

Third Biennial Conference on African Firm Strategies, Consumer Marketing and Society

Conference Chair: **Dr. Omar J. Khan**, Morgan State University  
with Program Chairs: **Dr. Haiyan Hu**, Morgan State University,  
**Dr. Wheeler R. Winstead**, Howard University and **Prof. Jean T. Wells, Esq., CPA**, Howard University

**November 6-7 (Mon-Tues), 2023**

2023

**OUT OF  
(AND INTO)**

**AFRICA**

*Conference*

**PROGRAM**



CENTER FOR  
AFRICAN STUDIES  
HOWARD UNIVERSITY



Centers For International Business Education & Research  
**CMCC**  
CONSORTIUM FOR MINORITY-SERVING  
INSTITUTIONS & COMMUNITY COLLEGES

# CONFERENCE PROGRAM

**Third Biennial “Out of (and into) Africa” Conference:  
African Consumer Marketing, Firm Strategies and Society**  
(Sponsored by: Morgan State University, CIBER-CMCC, and Howard University)

**Date: November 6-7 (Monday-Tuesday), 2023**

**Venue: Online (via [Zoom](#))**

**Conference Chair: Dr. Omar J. Khan, Morgan State University (omar.khan@morgan.edu)**

**Register for Conference here: [bit.ly/Afri-capitalism23](https://bit.ly/Afri-capitalism23)**

Following success of the Inaugural “Out of (and Into) Africa” conference - International Symposium on African Consumer Marketing and Firm Strategies - which was held in person at the Graves School of Business and Management, Morgan State University, Baltimore in 2018, and then the outstanding success of our second conference (virtual) in 2021, we are now excited to launch the third edition of our “Out of (and Into) Africa” conference series. We received interesting and insightful submissions leading to strong selected papers and panels. Now, we are proud to present the full program for the third “**Out of (and into) Africa**” conference!

We ask that all participants (authors, panelists, guest speakers and audience members) [please register immediately](#). **Registration is quick and free of charge.** Register above at the bit.ly link.

We hope to make this third edition of the “Out of (and Into) Africa” series an even more successful event than the first two, and look forward to productive contributions by all!

**Please note: All times are United States EST (Eastern Standard Time – United States) and don’t forget U.S. daylight savings time ends day before our conference.**

## Join actual conference (Webinar) here:

<https://morganstate.zoom.us/j/94549697064?pwd=ZUFLSE9JV3pib21MTEJkdTU4YjVjZz09>

***Disclaimer:*** By presenting at this virtual conference, you are consenting to your presentation being recorded and archived. Sections of the recording may become part of short promotional videos shared widely. If you wish to OPT-OUT of being recorded, please message or email the Conference Chair immediately.

# MONDAY, NOVEMBER 6, 2023

- 8:00am - 8:30am **Conference Opening:** Conference Chair and Program Chairs - Introduction to the “Out of (and into) Africa” biennial conference series
- 8:30am - 8:45am Welcoming remarks by university administration at Morgan State University and Howard University.
- 8:45am-9:00am Opening remarks by the United States Department of State
- 9:00am - 9:30am **Plenary:** *Africapitalism Now* by Dr. Omar J. Khan and Dr. Wheeler R. Winstead
- 9:30am - 10:15am **Keynote Speaker:** President and Group CEO of Transnational Corporation of Nigeria, Dr. Owen Omagiafo
- 10:15am - 10:30am *Virtual Coffee Break/Networking*
- 10:30am - 11:00am **Presentation** by Abel Sanchez-Hermosilla (Co-Founder, StoryMaking 4 Good & Brands, Agencies, and Sustainability Innovation at HP) “*Storymaking for Good: The Co-Creation Concept - How Co-Creation Can Drive Growth, Delight Consumers, & Benefit Our Planet*”
- 11:00am - 12:00pm **PANEL:** Moderated by Fatimah Ishola-Lemomu. Morgan State University  
**“Women in Business: Driving Economic Empowerment in Africa”**  
  
**Panelists:** Mary-Jane Ohobu (COO, Zaron Cosmetics); Somachi Chris - Asoluka (CEO, Tony Elumelu Foundation); Colette Amaeshi (MD, Pulse Ghana) and Gwyneth Gyimah (CEO/Founder, Hair Senta)
- 12:00pm - 1:00pm **Presentations of Selected Research Papers**  
**CONSUMER MARKETING TRACK:**  
 Dr. Haiyan Hu, Chair, with Ifyeanyi Ajaebili, Discussant.

	<b>Research Paper Title</b>	<b>Author and Affiliation</b>
1	Unlocking African e-commerce: Understanding consumer experiences and systematic barriers	Caitlin Osei, Loyola University Chicago, USA
2	Employee-focused CSR and employee citizenship behavior: The mediating role of person-organization fit	Israel Kpekpena, Ghana Institute of Management and Public Administration (GIMPA), and Atia Alpha Alfa, University of Professional Studies, Accra (UPSA), Ghana
3	Advancing research on innovation in Sub-Saharan African tech hubs	Simon Zufle, Reutlingen University, Germany

- 1:00pm - 1:30pm **Presentation** by Benet DeBerry-Spence (Professor/Chair, Marketing Department, University of Illinois-Chicago) “*Consumer and Designer Brands in Africa*”
- 1:45pm - 2:15pm: *Virtual Lunch Break/Networking*

## MONDAY, NOVEMBER 6, 2023

2:15pm - 3:15pm

**PANEL:** Moderated by Temitope Ajibola, CEO, Timeless Venture Group  
**“Tech Entrepreneurship and its role in catalyzing Africa’s growth”**

**Panelists:** Kwadwo Owusu-Agyeman (CEO, Paystack Ghana); Odunayo Eweniyi (Co-founder/COO Piggyvest); Tatenda Farusa (Founder, Imalipay); and Luke Mostert (Head of investments & Principal at Future Africa)

3:15pm - 4:15pm

**Presentations of Selected Research Papers**

**FIRM STRATEGY TRACK:** Dr. Omar J. Khan, Chair, with Marcelius Lewis, Discussant.

	<b>Research Paper Title</b>	<b>Author and Affiliation</b>
1	EM Firm Path-Breaking Approach to Internationalization	Juliet Orirafo, North Carolina A&T State Univ, USA
2	Effective resolution of employer and employee’s crises: A lesson from Nigeria	Samuel Iroye, National Open University of Nigeria
3	Founders’ identity and international business opportunity recognition: A study of Ghanaian women’s international micro businesses	Richard Owusu, Linnaeus University, Sweden

4:15pm – 4:30pm

*Virtual Coffee Break/Networking*

## TUESDAY, NOVEMBER 7, 2023

8:00am - 9:00am

**Plenary Talks:** The African Opportunity, Led by Stanley L. Straughter, Chairman, African and Caribbean Business Council; Prof Hakeem Tijani, Morgan State University; & Oyinkansola Oni, Executive Director, Hayes.

9:00am - 10:00am

**Presentations of Selected Research Papers**

**SOCIETY & INSTITUTIONS TRACK:**

Dr. Wheeler R. Winstead and Prof. Jean T. Wells, Co-Chairs, with Ali Alshehri, Discussant.

	<b>Research Paper Title</b>	<b>Author and Affiliation</b>
1	Five axioms on China’s enterprises in Africa: Public policy implications	Abhijit Roy, Howard University, USA
2	The impacts of knowledge transfer through university-business linkages on international business competence: Evidence from sub-Saharan African business schools	Christopher Boafo, Leipzig University, Germany
3	Manufacturing and marketing hubs: Mature technologies, education & training, and joint ventures for grassroots fast economic development	Zafar A. Bokhari, Chicago State University, USA

## TUESDAY, NOVEMBER 7, 2023

- 10:00am - 11:30am **PANEL:** Moderated by Jean Wells, Howard University  
“Impact of US/African Educational Partnerships on Students, Faculty/Administrators Business”
- Panel Participants:** Dr Bob Wekesa, Wits University (South Africa); Dr Phiwokuhle Mnyandu, Howard University; Dr Curtis Kidd, Howard University; Hakeem Ibikunle Tijani, Morgan State University; and Mourad Dakhli, Georgia State University.  
**Discussant:** Michael Oyenuga (Associate Professor, Woxsen University)
- 11:30am - 11:45am *Virtual Coffee Break/Networking*
- 11:45am - 12:45pm **PANEL:** Moderated by Ebi Awale & Dami Sofowora, Morgan State University  
“Building Successful African Businesses: Lessons from Young Entrepreneurs”
- Panelists:** Iyinoluwa Samuel Aboyeji (Founder, Future Africa); Nela Duke Ekpenyong (Partner, Ingressive Capital); David Wachira (Co-founder & CEO, Waya); Jade Oyateru (Co-founder & Coo, Uncover); and Adeleke (Ade) Omitowoju (Principal, 1863 Ventures)
- 12:45pm – 1:30pm **Final Session:** Afrosophia & Linguistic Capital: Celebrating Africa’s Languages – , Led by Dr. Anita Pandey and Dr. Zekeh Gbotokuma, Morgan State University
- 1:30pm – 1:45pm Closing Remarks by Conference Chair and Dean, Graves School of Business & Management, Morgan State University
- 1:45pm - -2:00pm *Virtual Coffee Farewell/Networking*
- 2:00pm **End of Conference**

---

**Program Manager:** Fatimah Ishola-Iemomu, Morgan State University  
**Technology and Graphics Specialist:** Ania Ueno, Howard University  
**Webpage Developers:** Fatimah Ishola-Iemomu (Morgan State University) and Ania Ueno (Howard University)

[morgan.edu/sbm/africainconference](https://morgan.edu/sbm/africainconference)  
[cfas.howard.edu/3-OutofAfrica](https://cfas.howard.edu/3-OutofAfrica)