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BUSINESS AND DEVELOPMENT
CONFERENCE BOOK OF ABSTRACTS**

**Entrepreneurship, Social Enterprise & Economic
Stability in the African Context**

Edited by

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Entrepreneurship, Social Enterprise & Economic Stability in the African Context

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TRACK 1

Accounting, Finance and Investment

Session A1

Tuesday 18 May

AFRICA'S TRADE INTEGRATION AND ECONOMIC GROWTH: EVIDENCE FROM PANEL DATA

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Free Trade Areas (FTAs) have long been touted as key to help member countries to diversify their exports, attract foreign direct investment (FDI), and accelerate economic growth. However, the literature that emerged since mid-1990s has questioned this position. It has been argued that trade integration could inhibit economic growth by changing the composition of trade in favor of low-technology goods or goods with little learning-by-doing. Accordingly, the impact of FTAs on economic growth may vary from one FTA to another depending on the composition of countries, and from one period to another. This study uses panel data for African countries to estimate the impact of intra-African trade on economic growth. The estimates reveal two interesting results: First, although not statistically significant, growth in the share of intra-African trade accelerates economic growth. Second, an increase in the intensity of intra-African trade is found to have lowered economic growth – perhaps, suggesting that the intra-African trade has been largely in low-technology goods or goods with little learning-by-doing. The study recommends for reforms in the manufacturing sector to enhance long-term growth for Africa.

Keywords: Economic Growth, Trade Integration, Panel Data, Africa

DETERMINANTS OF INTELLECTUAL CAPITAL PERFORMANCE: EMPIRICAL EVIDENCE FROM COMPANIES IN MAURITIUS

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Purpose – The purpose of this paper is to empirically analyze the main determinants of intellectual capital performance in a dynamic setting for the case Mauritius using a sample of 152 firms over the period 2007 to 2018.

Keywords: Intellectual Capital, PVECM, Mauritius, Dynamic Panel Data

IN PURSUIT OF ECONOMIC GROWTH: DO AFRICAN SECURITIES MARKET CONTRIBUTE TO CAPITAL ACCUMULATION?

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A well-developed stock market plays a significant role in price determination as well as an efficient allocation of resources. This is because a well-structured equity market is needed to influence economic growth in a country. African countries have lagged behind many countries of the world in effective utilization of equity markets to foster economic development and actions are needed to reverse the trend. This study explores the possibility that securities markets in selected African countries of Egypt, Kenya, Nigeria and South Africa play a significant role in capital accumulation using panel data analysis. This is done by exploring the relationship between gross fixed capital formation on one hand and financial market development indicators on the other hand. Thus, the study examines the nature of the relationship between securities market and capital accumulation. The key results indicate that the current level of stock market development are incapable of explaining gross fixed capital formation. Therefore, the importance of stock market development in promoting capital accumulation and subsequently, industrial growth in Africa is seriously questioned. The results throw some light on the impact of financial development on economic growth. Several policy recommendations are offered in order for African stock markets to become relevant in promoting economic growth and development.

Keywords: Market Liquidity, Africa, Market Capitalization, Capital Formation, Stock market, Economic growth

TRACK 3

Entrepreneurship, Small Business and the
Informal Sector

Session A2

Tuesday 18 May

THE IMPACT OF EFFECTUATION ON ENTREPRENEURIAL SUCCESS

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Over the years, researchers have continually pondered on the major distinctive factors of successful entrepreneurs; due to the interesting nature of this subject to both researchers and entrepreneurs alike, there is to a great extent the likelihood for speculations and fallacies, resulting in a lot of ‘war/pet’ stories. In this regard, developing a concrete and concise theory for entrepreneurial expertise has so far eluded academics and entrepreneurs (Sarasvathy, 2001). In an attempt to understand the reason some entrepreneurs succeed and why others fail, scholars and professionals in the field of entrepreneurship have always focused on two questions; what do entrepreneurs do? And how do they do it? These questions have led to a better evaluation of the entrepreneurial process. Effectuation is a groundbreaking theory developed by Professor Sarasvathy in 2001 that facilitates entrepreneurial problem solving especially in this era that is predominantly characterized by higher risks and uncertainty (Woertman, 2014; York & Venkataraman, 2010; Owusu & Janssen 2013). Entrepreneurs are encouraged to create the future they desire instead of trying too hard to predict it; they are to rely on who they are, what they know, and whom they know. Toivonen & Tammela (2012) advised that for entrepreneurs to be more creative and innovative, they must imbibe the effectuation approach in their decision-making processes by being more open and flexible. The purpose of this paper is to offer an updated understanding of both the causation and effectuation models and appraise the role of effectuation in ensuring entrepreneurial success.

Keywords: Entrepreneurial, Success, Business, Entrepreneurs, Effectuation

CHALLENGES FACING GHANAIAN YOUTH ENTREPRENEURS IN THEIR QUEST TO SCALE & THE WAYS FORWARD: A CASE STUDY OF YOUTH-LED BUSINESSES IN GHANA.

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Even though Africa's richest person Aliko Dangote is an entrepreneur who began his entrepreneurial journey while a youth, the continent can hardly boast of entrepreneurs and businesses that have scaled and continue to make giant strides in the global arena. This concern inspired the study, which sought to investigate challenges Ghanaian youth entrepreneurs face in their quest to scale their businesses from their immediate community, region, country and continent, and the ways forward. A mixed-method approach to data collection was employed with a convenient non-probability sampling used to sample 238 youth entrepreneurs from the Accra and Kumasi Metropolitan Assemblies in a quantitative online survey. Purposive non-random sampling technique was also used to select 4 civil societies and non-profits that work with youth entrepreneurs, and the Ministry of Business Development, for the qualitative data. Quantitatively data was analyzed using Stata 15 while the qualitative data was thematically analysed. Key challenges highlighted were mainly external influences with a few internal challenges. The way forward emphasized by the respondents include adequate support systems and infrastructure, shorter and more flexible processors for business registration and regulations, avenues for capacity building, opportunities for entrepreneurship networking and collaboration, access to finance, access to essential tech support, tech tools and increased market opportunities.

ECONOMIC VALUE OF BUSINESS INCUBATORS IN FOSTERING SMALL MEDIUM ENTERPRISES: A CASE FOR GAUTENG PROVINCE IN SOUTH AFRICA

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Business incubator is perceived as a tool that could be used efficiently in fostering SMMEs to grow, to be financially independent and sustainable. Although business incubators provide a set of methodical incubation processes, the sustainability and independence of incubatees within the business incubator is difficult to measure, as SMMEs suffer different challenges along the incubation value chain. The purpose of this study was to explore why small businesses are prone to failure risk. The study assessed the economic value that descends from incubation of start-ups and SMMEs. By employing a qualitative methodology, this study aimed at investigating the economic contribution by incubators in fostering small micro medium enterprises in the province of Gauteng in South Africa. For this study, two South African incubators based in Gauteng Province were identified. This study employed four data collection methods: semi-structured interviews, focus group discussion, document analysis, and participant observation. The face to face interview technique was applied over both incubatees and managers of the targeted incubators. Key findings include the following emerging themes as key factors for the sustainability of business incubators: Training, Networking and access to information, Mission expectation, and Challenges facing business incubators. The implication of the findings on key factors necessary for the sustainability of incubators is that the government needs to re-examine the operating model of incubators with a view to amend it, to produce sustainable businesses. The results of this study would assist both incubator managers and policy makers in running and calibrating their policies respectively.

Keywords: Incubatees, SMMEs, economic value, business incubators

TRACK 4

Exporting, Internationalization and Foreign
Direct Investment

Session A4

Wednesday 19 May

CHINESE INVESTMENT IN THE AFRICAN CONTINENT: AN ANALYSIS OF THE DETERMINANTS OF CHINESE FDI IN AFRICA.

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The “Chinafrica” relationship has recently been the focus of several international political discourses, whereby the motives behind recent breathtakingly fast upsurge of Chinese FDI in the African continent is being questioned. Hence, the purpose of this study is to analyse why China has been exponentially investing into Africa and it examines the determinants of Chinese FDI in Africa. The conceptual model is based upon the UNCTAD framework of FDI and the investigation is carried out using a balanced panel data from a sample of 25 African countries over the period 2005-2015. To account for the existence of dynamism and endogeneity in the FDI modelling, a Panel Vector Error Correction Model is employed accordingly and this framework also allows for both short-run and long-run analysis. The findings show that market size, resource availability, infrastructure and the Belt and Road Initiative were all positively significant in explaining the Chinese investment in Africa in the long run, whereby the BRI has the most substantial impact. Moreover, in the long run, it was found that less control of corruption was significant in attracting more Chinese FDI, while there exists no relationship between trade openness and FDI. The VECM results also demonstrate that FDI is dynamic in nature, implying that previous year’s Chinese FDI affects the current year’s Chinese investment in Africa.

Keywords: Foreign Direct Investment (FDI), Chinafrica, VECM Framework,

DIVERSITY OF COUNTRIES AND EXPORTS REVENUE: DO TRADE AGREEMENTS MATTER?

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While free trade economists suggest that trade agreements decrease costs on exports revenue by opening up market opportunities for entrepreneurs seeking to diversify into various countries, the extant literature strongly emphasizes the importance of: a) low levels of international diversification (ID) in decreasing costs on exports revenue among entrepreneurs entering into international operations; and b) the deployment of firm-specific resources and capabilities to lower the transaction costs encountered or enhance the exports revenue gained when diversifying into various markets. The underlying thesis related to trade agreements is that unless the supranational institutions that influence trade and investment policies are synergized, transaction costs between trade partners persist and sustainable improvement in firms' exports revenue will barely occur. In a similar vein, there is a scholarly consensus that although ID and its relationship with export performance may be a national concern; the decision about the degree of ID is normally made by business managers and not nation states. Inspired by this conceptual premise, the current study set out to examine whether trade agreements have a bearing on the relationship between ID and exports revenue and how this happens. To that end, the study drew on the resource-based view (RBV) and transaction cost theory (TCT) to provide new insights into the relationship between ID and exports revenue by contrasting preferential markets with non-preferential ones. Both the RBV and TCT suggest that ID is driven by similar mechanisms. Based on secondary data from the International Trade Centre, United Nations Conference on Trade and Development and the World Trade Organization, this study focuses on Tanzania because the country has since independence pursued several preferential trade agreements but has ever since remained a small actor with the world market share of only around 0.03 percent. The empirical analysis encompasses exports revenue from preferential and non-preferential markets, Herfindahl concentration index discriminating diversified and concentrated economies and export potential analysis to determine the remaining room for Tanzania's export growth in the selected market categories. Research findings support the applicability of both the RBV and TCT, indicating that trade agreements do not matter for ID and exports revenue. Finally, the study concludes with a series of theoretical and practical implications coupled with the limitations and directions for further research.

Keywords Trade agreements, international diversification, exports revenue, firm-specific resources and capabilities, resource-based view, transaction cost theory.

CHINA'S SPECIAL ECONOMIC ZONES IN NIGERIA: OPTICAL ILLUSION OR CATALYST FOR INDUSTRIALIZATION?

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This paper examines the structure and operations of China's Special Economic Zones (SEZs) in Nigeria using a case study of the Lekki Free Trade Zone and the Ogun-Guangdong Free Trade Zone, both in South West Nigeria. Results from field work indicate that although establishing the SEZs in Nigeria look good in principle, the SEZs lack the potency of such zones in China during China's early years of industrialization. In effect, the zones cannot be described as catalysts for Nigeria's industrialization. Drawing on the development theory which emphasizes the centrality of the state in economic development, this study identifies weak capacities of the Nigerian state demonstrated by the state's failure to provide adequate infrastructure in the zones, and to formulate and effectively implement rules that would encourage FDI inflows, facilitate technology transfers and generate other benefits for the local economy, as part of the major factors militating against the success of the SEZs. In addition, interview respondents identify failure of the Chinese partners to keep to the terms of the SEZ agreement as some of the reasons for the poor performance of the zones. The paper concludes with policy recommendations on how to make the SEZs more effective instruments of industrialization and economic growth.

Keywords: China-Africa relations; FDI; Infrastructure; Nigeria; Economic Growth

INTERNATIONALIZATION AND FIRM SUSTAINABILITY PERFORMANCE – MODERATING EFFECTS OF INSTITUTIONAL SUPPORT AND FOREIGN KNOWLEDGE ACQUISITION

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This paper extends extant research on the nexus between firms' extent of internationalization and their sustainable performance. Based on insights from the legitimacy and attention-seeking theories, the study further examined the controversial link between internationalization and environmental sustainability outcomes within the boundary constraints of foreign knowledge acquisition and level of institutional support available to firms. Using survey data collected from 260 medium-sized SMEs from an emerging economy-Ghana, the results indicate that firms' internationalization is positively and significantly linked to their sustainability expenditures. In addition, the contingency analyses revealed that the positive impact of internationalisation on sustainability expenditures is stronger at high levels of institutional support and foreign knowledge acquisition. The theoretical and managerial implications of the findings are discussed.

Keywords: Internationalization, sustainability expenditure institutional support, foreign knowledge acquisition, Ghana, developing economies.

TRACK 6

Human Resources Management and
Organizations

Session C3

Tuesday 18 May

DIVERSITY MANAGEMENT POLICIES AT WORKPLACE IN TANZANIA: MACRO AND MICRO LEVEL PERSPECTIVES

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In this paper, we provide insights on policies that are meant to promote the diversity management at workplaces in Tanzania. Macro and micro analyses of policies is performed to accomplish the goal. We thus, examine the various policy documents including the legislations, corporate reports and information that is available in the public domain. Our analysis reveals a number of issues at both macro and micro level. While effective implementation of these policies remains a challenge, the conceptual base of these forms the main problem. Transplantation of policies that lack cultural backing underlies weaknesses observed at various levels. We make a number of recommendations for addressing existing challenges as well as suggest areas for future research.

RECRUITMENT AND USAGE OF SOCIAL NETWORKING SITES IN MNCs SUBSIDIARIES: INNOVATION OR A CONTEMPORARY TREND IN DEVELOPING ECONOMIES.

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This article explores the usage of Social Networking Sites as a source of hiring employees in MNCs in developing Economies as well as the role of social Media as hiring strategy for recruitment and selection of staff. Using qualitative approach and phenomenology research design to unearth the lived experiences of participants on social networking websites use in the recruitment and selection of employees. Participants comprised of twenty (20) senior human resource personnel from twenty (20) Multi-national companies who shared their experiences in face-to-face semi-structured interviews. The results showed that MNCs used social networking websites to post job advertisements, assess and screen candidates for recruitment, and identify candidates for person-job fit. The results further suggested that social networking websites were used with the well-established methods of recruitment and selection especially during the recruitment process. Results also indicated that the impression formed about candidates from information obtained via social networking websites do influence employment decisions. This study recommends that HR should blend social networking websites use with the traditional modes of recruitment and selection to achieve the desired outcome.

Keywords: Social Networking Sites, Recruitment, Selection, HRM, MNCs, Ghana.

ALUMINIUM INDUSTRY IN GHANA: THE MEDIATING EFFECT OF PRODUCTIVITY

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This study examines the impact of firm-specific factors (operational efficiency, Managerial competence, and technology utilization) on the productivity and performance of manufacturing SMEs in the aluminium industry. The study posited that firm-specific factors will influence productivity which will in turn influence performance. Using data from 188 SMEs in the aluminium industry in Ghana, a hierarchical multiple regression and the Preacher and Hayes (2008) bootstrap analyses, the findings indicate that while operational efficiency positively influence productivity, managerial competence has a negative impact on productivity. Moreover, productivity also influences performance. The bootstrap analysis shows that productivity mediates the operational efficiency-performance relationship. Implications are discussed.

Keywords: Managerial competence, Operational efficiency, Performance, Productivity, Technology utilization, Manufacturing SMEs.

TRACK 7

Sustainability, Business Ethics, Law and Social
Responsibility

Session A1

Wednesday 19 May

COMPETITIVENESS AND DEVELOPMENT: UNEQUIVOCAL DEFINITION, DETERMINANTS, AND POLICIES

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While there is a broad consensus in terms of defining competitiveness at the firm level, there is an ongoing debate about its usefulness at the national level. Yet, at the industry level, manufacturing is viewed as a dominant explanation of competitiveness and development. As such, rich countries have historically been distinguished from poor ones based on their capabilities in manufacturing. This study deepens the understanding of the notion of competitiveness by exemplifying how policies, industrialisation and development relate to all levels of competitiveness (i.e., the individual, firm, industry, and national levels). The aim is to define competitiveness, spell out its determinants and then draw on the lessons from success stories in East Asia to devise policy recommendations to improve competitiveness and development in Africa. Based on desk research, a methodological triangulation was involved by using a variety of data sources to engender robust findings. Grey literature, consultations with area experts and academic studies were used to exemplify how industrial policies are valuable for competitiveness and development. Study findings reveal that despite its elusiveness, competitiveness is a widely used concept and can be defined and exemplified at the level of individuals, firms, industries, and countries. Several policies acknowledge the importance of all levels of competitiveness to industrial and economic development. Study findings also indicate that in a few selected sectors and products, successful enterprises use technology that they consider modern enough to manufacture competitively. However, industrialisation today is taking place at a time when some of the policy instruments that worked in the past have largely become unavailable, especially due to trade agreements and stiff competition. To buffer infant industries against the ever-increasing competition, punctual reinforcement and implementation of policies geared towards increasing investments in the development of the right skills and capabilities are more important than ever before.

Keywords Competitiveness, Development, Industrialisation, Manufacturing Sector, Policies.

CRITICAL SUCCESS FACTORS IN RURAL DEVELOPMENT FOR SOCIAL ENTERPRISES: INSIGHTS FROM A DEVELOPING COUNTRY CONTEXT

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Social enterprises (SEs) are touted as tools for steering equitable and sustainable socio-economic development globally by addressing grand challenges e.g. poverty and inequality. SEs have even a greater potential in the developing world's rural areas which suffer more disproportionately from poverty and inequality. To achieve their potential in rural areas, SEs require to identify and focus on critical success factors (CSFs) that influence success. However, studies on CSFs of SEs are still emerging with a dearth focusing on rural development in developing country contexts. This study pioneers the identification of CSFs of SEs using rural Uganda. Data were collected using interviews and focus group discussions (FGDs) and analysed using content analysis. Results reveal slight differences in the conceptualisation of SE success by study participants. Thirty-nine CSFs categorised into Integrative Drivers, Implementing Mechanisms, and Contextual Forces were identified. Majority of CSFs are Implementing Mechanisms. The relevance/ manageability matrix reveals 34 CSFs in the 'area of priorities' for immediate action by SEs. The study contributes to organisational success/effectiveness and emerging social entrepreneurship literature; and provides insights that future studies could base on for the advancement of practical and theoretical understanding of CSFs and how they influence SEs in developing country contexts.

Keywords: Africa; developing countries; critical success factors (CSFs); rural development; Social enterprise; Uganda.

CONSIDERING BIODEGRADABLE ALTERNATIVES IN THE FOOD SERVICE INDUSTRY: PERSPECTIVES FROM THE GHANAIAN CONTEXT

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Biodegradable packaging should be the new phase of packaging in the Ghanaian food service industry considering the harmful side effect of the use of non-biodegradable packages. However, the concept of biodegradability is far from being established in the Ghanaian context. It is against this background that data was collected from 45 respondents from the food service industry, with the aim of ascertaining the industry's knowledge of how detrimental Styrofoam food packages were to both the health of consumers and the natural environment and to determine their level of awareness of biodegradable alternatives. The study adopted a qualitative approach employing the use of semi-structured interviews. The outcome of the study is that 86.6% of respondents used Styrofoam packages and almost 85% had no knowledge of what the term Styrofoam meant. They only knew the product by its street names which were "check check" or "Takeaway" pack. The effect of Styrofoam was new information to 50% of the respondents; however, some had limited knowledge of its effect on human health. Its effects on the environment was only known with regard to sanitation in terms of poor disposal leading to the clogging of drainage systems and massive littering of the environment due to its light nature. Knowledge on its effects on the natural environment including marine animals were also limited. Nevertheless, until then, they would rely on those available which are primarily paper-based packages and banana leaves.

Keywords: Styrofoam, Biodegradable, Expanded Polystyrene, Recycle, Ghana

TRACK 8

Marketing and Consumer Behaviour

Session A3

Tuesday 18 May

SOCIAL MEDIA USE IN MULTINATIONAL ENTERPRISES IN KENYA

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This paper presents how Multinational Enterprises (MNEs) in Kenya use social media in their marketing activities. Specifically, the paper examines how performance expectancy, effort expectancy, social influence and facilitating conditions influences the intention to use and actual usage of social media by these MNEs. Social media use in business is considered an important tool in transforming the way businesses conduct their activities. This digitalization is shifting marketing activities from traditional business models to increasing firm's competitiveness and making business customer centred. It is believed that performance expectancy, effort expectancy, social influence and facilitating conditions influences the intentions and actual usage of social media by MNEs.

Keywords: MNEs, UTAUT, Social media, Technological digitalization

FRANCHISING IN THE GASOLINE RETAIL INDUSTRY IN CAMEROON: A STRATEGIC PERSPECTIVE

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A theoretical framework is proposed to explain why petroleum marketers adopt three major contractual forms in Cameroon, namely company-owned and company-operated (COCO) outlets, company-owned and dealer-operated (CODO) outlets, and dealer-owned and dealer-operated (DODO) outlets. Departing from traditional explanations of franchising based on the resource scarcity and agency theories, it is postulated that the choice among these contractual forms depends essentially on the way in which managers perceive their ability to cope with key environmental and organizational factors at the time of the decision. In particular, factors such as digital infrastructure, the availability of investors, and confidence in the justice system are believed to play a role in these decisions.

Keywords: Franchising, gasoline industry, resource scarcity, agency costs, strategic perspective.

MARKETING TO CHILDREN IN AFRICA: ETHICS, BUSINESS, AND PUBLIC POLICY

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The global consumer culture, as facilitated by the technological advancement, now links children in Africa and other parts of the world in an unprecedented form in terms of their consumption activities. They are now largely exposed to similar marketing stimuli and by implication vulnerable to the nefarious actions of unscrupulous business organisations. However, while considerable efforts have been made in some parts of the world to bring about the required ethical practices in business in relation to marketing to children, extant literature indicates that a commensurate system is yet to be fully established in Africa. Hence, this conceptual paper explores the possible interaction between business, ethics, and public policy towards providing enabling business environment in which ethics concerning marketing to children in Africa is given the utmost attention it deserves. Essentially, it suggests an all-embracing approach involving all stakeholders contributing specific roles in the system

TRACK 8

Marketing and Consumer Behaviour

Session B2

Tuesday 18 May

EXAMINING THE IMPACT OF TRUST ON BANK-CUSTOMER RELATIONSHIP MANAGEMENT: EVIDENCE FROM NIGERIA.

**Kareem Folohunso Sani
Ayantunji Gbadamosi
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This research investigates the impact of 'Trust' on bank-customer relationship management in the Nigerian banking industry, and its roles on their performances over the years. The study is interpretive in nature and involves the conduct of thirteen (13) in-depth interviews on the subject-matter, with banks' customers in Gombe, Nigeria. It shows that a relationship does exist between Trust, Relationship Marketing and Banks' Performance indicators. The study also found that trust will change in terms of its influence and effects over the lifecycle of relationship development. It identifies various aspects of trust in banking and they include: Trust in bank's liquidity position, promise fulfilments, communication systems, staffs, service delivery processes, online systems and physical and cyber security apparatus. These could serve as useful tools for decision making in the banking system. This paper has contributed to the relationship marketing literature by ascertaining the positive role of trust in relationship building and the resultant positive impacts on customer's retention and bank's profitability. Various aspects of bank's trust were also identified for the first time.

Keywords: Trust, Relationship Marketing, Banking Industry, Nigeria.

SOCIAL MEDIA MARKETING AND SUSTENANCE OF ENTREPRENEURSHIP IN AFRICA: NIGERIAN ENTREPRENEURS OF SOUTH-EAST GEOPOLITICAL ZONE.

**Benson-Eluwa, Virginia
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Abia State University, Uturu.

This paper was embarked on to unearth social media marketing on the sustenance of entrepreneurship in Africa with special reference to Nigerian entrepreneurs of south east geopolitical zone. The research is quantitative in nature and was carried out by a survey with a sample of one hundred and eighty (180) entrepreneurs determined using Taro Yamane formula and the stated hypotheses were tested using statistical package for social sciences (SPSS) version 23. The study discovered that there is a significant relationship between LinkedIn, Facebook, Instagram, twitter, WhatsApp platforms and the sustenance of entrepreneurship among Nigerian entrepreneurs of south east geopolitical zone. The study recommended that adequate awareness should be put into action, in order to inculcate the culture of visiting these platforms regularly by the target market of the entrepreneurs, which will in turn lead to constant patronage and its attendant sustenance of entrepreneurship in Africa in general and Nigeria in particular, amongst others.

EFFECT OF MARKET ORIENTATION, SAFETY AND SECURITY MEASURES ON FIRM PERFORMANCE: A CASE OF THE AIRLINE INDUSTRY IN GHANA

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Ernest Yaw Tweneboah-Koduah
University of Ghana Business School

Mahmoud Abdulai Mahmoud
University of Ghana Business School

Purpose- The purpose of this study is to examine the effect of market orientation on firm performance in the Ghana's airline industry. **Design –** The study adopted a quantitative research approach with a structured survey questionnaire as the data collection instrument. In all, 388 employees of various airlines operating at Kotoka International Airport were sampled and the data analysed using SEM. **Findings –** The study found that, market orientation had an effect on firm performance. Among the behavioural constructs utilised in this study, only inter-functional coordination was found to have positive significant impact on firm performance. Additionally, safety and security measure was found to significantly moderate the relationship between market orientation and firm performance in the air carrier industry in Ghana. **Theoretical and managerial implications –**This study adds to the ongoing debate on factors influencing performance in the aviation sector by contributing to the comprehensive overview and operationalisation of market orientation in the industry. Ghana's aviation industry marketing managers, stakeholders and policy makers should intensify market orientation activities and tactics with more attention and resources geared towards inter-functional coordination for the achievement of continuous positive firm performance in the form of customer satisfaction, employee satisfaction and quality service.

Keywords – Civil aviation, firm performance, market orientation constructs, safety and security measure.

TRACK 8

Marketing and Consumer Behaviour

Session A2

Wednesday 19 May

DIGITAL TRANSFORMATION PROCESSES AND CUSTOMER RELATIONSHIP MANAGEMENT AMONG COMMERCIAL BANKS IN KENYA

**Stella Nyongesa,
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The emergence of new technologies has made it increasingly possible for organizations to access more markets, understand each customer better, choose whom to do business with, and better manage customers' behaviour and attitudes. Although digital transformation is believed to improve various elements of firm outcomes including customer relationship management practices, however, empirical evidence in support is scanty. Relying on the Resource-Based View theory, the paper argues that service automation, data analytics, and digital channels have an influence on customer relationship management. We therefore sought to investigate the effect of digital transformation processes on customer relationship management within Kenyan banks. Using a descriptive cross sectional research design, middle level managers were selected from commercial banks in Kenya using judgmental sampling and data collected from 94 respondents by administering structured questionnaires. Findings show that though service automation and digital channels have a significant positive effect on customer relationship management, data analytics has an insignificant effect on customer relationship management. The study concludes that improving service automation and utilization of digital channels can result in better customer satisfaction, loyalty, retention, and customer handling experiences. The study recommends that firms should automate their service processes as well as design appropriate digital channels to realize improvement in their customer relationship management efforts.

Keywords: Digital Transformation Processes, Customer Relationship Management

THE INFLUENCE OF SOCIAL MEDIA USE ON JOB PERFORMANCE AMONG FACULTY IN KENYAN PRIVATE UNIVERSITIES

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University of British Columbia

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Strathmore University

Universities play a vital role in a country's development and are dependent on faculty's job performance. However, there has been an increased job performance concern on faculty's low teaching and research standards with social media, a technological phenomenon gaining popularity on its influence on job performance. This study will thus investigate the influence of social media use on job performance amongst faculty. Descriptive-cross-sectional research design will be adopted. Using purposive sampling, a sample of 560 Kenyan private universities' faculty will be selected. Data obtained from questionnaires will be analysed; descriptive statistics will make numerical summaries and inferential statistics will establish the variables' relationship and test the hypothesis. Multiple regression analysis will predict the dependent variable. This study will contribute to the social media discipline in providing with social media use knowledge by faculty, and the role that social media use plays in influencing job performance. Evidence supporting relationship between social media use and job performance from a developing country, faculty's perspective will be availed. Recommendation to university management and human resource practitioners on social media use regulation will be availed. The study will also help universities to be more informed on ways of job performance improvement, particularly their faculty.

Keywords: Social media use, job performance, teaching, research

ANALYSIS OF ECONOMIC EFFECT OF COVID-19 PANDEMIC ON THE KENYAN ECONOMY

E Siringi

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The COVID-19 can be described as one of the worst pandemic ever experienced globally in the 21st Century. The virus has plunged the global economy into the worst recession which now poses enormous socio-economic development challenges to countries of the world including Kenya. The main objective of the present research study was to analysis direct and indirect economic costs of COVID-19 that have affected Kenya's Economic sectors contributing to the country's GDP. The study adopts a content analysis approach and therefore relies on diverse secondary database sources including: World Health Organization (WHO) on COVID-19 trends, IMF, UNDP, Central Bank of Kenya (CBK), KNBS, IPAR, ICA and KIPPRA among others. The study results indicate that Kenya's current account deficits has experienced a sudden decline in capital flows. The GDP growth rate has contracted significantly in the recent time; the CBK revised estimates for the year 2020 indicates a decline from 6.2% to 3.4%. Further, there is advent collapse of health systems which are under pressure from spread of the virus; households have fallen into poverty; and a huge number of losses of employment have been experienced across all sectors estimated to about 4. 64 million as well as a collapse of other productive informal sectors, such as MSME businesses that will take longer to recover. These economic downturn shocks have also caused severe economic recessions, loss of revenue, and increased demand for public expenditure in the country amidst tightened global financial conditions. The study recommends that Kenya should consider adopting appropriate economic policies especially fiscal, monetary, wage, and social protection policies to arrest the economic recession. With her record of a huge current debt service burden resonating at Ksh. 7.2 Trillion; the study recommends that the government may consider sovereign debt restructurings. Other domestic policies that may be considered by Government of Kenya include expanded loan programs to firms and households in the formal sector and transfers to vulnerable households in the informal sector.

Keywords: COVID-19 Pandemic Effects, Kenyan Economy, Economic Growth Rate, GDP

TRACK 9

Operations and Logistics/Supply Chain/Project Management (including infrastructure development)

Session B1

Tuesday 18 May

CAPITAL BUDGETING PRACTICES IN TANZANIAN CONSTRUCTION-RELATED PUBLIC ORGANIZATIONS AND ITS CHALLENGES

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PD Rwelamila, GSBL,
University of South Africa

Constantine Gaudence Yuda,
Ardhi University

While proper utilization of capital resources depends on capital budgeting practices (CBPs) of the specific organization, there is inadequate knowledge on the challenges associated with CBPs in Tanzanian construction-related public organizations. Challenges related to poor CBPs may lead to late completion of project, cost overrun and even creation of projects which do not sale. This paper aimed at assessing the challenges associated with CBPs in public organizations that develop buildings for sale or lease in Tanzania. The study adopted a case study design where five cases were selected, and data was collected by using questionnaires and interviews. The study revealed that there is lack of knowledge about some techniques, influence of top management in making decisions, political influence and also inadequate advanced software for capital budgeting in public organizations. In order to improve capital budgeting practice there is need to conduct on the job training, create special fund for project implementation, increase of advanced software in public organizations and involve professionals in capital budgeting process especially with the knowledge in real estate projects financing as a way of increasing the spectrum on capital budgeting practices. The study unveils challenges that are associated with the CBPs in Tanzanian construction-related public organizations.

Keywords; Building projects, Capital budgeting practices and Tanzania. Introduction

THE IMPACT OF ENTERPRISE RESOURCE PLANNING SYSTEMS IN OPTIMISING SUPPLY CHAIN PERFORMANCE IN SOUTH AFRICA

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The quest to optimise supply chain performance has attracted many firms to invest in enterprise resource planning systems. Yet, several private firms are clustered with numerous failures and still underperforming to justify the implementation of these systems. Against this background, there is little literature that explicitly addresses the role and justifies the investment of enterprise resource systems particularly, in an emerging country as South Africa. For this reason, this article investigated the role of enterprise resource planning systems in enhancing supply chain performance within the private firms in Gauteng. The article is descriptive in nature and based on a survey approach conducted among supply chain practitioners in Gauteng, South Africa. Data was analysed using descriptive statistics. The principal findings of the study revealed that enterprise resource planning systems significantly contribute in enhancing supply chain decision making, collaboration and a driving enabler within the private firms' performance. These findings provide evidence that the role of enterprise resource planning systems is not a myth, but imperative in influencing supply chain performance in private firms within Gauteng in their business ventures.

Keywords: Enterprise resource planning (ERP) systems; supply chain (SC) and supply chain management (SCM)

THE STATUS OF PUBLIC PRIVATE PARTNERSHIPS (PPP) AT LOCAL AUTHORITIES IN SOUTH AFRICA

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Public Private Partnership (PPP) in South Africa has gained traction as one of the platforms for addressing infrastructure development, service delivery and economic investment at a local government level. PPPs provide the private sector with an opportunity to play a meaningful investment role in growing the economy of the country, while giving credence for government to continue playing the oversight, regulatory and partnership role on key projects emerging from the PPPs. Amidst all the benefits and challenges experienced in PPP implementation, government has registered 159 municipal PPPs with only 4 projects completed and signed off since 2000; and 33 projects currently in preparation phase - registered in terms of Treasury Regulation 16. Unfortunately, 122 projects have exited either through withdrawal, de-registering or just stopped implementation, and no information is publicly available on the reasons why. There is no regulated punitive action to force municipalities to stay on the PPP Programme as this is a voluntary mechanism. This paper is a literature review, presenting the status of municipal PPPs in South Africa, and is intended to serve as a baseline for policy makers, researchers and the private sector to realign and strategically plan for improved implementation of PPPs at municipalities.

Keywords: economic sustainability, local government, local authority,

MUNICIPALITIES, PUBLIC PRIVATE PARTNERSHIP, DERMINANTS OF COST OVERRUNS FOR MEGA CONSTRUCTION PROJECTS

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Mega construction projects are characterised by cost overruns despite project management measures in place. Many studies were conducted to determine the critical success factors for construction projects. This study has identified 9 areas associated with critical success factors, i.e. Project team skills and competency, Financial Management, Resource Management, Contracts management, Project management, Management support and innovation, Stakeholder management, Knowledge management, and Partnerships. On the other hand, other studies were conducted to investigate the determinants of project cost overruns. The top three determinants of the cost overruns are schedule delay, improper planning and scheduling, and frequent design changes. However, there is no study that integrates the determinants of cost overruns with critical success factors across the project life cycle. This study identifies specific critical success factors contributing to poor performance of construction projects and the determinants of the project cost overruns. By developing a conceptual framework that integrates the critical success factors with the project cost overruns during all project phases, this study fills an existing gap in the project management knowledge regarding the lack of understanding of the determinants of cost overruns and associated critical success factors during the life cycle of the project. From practice perspective, the framework will assist project management personnel to determine critical success factors and the determinants of cost overruns to develop better tools to manage projects.

Keywords: Cost overruns, mega projects, critical success factors, construction service delivery, sustainable development.

TRACK 9

Operations and Logistics/Supply Chain/Project Management (including infrastructure development)

Session C1

Tuesday 18 May

AN INTEGRATED PUBLIC-PRIVATE COLLABORATION (PPC) FRAMEWORK TO ENHANCE A COUNTRY'S RESOURCES: A CASE FOR NAMIBIA

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This proposed study aims to explore the development of a PPC framework to enhance the resources of a developing country. Despite endowment of various resources, developing countries face multiple socio-economic challenges such as unemployment, inequality and poverty. Some of these challenges can be averted by productively managing those resources. However, the custody of those resources is usually in the hands of the public sector which lacks the relevant complementary resources that can enhance such value. While the private sector might possess the relevant complementary resources, political and economic institutions are sometimes not set up in a manner that facilitates collaboration that is necessary for the benefit to accrue. Using the basis of social exchange theory, the study aims to determine the extent to which a PPC framework that will be monitored by an agency of public and public representatives can be utilised as a tool for effective management of resources in Namibia.

Keywords: Natural resources, Complementary Resources, Public Private Collaboration, Critical Success Factors, Socio-Economic Challenges, Economic Growth

DERMINANTS OF COST OVERRUNS FOR MEGA CONSTRUCTION PROJECTS

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University of South Africa

Mega construction projects are characterised by cost overruns despite project management measures in place. Many studies were conducted to determine the critical success factors for construction projects. This study has identified 9 areas associated with critical success factors, i.e. Project team skills and competency, Financial Management, Resource Management, Contracts management, Project management, Management support and innovation, Stakeholder management, Knowledge management, and Partnerships. On the other hand, other studies were conducted to investigate the determinants of project cost overruns. The top three determinants of the cost overruns are schedule delay, improper planning and scheduling, and frequent design changes. However, there is no study that integrates the determinants of cost overruns with critical success factors across the project life cycle. This study identifies specific critical success factors contributing to poor performance of construction projects and the determinants of the project cost overruns. By developing a conceptual framework that integrates the critical success factors with the project cost overruns during all project phases, this study fills an existing gap in the project management knowledge regarding the lack of understanding of the determinants of cost overruns and associated critical success factors during the life cycle of the project. From practice perspective, the framework will assist project management personnel to determine critical success factors and the determinants of cost overruns to develop better tools to manage projects.

Keywords: Cost overruns, mega projects, critical success factors, construction

DRIVERS AND ENABLERS FOR THE SUCCESSFUL IMPLEMENTATION OF A SUPPLY CHAIN MANAGEMENT POLICY IN STATE OWNED ENTITIES IN SOUTH AFRICA

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Implementation of the supply chain management policies and procedures is a challenge in the government and in state owned entities. The purpose of this research was to identify the drivers and enablers for the successful implementation of supply chain management policies and National Treasury regulations and guidelines within the state-owned entity environment so as to develop an appropriate framework. An extensive literature was performed that identified possible drivers and enablers. A mixed methods approach was utilised to assess suitability, relevance and practicality of these. The qualitative part focussed on having in-depth interviews with the senior executives who drive strategy implementation within a regulated environment, while the quantitative part focussed on the implementation of the policy (both from supply chain analysts and internal stakeholders). On analysis key drivers were identified, and suitable enablers unpacked. On this basis, a framework is proposed, which is deemed appropriate for successful implementation. The framework provides clarity for deriving supply chain efficiencies within an acceptable governance structure.

Keywords – State Owned Enterprises, South Africa, , drivers, enablers, ethics, governance, , supply chain management policy.

Track 10

Graduate Student Papers

DOES UNIVERSITY GOVERNANCE INFLUENCES BUSINESS STUDENTS' PERCEPTION OF SERVICE QUALITY? EMPIRICAL EVIDENCE FROM GHANA

Clemence Alomenu

In recent times, a serious concern has been expressed about service delivery to students in Ghana's increasingly competitive tertiary education landscape affected by institutional governance. However, to date, this concern has not been empirically tested. Employing the focus group approach, this study explored the influences of university's governance practices on students' perception of university service quality in Ghana. The sample participants in this qualitative study include 27 business students at both public and private university sectors. Using qualitative analysis, a number of themes were identified relating institutional governance influences on student perception of university service quality. The study's theoretical process model displays five factors contributing to the students' perception university service quality; the five factors include decision making process, channels of communication, resource allocation, confidence and trust in authorities and students' relationship with their university. Research findings offer insight for managers and policy makers of universities toward institutional governance factors that would likely lead to improved service quality delivery to students.

Key terms: service quality, university governance, business students, Ghana.

CRITICAL SUCCESS FACTORS FOR ENTERPRISE RISK MANAGEMENT TO IMPROVE PERFORMANCE

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Makgopa F Tshehla

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Enterprise risk management (ERM) is the most popular tool to manage risk within an organisation. ERM is a coordinated program that addresses the impact of organisation objectives, key dependencies, opportunities and interrelated risk. A successful ERM program is fundamental in protecting companies from failure by providing reasonable assurance that significant risks have been reduced. Risks can be reduced through effective controls. When the shareholder, board of directors, management and risk practitioners of companies take an explicit cognisance and appreciation of such a program, they can protect companies from failure and facilitate company's overall performance. This study is a systematic literature review on the Critical Success Factors for Enterprise Risk Management. The literature review identified 14 critical success factors (CSFs) associated with ERM. These CSFs are dependent on the three integrants of ERM, i.e. ERM posture, ERM process and ERM assurance. However, there is no study that integrates ERM program to align the risks from organisational and operational levels. By developing a conceptual framework that integrates the ERM program with the CSFs to preserve organisational value, this study fills an existing gap in the prisk management knowledge regarding the lack of understanding of the ERM program and associated critical success factors applied continuously throughout the value chain of the organisation. From practice perspective, the framework will assist organisations to determine critical success factors and the integrants of the ERM program to develop better tools preserve the organisational value.

Keywords: Enterprise Risk Management, Critical Success Factors

IMPACT OF FUNDING MODELS AND PROCUREMENT MANAGEMENT ON SUSTAINABILITY OF MAJOR STATE OWNED ENTERPRISES IN SOUTH AFRICA

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State-Owned Enterprises (SOEs) are established to meet social and economic goals which, includes economic growth, job creation, enterprise development and innovation. In South Africa, SOEs include Major SOEs that can be partially or fully owned by the government. The Major SOEs are classified as Schedule 2 SOEs and are also referred to as Commercial SOEs. These SOEs have the biggest obligation to effectively manage their finances in order to remain financially self-sustainable. However, most are characterised by poor leadership, mismanagement of funds, debt burdens and constant under-performance. As a result, they no longer contribute effectively to their social, economic and developmental mandates, and thus remain loss-making and over reliant on frequent government bailouts. Many studies have been conducted on the sustainability and performance of SOEs. However, no study was ever conducted on the funding models and procurement management of commercial SOEs in South Africa. Furthermore, studies conducted on commercial SOEs with Private sector participation (PSP) and their likelihood to either outperform or underperform government owned SOEs remain limited. This paper argues that ineffective procurement management practices and funding models are central to the poor performance and financial instability of Major SOEs. As a solution, study used a content analysis research method to develop a conceptual framework, aimed at assisting managers and policy makers when making critical decisions regarding commercial SOEs. The paper concludes that government funding and guarantees should be reserved for developmental objectives and capital investments, while internally generated profits used to fund operations.

Keywords: Financial sustainability, funding models, procurement legislations, procurement management, State owned enterprises (SOEs)

COMPARISON OF THE APPROACH OF AFRICAN AND EUROPEAN STUDENTS TO ENTREPRENEURSHIP

Denisa Skrbková
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Technical University of Liberec, Czech Republic

Even though the business environment in developed and developing countries is fundamentally different, private small-and-medium-sized businesses are generally considered as the key components for fuelling economic development and growth. According to results of the Global University Entrepreneurial Spirit Students' Survey (GUESSS) 2016, university students in developing countries are more interested in entrepreneurship and entrepreneurial careers than those from the developed ones (Rydvalová et al., 2017). Nevertheless, no African country was included in the research sample. The objective of this survey is, therefore, to examine whether African university students are interested in entrepreneurship more than their colleagues from European universities. By using a huge amount of quantitative data, gained from the GUESSS, 2018, this paper compares the approach of the students to business. By testing a couple of hypotheses based on extensive literature sources, the existence of the dependence between the student's approach to the "entrepreneurship" and their "place of origin" has been proved. In general, we can confirm the results from Rydvalová et al. (2017) and claim that the interest in entrepreneurship and entrepreneurial careers is higher in developing countries including African countries, than in the developed ones.

Keywords: entrepreneur, developed countries, developing countries, family business, motivation, university students.

Track 12

Special Sessions (China-India Africa Relationships, Transferrable Corporate Experiences in Emerging Markets etc.)

Session C4

Tuesday 18 May

HOW CAN WE DEVELOP AFRICAN ORGANIZATION THEORIES BY DRAWING ON THE ANTHROPOLOGY OF AFRICA?

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African management and organization studies have to date been dominated by prescriptive writings that argue for how things “ought to be viewed” rather than how things “are viewed” (Nkomo, 2011). Theories, however, are most often built upon a corpus of descriptive inquiries that accurately document the views, practices, and relationships that are relevant to the phenomenon under study. As the oldest of social science disciplines, anthropology has for long pursued a mandate of “thick description” (Geertz, 1973), and there is already a rich literature on anthropology of Africa. I argue that this literature can serve as a springboard for developing African organization theories, i.e. theories rooted in how people in different regions of Africa understand collective goals and structures, and they go about cooperating and coordinating their activities. I illustrate the fruitfulness of this approach by drawing on few ethnographic studies of Africa.

HYBRID MANAGEMENT SYSTEMS IN AFRICAN ORGANIZATIONS AS A SOURCE FOR NEW THEORY DEVELOPMENT

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MacEwan University, Canada

Sawlat Zaman,
Newcastle University, UK

Suhaer Yunus,
University of Lincoln, UK

In an attempt to understand predominant management systems in African organizations and develop theoretical postulations to explain these management practices, we turn to the concept of hybrid management practices (Adams, Nyuur, Ellis, & Debrah, 2017; Horwitz, Kamoche, & Chew, 2002; Newenham-Kahindi, Kamoche, Chizema, & Mellahi, 2013; Venter, 2012; Yahiaoui, 2015). Hybrid management practices (HMP) is conceptualized as a fusion of Western, Eastern, and Southern management practices shaped by differing cultural, organizational and national institutional contextual influences within African organizations (Chika-James, Zaman, & Yunus, 2018). Researchers have traced back the formation of HMP to different periods in precolonial, colonial, and post-colonial eras, when Western management procedures, practices, and values were introduced into African organizations (Budhwar & Debrah, 2001; Jackson, 2011). The HMP have persisted to date through a combination of factors including the Western management education, the internationalization of multinational firms from Europe, America, and Asia, as well as the entrance of African firms into emerging and developed economies (Imaralu, 2013; Jackson, Louw, & Zhao, 2013; Omokaro-Romanus, Anchor, & Konara, 2019). This insinuates that management procedures and practices in African organizations are neither Western, Eastern, or Southern. Thus, to theorize African management and organization, we argue that scholars explore and incorporate the distinct approaches of HMP within African organizations. In this session, we discuss some aspects of the management practices in the literature on HMP that connotes African values, behaviour, and identity, as well as some other practices that seemingly differ. The aim is to modify or develop indigenous theories to explain African management and organization.

KNOWLEDGE SHARING BASED ON ALTERNATIVE COMMUNICATION TOOLS IN CONTEXT OF REPORTING BACK OR RESTITUTION OF RESEARCH RESULTS TO SURVEYED POPULATIONS IN WEST AFRICA

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MacEwan University, Canada

Nathalie Mondain,
University of Ottawa, Canada,

Abstract: For several years now, social scientists have been faced with increasingly ethical issues in their research, especially when this is often the case with vulnerable social groups. Beyond the dimensions of free and informed consent, confidentiality and anonymity, the question of the return of results is an imperative as certain groups like African populations are subject to a large number of studies with or without intervention. Restitution leads us to question who to return it to and how to restore intelligible scientific information to a ‘neophyte’ audience: this is the whole question of the communication tools to be mobilized. Restitution or reporting back research results therefore comprises a twofold dimension of communication of the interactions and roles of the actors in relation to the research object on the one hand, and the pedagogical transmission of knowledge on the other. In this session we’ll focus on inquiring about how ideas around alternative communication tools can inform pedagogies of research results’ return to support knowledge sharing of scientific studies in West Africa. We will discuss preliminary results of our exploratory study in identifying and designing the appropriate communication tools (theatre, commented slide show and question-answer period) as means to facilitate knowledge sharing in a context of restitution between different actors in research processes (Mondain et al, 2016; Hertich et al, 2011). We consider that such an approach makes it possible to go beyond the sole perspective of respecting ethical, limitative and prescriptive principles, in order to adopt self-determination from Social Work perspective which we assume will enact paths towards the development of a theory of Indigenisation (Ouedraogo et al, 2019) in the organization of research in targeting holistically outcome (usefulness) of all the study. Our perspective is that we think it is essential to insist on the need to include restitution in any research process, not as a final, often residual stage (if time and money permit), but as part of the research objectives and must therefore be thought and adjusted throughout the duration of the research (de Sardan, 2014).

COOPERATIVES, COLLECTIVES, AND RECLAIMING CULTURE: ASSESSING COLONIAL LEGACIES IN CRAFT PRODUCTION

Katie Biittner
MacEwan University, Canada

Ethnoarchaeological work on basket making in the Iringa Region, Tanzania seeks to illuminate the longevity of this technological tradition. Working with living weavers, however, has highlighted the enduring colonial legacies, which shaped and continues to inform policies and practices around "craft" production and the organization of women's labour. In this session, I examine how archaeological and anthropological theory can inform and support women's empowerment movements that are linked to productive activities and how emerging "best practices" can also serve to support cultural heritage. I also discuss how studying basket making in Tanzania can inform how we theorize the social organization of economic activities.

INSIGHTS FROM THE AFRICAN INFORMAL ECONOMY FOR INDIGENOUS THEORY DEVELOPMENT

Noufou Ouedraogo
MacEwan University, Canada

The informal sector accounted on average for 42.9% of the economies of 41 African countries during the period 2007-2013 (Abid, 2016). It is therefore a significant portion of the economy of most African countries. In fact, according to the International Labour Organization (2015), the informal sector accounts for 66% of total employment in Sub-Saharan African countries. However, management scholars rarely study businesses in this sector for a number of reasons, including the difficulty to theorize on something as elusive as informality. I argue that management theory development in Africa ought to start from the lived realities of most African people, and therefore, research on the informal sector is necessary. Thus, I call for management theory development of the informal sector in the African context. Studying informality from different lenses and, developing a strong theoretical understanding of the informal business sector in Africa would provide the frameworks, tools and methodologies for subsequent practical and empirical studies, which would lead to effective policy development to support this sector.

Track 14

Covid-19 and Business in Africa

Session B3

Tuesday 18 May

CULTURE AS A DETERMINANT OF HEALTH SEEKING BEHAVIOR AMONG NIGERIAN AMERICANS

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The purpose of this qualitative study is to understand how cultural ties and ethnic behaviors influences healthcare knowledge and access to the U.S. healthcare system among Nigerian American Immigrants in the Chicago area. The conceptual framework incorporated two theoretical constructs as a guide for this study: acculturation and culture. Both acculturation theory and culture theory were combined to investigate how these factors impact access to health care services sought and received. The problem addressed is that culture and ethnic behaviors may be contributing to the lack of knowledge and access to healthcare among Nigerian-American immigrants in Chicago (Ibe-Lamberts et al., 2017). Nigerian immigrants' lack of knowledge about the U.S health care systems and their access may have influenced the effectiveness of medical treatments. Findings in this research contribute in bridging the gap in literature and principles of immigrant health maintenance.

IS THE AFRICAN HEALTHCARE SEEKING AND DELIVERY PARADOX A CONUNDRUM IN THE ERA OF GLOBAL PANDEMIC?

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It is customary for many African when ill to seek first faith based – prayers, consultations with Religious leaders, then seek traditional or native remedies- herbs, roots, rituals, consultation with native doctors and herbalist and lastly go to conventional osteopathic remedies as a last resource. Even at that point, hospitalization and medical treatment are usually combined with faith and traditional based therapies. Preventive care to most people is a western healthcare concept and only practiced by few elites. This paper contributes an insight to this form of healthcare seeking and delivery behavior which is peculiar to the continent of Africa. It looks at the genesis and cultural factors that have catalyzed this system and discusses the implications of this paradox to the contemporary societies, quality of healthcare and life and the anticipation, readiness, and containment of any global or local pandemics.

AFRICANS, MYTHS, SUPERSTITIONS AND HEALTH SEEKING BEHAVIOR IMPLICATIONS ON THE CONTAINMENT OF COVID-19

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The premises of this paper is that Africans, though deeply religious, are very superstitious. These beliefs in superstitions and myths cut across all regions, ethnicities, people, tribes, groups and societies in Africa; and play serious roles in everyday decisions of Africans. These include health decisions and behaviors that are based on superstitions and myths related to sorcery, fetishism (Durojaye E et al (2014), maraboutism (Ojua T.A.(2013), witchcraft, astrology, oneiromancy, necromancy, omens or prognostics of future events, religious beliefs, cultural superstitions, taboos etc. According to Tenkorang, E. Y. (2011), Myths and superstitions are central to many African conceptions of illness, disease causation and etiology; and by extension, health seeking-behaviours. Various anthropological studies and body of evidences have alluded to theoretical links between superstitions, myths and health-seeking behaviours of Africans. (Mulemi, B.A. & Ndolo, U. M. (2014); Sarfo, I. A. (2015); Sarki, A. M., & Roni B.L. (2019); Dissa, Y. et al (2017)) . This research is aimed at contributing an insight to the literature on the relationships between myths, superstitions and African's health seeking behavior. It constructs a linkage between African health seeking behavior and public perception, policy decisions, attitudes and the management and containment. The paper is albeit, based on the contemporary literature review, secondary data, and direct observation of the investigator, focusing on X-raying how superstitions and myths go a long way in determining the health seeking behaviors and community health decisions of Africans.