

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

CONFERENCE PROGRAM

2023

**OUT OF
(AND INTO)**

AFRICA *Conference*



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 (through Zoom)

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

REGISTER FOR CONFERENCE HERE: bit.ly/OoAConfReg

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 the 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 now we are proud to present the preliminary 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.

Having provided the information requested on the registration form, you will be emailed (in about three weeks) a Zoom link for the conference. 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! The following is the Preliminary Conference Program:

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

MONDAY, NOVEMBER 6, 2023

- 8:00am - 8:30am Conference Opening; Conference Chair and Program Chairs Introduction to Biennial “Out of (and into) Africa” conference series
- 8:30am - 9:00am Welcoming Remarks by university administration at Morgan State University, Howard University; Remarks by the United States State Department
- 9:00am - 9:30am **Plenary Speaker:** CEO of Tony Elumelu Foundation (TEF), Somachi Chris - Asoluka
- 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), and Gwyneth Gyimah (CEO/Founder, Hair Senta)
- 12:00pm - 1:00pm **Presentations of Research Papers**
CONSUMER MARKETING TRACK: Dr. Haiyan Hu, Chair
- 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*
- 2:15pm - 3:15pm **PANEL:** Moderated by Temitope Ajibola, Morgan State University
“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 Research Papers**
FIRM STRATEGY TRACK: Dr. Omar J. Khan, Chair

TUESDAY, NOVEMBER 7, 2023

- 8:00am - 9:00am **Plenary Speaker:** Melvin Foote, President of Constituency for Africa
- 9:00am - 10:00am **Presentations of Research Papers**
SOCIETY & INSTITUTIONS TRACK: Dr. Wheeler R. Winstead, Chair.
- 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
- 11:30am - 11:45am *Virtual Coffee Break/Networking*
- 11:45am - 12:45pm **PANEL:** Moderated by Prof Hakeem Tijani, Morgan State University
“Building Successful African Businesses: Lessons from Young Entrepreneurs”

Panelists: Iyinoluwa Samuel Aboyeji (Founder, Future Africa), Maya Horgan Famodu (Founder, Ingressive), David Wachira (Co-founder & CEO, Waya)
- 12:45pm - 1:00pm Closing Remarks by Conference Chair and Dean, Graves School of Business & Management, Morgan State University
- 1:00pm **End of Conference**

Program Manager: Fatimah Ishola-Iemomu, Morgan State University

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morgan.edu/sbm/africainconference
cfas.howard.edu/3-OutofAfrica