



Confident in Africa's Future



INTERNATIONAL ACADEMY OF AFRICAN BUSINESS AND DEVELOPMENT

2007 OFFICIAL PROGRAM

8th Annual International Conference
29 May – 2 June 2007

HOSTED BY

London Metropolitan University
Stapleton House, 277-281 Holloway Road
London, N7 8HN, United Kingdom

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Confident in Africa's Future

Message from the Conference Chair



Confident in Africa's Future

Message from the Program Chair and Proceedings Editor

THANKS

Thanks

To the many authors, in scores and hundreds
Generously bestowing their intellectual harvest
Bounteous gems, nuggets and daffodils
Of scholarly enterprise
To the IAABD review process
These past few years.

Thanks

To the track chairs, reviewers and *emperors*
Of the Academy's golden arches
Ardent gatekeepers and keen custodians
This fledgling edifice
Genuflects in gratitude.

Thanks

One and All
for the privilege
Of working with you
Of learning from you
And for the platform to give back
These past few years.

Kevin Ibeh (Programme Chair, 2005-2007)

Felix Ayadi (Proceedings Editor, 2004-2007)

2007 PROGRAM OVERVIEW**O Tuesday, May 29, 2007**

1400 — 1700 hrs	Registration	SHG02
1700 — 1800 hrs	IAABD General Assembly	SHG01
1830 — 2130 hrs	Welcoming Cocktail	Biz bar or Graduate Centre

A Wednesday, May 30, 2007

0800 — 1600 hrs	Registration / book fair Tea/Coffee	SHG02 Biz bar/Foyer
0930 — 1045 hrs	PLENARY SESSION / OPENING	T220/Henry Thomas/UB01
	Welcome Remarks:	Dr Owusu-Frimpong (Conference Chair) Professor Gerry N. Muuka (Outgoing IAABD President)

Official Opening by Guest of Honour, Brian Roper (Vice Chancellor)

1045 — 1100 hrs	Break and Refreshments	Biz bar/Foyer
1100 — 1200 hrs	Presentation by Eminent Scholar, Prof Stephen Adei	
1200 — 1230 hrs	Closing Remarks by Bob Morgan, Deputy Director, Business School	
1230 — 1400 hrs	Lunch	Biz bar
1400 — 1515 hrs	Concurrent Sessions A1-A6	
1515 — 1530 hrs	Break and Refreshments	Biz bar
1530 — 1645 hrs	Concurrent Sessions A7-A12	
1800 — 2200 hrs	Welcome Reception	South Africa High Commission (Hosted by Her Excellency, the High Commissioner)

B Thursday, May 31, 2007

0845 — 1600 hrs	Registration Tea/Coffee/book fair	SHG02 Foyer/Biz bar
0845 — 1000 hrs	Concurrent Sessions B1-B6	
1000 — 1015 hrs	Break and Refreshments	Biz bar
1015 — 1130 hrs	Concurrent Sessions B7-B12	
1130 — 1230 hrs	Special Guest Speaker	
1230 — 1400 hrs	Luncheon Session Speaker: Chinenye Mba-Uzoukwu, Microsoft Nigeria	Biz bar

1400 — 1515 hrs	Concurrent Sessions B13-B18	
1515 — 1530 hrs	Break and Refreshments	Biz bar
1530 — 1645 hrs	Concurrent Sessions B19-B24	
1700 — 1800 hrs	Incoming & Outgoing IAABD Exco Meeting	SHG01
1830 — 2200 hrs	Cocktail Presentation by University of Florida, IAABD 2008 Hosts	Emirates (Arsenal FC) Stadium

C Friday, June 1, 2007

0845 — 1200 hrs	Registration Tea/Coffee/Book fair	SHG02 Foyer
0945 — 1100 hrs	Concurrent Sessions C1-C6	
1100 — 1115 hrs	Break and Refreshments	Biz bar
1115 — 1230 hrs	Concurrent Sessions C7-C12	
1230 — 1400 hrs	Lunch	Biz bar
1400 — 1500 hrs	Special Presentation by Jon Peters, Emerald	SHG01
1500 — 1600 hrs	New Executive & Board of Governors Meeting	SHG01
1830 — 2300 hrs	Awards Banquet	Royal National Hotel

D Saturday, June 2, 2007: Delegates undertake tours and visits on their own

- Important Notes:**
- (1) Following recommendations from delegates at previous IAABD conferences, an attempt has been made to leave enough free time in the afternoons. This will enable you to see and know more about the host city of London and environs.
 - (2) This official Program reflects, to the extent possible, broad-based stakeholder input

WEDNESDAY, MAY 30, 2007

0930 — 1045 hrs	PLENARY SESSION	
0930 — 1045 hrs	Welcome Remarks:	Dr Owusu-Frimpong (Conference Chair) Professor Gerry N. Muuka (Outgoing IAABD President)
	Official Opening:	Guest of Honour: Brian Roper, Vice Chancellor, Londonmet
1045 — 1100 hrs	Break and Refreshments	
1100 — 1200 hrs	Presentation by eminent scholar, Prof Stephen Adei, Ghana Institute of Management and Public Administration	
1200 — 1230 hrs	Closing Remarks by Bob Morgan, Deputy Director, London Metropolitan Business School	
1230 — 1400 hrs	CONFERENCE LUNCH	
1400 — 1645 hrs	Concurrent Sessions	Begin on the next page

Wed, May 30, Continued...

Concurrent Sessions 14:00 – 15:15 hrs

SESSION A1: 14:00 – 15:15..... Location: SHG01

TITLE: Africa and International Strategic Partnerships

Co-Chairs: *Pat Obi*, Purdue University and *Foster Ofosu*, Turku School of Economics

1. A Multi-level Approach to Developing International Partnerships for Innovation in Africa (Foster Ofosu, Turku School of Economics, Finland)
2. Developing, Leveraging, and Managing Strategic Partnerships in Africa (Michael S. Valente York University, Canada)
3. Building New Strategic Partnerships: The Changing Determinants and Patterns of Sub-Saharan African Trade (Kwadwo Ofori-Brobby, Texas Southern University, USA; Lucy Ojode, Texas Southern University, USA; & Habte G. Woldu, University of Texas at Dallas, USA)
4. Recent Trends in U.S. Trade Relations with Sub-Saharan Africa (Pat Obi, Purdue University, USA)

SESSION A2: 14:00 – 15:15..... Location: SHG04

TITLE: FDI Flows and Economic Development

Co-Chairs: *William K. Darley*, University of Toledo and *Jan-Erik Jaensson*, Umea School of Business

1. Public Policy Challenges and Implications of Enhancing Foreign Direct Investment Inflows to Africa (William K. Darley, University of Toledo, USA)
2. The Determinants of Foreign Direct Investment in Sub-Saharan Africa: A Review (Emmanuel Cleeve, Manchester Metropolitan University, UK).
3. The Role of FDIs in Enhancing Capacity of Small and Medium enterprises: A Network and Value Chain Analysis (Lettice Kinunda Rutashobya, University of Dar es Salaam, Tanzania; Issack Shimba Allan, University of Dar es Salaam, Tanzania and Jan-Erik Jaensson, Umea School of Business & Econs, Sweden)
4. Bound Testing Approach: An Examination of FDI, Trade and Growth relationships (Oteng-Abaye Fosu, Garden City University College, Ghana and Magnus Frimpong, Kwame Nkrumah University of Science and Technology, Ghana)

SESSION A3: 14:00 – 15:15..... Location: SH216

TITLE: Public Health Care Management in Africa

Co-Chairs: *Johan de Jager*, Tshwane University of Technology and *M Tait*, Nelson Mandela Metropolitan University

1. Assessing Tangible Service Quality in Public Health Care: In-patients versus Out-patients (Johan de Jager, Tshwane University of Technology, South Africa and Therese du Plooy, Tshwane University of Technology, South Africa)
2. Customer Relationship Management and Service Quality in the Medical Aid Fund Industry (R Grundling, Nelson Mandela Metropolitan University, South Africa; M Tait, Nelson Mandela Metropolitan University, South Africa; C Rootman, Nelson Mandela Metropolitan University, South Africa; G Sharp, Nelson Mandela Metropolitan University, South Africa)
3. Customer Perceptions and Expectations of Quality in Blood Transfusion Services (Mpumzi H. Mququ, Cape Peninsula University of Technology, South Africa and Mlenga G. Jere, Cape Peninsula University of Technology, South Africa)
4. Medical Waste Management Practices in A Southern African Hospital (Patience Aseweh Abor, Cape Peninsula University of Technology, South Africa)

SESSION A4: 14:00 – 15:15 hrs

Location: SH220

TITLE: Economic Policies and Development

Co-Chairs: *Frederick Mmieh*, Brunel University and *Chris Mbah*, Mount Olive College

1. Globalization, Liberalization and Air Transport in Africa: Constraints and Challenges (Joseph A. Amoah, Yaw A. Debrah, Brunel University, UK; and Frederick Mmieh, Brunel University, UK; and Afam Ituma, Brunel University, UK)
2. Does Globalization Affect Inequality between Countries? Evidence from Panel Data on African Countries (Khaled Elmawazini, KIMEP, Kazakhstan; Samir Saadi, University of Ottawa, Canada; & Pran Manga, University of Ottawa, Canada)
3. Aggregate Import demand and Expenditure Components in Ghana: An Econometric Analysis (Oteng-Abaye Fosu, Garden City University College, Ghana & Magnus Frimpong, Kwame Nkrumah University of Science & Technology, Ghana)
4. Sustainable Tourism Marketing As a Tool for Economic Development Strategy in Nigeria (Omotayo A. Adegbuyi, Covenant University, Nigeria)

SESSION A5: 14:00 – 15:15Location: SH221

TITLE: SME Growth and Performance

Co-Chairs: *Frances Ekwulugo*, University of Westminster and *Atsede Woldie*, University of Glamorgan

1. An Exploratory study of external factors influencing SME growth in Nigeria (Atsede Woldie, University of Glamorgan, UK; Patricia Leighton, University of Glamorgan, UK; and Adebimpe Adesua, University of Glamorgan, UK)
2. The contribution of human capital and resource-based view to the performance of small to medium sized firms (Kojo Saffu, Brock University, Canada; Samuel Aporih, Takoradi Polytechnic, Ghana; Angela Elijah-Mensah, Takoradi Polytechnic, Ghana; & Jonathan Ahumatah, Takoradi Polytechnic, Ghana).
3. Board Characteristics, Ownership structure and the performance of SMEs (Joshua Abor, University of Ghana, Ghana)
4. The challenge to Ghanaian economic growth: An investigation of the micro and small business experience with anti-competition conduct (Vindelyn Smith-Hillman, University of Northampton, UK)

SESSION A6: 14:00 – 15:15.....Location: SH208

TITLE: Marketing and Financial Services

Co-Chairs: *Jocelyn Evans*, College of Charleston and *A. Adewole*, London Metropolitan University

1. Using Efficient Rural Financial Intermediation for Effective Poverty Reduction and Rural Development in Ghana (King Salami, Ghana Institute of Management and Public Administration, Ghana).
2. The Role of Marketing Strategy in the Diffusion of Financial Services in Ghana: Some Empirical Insights (Kofi Dadzie, Georgia State University, USA; Jocelyn Evans, College of Charleston, USA; and Rhonda Mack, College of Charleston, USA).
3. Interfirm Relations, Competitive Advantages and Marketing Strategies of Citi Savings and Loans Company (Seth N. Buatsi, Kwame Nkrumah University of Science and Technology Kumasi, Ghana).

15:15 —15:30 hrs BREAK AND REFRESHMENTS

Concurrent Sessions 15:30 – 16:45 hrs

SESSION A7 15:30 – 16:45 **Location: SHG01**

TITLE: Management and Organizational Culture in Africa

Co-Chairs: *Michael Hitchcock*, London Metropolitan University and *Ken Kamoche*, City University of Hong Kong

1. Management in Kenya: A Cross-Cultural View (Kenneth Gray, Florida A&M University, USA & Nanda Shrestha, Florida A&M University, USA)
2. In Search of the Common Threads of African Business Culture: A Discussion Paper on Business Culture Guides (Michael Hitchcock, London Metropolitan University, UK)
3. Toward a New Theoretical Approach for Researching Management Innovation in Africa (Ken Kamoche, City University of Hong Kong and Aminu Mamman, University of Manchester, UK)
4. Operationalising Results Based Management in Africa (John C. Munene, Makerere University, Uganda; Arthur Mumanyire, Ministry of Planning, Economic Development and Finance, Government of Uganda; & Telesi Rwemigabo, President's Office, Government of Uganda)

SESSION A8 15:30 – 16:45 **Location: SHG04**

TITLE: Exporting and Internationalisation Process

Co-Chairs: *Emmanuel Cleeve*, Manchester Metropolitan University and *Olukunle Iyanda*, University of Botswana

1. Is Non-sequential Internationalisation Process Technology Enabled? (Aihie Osarenkhoe, University of Gävle, Sweden)
2. Internationalisation Processes of Firms dealing with Services and those Dealing with Goods; US Firms Entering the Ugandan Cellular Phone Market Case (Alphonsine Batamuliza, National University of Rwanda)
3. A Comment on the Optimal Structure of Export processing Free Zones (Trond Arne Borgersen, Østfold University College, Norway)
4. Evaluating the contribution of the export sector to real GDP growth rate under structural adjustment programme in Ghana (Frederick Mmieh, Brunel University, UK & Nana Owusu-Frimpong, London Metropolitan University, UK)

SESSION A9 15:30 – 16:45 **Location: SH216**

TITLE: Special Panel on Emerging Research Among Scholars in the African Diaspora

Chair: *Kofi Q. Dadzie*, Editor, Journal of African Business (IAABD), Georgia State University, USA

Third Space Scholars and the Academy: Conceptualizing the Changing Role of Scholars in the African Diaspora (Benet DeBerry Spence, University of Illinois, Chicago, USA).

Understanding the Determinants of Employee Response to Work Place Injustice in the U.S.: Implications for Research in African Work Settings (Evelyn Winston, Clark Atlanta University, USA).

Gender Effects in Savings Mobilization Program Outcomes in Ghana (Jocelyn Evans, College of Charleston, USA).

SESSION A10 15:30 – 16:45 hrs..... Location: SH220

TITLE: Banking and Economic Development

Co-Chairs: *Bode Akinwande*, London Metropolitan University and *Samuel Sejaaka*, Makerere University

1. An Investigation of the relationship between banks and SMEs in Ghana (Kate Thompson, University of Westminster, UK)
2. Credit Risk Management System of a Commercial Bank in Tanzania (Lic. Evelyn Richard, University of Dar es Salaam, Tanzania; Hakan Bohman, Umeå School of Business, Sweden; Christer Perterson, Luleå University of Technology, Sweden; and Marcellina Chijoriga, University of Dar es Salaam, Tanzania; Erasmus Kaijage, University of Dar es Salaam, Tanzania)
3. Bank Failure In Nigeria: Causes and External Audit Issues (Adebimpe Umoren, Covenant University, Nigeria and Abiola Adegbaju, Covenant University, Nigeria)

SESSION A11 15:30 – 16:45.....Location: SH221

TITLE: Marketing Practice in Africa

Co-Chairs: *Simon Sigue*, Athabasca University and *Anayo Nkamnebe*, Nnamdi Azikiwe University

1. Experiential Marketing in the Marketing of Fast Moving Consumer Goods: A Case Study of Unilever, Ghana (Seth N. Buatsi, Kwame Nkrumah University of Science and Technology Kumasi, Ghana)
2. Exploring the potentialities of green marketing strategies for firms in sub Saharan Africa (Anayo D. Nkamnebe, Nnamdi Azikiwe University, Nigeria & Steve Ukenna, Nnamdi Azikiwe University, Nigeria)
3. Marketing as leveraging factor in pricing decision process in Nigeria (Chukwudi Nwaizugbo, University of Nigeria)
4. The extent to which advertising likeability results in the achievement of its objectives (Bylon Abeeku Bamfo, Kwame Nkrumah University of Science and Technology Kumasi, Ghana)

SESSION A12: 15:30 —16:45Location: SH208

TITLE: Entrepreneurship, Small Business Development and the Informal Sector

Co-Chairs: *Allan Katwalo*, University of Northampton and *Patrick Ezepue*, Sheffield Hallam University

1. Differences between men and women entrepreneurs in the informal business sector in Uganda; a cultural perspective (Allan Katwalo, University of Northampton, UK)
2. Entrepreneurship and SMEs Development: Its Role in Reducing Corruption and Unemployment in Nigeria (Charles Iruonagbe, Covenant University, Nigeria)
3. Information Limits on Entrepreneurs: An Economic perspective (Akinyele, Samuel Taiwo, Covenant University, Nigeria)
4. Academics as Entrepreneurs: any use for a model? (Patrick Ezepue, Sheffield Hallam University Sheffield Hallam University, UK and Kevin Ibeh, University of Strathclyde, UK)

18:00—22.00 hrs

WELCOME RECEPTION AT THE SOUTH AFRICA HIGH COMMISSION

Concurrent Sessions 8:45 – 10:00 hrs

SESSION B1 08:45 –10:00Location: **SHG01**

TITLE: Regional Organisations and Africa

Co-Chairs: *Richard Owusu*, Swedish School of Economics and *Agyenim Boateng*, Leeds Metropolitan University

1. West African Monetary Union and its Implications for Ghanaian Firms (Eme Fiawofe, University of Ghana & Joshua Abor, University of Ghana)
2. The Nile Basin – a Sleeping giant: investment as a Strategy to unlock the growth potentials in the Kagara sub-region (Prosper Ngowi, Mzumbe University, Tanzania)
3. NEPAD and the Debt-reduction initiative: Lessons from recent Nigerian experience (Esther O. Adegbite, University of Lagos, Nigeria)

SESSION B2 08:45 –10:00Location: **SHG04**

TITLE: Environmental and Agricultural Issues

Co-Chairs: *Umoh T. Umoh*, University of Botswana and *Anthony Mananyi*, London Metropolitan University

1. Capacity building for cashew industry in Ghana (Anthony Mananyi, London Metropolitan University, UK)
2. Sustainable small scale irrigation in drylands of Africa (Umoh T. Umoh, University of Botswana; Dominic Effiong, Nigeria Police Force, Ohofia, Nigeria & Imoh J. Ekpoh, University of Calabar, Nigeria)
3. Managing flood situation: A case of Alajo in Ghana (Raymond Atuguba, University of Ghana; Robert Hinson, University of Ghana and Julius Fobil, University of Ghana)
4. Preparing for drought in sub-Saharan Africa: The role of climatic scenarios (Imoh J. Ekpoh, University of Calabar, Nigeria & Umoh T. Umoh, University of Botswana)

SESSION B3 08:45 –10:00Location: **SH216**

TITLE: Corporate Governance and Economic Development

Co-Chairs: *Alphonso Ogbuehi*, Byrant University and *Kim Sokoya*, Middle Tennessee State University

1. Governance Indicators and Economic Development in Selected Sub Sahara African Countries (Sesan Kim Sokoya, Middle Tennessee State University, USA)
2. The Link between firms' Investment Opportunity and Corporate Governance in Africa: An empirical Evidence (Anthony Kyereboah-Coleman, University of Ghana & Mary Amoakoh-Coleman, University of Ghana)
3. Corporate Governance and Firm Performance in Africa: A Dynamic Panel Data Analysis (Anthony Kyereboah-Coleman, University of Ghana)
4. Corporate Governance Mechanisms and disclosure requirements to attract foreign investment: A case for Malawi (Chimwemwe Chipeta, University of South Africa)

SESSION B4 08:45 –10:00 **Location: SH220**

TITLE: Information Technology and E-Commerce

Co-Chairs: **Robert Hinson**, University of Ghana and **Obinna Muogboh**, Pan African University

1. Motivation and Influences on ICT Adoption in Botswanan Organisations (Olukunle Iyanda, University of Botswana & S O Ojo, University of Botswana)
2. An Exploratory Study on the Use of ICT in African Development: The Case of Ghana (Kofi Poku, Kwame Nkrumah University of Science and Technology, Ghana and Maud Adjeley Ashong, Kwame Nkrumah University of Science and Technology, Ghana)
3. E-commerce in LDCs: Summary Evidence and Implications (Richard Boateng, University of Ghana & Robert Hinson, University of Ghana)
4. Organizing Visions of E-Government in sub-Saharan Africa: A Research Proposal (Abiodun Bada, George Washington University, USA)

SESSION B5 08:45 –10:00 **Location: SH221**

TITLE: Banking, Finance and Micro-credit

Co-Chairs: **Nnamdi Madichie**, University of East London and **Polly Mashigo**, Tshwane University of Technology

1. Factors Influencing the Extension of Bank Credit to Micro-Small Enterprises in Ghana (Boateng Agyenim, London Metropolitan University, UK)
2. The impact assessment of microfinance services: The role of credit and training on the growth of micro and small enterprises in Tanzania. A conceptual framework (Severine Kessy, University of Dar es Salaam, Tanzania; Kiflemariam Hamde, Umeå University, Sweden & Karl Bonnedahl, Umeå University, Sweden)
3. Microfinance credit solution to poverty in Ghana: What are the Problems? (Kwame Adom Yeboah-Korang, University of Sheffield, UK)
4. The significance of the informal finance in the poor households in South Africa (Polly Mashigo, Tshwane University of Technology, South Africa)

SESSION B6 08:45 –10:00 **Location: SH208**

TITLE: Marketing and Development

Co-Chairs: **Binta Abubakar**, Morgan State University and **Seth C. Ndayishimye**, Power Plants Wärtsilä Finland)

1. Marketing Expenditure and its relationship with Sales Revenue: The case of Ghana Telecommunication Company Limited (GT) (Kofi Poku, Nkrumah University of Science and Technology, Ghana & Dominic Oppong-Adade, Nkrumah University of Science and Technology, Ghana)
2. Application of a Genetic Hybrid Algorithm (GHA) in Different Optimization Settings: a Representative Case of Goldstein-Price Function (Seth C. Ndayishimye, Power Plants Wärtsilä Finland)
3. The Analysis of the Transitory effects of Sales Promotion: An Application of Hendry Error Correction Model to the Cameroonian Brewery Companies (Mamoudou Halidou, University of Douala, Cameroon. Benjamin Yamb, University of Douala, Cameroon. & Patrice Tonye, University of Douala, Cameroon)

10:00—10:15 hrs BREAK AND REFRESHMENTS

Thursday May 31 Continued...

Concurrent Sessions 10:15 -11:30 hrs

SESSION B7: 10:15—11:30Location: SHG01

TITLE: Organizational Behaviour

Co-Chairs: *Gbolahan Gbadamosi*, University of Worcester and *Florence Nansubuga*, Makerere University

1. False Performance as Unethical Behavior: Re-examining the Organisational Charlatan Scale (Gbolahan Gbadamosi, University of Worcester, UK & Linus Osuagwu, Lagos State University, Nigeria)
2. The changing psychological contract: Managing the Shift from Relational to Transactional obligations (Florence Nansubuga, Makerere University, Uganda and John C. Munene, Makerere University, Uganda)
3. The Impact of Job Satisfaction and Organizational Context Variables on Organizational Commitment (Lookman Buky Folami, Bryant University, USA; Dennis Bline, Bryant University, USA and Eillen Kwesiga, Bryant University, USA)

SESSION B8: 10:15—11:30Location: SHG04

TITLE: Internet Usage in Ghana

Co-Chairs: *Jerry Kolo*, Florida Atlantic University and *Akua Ejisu*, University of Ghana

1. The Internet for marketing in Ghana's banking sector (Robert Hinson, University of Ghana; Richard Owusu, Swedish School of Economics, Sweden; Robert A. Opoku, Lulea University of Technology, Sweden; & Abekah Nkrumah Gordon, University of Ghana)
2. Mobile Commerce in Ghana: Case studies of farmers and fishermen (Raymond A. Boadi, University of Ghana; Avez G. Shaik, University of Ghana; Robert E. Hinson, University of Ghana; & Robert A. Opoku, Lulea University of Technology, Sweden)
3. Improving Ghanaian Nursing Service Delivery: The Role of the Internet (Abeka Nkrumah, University of Ghana; Robert Hinson, University of Ghana; Gbolahan Gbadamosi, University of Worcester, UK & Ireneous Soyiri, University of Ghana).

SESSION B9: 10:15—11:30Location: SH216

TITLE: Logistics and Supply Chain Management

Co-Chairs: *Chris Enyinda*, North Dakota State University and *JD Nel*, University of South Africa

1. Taking Counterfeit Drugs out of Pharmaceutical Supply Chain Logistics Network in Sub-Saharan Africa: Key Issues and Multi-layer Mitigation Approach.(Chris Enyinda, North Dakota State University, USA and Denver Tolliver, North Dakota State University, USA)
2. Investigating Supplier Dependency within South African Supply Chains (JD Nel, University of South Africa & JA Badenhorst-Weiss, University of South Africa)
3. Comparing Supply Chains for Food and Pharmaceuticals in Africa. Implications for Risk and Control (Imoh Antai, Swedish School of Economics and Business Administration, Finland and Richard Owusu, Swedish School of Economics and Business Administration, Finland)
4. Aligning Logistics Skills for High Performance in Nigerian Companies (Obinna S. Muogboh, Pan African University, Nigeria)

SESSION B10: 10:15—11:30 hrs.....Location: SH220

TITLE: Stock Exchange and Capital Markets in Africa

Co-Chairs: *Kofi A. Amoateng*, North Carolina Central University and *Sam Agyei-Ampomah*, Aston University

1. Economic Shocks, Liquidity and International Diversification concerns of Emerging Stock Markets: Evidence from Africa (Kofi A. Amoateng, North Carolina Central University, USA)
2. The Institutional Environment for Stock Markets: The Case for Africa (Amon Chizema, Loughborough University Business School, UK)
3. Challenges to the Development of Capital Markets in Underdeveloped Economies (Samuel Sejjaaka, Makerere University, Uganda)
4. An Empirical examination of the inter-linkages between African Stock Markets (Sam Agyei-Ampomah, Aston University, UK)

SESSION B11: 10:15—11:30Location: SH221

TITLE: Marketing and SMEs

Co-Chairs: *Bertil Olsson*, Dalarna University and *Trond Arne Borgersen*, Østfold University College

1. Managing new product development in Southern African small and medium enterprises (Bertil Olsson, Dalarna University, Sweden, Keith Jacobs, Cape Peninsula University of Technology, South Africa; and Cullen M. Moleejane, Cape Peninsula University of Technology, South Africa)
2. A study of internal marketing practices by SMEs in Ghana (Nana Owusu-Frimpong, London Metropolitan University, UK & Albert Martins, London Metropolitan University, UK)
3. Networking Activities and Performance of Enterprises: Some Empirical Findings from Tanzanian Manufacturing SMEs (Issack Shimba Allan and Lettice Kinunda Rutashobya, University of Dar es Salaam, Tanzania)

SESSION B12: 10:15—11:30Location: SH208

TITLE: Education and Social Marketing in Africa

Co-Chairs: *Kunirum Osia*, Maryland State Department of Education and *Susan Sitemba*, University of Westminster

1. Determinants of student satisfaction in higher education (Johan de Jager, Tshwane University of Technology, South Africa)
2. Marketing Practices of a Psychology Library in Ghana (Robert Hinson, University of Ghana; Perpetual Dadzie, University of Ghana & Ernest Tsekpo, University of Ghana)
3. Social Marketing in Africa: A Case Study of Condoms in Uganda (Susan Beenzu Sitemba, University of Westminster, UK)

11.30—12.30 **Special Guest Speaker**

12.30 –14.00 LUNCHEON PROGRAMME

Chair: *Veronica Broomes*, Broomes Consulting, London

Speaker: Chinenye Mba-Uzoukwu, Microsoft, Nigeria

Concurrent Sessions 14:00—15:15 hrs

SESSION B13: 14:00 — 15:15Location: SHG01

TITLE: Corporate Social Responsibility and Social Marketing

Co-Chairs: *Femi Ayadi*, University of Houston and *James Van Alstine*, London School of Economics and Political Science

1. Towards a Framework for Promoting Business Ethics and Corporate Social Responsibility among African Managers (Alphonso Ogbuehi, Byrant University, USA; Lookman Buki Folami, Byrant University, USA; Eileen Kwesiga, Bryant University, USA)
2. Cause Related Marketing as Corporate Social Responsibility or Marketing? A Survey of Fast Moving Consumer Goods Manufacturers in Kenya (Judy N. Muthuri, University of Nottingham, UK and Freda Mwiti, Strathmore University, Kenya)
3. Corporate environmentalism: Institutional and strategic responses in Durban (James Van Alstine, London School of Economics and Political Science, UK)
4. Exploring the link between corporate social responsibility and financial performance perspectives from Ghanaian SMEs (Dan Ofori, University of Ghana)

SESSION B14: 14:00 — 15:15Location: SHG04

TITLE: Special Panel on Sustainable Corruption Reduction Strategies in Africa

Co-Chairs: *Sonny Nwankwo*, University of East London and *Joe Aiyeku*, Salem State University

Marketing Perspectives, Joseph Aiyeku, Salem State University, USA

Perspectives from Finance, Felix Ayadi, Texas Southern University, USA

Management Perspectives, Gbolahan Gbadamosi, University of Worcester, UK

Perspectives from Economics, Darlington Richards, Morgan State University, USA

Legal Perspectives, Peter Schroth, International Research and Consulting Group LLC, USA

SESSION B15: 14:00 — 15:15Location: SH216

TITLE: Clusters, Relationships, Networks and Inter-firm Linkages

Co-Chairs: *Lettice Rutashobya*, University of Dar es Salaam and *Benét DeBerry-Spence*, University of Illinois at Chicago

1. Regional Policy and Entrepreneurial Clusters: The Role of Network Embeddedness (Ikenna Uzuegbunam, Rensselaer Polytechnic Institute, USA and Chijioke Uzuegbunam, University of Sussex, UK)
2. A Typology of Executive Involvement in Strategic Alliances (David B. Zoogah, Morgan State University and Nathan K. Austin, Morgan State University, USA)
3. Exploring Outsourcing Opportunities in Africa (Sola Adesola, Oxford Brookes University, UK)
4. Transferable outsourcing strategies for Africa: Is India an applicable model for Ghana? (Daaim Shabazz, Florida A & M University)

SESSION B16: 14:00 — 15:15 hrs... ..Location: SH220

TITLE: Human Resource Management

Co-Chairs: *Yaw Debrah*, Brunel University, UK and *John Munene*, Makerere University

1. Operant Competence Analysis and Profiling: A framework for articulating Organizational and Individual Competences (Florence Nansubuga, Makerere University, Uganda)
2. Competence Based Goal Setting and Performance Appraisal (John C. Munene, Makerere University, Uganda and Jennifer Kaggwa, Makerere University, Uganda)
3. Hard and Soft HRM practices and employee job satisfaction in Tanzania (Francis Michael, University of Dar es Salaam; Jan-Erik Jaensson, Umea School of Business and Economics, Sweden; & Per Nilsson, Umea School of Business and Economics, Sweden)
4. Does Africa have the nature for business individualism or is its destiny organisms of cooperation (Akua Ejisu, University of Ghana)

SESSION B17: 14:00 — 15:15Location: SH221

TITLE: E-Tourism and Internet Security

Co-Chairs: *Darlington Richards*, Morgan State University and *Amon Chizema*, Loughborough University

1. Information Systems and Sustainable Competitive Advantage of Tourism Industry: The case of Tour operators in Tanzania (Tumsifu Elly, University of Dar es Salaam, Tanzania & Job A. Chaula, University of Dar es Salaam, Tanzania)
2. E-Business and tourism in Ghana: an initial exploration (Robert Hinson, University of Ghana)
3. E-commerce Security Standards and Loopholes (Samuel Taiwo Akinyele, Covenant University, Nigeria)
4. Combating Computer Crime: An exploratory Ghanaian Study (Robert Agbozo, University of Ghana; Raymond Atuguba, University of Ghana; Robert Hinson, University of Ghana; Kweku Dickson, University of Ghana)

SESSION B18 14:00 — 15:15Location: SH208

TITLE: Multilateral Organisations, Trade Policy and Food Security

Co-Chairs: *Zezeleam Yiheyis*, Clark Atlanta University and *Ronke Shoderu*, London Metropolitan University

1. The WTO and its Regulation (Ronke Shoderu, London Metropolitan University, UK)
2. The effect of Trade Liberalisation on Food Security: The experience of Selected African Countries (Zezeleam Yiheyis, Clark Atlanta University, USA and Mesfin Bezunah, Clark Atlanta University, USA)
3. The United Nations Humanitarian Assistance in Famine-Stricken Sahel Region of Africa: The Case of Niger Republic (Fayomi Oluyemi Oyenike, Covenant University, Nigeria & Taiwo-Akinyele Olawumi, Covenant University, Nigeria)

15:15 — 15:30 hrs

BREAK AND REFRESHMENTS

Thursday, May 31, Continued...

Concurrent Sessions 15:30 —16:45 hrs

SESSION B19: 15:30 —16:45 **Location: SHG01**

TITLE: Women Entrepreneurship and Management

Co-Chairs: *Anita Spring*, University of Florida and *Evelyn Chiloane Tsoka*, University of Pretoria

1. Conventional and Global African Women Entrepreneurs: Modeling the Similarities and Differences (Anita Spring, University of Florida, USA)
2. Growth Barriers to Female Entrepreneurship in Nigeria: Preliminary Findings (Anayo D. Nkamnebe, Nnamdi Azikiwe University, Nigeria and Ezimma Nnabuiife, Nnamdi Azikiwe University, Nigeria)
3. Perceptions of Women Managers in Leadership Position in South Africa (Evelyn Chiloane Tsoka, University of Pretoria, South Africa)
4. Breaking the Glass Ceiling: A Cross-Country Review of Women (Nnamdi O. Madichie, University of East London, UK)

SESSION B20: 15:30 —16:45 **Location: SHG04**

TITLE: FDI Flows and Economic Development

Co-Chairs: *Bob Morgan*, London Metropolitan University and *Khaled El Mawazani*, KIMEP, Kazakhstan

1. Impacts of Foreign Direct Investment Inflows into Nigeria (Paah Young, London Metropolitan University, UK and Bode Akinwande, London Metropolitan University, UK)
2. Bivariate Causality Analysis Between FDI Inflows and Economic Growth in Ghana (Oteng-Abaye Fosu, Garden City University College, Ghana and Magnus Frimpong, Kwame Nkrumah University of Science and Technology, Ghana)
3. Foreign Direct Investment (FDI) Inflows into Ghana: Issues, Challenges and Opportunities (Paah Young, London Metropolitan University, UK and Bode Akinwande, London Metropolitan University, UK)

SESSION B21: 15:30 —16:45 **Location: SH216**

TITLE: Special Panel on Improving Africa's Business Schools: Issues and Prospects

Chair: *Frank Manu*, Ghana Institute of Management and Public Administration

Speakers: Professor Frank Manu, Dean, Ghana Institute of Management and Public Administration, Ghana

Professor Saliou Toure, President of the International University in Grand Bassam, Cote d'Ivoire

Professor John C Muneme, Makerere University, Uganda

SESSION B22: 15:30 — 16:45 hrs... ..Location: SH220

TITLE: Accounting and Insurance in Africa

Co-Chairs: **Judy Muthuri** University of Nottingham and **Angela Elijah Mensah**, Takoradi Polytechnic

1. Financial record keeping as a tool for small business success – A case study of Free State province, South Africa (Isaac A. Mohan, University of the Free State, South Africa)
2. Accounting Practices of Hospitals in Ghana (Mohammed Amidu, University of Ghana)
3. Accounting Information and Nigerian Stock Market Growth (Dorcas T. Oyerinde, Covenant University, Nigeria & Francis O. Iyoha, Covenant University, Nigeria).
4. Attitude and Perception of Life Insurance Policyholders: Its effects on African Economies (Joseph N. Mojekwu, University of Lagos, Nigeria and Yusuf T. Olelekan, University of Lagos, Nigeria).

SESSION B23: 15:30 — 16:45 Location: SHG221

TITLE: Ethical Governance and Corruption Reduction

Co-Chairs: **Jacob Musila**, Athabasca University and **Ernest M Kadembo**, University of Huddersfield

1. Democracy and Ethics, Governance and Corruption in Africa: A Cross Country Analysis (Jacob Musila, Athabasca University, Canada)
2. Voluntary Simplicity: A Holistic Approach to Curbing Corruption in Nigeria (Joseph Aiyeku, Salem State University, USA and Jerry Kolo, Florida Atlantic University, USA)
3. Corruption and the Distortion of Technology Transfer and Marketing Processes: An insight into Africa's Economic Malaise and the Decadence of its Social Fabric (Ernest M Kadembo, University of Huddersfield, UK & Denis Hyams-Sekassi, University of Huddersfield, UK)
4. Banks Lending Behaviour, Corporate Governance and Banks Performance: The Ghanaian Case (Mohammed Amidu, University of Ghana & Simon K. Harvey, University of Ghana).

SESSION B24: 15:30 — 16:45 Location: SH208

TITLE: Marketing Practice and Development

Co-Chairs: **Benjamin Mutagwaba**, University of Dar es Salaam and **Chukwudi Nwaizugbo**, University of Nigeria

1. Relationship Marketing for Customer Retention in the Pharmaceutical Industry in Ghana (Kofi Poku, Kwame Nkrumah University of Science and Technology, Ghana and Ernest Yeboah Safo, Kojach Pharma Ltd, Ghana)
2. Managerial Competencies and Marketing Effectiveness in Corporate Organisations in Nigeria (Gladson Nwokah, Rivers State University of Science and Technology, Nigeria)
3. Management, Marketing and Technology Problems in Developing Countries (Azim Sahatimehr, Bonab Islamic Azad University, Iran)
4. Gender Bias and Customer Satisfaction in the Retail Sector (Samuel Akinyele, Covenant University, Nigeria)

17.00 - 18.00 hrs INCOMING & OUTGOING IAABD EXECUTIVE MEETING

18:30 - 22:00 hrs **COCKTAIL**

IAABD 2008 HOSTS: Announcing and presenting Hosts for IAABD 2008

FRIDAY, JUNE 1, 2007**Concurrent Sessions** 09:45—11:00 hrs**SESSION C1: 09:45AM—11:00** **Location: SHG01**

TITLE: Privatization and Economic Development

Co-Chairs: *Vindy Smith-Hillman*, University of Northampton and *Ola Solarin*, University of Westminster

1. Stakeholder Salience in the State Owned and Privatised Firms in Tanzania (Lic. Muhsin Salim Masoud, University of Dar es Salaam, Tanzania)
2. Securitisation, not privatisation: how the emerging economies can get better deals from the global financial markets (Ola Solarin, University of Westminster, UK & Ebenezer Solarin, Curtin University of Technology, Australia)
3. Privatisation: The Strategic Options as road map to Nigeria's Sustainable Economic Development (Kehinde Oladele Joseph, Covenant University, Nigeria)
4. Collective Investment Schemes (CISS) as a Strategy against Foreign Ownership of African Economies: Some emerging initiatives in Tanzania (Honest Prosper Ngowi, Mzumbe University, Tanzania)

SESSION C2: 09:45—11:00 **Location: SHG04**

TITLE: African Business and Economic Development

Co-Chairs: *Barbara McDade*, University of Florida and *Thoedora S. Hyuha*, Makerere University

1. Business and Private Sector Development in Ghana, 1957-2007: Perspectives at the 50th Anniversary of the Republic Assessment (Barbara McDade, University of Florida, USA)
2. The Impact of Mobile Telephony on Growth in Sub-Saharan Africa (Emmanuel Cleeve, Manchester Metropolitan University, UK)
3. Competitiveness of Crossbred Chickens in Eastern Uganda (Rose Athieno, Makerere University, Uganda; Thoedora S. Hyuha, Makerere University, Uganda & Johnny Mugisha, Makerere University, Uganda)
4. Does the informal economy affect the labour policy in developing countries (Claude Sumata, National Educational University, Democratic Republic of Congo)

SESSION C3: 09:45—11:00 **Location: SH216**

TITLE: Tourism, Marketing and Economic Development

Co-Chairs: *Kate Thompson*, University of Westminster and *Ikenna Uzuegbunam*, Rensselaer Polytechnic Institute

1. Tourism: A strategic approach to sustainable environmental African development (I. D. Obot, University of Uyo, Nigeria & Margaret Ambo, Cross River University of Technology, Calabar, Nigeria)
2. Developing and managing Nigeria beach and dune area for recreation and tourism (Etop Usoro, University of Uyo, Nigeria & Ekan Etim, University of Uyo, Nigeria)
3. An Evaluation of tourists roles and inbound tourism trend in Ghana (Nana Owusu-Frimpong, London Metropolitan University, UK & Frederick Mmieh, Brunel University, UK)
4. Consumers Awareness and Satisfaction with Maryland as a Tourist Destination: The Impact of the "Get in On It." Campaign (Binta Abubakar, Morgan State University, USA)
5. Tourism Development in Post-Independent Eritrea: problems and Potential (Ravinder Rena, Eritrea Institute of Technology, Eritrea)

SESSION C4: 09:45—11:00 hrs Location: SH220

TITLE: Law, Contracts and Society

Co-Chairs: *Peter Schroth*, International Research and Consulting Group LLC and *Edwin Mujih*, London Metropolitan University

1. The “Spirit” of the Law of Contract in South African Common Law (Cm van der Bank, Vaal University of Technology, South Africa)
2. The Law on Property Grabbing 1: Inheritance Rights of HIV/AIDS Orphans in International Law in Africa (Peter W. Schroth, International Research and Consulting Group LLC USA)
3. Reflexive Law and Corporate Social Responsibility (CSR): A Strategic Alliance for Development? (Olufemi O. Amao, University College Cork, Ireland)
4. Filling Gaps in Contracts for Multimodal Transport of the Goods in Africa and Elsewhere (Jean Claude Mutiganda, Abo Akedemi University, Finland)

SESSION C5: 09:45—11:00 Location: SH221

TITLE: Special Panel on Quality Issues in the Evolution of the Journal of African Business

Co-Chairs: *Evelyn Winston*, Clark Atlanta University, USA and *Daaim Shabazz*, Florida A & M University

Benchmarking the Journal of African Business with Other Management Journals: Some initial Survey Results (Jocelyn Evans, College of Charleston, USA and Moses Acquah, University of North Carolina, USA)

Benchmarking the Journal of African Business: Policy Implications (Kofi Q. Dadzie, Editor, Journal of African Business; Georgia State University, USA)

SESSION C6: 09:45—11:00 Location: SH208

TITLE: Marketing and Development

Co-Chairs: *Seth Buatsi*, Kwame Nkrumah University of Science and Technology and *Olufemi Amao*, University College Cork

1. Market Orientation of Ghanaian Pharmaceutical Firms in a Changing Environment (Seth N. Buatsi, Kwame Nkrumah University of Science and Technology, Ghana)
2. Market Orientation in a changing Environment: The Case of Pharmaceutical Industry in Ghana (Samuel Yaw Akomea, Kwame Nkrumah University of Science and Technology, Ghana)
3. Towards increasing the propensity of implementing market orientation among SMEs in the Nigerian Economy (Oniku Ayodele Christopher, University of East London, UK)
4. Determinants of Consumer Buying Decisions for Residential Properties in Developing Countries: A Case Study of Dar es Salaam in Tanzania (Charles Goodluck, University of Dar es Salaam, Tanzania & David Christian, University of Dar es Salaam, Tanzania)

11:00—11:15 hrs

BREAK AND REFRESHMENTS

Friday, June 1, Continued...

Concurrent Sessions 11:15—12:30 hrs

SESSION C7: 11:15– 12:30 **Location: SHG01**

TITLE: Employment Conditions and Change in Africa

Co-Chairs: **Abel Diale**, Tshwane University of Technology and **Dave Wordsworth**, Brunel University

1. Employment Relations in Local Enterprises: Evidence from Ghana (Yaw Debrah, Brunel University, UK; Frederick Mmieh, Brunel University, UK and Dave Wordsworth, Brunel University, UK)
2. Employment Equity Gloom for the Previously Disadvantaged People: A Case of South Africa (Edward Rankhumise, Tshwane University of Technology, South Africa)
3. Employees Attitude towards Technological Change: A Case Study of Allama Iqbal Open University (Adnan Riaz, Allama Iqbal Open University, Pakistan & Muhammad I. Ramay, Mohammad Ali Jinnah University, Pakistan)
4. Public Sector Reforms and Accountability in South Africa: Forging ties for sustainable strategic partnerships (Abel Diale, Tshwane University of Technology, South Africa)

SESSION C8: 11:15 – 12:30 **Location: SHG04**

TITLE: Entrepreneurship and Ethnicity

Co-Chairs: **Tidings P. Ndhlovu**, Manchester Metropolitan University and **Léopold Lessassy**, Université Pierre Mendès

1. Asian and African ethnic stores formats located in Europe: difficulties of channels of distribution (Léopold Lessassy, Université Pierre Mendès, France)
2. The level of Ethnic minority businesses trust on their Customers in the UK (Frances Ekwulugo, University of Westminster, UK)
3. Entrepreneurship in South Africa: Does race, class, gender and ethnicity matter? (Tidings P. Ndhlovu, Manchester Metropolitan University, UK)

SESSION C9: 11:15 – 12:30 **Location: SH216**

TITLE: Consumerism, Consumer Protection and Marketing

Co-Chairs: **David K. Amponsah**, Troy University and **Joshua Abor**, University of Ghana

1. Consumerism and its influence on Food and Drug Marketing in Nigeria (Kehinde Oladele, Covenant University, Nigeria)
2. Analysis of Consumer Protection in Nigeria (Anayo D. Nkamnebe, Nnamdi Azikiwe University, Nigeria; Edwin Idoko, Vita Malt Plc, Nigeria; and S.E. Kalu, University of Port Harcourt, Nigeria)
3. Philosophical Foundations of Quality of Life Marketing: A Case for Equity theory (Rowland Worlu, Covenant University, Nigeria)
4. The Relationship between Marketing's Uncontrollable Environments, National Income, Economic Growth, and Foreign Direct Investment in Sub-Saharan Africa (Gordon G. Mosley, Troy University, USA & David K. Amponsah, Troy University, USA)

SESSION C10: 11:15 – 12:30 hrs Location: SH220

TITLE: Exporting and International Marketing

Co-Chairs: *Nana Owusu-Frimpong*, London Metropolitan University and *Sola Adesola*, Oxford Brookes University

1. Export and the Fashion Industry in the USA: Evaluating Its Impact on the US Economy (Binta Abubakar, Morgan State University, USA; Darlington Richards, Morgan State University, USA and Gladson Nwanna, Morgan State University, USA)
2. The Impact of Package Colors: A Cross-Cultural Study in Ghana and Finland (Hannele Kauppinen-Raisanen, Swedish School of Economics and Business Administration, Finland & Richard A. Owusu, Swedish School of Economics and Business Administration, Finland)
3. Global Marketing of Agricultural and Mineral Products: prerequisite for Africa's Economic Development (Samson O. Ibidunni, Covenant University, Nigeria)
4. The growing wave of environmentalism and ethical consumerism: should African exporters be concerned whether this might affect their drive for greater exports? (Marcel Azubuike, University of Strathclyde, UK)

SESSION C11: 11:15 – 12:30 Location: SH221

TITLE: Marketing Practice in Africa

Co-Chairs: *Jean Claude Mutiganda*, Abo Akedemi University and *Edward Rankhumise*, Tshwane University of Technology

1. The Marketing of Traditional Medicines: An Emerging Economic Sector in Ghana (Seth Buatsi, Kwame Nkrumah University of Science and Technology, Ghana).
2. Marketing philosophy and marketing of agricultural products by non-governmental organisation in Tanzania (Dave Jani, University of Dar es Salaam, Tanzania & Lucy Mboma, University of Dar es Salaam, Tanzania)
3. Catch them Young: An exploratory Study of the roles of Children in Family Purchase Decisions in Nigeria (Ayantunji Gbadamosi, Covenant University, Nigeria)
4. When Retailers are more powerful (Simon Sigué, Athabasca University, Canada).

SESSION C12: 11:15 – 12:30 Location: SH208

TITLE: Academic Publishing: Meet the Editors Session

12:30 —14:00

LUNCH

SESSION C13: 14:00 – 15:00 **Special Presentation by Emerald**

SESSION C14: 15:00 – 16:00 Meeting of the In-coming Executive, the Board of Governors, and
Founder Members of IAABD.

SESSION C15: **Awards Banquet** @ **Royal National Hotel**

Time: 18.30 to 23.00 hrs

Conference Ends End of official conference program

D **Saturday, June 2, 2007:** Delegates undertake tours and visits on their own

Important Notes: (1) Following recommendations from delegates at previous IAABD conferences, an attempt has been made to leave enough free time in the afternoons. This will enable you to see and know more about the host city of London, and the host country.

(2) This official Program reflects, to the extent possible, broad-based stakeholder input

We look forward to seeing you all at the 2008 IAABD Conference

Bon voyage