raised to assess the level of implementation of digital automation technologies of Industry 4.0 by Nigerian companies; and also to ascertain whether the implementation of digital automation technologies influences waste management, reduction of carbon emission and natural resource use efficiency. Cross-sectional survey design was used in the study. A sample size of one hundred and eighty-nine (189) respondents were drawn from a target population of accountants, top business managers, and Information Technology experts of manufacturing firms in Nigeria. Primary data were collected from the respondents with the use of a 4-point Likert-based questionnaire. Analysis of data collected was achieved by using frequency counts and Spearman Ranked Order Correlation Coefficient. The results showed that only Internet of Services have been implemented to a high degree while Internet of Things, Cyber Physical Systems, and Smart Factory have a low degree of implementation in Nigeria. It was equally found that digital automation technology implementation significantly enhances waste management practices ($\rho = .332, p < .05$), reduction in carbon emission ($\rho = .282, p < .05$), and natural resource use efficiency ($\rho = .157, p < .05$). The study recommends that managers of manufacturing firms in Nigeria should endeavour to acquire, implement and maintain digitized manufacturing facilities that use connected devices, machinery and production systems to continuously collect and share data in order to help the firms achieve more efficiency in their production processes.

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

Prof. Ebenezer Malcalm

Ghana Communication Technology University

Mr. Isaac Boakye

Accra Institute of Technology

Dr. Stewart Hevi

Ghana Communication Technology University

Dr. Esther Asiedu

Ghana Communication Technology University

Mr. Emmanuel Anim

Ghana Communication Technology University

This study aimed to explore the effects of artificial intelligence (AI) on the academic performance, creativity, and innovation of tertiary students in Ghana. A mixed method research approach was employed where the explanatory sequential design was used. Qualitative data was collected through semi-structured interviews with 10 respondents, consisting of five students and five educational experts from tertiary schools in Ghana. Quantitative data on the other hand was collected from 510 students. The qualitative data was analyzed using thematic analysis, and the findings were triangulated through member checking and peer review. Quantitative data on the other hand was analyzed using STATA. The study found that there was a significant negative impact of AI on creativity and innovation, but had a positive impact on academic performance. . The participants noted that students are relying heavily on AI to complete their work, rather than putting in the effort to truly understand the concepts they are learning. This may have negative consequences for their learning and long-term success. The educators also noted that students become frustrated when they do not have access to AI during exams or quizzes, highlighting the potential impact on their academic performance. The study also found that AI has the potential to perpetuate biases if the data it's trained on is biased. This could have significant implications for academic research and grading, as the AI may be relying on biased sources or criteria. The study found that over reliance on AI may hinder the development of critical thinking skills, which are essential for future success in academic and professional settings. This has potential implications for their academic performance and future career prospects. Overall, the study highlights the need for continued research and thoughtful integration of technology in educational settings.

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

Prof. Emmanuel Awuni Kolog
University of Ghana

Ms. Vida Awinime Bugri
Horizon University

Ms. Ellen Akogwin Abanga
University of Ghana

The ongoing wave of digitalization is ushering in transformative changes across every facet of economic activity. One pivotal facet of this transformation is the capability of big data mining (BDM), which has proven instrumental in augmenting decision-making processes across various economic sectors. Despite these advancements, the integration of BDM capabilities within educational institutions in developing economies has progressed at a relatively slow pace. This study explores the factors that influence the utilisation of BDM in higher education institutions in Ghana. By employing the task-technology fit theory as its foundational framework, a structured questionnaire was administered to 310 participants representing 46 higher education institutions in Ghana. The gathered data underwent rigorous analysis through the application of the partial least square structural equation modeling approach. The study's findings highlight key factors influencing the implementation of BDM (Business Decision-Making) technology in Ghanaian higher education institutions. These factors include task non-routineness, personalization, mobility, collaboration, and data security. Notably, the impact of task interdependence on the adoption of BDM technologies was not conclusively supported. In essence, the study emphasizes the transformative effects of adopting and utilizing BDM technologies. These technologies significantly enhance the decision-making process and elevate overall performance within educational institutions.

Track #6
**Human Resources, Leadership,
Management and Organizations**

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

Dr. Takawira Ndofirepi
University of South Africa

Prof. Renier Steyn
University of South Africa

Introduction: Zimbabwe grapples with a significant brain drain as many educated individuals seek better opportunities abroad. With fewer highly educated individuals remaining, their prospects for career advancement and wealth are expected to increase. This research aims to investigate the impact of education on the employment status and income of those who stay in Zimbabwe. Method: Cross-sectional data from the World Values Survey was used to characterise Zimbabwean respondents in terms of their employment status and income. To provide a comparative context, the results will be juxtaposed with data from Australia and the United Kingdom (UK), popular destinations for Zimbabwean immigrants. Results: Educated individuals in Zimbabwe face higher unemployment rates (22%) compared to Australia (2%) and the UK (3%). Additionally, educated Zimbabweans are more frequently self-employed (25%) compared to Australia (7%) and the UK (8%). Moreover, educated Zimbabweans are less likely to categorise themselves as high earners (10%), in contrast to Australians (38%) and UK residents (19%), with similar educational backgrounds. Discussion: The significant disparity in employment rates, self-employment prevalence, and perceived high-earning status between educated individuals in Zimbabwe and those in Australia and the United Kingdom underscore the challenges faced by educated individuals within Zimbabwean society. Conclusion: This research underscores the dearth of job opportunities and wealth creation for highly educated individuals in Zimbabwe. Without fostering economic inclusivity for the educated workforce, the ongoing brain drain will persist, as even for those who remain, opportunities remain scarce. Targeted interventions to address structural issues and promote a more inclusive economic environment in Zimbabwe are deemed necessary.

Inclusive Leadership and Employee Work Engagement: The Role of Green Human Resource Management Practices

Mrs. Ophelia Delali Dogbe-Zungbey
Central University

Dr. Sokro Evans
Central University

Prof. Theresa Obuobisa-Darko
Ghana Communication Technology University

Dr. Esther Asiedu
Ghana Communication Technology University

The effective application of Human Resource Management practices has significant effect on employee's behaviour and attitude to work such as their level of engagement. Work engagement is a positive employee behaviour that has consequences for both employees and organizations. It has been recognized as a catalyst for organizational success and many studies have explored the factors that were conducive to impact work engagement. Leadership has been identified as an important situational factor that enhanced employee engagement. In this study, we explored the relationship between inclusive leadership and employee work engagement with the mediating role of green human resource management practices. Data was gathered from conveniently sampled 500 frontline service employees in Ghana using structured questionnaire and analysed using structural equation modelling. The results of the study revealed that inclusive leadership was positively associated with employee work engagement both directly and indirectly through green human resource management practices. Implications of the study for theory and practice were discussed.

**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**

Prof. Abugre Baba James
University of Ghana Business School

Drawing on a quantitative survey of academic staff in a research university, we advance theory on how early career and novices can adopt knowledge and social interaction from university professionals to respond to mentoring and adjustment in their workplace. This study examined the impact of knowledge sharing and social interaction of academic staff on their academic mentoring and adjustment attitudes/behaviours. A sample of 204 questionnaires from academic staff was analysed using Hierarchical Multiple Regression (HMR) and Structural Equation Modeling (SEM), Amos version 21. The findings revealed that: knowledge sharing significantly predicted academic mentoring and staff adjustment, and social interaction also predicted staff adjustment. However, social interaction had a negative and insignificant predictive power on academic mentoring. The study concludes that, social interaction and mentoring activities among academic staff, and adjustment behaviours of earlier career university professional are precursors and relate strongly with effective knowledge sharing. Hence, knowledge sharing should be promoted and structured among academic institutions to ease mentoring and adjustment of staff especially young or new staff.

Track #7
Sustainability, Business Ethics, and
Social Responsibility

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

Dr. Lovanirina Ramboarison-Lalao

EM Strasbourg Business School- University of Strasbourg France

The purpose of this article is to review the Malagasy contributions to the growing body of African research on sustainability and CSR. Our exploratory study provides an initial overview of Malagasy nascent research over the past two decades. We rely on a qualitative systematic review of sustainability and CSR work related to Madagascar through a search of electronic databases: CSR journals at CAIRN.Info, Google Scholar search engine, Research-gate.com, using keywords: CSR, Malagasy, sustainability, Madagascar, Africa. We then analyzed the abstracts and keywords of the articles in an attempt to highlight the contributions in Africa around the triple bottom line: planet-profit-people. This study contributes to the knowledge of sustainability and CSR research in Africa by highlighting the emerging literature in Madagascar. This literature is produced by researchers of both Malagasy and non-Malagasy origin. In line with the main themes developed by a number of contemporary African researchers on CSR, the findings point to the major challenge of “standardization vs. adaptation” for stakeholders in the implementation of global norms. While MNs and large companies unsurprisingly support their CSR, these issues are far from the priorities of local Malagasy small businesses. The results suggest that it is important, especially for MNs subsidiaries, to take into account the institutional and socio-cultural specificities of Madagascar in the local operationalization of the triple bottom line planet-profit-people. This consideration of Malagasy norms, particularly cultural norms, is essential if they are to be legitimate and acceptable to local communities. While Malagasy research is “on the move” and has mostly focused “on new empirical fields in understudied countries that challenge old theories”, recent studies have made valuable theoretical contributions to modeling CSR.

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

Prof. Albert Ahenkan
University of Ghana Business School

The concept of circular economy (CE) has gained a lot of global attention in recent years as a great potential to provide creative and innovative solutions to address the inefficient exploitation and utilisation of natural resources and the environmentally unfriendly conventional business models and the increasing sustainable development (SD) challenges in the world. It views waste as 'material in transition' that has value to be used for other purposes and reduces the need to go back into the environment to source for new resources for the development of those products. Using desk reviews of existing literature, relevant policy documents, key informant interviews, and institutional analysis, this paper seeks to i) examine the drivers of Ghana's transition to circular economy, ii) explore the prospects and challenges of transitioning to CE, and iii) propose policy recommendations for scaling up the deployment of CE in Ghana. The main findings of the paper are two. First is that Ghana's transition to CE is driven by a combination of factors such as government commitment, resource scarcity, waste management challenges, economic opportunities, environmental considerations, stakeholder collaboration, and international development policies. Secondly, the prospects for Ghana's transition to CE are vast and promising. The adoption of the CE principles and practices can drive economic growth, promote resource efficiency, mitigate climate change, improve waste management, enhance agricultural sustainability, and yield enormous social and community benefits. Despite these prospects, there are a number of challenges like limited awareness about CE, lack of a policy framework, inadequate infrastructure, and limited access to finance that need to be addressed. The implementation of supportive policies, promoting public awareness, fostering collaboration and coordination at all levels, and investing in infrastructure will help Ghana to position itself as a regional leader in CE and thereby reap enormous economic, social, and environmental benefits.

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

Dr. Chibuzo Amadi
University of South Wales

Mrs. Sybil Chikaodili Onunaku
Dominican University

Prof. Inalegwu Ode-Ichakpa
East Stroudsburg University of Pennsylvania

Some matters arising since the launching of Nigeria's Niger Delta Amnesty Program in 2009 are whether the program has helped in the restoration of peace, security and sustainable development in the region to enable the oil companies operate at optimal productivity and financial performance; and to what extent does the program motivate the companies to make more effort to satisfy the communities through increased corporate social responsibility activities. The study compared the financial performance of some selected oil companies in Nigeria before amnesty program (1993-2008) and during amnesty program (2009-2021) using Panel Autoregressive Distributed Lag (PARDL). Secondary data was obtained from the annual reports and company accounts available on their websites and from the Nigeria Stock Exchange within the period of the study. The long-run result of the model revealed positive returns on company's financial performance during amnesty program but a negative significant impact before amnesty program while CSR reduces companies' financial performance in the short run before and during amnesty program. The government of Nigeria should increase Niger-Delta budget allocation and disseminate information with respect to the benefits of amnesty programs in the region to increase stakeholder's confidence and ensure more transparency in its operations, while the oil companies should also endeavor to increase their CSR to a sustainable level for better financial performance. Advances a stakeholder concept and engagement for sustained peace, security and development between oil companies and communities of the Niger Delta region of Nigeria.

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

Ms. Bernice Boakye

University of Ghana Business School

Prof. Mahmoud Abdulai Mahmoud

University of Ghana Business School

This study examines the concept of buyer power in the fashion industry and its impact on sustainable performance of textile suppliers. It also investigates the mediating role of market orientation and green innovation, as well as the moderating role of regulatory pressure. This is because the industry especially the apparel and textile sector is noted for its excessive waste, having a detrimental effect on the environment. It is predicted that the largest consumer generation, Generation Y, could worsen the problem by refusing to dispose of their apparel in an environmentally friendly way, additionally. Additionally, industry consumers who express interest in sustainability are perceived as only intending to engage in sustainable consumption but fail to take actual action. The study will utilise quantitative research methods and leverage the snowballing strategy to reach its target sample. The significance of the study lies in its potential to benefit the industry's stakeholders and address the environmental impact of waste production.

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

Dr. Esther Asiedu

Ghana Communication Technology University

Dr. Afia Nyarko Boakye

Ghana Communication Technology University

Prof. Ebenezer Malcalm

Ghana Communication Technology University

Prof. Theresa Obuobisa-Darko

Ghana Communication Technology University

Prof. George Amoako

Ghana Communication Technology University

Ms. Anita Awura Adjoa Mensah

Ghana Health Services

Corporate social responsibility (CSR) has become an essential component for companies, especially those operating on an international or multinational scale, as a means to showcase their dedication to advancing the well-being of people and communities in their operational areas. This research investigates how organizations have strategically incorporated CSR into their business decisions, the mechanisms employed for CSR implementation, and the resulting impact of CSR on community development. The study specifically chose and interviewed thirty-one key individuals, including two senior staff members from Eni Ghana Limited and twenty-nine opinion leaders and community members from four Western region communities. Qualitative analysis using thematic analysis was employed to interpret the data. The study findings indicate that Eni Ghana Limited has seamlessly integrated CSR into its organizational management and decision-making processes. This integration is evident through the establishment and support of dedicated units such as the Local Content Department, Stakeholder Management Unit, and Monitoring and Evaluation Unit, all working collaboratively to ensure the effective implementation of the company's CSR initiatives. The research outcomes demonstrate that Eni Ghana Limited's CSR initiatives have contributed to the company gaining social acceptance, the trust of stakeholders, and a positive reputation within the communities. Additionally, the company is shown to comply with global standards, state laws, policies, and industry-specific requirements. Consequently, the study recommends that companies view CSR as a strategic business decision to facilitate acceptance and market penetration.

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

Dr. Kareem Sani

University of Wolverhampton Business School
University of Wolverhampton, Wolverhampton, UK.

Dr. Ayantunji Gbadamosi

University of East London

Dr. Michael Ogunseyin

University of Wolverhampton Business School
University of Wolverhampton, Wolverhampton, UK.

The need to preserve the environment for future generations cannot be over-emphasised as nations are coming together to work out modalities to create a sustainable environment for both present and future generations. Businesses do not exist in a vacuum; their activities also impact the environment, ranging from climate change to air and water pollution as well as other environmental disasters capable of destroying some of the essential resources in the environment. Therefore, it is also imperative for businesses to consider the environment while also making a profit for the stakeholders. Banking is at the heart of every enterprise, which assumes a special niche due to its ability to influence any country's economic growth and development. This study studies the impact of e-banking quality on banking sustainability practices. The findings indicate that mobile banking, internet banking, and automated teller machines are helping banks in developing countries, particularly in Nigeria, support the sustainable development goal of Nigerian society. However, further findings revealed various challenges of these digital banking tools, which prevent their full adoption by most banking customers in Nigerian society, thus preventing the rapid adoption of sustainable practices that could support sustainable development in the environment. Therefore, the study concludes that more work needs to be done by both banks and the government of Nigeria to improve the infrastructural facilities. In contrast, banks should focus on improving the quality of the various features associated with different electronic banking channels. This investigation further highlights that only a few bank customers have embraced electronic banking in Nigeria, making it difficult for banks to support sustainable development practices.

Green Innovation Approaches in Tackling Global Sustainability Challenges: Stakeholders Perspectives

Dr. Esther Asiedu

Ghana Communication Technology University

Dr. Afia Nyarko Boakye

Ghana Communication Technology University

Prof. Ebenezer Malcalm

Ghana Communication Technology University

Dr. Gertrude Amoakohene

Ghana Communication Technology University

Ms. Nana Tabia Amoakohene

Palmers Green International Ltd

This paper delves into the pivotal role of green innovation in addressing sustainability challenges through the diverse perspectives of stakeholders. Utilizing theoretical frameworks and empirical literature, the study aims to offer insights into effective green innovation approaches and how stakeholders perceive and engage with them. Employing a mixed-methods methodology, incorporating qualitative and quantitative data collection techniques, the research aims to thoroughly analyze stakeholders' perspectives, anticipating findings that could shape sustainable development strategies. Sustainability challenges across environmental, economic, and social dimensions necessitate innovative approaches. Green innovation, characterized by eco-friendly practices and technological advancements, emerges as a crucial strategy, emphasizing the importance of understanding stakeholders' perspectives for successful implementation. The theoretical underpinnings include the Diffusion of Innovation Theory, emphasizing innovation adoption, and Stakeholder Theory, guiding the examination of stakeholder influence and impact in the context of green innovation. The empirical literature review reveals diverse green innovation approaches, such as sustainable technologies, circular economy practices, and eco-friendly product development. Stakeholders, comprising government bodies, businesses, consumers, and NGOs, play a pivotal role in green innovation success, making it imperative to comprehend their perspectives. The study employs a mixed-methods approach, utilizing interviews, focus group discussions, and surveys. Qualitative data undergoes thematic analysis, while quantitative data employs statistical tools like regression analysis to identify correlations and patterns. Acknowledging potential limitations, such as limited generalizability and self-reported data bias, the paper anticipates positive correlations between green innovation adoption and perceived sustainability outcomes. In conclusion, the paper outlines a comprehensive investigative approach to green innovation in tackling sustainability challenges from diverse stakeholders' perspectives. By integrating theory, empirical literature, and robust methodology, the study seeks to contribute valuable insights to the field of sustainable development.

Impact of Green Marketing Strategies on Performance: A Mediation and Moderation Analysis

Prof. Norbert Mwin
University of Ghana Business School

Prof. Mahmoud Abdulai Mahmoud
University of Ghana Business School

Issues relating to the activities of organizations that have negative impact on the environment have gained the attention of consumers, governments, and green pressures groups thus compelling organizations to adopt and implement green marketing strategies. These negative environmental practices range from water wastage, energy use, CO2 emissions and other issues regarding recycling. This realization has compelled some organizations to incorporate issues of the environment into their corporate strategy. This dissertation will thus focus on the examination of green marketing strategies on firm performance. Further the study will test the mediating role of technology, and the moderating role of social and ecological thoughts (SET) marketing. A quantitative research approach will be adopted in this study with a projected sample size of 500. To address the cross-sectional research design, a questionnaire will be distributed to the targeted audience. This thesis has the following as its potential outcomes, first the findings could reveal that green marketing strategies such as strategic, tactical, and operational strategies might lead to firm performance. Second, the findings might also reveal that technology could influence the relationship between green marketing strategies and firm performance. Three, the moderating role of social and ecological thought might serve as a catalyst that significantly strengthen the relationship between green marketing strategies and firm performance. The results from this dissertation might provide valuable insight for managers and stakeholders within the food and beverage industry to enable them to achieve the benefits that the implementation of green marketing strategies could potentially provide to organization and society.

Investigating Sustainable Development in Ghanaian Universities: The Mediating Role of Stakeholder Engagement and Strategic Planning

Dr. Esther Asiedu

Ghana Communication Technology University

Dr. Afia Nyarko Boakye

Ghana Communication Technology University

Prof. Ebenezer Malcalm

Ghana Communication Technology University

Dr. Gertrude Amoakohene

Ghana Communication Technology University

Ms. Nana Tabia Amoakohene

Palmers Green International Ltd

This article examines the pivotal role of stakeholder engagement and the mediating role of strategic planning in fostering sustainability in Ghanaian universities, contributing to the global pursuit of sustainable development goals. To effectively address sustainable development challenges, active stakeholder engagement and the integration of strategic planning into sustainability initiatives are indispensable. The study intends to examine the relationship between stakeholder engagement and sustainable development in Ghanaian universities and assess the Mediating Role of strategic planning in the relationship between stakeholder engagement and sustainable development in HEIs. Stakeholder engagement is foundational to sustainable development in HEIs, encompassing students, faculty, administrators, local communities, and industry partners. Collaboration between universities and stakeholders is essential for building a shared vision and commitment to addressing environmental, social, and economic challenges. Strategic planning acts as a crucial mediator, providing a structured framework for aligning institutional goals with stakeholder expectations. This ensures the integration of sustainability initiatives into the core functions of the university. Ghanaian universities, especially in the Greater Accra Region, face unique challenges and opportunities in pursuing sustainable development. The socio-economic landscape, coupled with the urgency to address climate change and promote social equity, necessitates a strategic approach. The study will employ a quantitative research approach, utilizing a cross-sectional design and a random stratified sampling method. Faculty members from diverse departments within HEIs in the Greater Accra Region will be the target population. Structural Equation Modeling (SEM) will be the primary tool for data analysis, ideal for examining complex relationships between variables. The study anticipates confirming a positive relationship between stakeholder engagement, strategic planning, and sustainable development. Furthermore, it aims to establish strategic planning as a crucial mediator. Findings are expected to offer actionable insights for HEIs, policymakers, and sustainability practitioners to enhance sustainable development initiatives, contributing meaningfully to Ghana's progress and global sustainability objectives.

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

Dr. Ayantunji Gbadamosi
University of East London

The evidence of global warming is ubiquitous. The challenge of climate change and the environmental sustainability gap in action is huge. The COP-28 recently held in Dubai resulted in an emphatic clamour for the realisation of the ambitious goal of achieving meaningful climate change needed by people and the planet. Businesses of all sizes are being challenged to be more innovative in their processes to introduce eco-friendly products and services. While the evidence in the marketplace shows that some progress has been made, considerable statistical figures indicate that more huge steps are still needed to be taken to achieve meaningful results. So, the concerted effort of all stakeholders towards this becomes compelling. Accordingly, this conceptual paper which focuses on Goal 12 SDG addresses the inhibiting factors militating against having the most desirable sustainable consumption behavior in Africa. More specifically, it argues that more attention can be focused on consumers as stakeholders in the environmental sustainability agenda. So, it is important to gauge the current state of knowledge of African consumers on environmental sustainability and investigate the inhibiting factors preventing them from being strongly committed to the cause. It is also valuable to explore the possible interventions needed to be able to fully embrace sustainable consumption. These are the key points that constitute the objective of this paper. It highlights the theoretical and practical implications especially as related to achieving sustainable development in the continent and international community.

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

Mr. Victor Obeng-Adiyiah

University of Ghana Business School

Dr. Yvonne Lamptey

University of Ghana Business School

Prof. William Coffie

University of Ghana

In recent years, debate amongst scholars indicate that sustainability practices have emerged as an issue of vital importance at the boardroom in most organisations (Goergen & Tonks, 2019; Naciti et al., 2021). This stems from the switch from a profit orientation to a Triple Bottom Line perspective where firms now seek to contribute towards environmental and stakeholder preservation (Aras & Crowther, 2008). Sustainable corporate governance seeks to re-orient stakeholder behaviours towards issues of sustainability within and outside the organisation, and this has become a noteworthy milestone in the evolution of corporate governance practice. This study seeks to examine the effect of sustainable corporate governance on employee sustainability behaviours within the insurance industry. Specifically, the study intends to determine the effect of sustainable corporate governance on employee related outcomes, whilst testing for the mediating roles of sustainability training and organisational climate to determine their influence on the baseline relationship. The social identity and institutional theories are adopted as the underpinning theories and are used to explain the effect of sustainable corporate governance on sustainability behaviours of employees within a developing economy perspective. The findings of this study are expected to provide insight into the practice and consequences of sustainable corporate governance of firms in a developing economy.

Sustainable HealthCare System in Ghana: Stakeholders Perspective

Ms. Anita Awura Adjoa Mensah

Eurapharma Care Services Ghana Limited

Dr. Esther Asiedu

Ghana Communication Technology University

Dr. Afia Nyarko Boakye

Ghana Communication Technology University

This article explores the challenge of establishing and sustaining a healthcare system in Ghana, emphasizing the pivotal role of stakeholder engagement. Grounded in the Sustainable Development Goals (SDGs) and the World Health Organization's (WHO) Health Systems Framework, the study analyzes Ghana's healthcare sustainability, encompassing environmental, social, and economic aspects. It will assess the impact of stakeholders government agencies, healthcare providers, community organizations, and international partners, and develop a comprehensive framework aligned with global sustainability goals. Examining existing empirical literature reveals an absence of comprehensive studies on sustainable health- care in Ghana. However, available research highlights the importance of stakeholder engagement in achieving sustainable healthcare outcomes. Case studies from other developing nations offer valuable insights into successful collaboration models between governments, healthcare providers, communities, and international organizations. These insights serve as a foundation for proposing strategies tailored to the Ghanaian context. Using a mixed-methods approach, quantitative data will be collected through surveys, while qualitative insights will be gleaned from interviews and focus group discussions. The study is expected to contextualize findings within the broader discourse on sustainable healthcare. Ultimately, the study seeks to provide effective strategies for fostering inclusivity and sustainability in Ghana's healthcare delivery and proposes a roadmap for implementation.

Track #8
Marketing, Consumer Behavior,
Tourism, Hospitality and Sports

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

Dr. Charles Blankson
University of North Texas

Dr. Kwabena G. Boakye
Georgia Southern University

Ms. Laasya Ravi
TAMS - University of North Texas

Marketing strategy does not occur in cultural vacuums. Rather, the employment of marketing strategy unfolds within social contexts that are embedded in national values, beliefs, and patterns of behavior. At the same time, the increasingly inter-dependent global economy results in the acculturation of tensions between global and local consumer cultures. This dynamism, however, offers new opportunities for international firms to redefine and reevaluate their global (global/local) marketing strategies. Furthermore, the increased globalization of world economy has acculturated local consumers to become global consumers (Steenkamp, 2019). As a result, the implications of the new economic and social cultural landscapes on marketers and consumers call for new investigations and strategies. Individuals in the same national culture often differ in their orientation toward supposedly collectivist or individualist dimensions. These differences affect the purchase decision-making process. Collectivist consumers typically demonstrate a great deal of conformity to group norms and family ties. By contrast, individualist consumers are driven by self-interests to guide their behaviors. Consumers' cultural orientation also differs as a function of their social standing in group relationships. In horizontal relationships, all members are assumed to be of equal social importance while in vertical relationships, members are differentiated in a hierarchical order of importance. In recognition of these tendencies, Triandis and Gelfand (1998) developed four mutually exclusive cultural-orientation categories. Their framework was operationalized by combining the individualist/collectivist (I-C) dimensions of culture with the horizontal/vertical (H-V) dimension of group relationships.

An Examination of the Consumption of Credit Cards around the World

Dr. Charles Blankson
University of North Texas

Dr. Kwabena G. Boakye
Georgia Southern University

Dr. Guangming Cao
Ajman University

The purpose of this study is to develop and then validate a cross-national framework to identify the motivation underpinning consumers (i.e., the general public) choice criteria of credit cards. The following two research question guided the study: 1) What are the factors that motivate consumers' credit card choice and usage decisions? 2) What effect does the feeling of investing time and effort affect the possession of a credit card? Our study employs the investment model theory as a theoretical framework and uses structural equation modeling to develop and validate a cross-national framework addressing factors that motivate consumers to possess and use credit cards brands. Survey data were collected data from the USA, China, France, South Africa, and Brazil. The findings revealed five factors (incentive, customer service, investment size, possession, and satisfaction) that impact on the motivation to possess a credit card in these five economically diverse countries. Our empirical results supported all but one of our hypotheses (association between customer service and investment size). In particular, we found that incentives have a significant and positive association with satisfaction. This paper extends/validates the investment model theory in the marketing of credit card within a cross-national setting. Most studies on credit card consumers focus on the college student segment and there is less understanding of the motivation to own a credit card and the choice criteria of credit cards from the general public, i.e., adults, who are not necessarily college students. In view of the scarce stream of empirical studies dealing with cross-national consumer motivation and choice criteria of credit cards, this research comes at an opportune moment as credit card firms differentiate their card brands in the global marketplace. Finally, dataset originating from five economically diverse countries have been put forward for the benefit of practitioners and researchers.

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

Dr. Kofi Aning

University of Witwatersrand, Johannesburg

Dr. Linda Narh

University of Professional Studies Accra (UPSA)

Destination competitiveness amongst African countries (Ayikoru, 2015; Jani & Minde, 2017; Fourie et al., 2022) has amplified efforts towards developing strategic seasonal promotions such as Ghana's "December in Ghana" (DIG) campaign which is targeted at positioning the country as the tourist hotspot for the Christmas season in sub-Saharan Africa. In recent years, this campaign has gained global fame and attracted many individuals and celebrities of African descent from the diaspora to Ghana. DIG has been positioned as a seasonal promotion which is characterised by a plethora of entertainment events from art exhibitions, concerts, reconnection with ancestral roots through heritage tourism, to name a few (Braithair et al., 2012; Mensah, 2022). This study intends to explore how countries in Africa can extend the focus of their nation brand and tourism development efforts beyond seasonal promotions. Specifically, this study will explore stakeholder needs, and develop a framework that integrates these needs to facilitate the attainment of nation branding goals. The study will further seek to unearth factors that can contribute towards sustainable tourism development, especially in rural tourism communities. A qualitative research approach is adopted in attaining the objectives of this study. This will entail face-to-face interviews with key stakeholders in the tourism sector, as well as focus group discussions. Primary data will be collected and recorded using audio recorders, and the data from the interviews and focus group discussion will be transcribed and analysed using the Thematic Analysis Technique. This study intends to contribute to the literature on sustainable tourism development and nation branding in Africa by highlighting stakeholder issues and proposing a framework for extending the concept of nation branding beyond seasonal promotions, to include other dimensions of Anholt's Nation Branding Hexagon.

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

Dr. Esi Akyere Mensah

Ghana Communication Technology University

Dr. Doreen Odame

Ghana Communication Technology University

Dr. Isaac Ankrah

Ghana Communication Technology University

Prof. Theresa Obuobisa-Darko

Ghana Communication Technology University

Prof. Robert Hinson

Ghana Communication Technology University

Tourism stakeholders have traditionally been thought of as tour operators, hoteliers, and government officials. However, with the rise of digital technology, this concept ought to be expanded to include online platforms and users. Digital stakeholders, particularly those on platforms like TripAdvisor, play a crucial role in shaping the perceptions and decision-making processes of potential tourists. Their contribution to user-generated content on platforms such as the TripAdvisor app is significant, influencing the future of tourism by reflecting the experiences of travelers and affecting sustainability. This paper presents preliminary findings from a qualitative inquiry into the role of digital stakeholders in shaping sustainable tourism practices. It focuses on user-generated content on TripAdvisor, drawing data from 2018 to 2023, from the top 10 African destinations as ranked by TripAdvisor users. The destinations include Marrakech, Merzouga, Ouarzazate, and Essaouira in Morocco, Nairobi in Kenya, Zanzibar and Arusha in Tanzania, Cape Town and Hoedspruit in South Africa, and Victoria Falls in Zimbabwe. Analysing 5,043 reviews, the study explores sustainability themes within TripAdvisor's dataset, identifying key trends and prevalent themes in sustainable tourism practices in these African destinations from the perspective of the digital stakeholder. The research objectives are twofold; first, we explore the impact of digital stakeholders in shaping the narrative of responsible and sustainable tourism. Secondly, we aim to develop actionable recommendations for sustainable tourism practices, targeting businesses, policymakers, and community leaders. This inquiry is unique in its approach to connecting online narratives with offline actions. By adopting a data-driven strategy, it seeks to use insights gleaned from digital stakeholders to inform and enhance sustainable tourism strategies across these African locales. The paper underscores the importance of digital discourse in shaping real-world practices in the tourism industry. This is important given the global sustainable development goals (SDG 8) and the AU Agenda 2063.

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

Ms. Selela Mwakalila

University Of Dar Es Salaam Business School

In the competitive and fast-paced mobile industry of today, all mobile operators know how important their customers' acceptance and loyalty are to their bottom line. Because of this, they have strategically changed from a third-generation (3G) to a fourth-generation (4G) network; internet services are now offered on a time- or volume-based basis, depending on the needs of the customer; and a variety of services are provided in accordance with various packages, such as daily, weekly, and monthly packages; social packs (Facebook, WhatsApp, and Instagram) and night packages; however, customer loyalty is still lacking as a result, the mobile operators' profitability, sales and sustainability have all suffered. The study's primary goal is to find out how internet service affects Tanzanian mobile operators' customer loyalty. Using quantitative data collection approach and descriptive study, a link to an online survey questionnaire was created in order to accomplish the goal. A sample of 300 respondents with internet connectivity and SIM cards from mobile operators were chosen for the study using the basic random sample technique. The results showed that Perceived value, network quality, and responsiveness have statistically significant impacts on customer loyalty while privacy had no discernible effect on customer loyalty. The study provides insights on how to measure internet usage in order to explain customer loyalty and suggests that three affective indicators when properly taken into account and acknowledged can aid in attracting and keeping customers. It also recommends Tanzanian government policymakers to evaluate mobile operator pricing plans and internet bundles to ensure affordability for most customers.

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

Prof. Ernest Yaw Tweneboah-Koduah
University of Ghana Business School

Dr. Coffie Serwornu
Accra Technical University

Dr. Matilda Adams
Methodis University

Dr. Victoria Mann
Accra Technical University

Human behaviour is a crucial driver of all major threats to biodiversity, including species extinction and over- exploitation of wildlife products. Previous efforts to reduce the rate of species loss have typically focused on limiting the supply of wildlife through enforcement of regulatory measures, environmental education, and community-based conservations with little attention given to behaviour change. From an integrative social marketing perspective, the study sought to explore upstream, midstream and downstream measures necessary to designing effective and attractive benefit exchanges to influence human behavior towards the reduction in wildlife consumption and create demand for their alternatives in Ghana. Qualitative data from six focus group discussions and five individual interviews with policymakers was analysed thematically. The findings indicate that the high demand for grass cutter meat is one of the major causes for invasion of game reserves leading to wildlife and species loss in Ghana. The result also showed that a holistic intervention (an intervention that integrates upstream, midstream, and downstream measures) will better influence human behavior towards biodiversity conservation and species extinction. Upstream measures necessary for behaviour change toward wildlife conservation are influencing the behaviour of policy makers to consider behavioural change approach toward wildlife preservation and species extinction, introduce and support captive breed for grass cutter meat, policies to regulate wildlife trade, licensing captive farmers as only authorize sellers of grass cutter. The mid-stream measures needed are awareness creation through education, influence restaurant owners and traders to buy wild meat from authorize sources. The downstream measures needed are promotion of grass cutter rearing among rural communities, especially those around forest reserves, change behaviour consumers towards the consumption of captive grass cutter and create awareness about biodiversity loss and the need to conserve it.

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

Dr. Prince Baah-Peprah
University of Agder

Prof. Rotem Shneor
University of Agder

Mr. Jovinary Kajuna
University of Agder

Ms. Johari Abdallah
University of Agder

Despite relatively low compared do developed markets, noticeable market growths in crowdfunding activities are recorded in developing markets. Associated to the limited access to funding by SMEs in these markets, the enabling environment of online payment services, internet availability, restricted security markets, initial development of crowdfunding regulatory guidelines further justify such momentum leading to industry players' optimism in crowdfunding as an alternative funding and investment tool. Yet, the majority of emerging markets exhibit deficiency of trust, a condition necessary for crowdfunding activities. Furthermore, crowd-funding is still novel in these contexts indicating the necessity of spreading the good news of crowdfunding by sharing crowdfunding campaign information. Nevertheless, considering the low-level trust, amid crowdfunding's inherent risk as well as its novelty in these contexts, understanding the crowdfunding information sharing behavior of the public is key. Online survey data were collected from Tanzania, a Sub-Saharan African context exhibiting low trust but crowdfunding-ready. Data were analyzed with structural equation modelling techniques (R-lavaan package). The results revealed that favorable attitude towards crowdfunding behavior is predicted by social trust, subjective norms, crowdfunding interest, and crowdfunding awareness. Furthermore, intentions to share crowdfunding campaign materials is predicted by attitudes towards sharing crowdfunding behavior, crowdfunding interest, and social trust. Finally, we show that behavior of sharing crowdfunding information is predicted by the attitude towards crowdfunding and crowdfunding interest. Explanations for these findings, uniquely anchored in low trust but crowdfunding ready context, are then discussed along with prior literature. The study empirically tests an extended model of theory of reasoned action that explores factors influencing individual's construction of attitude judgments towards crowdfunding, information sharing intentions and information sharing behavior in Tanzania. Thus far, we focused on context neglected by crowdfunding literature, Tanzania and extended the TRA by using crowdfunding information-sharing as manifestation of individuals crowdfunding contribution behavior.

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

Prof. Kofi Dadzie
Georgia State University

Mr. Henry Dadzie
Georgia State University

Prof. Evelyn Winston
Clark Atlanta University (Retired)

Putting the customer first or being customer-centric is an established strategy for growing market share predicated on the 4As marketing framework: offering products/services that are affordable, create awareness, are acceptable, and are accessible. However, implementing the customer-centric marketing 4As is challenging because customers vary in their customer-centric values. This challenge is more salient in emerging African economies where stakeholders face the strategic marketing challenge of how to grow their markets for museums as these institutions transition from their colonial heritage to institutions embedded in their local African cultural heritage. We propose an Event History Analysis (EHA) model for studying the customer attraction and retention effects of the 4As customer marketing mix values of users and non-users of museums in emerging Africa. The model draws from behavioral reasoning theory. Specifically, we propose that firms (museums) in Africa can accelerate the timing of new customer adoption decisions by focusing on the differences among users and non-users in their 4As value judgments and their behavioral reasons. Emphasizing behavior reasons for using museums should positively moderate the adoption decision of new customers and positively moderate the duration of museum usage behavior among retained customers. By contrast, de-emphasizing reasons against using museums can minimize potential resistance to adoption. The model should help marketing scholars conduct more comprehensive empirical studies of how firms put customers first in the emerging African museums market. NGOs may benefit from such research by identifying which “4As” values to standardize on a continental African basis to maximize market share growth.

Is Multichannel Retailing Marketing Integration a Panacea?

Dr. Simon Sigue
Athabasca University

Prof. Guiomar Martín-Herrán
Universidad de Valladolid

Channel integration/centralization understood as joint pricing of multiple channels is touted as the ideal organization to maximize the profitability of multichannel retailers. This study challenges this claim and analytically examines with two two-period models whether multichannel retailers should centralize or decentralize on-line and offline pricing decisions when vertical channel interactions and consumer reference price effects are considered. We found that under certain conditions (which depend on several factors, including the manufacturer's advertising strategies over the two periods, the intensity of price competition between channels, and the consumers' sensitivity to price changes over time), the retailer may find it optimal to centralize or decentralize online and offline pricing decisions. Therefore, our findings support the idea that multichannel retailing integration is not a panacea, especially in a context where complex vertical interactions with manufacturers are considered and where consumers compare current market prices to recent past prices at the time of purchase.

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

Mr. Prince Yao Amu

University of Ghana Business School

Mrs. Sheila Frimpong

University of Ghana Business School

Mr. Norbert Mwin

University of Ghana Business School

Mr. Iddrissu Mohammed

University of Ghana Business School

Despite the theoretical underpinnings supporting the positive relationship between transformational leadership and sales performance, limited research investigated the moderating role of emotional intelligence on the relationship. Consequently, a critical gap exists in understanding how the interplay between transformational leadership and emotional intelligence shapes sales performance outcome. The purpose of this study is to compare the role of emotional intelligence on the relationship between transformational leadership and sales performance among profit-oriented sports firms and non-profit oriented sport firms. The study will primarily deploy quantitative research approach, by using SmartPIS to analyse data taken from 300 employees of sports firms in Ghana purposively. The findings will contribute to the understanding of how emotional intelligence is managed within the sporting industry.

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

Dr. Binganidzo Muchara

University of South Africa, Graduate School of Business Leadership, RSA

Dr. Tendai Chigware

University of South Africa

The COVID-19 pandemic has exerted unparalleled ramifications across diverse sectors on a global scale, with the tourism industry registering among the most acutely impacted. The present investigation seeks to scrutinise the magnitude of the pandemic's influence on the tourism sector in South Africa, with a special focus on its contribution to the Gross Domestic Product (GDP). Employing a myriad of datasets—including international mobility reports and national statistical publications—the research undertakes a comprehensive evaluation of key performance indicators such as tourist arrivals, revenue generation, and sectoral employment. In a broader scope, the study contextualises South Africa's tourism performance by juxtaposing it against the top 10 most adversely impacted countries globally as well as the least affected nations within the African continent. The findings disclose a marked deterioration in the tourism metrics for South Africa, albeit not as severe as certain other nations, thereby suggesting a nuanced terrain of challenges and prospects. Further, the study explores the policy ramifications of these empirical outcomes, proffering recommendations aimed at fortifying a more resilient and sustainable tourism sector within South Africa. The insights gleaned from this scholarly inquiry augment the extant corpus of literature on tourism resilience and hold the potential to inform policy frameworks geared towards post-pandemic recuperation in the tourism industry.

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

Ms. Palesa Moatshe
University of South Africa

Dr. Chiedza Tsvakirai
University of South Africa

Prof. Makgopa Tshehla
University of South Africa

The high competition in the South African retail market has led to increased efforts to increase customer loyalty. Hence, this study probes the tenants of customer loyalty to determine the areas that are having the least effect on customers' behaviour. The qualitative analysis was done using analysis which was guided by Loyalty Value Framework. The study found that of the three components of customer loyalty outlined in Loyalty Value Framework, the study's participants highlighted the influence of cognitive loyalty on their purchase behaviour. That is, the influence of company branding positively influenced customers' repeat purchasing. The second most influential loyalty was attitudinal loyalty. The emotional connection that the customers had to the retailer was a contributing factor towards the frequency of their return purchases. Behavioural loyalty did not emerge as a strong driver of loyalty. The study concludes by suggesting ways to improve customer retention using lessons from the third tenant of customer loyalty.

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

Mrs. Nancy Erskine Sackey
University of Professional Studies, Accra

Prof. Kofi Osei-Frimpong
Africa Business School, Mohammed VI Polytechnic University

Integrating digital platforms into service-oriented business models has the potential to improve service delivery and enhance the customer experience at every stage of the customer journey. Within the health insurance sector, digital technology comprises various digitally mediated methods of diagnosis and treatment, telehealth services, websites, mobile applications for health insurance, and other related technologies. This study enhances our understanding of how the digital service experience, specifically through digital touchpoints, impacts customer citizenship behavior. A cross-sectional perspective was obtained from 828 customers of health insurance customers to examine how customers' satisfaction of digital experience influences customer citizenship behavior in a post adoption phase of health insurance digital engagement. The findings of this study provide evidence that customers consider the quality dimensions of digital touchpoints as the determinant of their satisfaction with the digital experience which also influence their citizenship behavior.

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

Dr. Dominic Owusu
University of Cape Coast

Mr. Benedict Ofori Antwi
University of cape coast

Ms. Alice De Veer
Ghana Water Company Ltd

Customers of utility service providers in developing economies face frequent interruptions in the delivery of service by the service providers. Customers experience power outages, disconnecting customers from service without recourse to prompt reconnection, billing discrepancies etc. are among the problems encountered by customers of utility service providers. Customers on the other hand resort to open confrontation, non-refusal to pay bills and other mechanisms to register their displeasure towards the utility service providers. A key tool available to utility service providers to ensure customer satisfaction and ensure that the concerns of customers are adequately addressed is the effective application of service recovery strategies. How effective is the application of service recovery strategies able to influence the level of customer satisfaction? The current study is among the few studies in sub-Saharan Africa that investigate service recovery as an antecedent to customer satisfaction. To answer this question, the study employed the quantitative research approach and an explanatory research design. A sample of three hundred and eighty-five (385) customers was selected as part of the survey using a self-administered questionnaire. SMART PLS was used to test the relationship between service recovery strategies and customer satisfaction. The study's findings indicate that compensation, apology and explanation as service recovery strategies are not predictors of customer satisfaction. However, recovery satisfaction was found to predict customer satisfaction. The outcome offers significant implications for strategy and service support activities and lays the foundation for service utility providers to enhance their service recovery efforts.

Track #9
Operations and Logistics/Supply
Chain/Project Management

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

Dr. Intaher Marcus Ambe
Jackson State University

Ms. Ntombizodwa Matsoma
University of South Africa

This article seeks to assess the implications of government policies and regulations on procurement practices in the clothing industry in South Africa (SA). Based on a survey conducted among 621 respondents in the SA clothing industry and analysed by using Structural Equation Modelling (SEM). The current study focused on the whole population in Western Cape, KwaZulu-Natal (KZN) and Gauteng. The findings revealed that policies and regulations affect the implementation of procurement best practices. Among the top procurement practices are demand planning (DP), strategic sourcing, contracting, enterprise supplier development (ESD) and strategic partnerships. The findings revealed that IPAP may impact procurement practices in terms of alleviating import duties and resource support. Adherence to NEMA may lead to sustainable procurement practices and regulatory compliance in the industry. We recommend that procurement practices in the industry be aligned with policies and regulations. A key limitation is the study was conducted on managers and procurement specialists in the clothing industry in Gauteng, Western Cape, and KwaZulu-Natal, hence it cannot be generalized to the entire population of the SA clothing industry. 74% of the entire clothing and textile sector, including footwear, are imports. Also, the influx of imports has compromised procurement practices, resulting in increased job losses and the closure of most clothing manufacturers. The current study designed an instrument for procurement practice in the clothing industry that may lead to socioeconomic upliftment in the industry, especially in developing countries that are negatively affected by global competition.

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

Dr. Nyamagere Nyamagere
Ardhi University

Prof. Geraldine Kikwasi
Ardhi University

Foreign firms are perceived to enhance managerial, financial and technical skills through which resources and human capital are transferred to developing countries thereby increasing capacity of indigenous contractors. Despite the challenges they face, foreign contractors contribute in building capacity of local contractors. This study aims to assess impacts of foreign contractors in capacity building of local contractors in Tanzania. Descriptive study through questionnaire surveys collected data from 50 contractors comprising of foreign and local contractors. Data was analyzed using the IBM, SPSS Version 26. The findings reveal technology transfer, knowledge transfer, dominance of the market, project management and planning and market expansion as impacts of foreign contractors in capacity building of local contractors in Tanzania. The findings provide in- sights in terms of opportunities for capacity building of local firms offered by foreign contractors operating in Tanzania. The study concludes that foreign contractors positively impact the local contractors and therefore, interventions such as: strengthen collaboration, government support, training and development, local content policies as well as knowledge management should be adapted so as to increase capacity of local contractors in Tanzania.

Challenges and Opportunities in Stakeholder Engagement in Specific Sectors (e.g., energy, agriculture, transportation, urban planning)

Ms. Barikisu Mohammed

Ghana Communication Technology University

Recognizing the pivotal role of stakeholders in shaping energy, agriculture, transportation and urban planning, the empirical study aims to investigate the challenges and opportunities associated with stakeholder engagement in these key sectors. This project basically was conducted using three main objectives to explore the challenges and opportunities in stakeholder engagement using the energy, agriculture, transportation, urban planning sectors as core basis. Stakeholders across key sectors, including policymakers, industry leaders, government and the Ministries, NGOs and communities will be purposively selected. The study will employ a mixed-methods approach, combining surveys, interviews, and content analysis to garner comprehensive insights. It is expected that a spectrum of challenges hindering effective stakeholder engagement, including communication gaps, divergent expectations, and regulatory constraints, will be unraveled. Moreover, the findings will uncover emerging challenges linked to the integration of technology, digital literacy, and data privacy concerns. Conversely, the study will identify promising opportunities for enhancing stakeholder engagement. Initiatives promoting inclusivity, participatory decision-making processes, and the utilization of innovative communication technologies will emerge as potential pathways to overcome communication barriers. The study will also highlight the potential for collaborative farmer education which emerges as a transformative opportunity. Establishing sustainable supply chains proves instrumental in aligning diverse stakeholder interests. This study will contribute to the nuanced understanding of stakeholder engagement in the key sectors. The comprehensive exploration of stakeholder engagement in energy, agriculture, transportation, and urban planning elucidates the multifaceted challenges and promising opportunities within each sector. By embracing collaborative, community-centric approaches, these sectors can contribute significantly to the overarching goal of sustainable development. These abstract aims to stimulate discourse and insights at the conference, fostering a deeper understanding of stakeholder engagement and participation in the context of sustainable development.

Deciphering Environmental Impact Accidents in Sustainable Lifecycle Product Engineering

Dr. Adolf Acquaye

Department of Management Science and Engineering, Khalifa University

Dr. Fred Yamoah

Department of Management, Birkbeck University of London, WC1E 7JL UK

Dr. Taofeeq Ibn-Mohammed

WMG, The University of Warwick, Coventry, CV4 7AL, UK

While empirical circular economy (CE) studies and practice in operations and supply chain management (OSCM) is fast growing, there is an apparent lack of strong theoretical bases to support such developments. Typical OSCM practices that is being strongly promoted to engender CE benefits includes material substitution, for instance of smart-materials production, processing and products. In this study, two theoretical lenses, Normal Accident Theory (NAT) and Satisficing Framework (SF) are adopted firstly to examine the interaction between CE innovations in smart materials systems. Secondly, they are used to investigate the environmental, economic, social, legislative and organisational processes that underpin the principles driving the diffusion of new smart materials CE development. Current environmental policy legislation and CE initiatives, supports limiting the use of hazardous materials including lead alloys and compounds in smart materials development for commercial products, in favour of substituted lead-free alternatives. These CE initiatives, however, do not adequately address the materials substitution conundrum stemming from choosing between alternative materials with different environmental and health impacts across the CE supply chain. Drawing on a class of functional smart materials known as piezoelectrics, this CE conundrum is elucidated using NAT and SF to examine the possibility of replacing lead-based equivalents with lead-free alternatives. Viewed through NAT, each lead-free piezoelectric material substitute is susceptible to one form of environmental impact accident or another, at different stages of creating a circular supply chain, thus resulting in a decision-making dilemma for stakeholders. This paper therefore proposes SF as an alternative to the Utility Maximisation Framework (UMF), which is limited in handling multi-criteria decision problems. SF addresses these limitations and helps in identifying a satisfactory outcome under the widest set of CE scenarios. The implications of these propositions for CE research and theory development with the OSCM context and recommendation for smart materials development are highlighted.

Development of a Framework for Successful Implementation of Supplier Development Programs

Mr. Samuel Mashore Kekana

Graduate School of Business Leadership, University of South Africa

Mr. Ozias Ncube

Graduate School of Business Leadership University of South Africa

Mr. Maswika M Molepo

College of Science, Engineering & Technology, University of South Africa

The aim of this study is to develop an appropriate conceptual framework for the successful implementation of supplier development programs by South African Organisations. Data for the research was obtained during the 13th Annual Smart Procurement Conference held in Midrand, South Arica using simple random sampling of participants. Participants in the conference consisted of procurement professional from both the private and public sector, business executives, and owners of small businesses who were displaying products and services in the conference. The analysis of the research revealed that the major impediments to implementing supplier development programs (SDP's) were, among others, lack of strategies to support SDP's programs, lack of processes and procedures to implement, and resistance to small and emerging business was raised as a barrier to entry for small businesses. The results revealed that existence of well-defined processes, change management factors and strategies were overall perceived as favourable and effective in supporting SDP implementation. The study recommended formal documentation of processes and procedures for the implementation of SDPs. Furthermore, change management factors for example, openness, trust and honesty were highlighted as significant in ensuring success of the implementation of SDPs. Finally, the study recommended that SDP strategies need executive support for successful implementation.

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

Dr. Ephraem Silayo
Ardhi University

This paper assessed the contribution of access to agricultural information for enhancing Sustainable Rural Income in Tanzania. Specifically, the paper assessed the contribution of agricultural information on guiding agropastoralists towards diversifying income sources, examining the influence of age, sex, marital status, and education on income sustainability and evaluating effectiveness of information channels on enhancing production for sustainable income. A multistage sampling technique was employed to select 311 household heads in the study area. The quantitative data were gathered through questionnaire and analyzed using SPSS version 22.0. Multiple regression analysis was performed to assess the influence of age, sex, gender, and education on income. To enhance the discussion of findings of data collected through questionnaire, Qualitative data were collected through Key Informant Interviews and Focus Group discussion and analyzed thematically. Findings from KII and FGD were used to complement findings from the questionnaire on the contribution of gender, education and marital status on income. Key Findings revealed that agriculture has inadequately contributed to sustainable livelihoods income among agropastoralists due to inadequate skills attributed to low literacy level and gender inequality, inconsistent access to information and knowledge pertaining to livelihood income diversification and limited channels disseminating context specific agricultural information. The paper recommends mainstreaming country's agricultural sector Development policy and plans towards focusing on equal access to socio-economic opportunities, to empower information centres to disseminate context specific agricultural information and information literacy training for empowering agropastoralists with skills to utilize relevant agricultural information for sustainable livelihoods income.

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

Prof. Anthony Aboagye
University of Ghana Business School

The Fourth Industrial Revolution (I4.0) refers to the cyber-physical age in which software and hardware are seamlessly integrated to perform well defined tasks autonomously using artificial intelligence and other technologies. Adoption of I4.0 is expected to lead to reduction in pollution, carbon emission, greenhouse effect and deterioration of the environment. Thus, I4.0 connects industry and sustainable development. Recent data indicate that the contribution of manufacturing to Africa's gross domestic product (GDP) has decreased to only 10 percent, the lowest of any geographic region of the world. I4.0 has been proposed as a way to resuscitate and enhance Africa's manufacturing. Recently, a Ghanaian consulting firm advised firms wondering whether their systems are ready for the I4.0 revolution to ask themselves whether they are geared for a mobile workforce; have modular software; flexible systems; can scale up to cater for big data from thousands, or even millions of devices and sensor; etc. To answer the question of readiness of the Ghanaian pharmaceutical manufacturing sector for I4.0, as a case study of the African situation, three readiness assessment tools were used to sample the opinions of academics familiar with I4.0. Assessment using the Sitepu et al. (2020) tool suggests that overall, the industry is Fairly ready for I4.0 adoption. Using the Gadekar et al. (2021) tool suggests that the industry is Moderately Ready for I.40 adoption. The University of Warwick's (2017) tool suggests the industry is at the Intermediate Stage of readiness. The take-home here is that the pharmaceutical industry in Ghana is not ready for immediate I4.0 adoption. However, since I4.0 is the future, the industry must consciously work towards I4.0 readiness.

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

Dr. Intaher Marcus Ambe
Jackson State University

Dr. Ellsworth Jonathan
University of South Africa

Dr. David H Selby
University of South Africa

This paper seeks to investigate the extent to which demand management practices comply with supply chain policies and regulations in Gauteng Public Hospitals, South Africa. A descriptive study was employed based on a survey and structured questionnaires were administered to 235 demand management practitioners servicing 47 hospitals, and 88% (207) responded to the emails containing the questionnaires. A cross-tabulation analysis was used to calculate bar graphs and frequency tables using IBM SPSS, and the inferential analysis described the detailed results. The results of the study reveal that a large majority of respondents indicated that their demand management practices comply with the requirements of the PFMA. The PFMA was the SCM prescript that showed the highest compliance from demand management practices. This is followed by the Constitution and then the PPPFA policy. With regards to the differences in the application of demand management, there were no major differences between hospitals in GDoH regarding demand management practices. SCM governance requires clear policies, collaboration, data analytics, and staff capacity building and training. Policy and guideline-based research in Gauteng have limitations due to convoluted procedures and interpretations and discrepancies between official documents and implementation. The paper has significant implications for academics and policymakers, underscoring the importance of using evidence-based approaches in formulating and implementing public health policies.

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

Prof. Neha Purushottam

Graduate School of Business Leadership, University of South Africa

Prof. PD Rwelamila

Graduate School of Business Leadership, University of South Africa

The progress towards SDGs is slow and countries are investing in various enablers to promote its integration in daily lives. One such enabler is Education for sustainability (Efs). This can be an important enabler for African countries where the educational system is still burdened by the impacts of colonialism, apartheid, and historical injustice and where the progress towards SDGs is much slower. Conventionally management education is accused of being a contributor to unsustainability, by propagating profit-only mentality, consumption, and materialism. Understanding which many disciplines under management education are infusing and integrating sustainability and SDGs in the curriculum. It is interesting to note that such efforts are often multi-disciplinary in nature. Sustainability project management has potential to emerge as an alternative which has the potential to provide a knowledge base for integrating sustainability across various business projects. In this paper, through subjective personal introspection (SPI) which is an introspective method, two academics examine their journey of developing a sustainability project management program. The aim of this chapter is to share our journey to establish the importance of multidisciplinary Efs in the higher education institutions (HEIs) and to indicate possibilities for broadening of stakeholders' paradigm and stakeholders' engagements. The academics believe that sharing and highlighting these learnings will help in promoting multidisciplinary Efs in management education and the HEIs in Africa.

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

Dr. Henok Hailu

University of South Africa

Prof. P D Rwelamila

University of South Africa

Local construction firms in Ethiopia and other emerging economies are currently facing fierce competition from international firms, regional market dynamics, economic setups, and capacity-related problems. Rethinking the parent organization's design is essential to fostering a favourable work environment for projects. A Project-based organization (PBO) is a suitable organizational form for managing and executing business operations centred on projects. PBOs undertake work primarily in the form of projects. Hence, they prioritize adaptability, innovation, and flexibility to address the unique challenges of each project. A construction firm is essentially a PBO as it conducts most of its operations through projects. There are scanty empirical researches that focused on performance of construction firms, specifically on design and management of construction firms as PBOs – a significant gap in addressing the issue of construction firms which have remained active behaving as non-PBOs. The phenomenon of behaving like non-PBOs has put them in a confusing state and qualifying them as “default PBOs” handling construction projects. Behaving and embracing “non-PBOs” characteristics by pretending to engage in routine activities, where processes are repetitive and on-going, have significantly affected their performances and strengthened the need to address the research gap mentioned – specifically finding a formal way of moving construction firms from “default PBOs” to “full-fledged PBOs”. This study aimed to close this gap by developing a conceptual model to assist ECFs to become full-fledged PBOs. An exploratory QUAL-quant design was adopted. A thematic content analysis was done for the interviews. One-way ANOVA and Pearson correlation were used to analyse the quantitative data. A transformational model is proposed, the transformation process should start with evaluation of the environment, strategic documents, and PBO characteristics in the organisation. The missing PBO characteristics which led to the confusing state described above need to be well assimilated in the design of ECFs.

Reverse Logistics and Its Impact on the Triple Bottom Line: A Case Study of the Scrap Metal Industry in Ghana

Dr. Gertrude Amoakohene

Ghana Communication Technology University

Mr. Sika Amoah-Kwakye

USAID, Global Health Supply Chain - Procurement and Supply Mgt

Ms. Nana Tabia Amoakohene

Palmers Green International Ltd

Sustainability and environmental stewardship have become the issues of the moment due to the realisation by society that their very existence and that of the planet is being threatened. This is due to the over-exploitation of dwindling natural resources, pollution, increase in consumerism with it attendant rise in solid waste and limited landfill sites. Beyond the objective of shareholder wealth maximisation, protection of the environment and society has become a necessity for business survival. Studies show that companies could increase their profitability through brand recognition, efficiency in operations, increase market share and customers and in- novation through people and planet friendly supply chain operations. The escalating cost of running landfills, the opposition to opening of new landfills by local communities, urbanisation and the huge solid waste churned out daily from activities of manufacturing companies and the pressure from various segments of society have forced governments in developed countries such as Canada, Japan, China and the European Union to enact laws such as the Waste Electrical and Electronic Equipment (WEEE). This is to ensure that organisations take responsibility of the waste generated from production (cradle) to end of life. This study therefore aims to assess the sustainability of scrap metal reverse supply chain in the Ghanaian context where such laws are not enforced. This is a qualitative study used in-depth interviews and FDC to answer the research questions to achieve the objectives. The findings from the study show that the scrap metal reverse supply chain affects all three dimensions (economic, environmental and social) of sustainability negatively. In conclusion, the attainment of all three dimensions of sustainability is required to arrive at a sustainable reverse supply chain. For the sale of scrap metals to benefit scavengers at the bottom of the supply chain a fair and equitable distribution of profits is proposed.

Sociopolitical Complexity in International Development Projects

Dr. Sanele Nhlabatsi

Graduate School of Business Leadership, University of South Africa

International development projects are a key driver of socio-economic growth and sustainability on the African continent. The context within which they are funded, designed, and implemented is complex. The inability to identify complexity factors that cause disruptions contributes to poorly designed and executed projects. The objective of this research was to identify the sociopolitical complexity factors experienced by international development projects, conducted via a qualitative cross-case analysis of four international development projects. Two infrastructure development projects, one in Ghana and other on the border of Botswana and Zambia, and two capacity building projects, one in Nigeria and the other in Zimbabwe. Thirty-eight interviews were conducted, and fifteen project documents reviewed resulting in the identification of the most common sociopolitical complexity factors, namely the multiplicity of project stakeholders and the need for capacity building. The study also indicates some of the adaptive approaches applied to deal with sociopolitical complexities experienced.

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

Prof. P D Rwelamila
University of South Africa

This paper critically examines the global landscape of project management education, addressing the pervasive challenge of the 'accidental project management syndrome' and the gaps in existing Programmes. The exploration encompasses various theoretical strands shaping project management, with a focal point on the innovative Postgraduate Diploma in Project Management (PGD PM) at the University of South Africa (UNISA). Positioned as a potential model, the PGD PM responds to identified shortcomings. The paper concludes by offering strategic recommendations to redefine project management Programmes and their research paradigm.

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

Dr. Adeola Oluwatoyin Osundiran
University of South Africa

Prof. Tshehla Magkopa
University of South Africa

Seaports are critical to national growth and development for most nations as international trade is done mostly by sea. Hence, training of ports stakeholders such as seafarers is strategic to a balanced, and effective stakeholder engagement. Port stakeholders stand to benefit from the implementation of the UNSDGs. However, not all stakeholders are aware of the UNSDGs. Training is a veritable platform for port stakeholder engagement, however, not many ports in sub-Saharan Africa have utilised training as a tool to facilitate the training on the United Nations Sustainable Development Goals. The focus of this research is geared towards the role of training in raising stakeholder awareness of the sustainable development goals. This is quantitative research in which 50 seafarers were contacted via an electronic survey. 64% of the respondents were not aware of the specific UNSDG goals that is aligned to the maritime sector. Furthermore, website content analysis was done 25 sub-Saharan container ports. The results shows that the Transnet Port Authority of South Africa, Ports of Lüderitz in Namibia and the Port of Maputo of Mozambique and the Kenyan Port Authority, included education and training as a CSR initiative. Other ports had various initiatives but training was not emphasised. This study recommends the deliberate training of seafarers in the UNSDGs amongst others.

Track #10
Graduate Student
Papers and Special Sessions

Examining the Role of Sport Innovation in Influencing Competitive Advantage and Performance

Mr. Prince Yao Amu

University of Ghana Business School

Prof. Bedman Narteh

University of Ghana Business School

Dr. Raphael Odoom

University of Ghana Business School

The sport industry has seen many transformations as a result of the many transformations that have happened within the industry. Despite the significance of innovation to the sporting businesses, there has been a paucity of literature on sport innovation leading to the lack of comprehensive understanding on the theme. Moreso, it is not clear how sport innovation can translate into a competitive advantage particularly for sport firms in developing sport context. This study will thus seek to interrogate the role of competitive advantage on the relationship between sport innovation and sport firm performance. To achieve this objective, the study will use a survey method to collect data from 150 sport firms in Ghana. The data collected will be analyzed using SmartPLS V4. The result will be relevant in bringing clarity to what sport innovation is from a developing sport context and also identifies conditions under which sport innovation can be translated into competitive advantage and ultimately performance.

Restoring Nature and Sustainable Ag in Nigeria Through Permaculture Design Certification Course

Mr. Olalekan Sipasi
Kansas State University

Ms. Oluwadamilola Sansadeen
ProtectOzone Sustainable Livelihood Initiative

Dr. Jeremy Cowan
Kansas State University

Food production in Nigeria has been on the increase over the years. However, the practice of food production has not been sustainable, due to excessive use of synthetic fertilizers that are not soil specific and deteriorating agricultural practices coupled with the porous land tenure system. In most cases, it does not take into account the future of soil for future and more sustainable production, equitable distribution of the produce and lacks emphasis on biodiversity which enriches the wholesomeness of mankind. The trio are the core ethics of permaculture. Permaculture is a system of agriculture that mimics nature; its system of agriculture that produces food, feeds the earth, and ensures fair share in order to create resilient communities. Protect Ozone Sustainable Livelihood Initiative (Protect Ozone) is a local organization training children, youth, women, and farmers in sustainable agricultural practices to fight extreme hunger and poverty across hard-to-reach communities in Nigeria. With the support and partnership of Kansas State University, U.S. Consul General Lagos, Staley School of Leadership Studies amongst other, the organization has trained more than 6,000 participants directly in sustainable best agricultural practice, and through permaculture trainings, participants have learnt more sustainable ways of water catchments in their fields and homesteads, how to catch and store energy for fuel, shift from non-renewable to renewable resources to mention but a few. This helped in alleviating extreme hunger and hidden poverty in the rural and hard-to-reach communities across the nation, as it simultaneously improves biodiversity in the ecosystem. In a country where agriculture contributes to 40% of her GDP, Nigeria still languishes in poverty and hunger. This is in part due to poor land tenure system, poor practices, lack of emulating the core principles of permaculture which are earth care, people care and fair share.

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

Ms. Saykwayeeh Henry
Mandela Washington Fellowship

Agro-Education for rural and marginalized farmers plays a pivotal role in fostering sustainable agriculture and promoting decent work and economic growth. It can stimulate interest in the agriculture industry so that more farmers can meet the growing population's food demand. Globally, agriculture and energy are significant sources of greenhouse gases responsible for climate change. In Liberia, agriculture is the most vulnerable sector to climate change, providing primary livelihoods to more than 70% of the population. Approximately 49% of Liberians are considered food insecure. Women who are the breadwinners of most homes account for approximately 80% of the agricultural labor force and are responsible for 93% of food crop production. Through Agro-Education, rural farmers, especially women can learn sustainable farming techniques and gain modern methodologies to increase their produce and income. By promoting efficient agricultural practices, rural communities can elevate their economic status, reducing poverty and contributing to overall economic growth. By improving farmers' knowledge on the cultivation diversified crops, crop rotation, and sustainable farming methods, communities can mitigate the challenges of food security and nutrition and promote healthy livelihood, improve nutritional outcomes thereby addressing critical health challenges. Agro-education for rural farmers to engage in sustainable farming practices can holistically reduce the impact of climate change, reduce greenhouse gas emission. With this, farmers can produce natural fertilizers and avoid shifting cultivation. By promoting collective learning and sharing of best practices, rural communities can build a strong foundation for sustainable development. Moreover, education in agro-processing and value addition enables communities to tap into broader market opportunities, reducing dependence on subsistence farming.

Understanding the Interplay: Child Poverty, Educational Outcomes and Sustainable Development in Ghana

Mr. Afful Fosu
Saint Louis University

Dr. Robert Opoku
Red Deer Polytechnic

While existing literature highlights the prevalence and determinants of child poverty, a significant gap persists regarding the direct and nuanced effects on children's educational experiences. In addition, there is insufficient exploration of how socioeconomic challenges impact educational outcomes in developing countries. To address this gap, the present study will intricately examine the relationship between child poverty and its profound impacts on education and sustainable development in Ghana. By focusing on variables such as area, region, ethnicity, health insurance, mothers' education, and children's education, the study will employ a combination of interviews, focus group discussions, and content analysis of Multiple Indicator Cluster Survey Six (MICS6) data to help examine these relationships. Through this study, we hope to determine the causes of child poverty, examine its specific effects on children's education, and propose evidence-based policy recommendations.

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

Lucy Muthoni

Rose-Hulman Institute of Technology

What is our role as academics in facilitating financial sustainability? One might ask. Isn't our job to teach, conduct research and publish our findings in journals and give talks at conferences? These are the questions I have encountered as I had tens of conversations with academics from many different regions. We are conditioned to believe that our role in shaping society stops at teaching and preparing graduates for the different professions. It is also a wide belief that academics can play a very minor role in addressing social issues around us, like poverty and unemployment. In this presentation, I would like to shed light on how we can play a more active role in empowering the African poor through our different roles as academics. This will be done by sharing my teaching experience in Kenya, with a bias towards 'Risk Theory' as taught to Actuarial Science students at Strathmore University. We partnered with the 'mama mboga's (street vendors) for this project which lasted 4 months. After the end of the semester, we carried out a survey whose results showed that the informal sector can indeed be a source of employment to graduate students with sophisticated STEM training. We also found out that we don't have to spend years molding consultants; that sometimes it can take a well taught 4-month unit.

Track #11
African Studies, Diversity Equity & Inclusion, Indigenous Communities

A Text-Mining Investigation of the ‘Color Line’ in Afro-Centric Accounting Research

Dr. Louella Moore
Washburn University

Dr. Ferhat Zengul
University of Alabama Birmingham

Dr. Nurettin Oner
University of Alabama Birmingham

Dr. Mahmut Unan
University of Alabama Birmingham

Accounting research abstracts published from 1966-2021 were analyzed using text-mining protocols to extract latent characteristics. The goal of the study was to determine whether there are discernible differences in the properties of accounting articles with Afro-Centric titles compared to others. The study found that Afro-Centric articles have topical content that is more rather than less similar in structure compared to other papers on the same topic and on average are published in venues with lower ratings on the Australian Business Deans Council list. The study found evidence that isomorphic tendencies in accounting research are increasing over time for both Afro-Centric and Non-Afro-Centric titles. The latent properties examined provide compelling evidence that publishing protocols coupled with the non-dualistic effects of prestige-oriented journal ranking schemes reward conformity over innovation. Despite the accounting academy’s rhetoric in support of diversity, equity, and inclusion, this study strongly suggests that a distinct ‘Color line’ still exists in accounting publication outcomes. The findings corroborate prior warnings that journal ranking metrics should be used with extreme caution as the implicit characteristics of these scales may be driving out the very qualities that are needed to support a healthy, sustainable profession.

Exploring Cultural Variability in the Big Five Personality Framework: Insights from the World Values Survey

Prof. Renier Steyn
University of South Africa

Dr. Takawira Ndofirepi
University of South Africa

The cross-cultural application of the Big Five Personality (B5P) framework has undergone extensive investigation, with a ten-item version incorporated in the sixth wave of the World Values Survey (WVS). However, notably, this measure was excluded from the seventh wave. This study challenges the presumed universality of the B5P framework and examines its capacity to exhibit consistent structures across diverse countries. Cross-sectional data on B5P, collected using the Big Five Inventory (BFI-10) during the WVS sixth wave, were subjected to exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). A total of 23 countries participated in the BFI-10 assessment. EFA results revealed a five-factor structure in only three out of the 23 datasets (countries). When applying CFA, the models were unidentified in nine cases and exhibited poor fit in the rest of the cases (14 countries). The BFI-10, as implemented in the WVS, did not demonstrate cultural uniformity. The B5P structure was not replicated. The decision to exclude the BFI-10 from the WVS seventh wave appears justifiable. Researchers are strongly advised to exercise caution and avoid utilising psychometric tests without conducting rigorous assessments for invariance across diverse countries.

How Black Women Navigate Predominantly White Spaces in Higher Education: My Personal Journey

Ms. Teresa Leslie-Canty
Washburn University

While others' failures are humanized, Black women failures are perceived as faulty character traits. It's not uncommon for black women to feel like they must make others feel comfortable when they're in a group with mostly white people. It's the always having to be on guard constantly, hyper aware of your Blackness, and at the same time, having to dampen aspects of your personality to feel like you fit into the culture of higher education. The importance of Black Women in education, higher education in particular.

Track #12
Submissions in French

