# 6th Africa Business and Entrepreneurship Conference

## Conference Program

### APRIL 16, 2015

**Africa Business Forum**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>3:00-3:30</td>
<td>Registration (Free for Conference Registrants)</td>
<td>Milton Room, Room 411, Saliha J. Loucif, Senior International Trade Specialist, Office of Africa, International Trade Administration, Global Markets, U.S. Department of Commerce</td>
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<tr>
<td>5:30-7:00</td>
<td>Networking</td>
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### APRIL 17, 2015

**Whitman School of Management**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>8:00-8:30</td>
<td>Breakfast and Registration</td>
<td>Whitman School of Management, Flaum Grand Hall, 1st floor</td>
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<td>8:30-8:45</td>
<td>Opening Remarks</td>
<td>Room 202, Peter Koveos, Director, Kiebach Center for International Business Studies &amp; Africa Business Program, Whitman School of Management, Professor of Finance, Kenneth A. Kavajecz, Dean, Whitman School of Management</td>
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<td>8:45-9:45</td>
<td>Opening Keynote Address:</td>
<td>Room 202, Horace G. Campbell, Professor of African American Studies and Political Science, Syracuse University, and Visiting Professor, School of International Relations, Tsinghua University, Beijing</td>
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<td>9:45-10:00</td>
<td>Coffee Break</td>
<td>2nd Floor</td>
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9:57  Group Photo
Flaum Grand Hall

10:00 – 12:00  Paper Presentations Sessions
Room 202  Session 1: Entrepreneurship and Market Development

1. “Gray Matters in the Growth of Markets” by Valentina Assenova and Olav Sorenson, Yale University

2. “Transforming sub-Saharan African Countries from Aid Recipients to Wealth Creators: A Construct of Creative Capitalism” by Constant Beugré, Delaware State University; David Zoogah, Morgan State University; and Moses Acquaah, University of North Carolina at Greensboro.


12:00-1:00  Luncheon
Olsten Café
Whitman School of Management

1:00 – 2:45  Panel Discussion: Entrepreneurship Education in Africa
Room 202

First Presentation: “Entrepreneurship Training Programs in Sub-Saharan Africa: Case Studies in Kenya, Ghana, and Mozambique” by Alicia Robb, Kauffman Foundation; Alexandria Valerio, World Bank; and Brent Parton, National Governors Association

Second Presentation: “Business Education in Africa: Implications for Future Research” by Lutisha Vickerie, Rutgers University

Moderator: Ben Amoaku-Adu, Wilfrid Laurier University
Panelists:

1. Brent Parton, National Governors Association
2. Lutisha Vickerie, Rutgers University
3. Minet Schindehutte, Syracuse University

2:45-3:00 Coffee Break
2nd Floor
Whitman School of Management

3:00–4:20 Paper Presentation Sessions
Room 202 Session 2: Social Entrepreneurship I

1. “Building Entrepreneurial Ecosystems in Sub-Saharan Africa: An Integrative Model” by Constant Beugré, Delaware State University

2. “Success Stories of Social Entrepreneurship in Africa: Comparing South Africa and the Rest of Sub Saharan African” by Edward Bewayo, Montclair State University


4:30–6:00 Paper Presentation Sessions
Room 202 Session 3A: Business initiatives

1. “VCU French West Africa Project: Languages for Business and Entrepreneurship” by Patricia Cummins, Virginia Commonwealth University

2. “Public Service Delivery in Kenya” by Irene Ngunjiri, Strathmore University, Nairobi, Kenya

3. “Information Technology and Fiscal Capacity in a Developing Country: Evidence from Ethiopia.” Merima Ali, Chr. Michelsen Institute (CMI) Norway, Bergen and Syracuse University; Abdulaziz Shifa, Syracuse University; Abebe Shimeles, African Development Bank and Firew Woldeyes, Ethiopian Development Research Institute
4. “Implications of Customer Service on Customer Lifetime Value in Tourism” by Arvinlucy Onditi, Jaramogi Oginga Odinga University of Science and Technology, Bondo, Kenya

Room 002  
**Session 3B: Evolution de l’entrepreneariat en Afrique**


2. “Les freins au développement des PME camerounaises: Qu’en pensent les entrepreneurs camerounais?” by José St-Pierre, Luc Foleu, Georges Abdul-Nour and Serge Nomo, Université du Québec à Trois-Rivières, Canada

3. “La microfinance communautaire: utopies d’hier, réalités d’aujourd’hui et promesses de demain. Etudes comparatives en milieu rural au Mali” by Mamadou Diallo, USSG, Bamako, Mali

6:30 – 8:00  
**Dinner**  
Genesee Grande Hotel

**APRIL 18, 2015**

8:00 – 8:30  
**Breakfast**  
Milton Room

8:30 – 10:00  
**Paper Presentation Sessions:**

Room 202  
**Session 4: African Markets and Foreign Direct Investment**


2. “Human capital endowment and foreign direct investment in Africa” by Teresia Kaulihowa and Charles Adjasi, University of Stellenbosch, South Africa

10:00– 11:130  
**Paper Presentation Sessions**

**Room 202**  
**Session 5: Social Entrepreneurship II**


2. “Social resources and enterprise success among micro and small women entrepreneurs in Uganda” by Celestine Katongole, Makerere University Business School and John C. Munene, Makerere University Business School

3. “Factors affecting the formation of social entrepreneurial intentions among Egyptian students” by Yara Yehia, Faculty of Commerce, Cairo University, Giza, Egypt


11:30-1:00  
**Paper Presentation Sessions**

**Room 202**  
**Session 6: Environnement Economique et l'Entrepreneuriat**

1. “Gouvernance, investissements et croissance économique dans l'UEMOA” by Alexis Abodohoui, Gildas K. Magbonde and Charles Fahinde, Université d'Abomey Calavi, Benin

2. “Intermédiation financière et prise de risque par les banques de l'Union Economique et Monétaire Ouest Africaine” by Fatimatou Bizo, Université de Tahoua, Niger

1:00 – 2:00 Lunch
Milton room

Meet the Editors

1. Hugh Dang, Managing Editor, Transnational Corporation Review.

2:00-3:00 Business Meeting
Milton room

Africa Business and Entrepreneurship Research Society