Thursday 19 May 2016 Africa Business Forum

3:00 - 3:30 pm  **Registration** (Free for Conference Registrants)
Milton Room, Room 411

3:30 - 5:30 pm  **Doing Business in Africa**
Milton Room, Room 411


**Panelists:**

- **Saliha J. Loucif**, Senior International Trade Specialist, International Trade Administration, U.S. Department of Commerce
- **Lezanne de Konig**, Marketing Manager, Welch Allyn South Africa (Pty) Ltd
- **Charles Radier**, International Trade Specialist, Empire State Development and Global NY
- **Steven King**, Executive Director, Central New York International Business Alliance

5:30 - 7:00 pm  **Welcome reception, Networking**
Milton room
Friday 20 May 2016

8:00 – 8:30 am  Breakfast and Registration
Whitman School of Management, Milton Room

8:30 – 8:45 am  Opening Remarks
Room 404
  • Issouf Soumaré, Vice-President Program ABERS and Professor at the Faculty of Business Administration, Laval University (Canada)
  • Pierre Yourougou, Executive Director ABERS and Professor at Whitman School of Management, Syracuse University
  • Peter Koveos, Director, Kiebach Center for International Business Studies & Africa Business Program, Whitman School of Management, Syracuse University, Professor of Finance, & President of ABERS
  • Kenneth A. Kavajecz, Dean, Whitman School of Management, Syracuse University

8:45 – 9:45 am  Opening Keynote Address: “Private Sector Development in Africa: Key Lessons of Experience”
Room 404
  • Moderator: Prof. Peter Koveos, President ABERS and Director, Kiebach Center for International Business Studies & Africa Business Program, Syracuse University
  • Speaker: Dr. Steve Kayizzi-Mugerwa, Visiting Fellow at Cornell University (USA) and Adjunct Professor at the University of Cape Town (South Africa). Former Acting Chief Economist and Vice President at the Africa Development Bank

9:45-10:00 am  Coffee Break
Milton Room

9:55 am  Group Photo
Flaum Grand Hall

10:00 – 12:00 pm  Paper Presentations Sessions

  • Session 1A: Public policies and entrepreneurship development
Room 404
    • Moderator: Nizar Becheikh, Associate Dean for Graduate Studies and Research Associate Professor of Strategy & Innovation Management, School of Business, The American University in Cairo
    • Presentations
      1. Évaluation du climat des affaires des PME en Afrique, Gaston Logoue Gohou and Aimee Usanase, CESS Institute, Canada
      2. Review of Government Policies that Fosters Entrepreneurship Activities in Rwanda, Etienne Musonera, Mercer University
      3. Doing Business in Africa: Public Policy options for creating business enabling environment Cellulant Co. LTD and the growth enhancement support scheme in Nigeria, Emily Mwendwa Mutea, Strathmore University
      4. Economic Implications of Generator Usage in Residential Buildings, The Onitsha Scenario, Nwadiolor Johnpatrick Chinaewubeze, Chukwuemeka Odumegwu Ojukwu University, Uli
5. Business Registration and Country's Expectation: What's the reality in Tanzania, George Christopher Madoda, Aid for trade logistics

- **Session 1B: Entrepreneurship and economic environment**  
  **Room 402**
  - Moderator: Constant Beugre, Delaware State University
  - Presentations:
    1. Les Effets Economiques et Sociaux de L'entrepreneuriat et de la Creation d'entreprises analyses dans le cadre d'un modele d'appariement cas du Maroc, Abdelaziz Elabjani and Abdelhadi Grine, Faculte de Droit et d'Economie Universite Cadi Ayyad de Marrakech, Morocco
    2. Les Cluster Au Maroc: Une Nouvelle Perspective de Developpement Entrepreneuriel et territorial, Abdelaziz Elabjani and Loubaba Rafi, Faculté de Droit et d’Économie, Universite Cadi Ayyad de Marrakech, Morocco
    3. Doing Business in Africa: Public Policy Options For Creating Business Enabling Environment, Dr. Patrick N’Gouan, CIRES (Centre Ivoirien de Recherches Economiques et Sociales), Ivory Coast
    4. Le profil du dirigeant et la prise de décision : cas des PME Marocaines, Mohamed BINKKOUR, Faculté des sciences juridiques économiques et sociales, Université IBN ZOHR, Agadir – Morocco

12:00-1:00 pm **Luncheon**  
Whitman School of Management, Milton Room

1:10 – 2:20 pm **Second keynote address: “Entrepreneurship Bottlenecks in the African Context”**  
**Room 402**
  - Moderator: Ben Amoako-Adu, Professor at School of Business and Economics, Wilfrid Laurier University (Canada)
  - Speaker: Prof. Waswa Balunywa, Principal, Makerere University Business School, Uganda

2:30–4:00 pm **Paper Presentation Sessions**

- **Session 2A: Entrepreneurship education**  
  **Room 402**
  - Moderator: Steve Kayizzi-Mugerwa, Visiting Fellow at Cornell University (USA) and Adjunct Professor at the University of Cape Town (South Africa)
  - Presentations:
    3. Differentiation and Higher Education in Developing African Countries: A Strategic Program, James Katzenstein, William David Brice and Thomas Norman, California State University, Dominguez Hills
4. Enhancing Business Education in sub-Saharan Africa: The Role of AACSB, Constant Beugre, Delaware State University

• **Session 2B: Social Entrepreneurship**  
  **Room 404**  
  o Moderator: **Diana Nandagire Ntamu**, Makerere University Business School, Uganda
  o Presentations:
    1. Social Business Model: a grounded conceptualization, Mohamed Bazi, National School of Management and Business - Ibn Zohr University - Agadir - Morocco
    2. Exploratory essay of the Social entrepreneurship ecosystem in Morocco, Meryem Kabbaj, Universite Hassan II – Casablanca, Jamal Elamrani, ENCG Settat - University of Hassan 1st, Morad Lemtaoui and Khalid El Ouazzani, Universite Hassan II - Casablanca
    3. L'entrepreneuriat Social: Une affaire de contexte, Salma Idrissi Boutaybi, Ecole Nationale de Commerce et de Gestion, Settat, Maroc (to be presented by Jamal Amrani)
    4. Non-Governmental Organizations and Social Entrepreneurship in Niger State, Nigeria, Mercy Modupe Adeyeye, Deborah Chukumaka Agu-Ogege and Abdul Azeez Adeiza Daniya, Federal University of Technology, Minna, Niger State, Nigeria
    5. From political independence to economic emancipation: Reseeding Africa with Entrepreneurship - A strategy of economic development, Joseph P. Eshun, Jr., Department of Business Management, East Stroudsburg University, East Stroudsburg, PA, USA

• **Session 2C: Family and youth entrepreneurship**  
  **Room xxx**  
  o Moderator: **Gaston Logoue Gohou**, CESS Institute, Canada
  o Presentations:
    1. Development of student's entrepreneurial spirit: Moroccan Case, Hanaa Benchrifa, Amina Asli and Jaouad Zerrad, Hassan 1st University/ENCG SETTAT, Morocco
    2. Promotion de l'entrepreneuriat des jeunes au Burkina Faso: Etat des lieux, Odette Konkobo, Universite Aube Nouvelle, Burkina Faso

4:00-4:15 pm  
**Coffee Break**  
Milton Room

4:15–6:00 pm  
**Paper Presentation Sessions**

• **Session 3A: Women and rural entrepreneurship**  
  **Room 402**  
  o Moderator: **Waswa J. Balunywa**, Makerere University Business School, Uganda
  o Presentations:
    1. How social enterprise is changing lives of women, a case of KASONET, Diana Nandagire Ntamu, Makerere University Business School, Uganda
2. Women Entrepreneurship in Africa, Nermine Atteya, Ph.D., School of Business, SUNY-Oswego, Oswego, NY
3. High-growth orientation of South African women entrepreneurs in property development industry, Zothile Fikiswa Mabusela, Wits Business School, Johannesburg, South Africa
4. The Impact of Entrepreneurial Empowerment Development Program on Youth Unemployment in Katsina State, Nigeria, Dr. Muhammad Yusuf, Umaru Musa Yaradua University Katsina, Nigeria
5. Rural entrepreneurship and value creation: an analysis of its dynamics in manufacturing industry in Tanzania, Jasinta Msamula, Wim Vanhaverbeke, Hawa Tundui, School of Business, Mzumbe University, Mzumbe-Morogoro, Tanzania

• **Session 3B: International markets and African businesses**
  Room 404
  o Moderator: **Saliha J. Loucif**, Senior International Trade Specialist, International Trade Administration, U.S. Department of Commerce
  o Presentations:
    1. Examining Adaptation Strategies of African Immigrant Entrepreneurs in China: An Exploratory Study in Guangdong, Abdoulkadre Ado, University of Ottawa, Canada, Elie Chrysostome, State University of New York at Plattsburgh, Zhan Su, Laval University, Canada
    2. Chinese Entrepreneurship in Africa: A Framework and a Typology of Entry Strategies, Abhijit Roy, University of Scranton
    3. Can intellectual property rights protection be source of growth in Africa, Sassire Napo, Togolese Revenue Authority, Jean Joel Ambagna, University of Paris 2 Pantheon-Sorbonne
    4. Exploring the Link between Exchange Rates and the Prices of Primary Export Commodities: The Case of US-Liberian Dollar Exchange Rate, George P. Gonpu and Ciana Hamlett, Anisfield School of Business, Ramapo College of New Jersey
    5. Foreign Direct Investment, Foreign Aid and Income Inequality in Selected African and South American Countries, Basu Sharma and Joe Abekah, Faculty of Business Administration, University of New Brunswick, Fredericton, Canada

6:30 – 8:00 pm   **Dinner**
Sheraton Syracuse University Hotel
Saturday 21 May 2016

8:00-8:30 am  Breakfast
Milton Room

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

• Session 4A: Business financing and microfinance
  Room 402
  o Moderator: Ben Amoako-Adu, Professor at School of Business and Economics, Wilfrid Laurier University (Canada)
  o Presentations:
    2. The influence of entrepreneurial competencies of micro clients on loan repayment in microfinance institution: a case study on uniCredit Ghana, Daniel Agbeko, Vincent Blok, Dr. Gerben Van Der Velde and Prof. Onno Omta, Wageningen University, Hollandseweg, Netherlands
    3. How microfinance impacts on entrepreneurship development in Côte d’Ivoire post conflict?, Olivier Zohore Koudou, Universite Felix Houphouet Boigny d’Abidjan, Ivory Coast

• Session 4B: Innovation and entrepreneurship
  Room 404
  o Moderator: James Katzenstein, California State University, Dominguez Hills & Executive Director HealthSpan International Foundation
  o Presentations:
    1. Innovation system in Algeria: performance and development prospects, Ait Atmane Foudil and Achouche Mohamed, University of Bejaia (Algeria)
    2. Comment Detecter la Fraude Dans Les Reseaux de telecommunication par l’approche "Data Mining”? Cas d’une societe de telephonie mobile au Cameroun, Sassire Napo, Togolese Revenue Authority, Jean José Rakotoasimbola, National Institute of Statistics (Madagascar)
    3. Engaging the African diaspora to improve healthcare on the continent-A case of crowd-sourced telemedicine, Pratap Kumar, Institute of Healthcare Management, Strathmore Business School, Nairobi, Kenya

10:00-10:15 am  Coffee Break
Milton Room

10:15 – 11:45 am  Paper Presentation Sessions
• Session 5A: Informality and business development
  Room 402
Moderator: Peter Koveos, Whitman School of Management, Syracuse University

Presentations:
1. Entrepreneurial orientation of small firms in the informal sector in developing economies: Empirical evidence from Benin, Ahoudou Waliou Yessoufou, Vincent Blok, Onno S.W.F. Omta and Gerben Velde van der, Management Studies Group, Wageningen University
2. Factors Affecting Business Informality Among Egyptian Opportunity Entrepreneurs: An Exploratory Study, Kareem El Hennawi, School of Management, University of Bradford (UK)
4. Understanding informality across developing and advanced economies: Case studies of African and Caribbean entrepreneurs in Newark, NJ, Lutisha S. Vickerie, Rutgers University School of Business - Newark & New Brunswick

• **Session 5B: Human resources and diversity in business development**
  Room 404
  - Moderator: Evelyn Odonkor, The American University of Paris
  - Presentations:
    1. Relationship between Trust in Organizational leaders and entrepreneurship: Roles played by work and individual factors, Olufemi Adigun Lawal, Lagos State University, Ojo, Lagos State, Nigeria
    2. Experimental Research On The Factors To Promote Employment Creation, Essivi Amehon and Xiaokang Zhao, Donghua University

11:45 - 1:00 pm **Paper Presentation Sessions**

• **Session 6A: Business financing and diaspora investment**
  Room 402
  - Moderator: Abdoulikadre Ado, University of Ottawa, Canada
  - Presentations:
    1. Effect of Financial Intermediation and Regulations of Financial Deepening and Growth: Evidence from Nigeria, Sebastian Ofumbia Uremadu
    3. Investissement de la Diaspora en Algerie: Quelles Perspectives et Quelle Realite, Aziz NAFA, CREAD, Algeria

• **Session 6B: Business development and value creation**
  Room 404
  - Moderator: Etienne Musonera, Mercer University
  - Presentations:
    1. Les contraintes des entreprises en Afrique de l'Ouest; le cas de la Cote d'Ivoire après la sortie de crise, Hugues Kouassi Kouadio, ENSEA, Ivory Coast
2. Generative influence, Positive Deviance, Informational Differences and Novelty-Ecosystems: The key intrapreneurial behaviour convolution stimulants among employees, Moses Mpiima Kibirango, Bugema University, John C Munene, Makerere University Business School, Peter Rosa, The University of Edinburgh Business School, Waswa J Balunywa, Makerere University Business School

3. Les pratiques de la resilience organisationnelle en periode de crise : Cas des PME marocaines, Mohamed Binkkour, Lahoussine Aboudrar, FSJES, Universite IBN ZOHR, Morocco

4. Creating Shared Value in Moroccan Companies: A Case Study of OCP SA, Jamal Elamrani and Morad Lemtaoui, ENCG Settat - University of Hassan 1st

1:00 – 2:00 pm Lunch Milton room

• Meet the Editors
  1. Hugh Dang, Managing Editor, Transnational Corporation Review.
  3. Peter Rosa, Editor, Journal of Africa Business and Entrepreneurship Research

2:00-3:00 pm Business Meeting Milton room

• Africa Business and Entrepreneurship Research Society (ABERS)