

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**

2023

**OUT OF  
(AND INTO)  
AFRICA**

*Conference*

**PROGRAM**



# 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 (via [Zoom](#))**

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

**REGISTER FOR CONFERENCE HERE: [bit.ly/Afri-capitalism23](https://bit.ly/Afri-capitalism23)**

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 receive a welcome email with a Zoom link for the conference itself. 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 the “Out of (and into) Africa” biennial conference series
- 8:30am - 8:45am Welcoming Remarks by university administration at Morgan State University and Howard University.
- 8:45am-9:00am Opening remarks by the United States Department of State
- 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); Colette Amaeshi (MD, Pulse Ghana) and Gwyneth Gyimah (CEO/Founder, Hair Senta)
- 12:00pm - 1:00pm **Presentations of Selected Research Papers**  
**CONSUMER MARKETING TRACK**  
Dr. Haiyan Hu, Chair, with Ifyeanyi Ajaebili, Discussant.
- 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, CEO, Timeless Venture Group  
**“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 Selected Research Papers**  
**FIRM STRATEGY TRACK**  
Dr. Omar J. Khan, Chair, with Marcellus Lewis, Discussant.



## TUESDAY, NOVEMBER 7, 2023

- 8:00am - 9:00am **Plenary Talk:** Stanley L. Straughter, Chairman, African and Caribbean Business Council; Prof Hakeem Tijani, Morgan State University; and Oyinkansola Oni, Program Manager, Microsoft.
- 9:00am - 10:00am **Presentations of Selected Research Papers**  
**SOCIETY & INSTITUTIONS TRACK**  
Dr. Wheeler R. Winstead and Prof. Jean T. Wells, Co-Chairs, with Ali Alshehri, Discussant.
- 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 Phiwohuhle Mnyandu, Howard University; Dr Curtis Kidd, Howard University; Hakeem Ibikunle Tijani, Morgan State University; and Mourad Dakhli, Georgia State University.  
**Discussant:** Michael Oyenuga (Associate Professor, Woxsen University)
- 11:30am - 11:45am *Virtual Coffee Break/Networking*
- 11:45am - 12:45pm **PANEL:** Moderated by Ebi Awale & Dami Sofowora, Morgan State University  
**“Building Successful African Businesses: Lessons from Young Entrepreneurs”**  
  
**Panelists:** Iyinoluwa Samuel Aboyeji (Founder, Future Africa); Nela Duke Ekpenyong (Partner, Ingressive Capital); David Wachira (Co-founder & CEO, Waya); Jade Oyateru (Co-founder & Coo, Uncover); and Adeleke (Ade) Omitowoju (Principal, 1863 Ventures)
- 12:45pm - 1:30pm **Final Session:** Afrosophia & Linguistic Capital: Celebrating Africa’s Languages – From Arabic to Z, Led by Dr. Anita Pandey and Dr. Zekeh Gbotokuma, Morgan State University.
- 1:30pm - 1:45pm Closing Remarks by Conference Chair and Dean, Graves School of Business & Management, Morgan State University
- 1:45pm - 2:00pm *Virtual Coffee Farewell/Networking*
- 2:00pm **End of Conference**

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**Program Manager:** Fatimah Ishola-lemomu, Morgan State University

**Technology and Graphics Specialist:** Ania Ueno, Howard University

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[morgan.edu/sbm/africainconference](https://morgan.edu/sbm/africainconference)  
[cfas.howard.edu/3-OutofAfrica](https://cfas.howard.edu/3-OutofAfrica)