

Second International Conference on African Consumer Marketing, Firm Strategies and Society

Conference Chair: **Dr. Omar J. Khan**, Morgan State University

with Program Chairs: **Dr. Haiyan Hu**, Morgan State University and **Dr. Wheeler R. Winstead**, Howard University

October 25-26 (Mon-Tues), 2021

CONFERENCE PROGRAM

**OUT OF
(AND INTO)
AFRICA**



CONFERENCE PROGRAM

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

Date: October 25-26 (Monday-Tuesday), 2021
Venue: Online (through Zoom)

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

REGISTER FOR CONFERENCE: bit.ly/OoAConfReg

Following the success of the Inaugural “Out of (and Into) Africa” conference - International Symposium on African Consumer Marketing and Firm Strategies - which was held at the Graves School of Business and Management, Morgan State University, Baltimore in 2018, we are now excited to launch the next edition of the conference. This second edition of the conference is completely online (using the zoom platform), includes multi-HBCU involvement and has three major tracks: firm strategy, consumer marketing and society & institutions. We received strong submissions leading to excellent selected papers, and now present the preliminary program for the Second “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*. Having provided the information requested on the registration form, you will be emailed (in a couple of weeks) a Zoom link for the conference. We hope to make this second edition of the “Out of (and Into) Africa” series an even more successful event than the first, and look forward to productive contributions by all. The following is the Preliminary Conference Program:

Please note: All times are United States EST (Eastern Standard Time)

MONDAY, OCTOBER 25, 2021

- 9:00am - 9:30am Conference Opening
- 9:30am - 10:00am Welcoming Remarks
- 10:00am - 11:00am KEYNOTE SPEAKER: U.S. State Department Bureau of African Affairs,
Principal Deputy Assistant Secretary Ervin Massinga
- 11:00am - 11:30am Lunch Break/Networking
- 11:30am - 1:00pm **Presentations of Research Papers**
CONSUMER MARKETING TRACK: Dr. Haiyan Hu and Dr. Ankit Katrodia, Chair

	Research Paper Title	Author and Affiliation
1	Privacy concerns and customer engagement in online banking through the lens of protection motivation theory	Evelyn Quartey and Israel Kpekpena - GIMPA, Ghana.
2	Consumer brand engagement, perceived value and brand loyalty: An examination of Brick-and-mortar retailers	Mahlatse Laka, Tania Maree, and Thinkwell Ndhlovu - University of Pretoria, South Africa.
3	The new normal for retail sector: The relationship between augmented reality technology and online customer experience	Sandra Gamil Metry Habil, Sara El-Deeb, Noha Elbassiouny - German University in Cairo, Egypt.
4	Ethnic identity, impulsivity and consumer online shopping addiction in Covid-19 era: Insights from Nigeria and implications for clinical intervention.	Mojisola S. Ajayi and David E. Okurame - University of Ibadan, Nigeria.
5	A conceptual model of African luxury: A South African exploratory study	Buyi Mafoko, Noble Luxury Africa (Pty) Ltd Thomas Peschken, Glasgow Caledonian University, Scotland.

- 1:00pm - 1:45pm **PANEL:** Led by Stephan Eyeson, CEO of Survey54.
“Enabling Consumer Insights in the African Continent”

1:45pm - 2:00pm: Coffee Break/Networking

- 2:00pm - 3:30pm **Presentations of Research Papers**
FIRM STRATEGY TRACK: Dr. Omar J. Khan, Chair

	Research Paper Title	Author and Affiliation
1	Knowledge creation for performance of emerging economy MNEs	Joan Lilian Ogendo – The Technical University of Kenya, Kenya.
2	Foreign direct investment in Africa: A retrospective and agenda for future research	Abdul-Kadir Ameyaw and Andrei Panibratov – Saint Petersburg State University, Russia.
3	Service marketing opportunities in Africa	Kristina Heinonen – Hanken School of Economics, Finland.
4	What strategies employed by retail industry in Africa to minimize the impact of Covid-19?	Felix Adamu Nandonde, Sokoine University of Agriculture, Tanzania.
5	Airline Cabin Design and Enplanement Intentions of Female Medical Tourists in Developing African Economies	Juliet John Inyang - University of Calabar, Nigeria; John Okiru Inyang – University of Calabar, Nigeria; Olufesobi Bright – University of Dundee, Scotland; Tiwalade Mary Ighomuaye – University of Lagos, Nigeria; Victory Udoh-King – Caleb University, Nigeria; Ekele Sunday Francis – Federal University of Technology, Nigeria; and Okuniyi Zakariyah Titilola – University of Ibadan, Nigeria.

- 3:30pm - 4:15pm **PANEL:** Led by Rebecca Oni, Morgan State University
“The Role of SMEs in Africapitalism: Advancing Youth Entrepreneurship”

- 4:15pm - 5:00pm **PANEL:** Led by Omar J. Khan, Morgan State University
“Corporate investment vs. NGO investment into Africa”

TUESDAY, OCTOBER 26, 2021

9:00am - 10:30am

Presentations of Research Papers

SOCIETY & INSTITUTIONS TRACK: Dr. Wheeler R. Winstead, Chair.

	Research Paper Title	Author and Affiliation
1	Sharing Culture and the Sharing Economy: The Case of Lagos, Nigeria	Abigail Ehidiamen, Fiona Cheetham, and Alexandros Nikitas, University of Huddersfield, United Kingdom
2	Malaria Eradication in Africa: A Pilot Study on the Role of Management and Leadership Training	Stephen M. Sammut, University of Pennsylvania, USA; Ben Ngoye, Institute of Healthcare Management, Strathmore University Business School, Kenya; and Susan M. Mudambi, Temple University, USA.
3	Is Food Safety a satisfier or a dissatisfier for Africa consumers	Jane W. Chegeab; Arnout R. H. Fischerad; and Paul T.M Ingenbleekac -Wageningen University, The Netherlands.
4	Ease of Doing Business and Poverty Reduction in Nigeria	Titilope O. Dimogu and Ignatius Ajuru - University of Education, Nigeria
5	Family Influences on Women's Entrepreneurial Journeys	Michael Zisuh Ngoasong, The Open University, United Kingdom

10:30am - 11:30am

PANEL: led by Wheeler R. Winstead, Howard University
"The Impact of Exogenous/Endogenous Shock on Youth Entrepreneurship in Africa"

11:30am - 11:45am

Coffee Break/Networking

11:45am - 12:45pm

PANEL: led by Anita Pandey, Morgan State University
'From "Oyinbo" to "Oga," and "Bature" to "Maigida!": Language as "Kola" and Clout in Africa'

12:45pm - 1:00pm

Closing Remarks by Conference Chair and Program Chairs

1:00pm

End of Conference

Program Coordinator: Serwaa Karikari, Morgan State University

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