



## **18TH INTERNATIONAL ACADEMY OF AFRICAN BUSINESS AND DEVELOPMENT CONFERENCE**

### **Schedule of Events**

---

*Accelerating Sustainable Development in Africa: The Roles Of Businesses, Entrepreneurs,  
The Middle Class And Global Partners*

Date: May 17<sup>th</sup> -20<sup>th</sup>, 2017



---

# WELCOME TO IAABD CONFERENCE 2017

Dear Conference Attendee,

We are pleased to have you at the 18th Annual IAABD Conference hosted by Georgia State University in Atlanta, Georgia, United States of America.

The theme of the 2017 IAABD conference highlights the need to intensify Africa's steady resilience of the past decade by implementing more balanced and comprehensive solutions to challenges for social and economic growth. These challenges include better management of Africa's businesses, accelerating entrepreneurship, meeting the demands of a growing middle class, and increasing foreign direct investments.

The annual conferences of the International Academy of African Business and Development (IAABD) bring together scholars, professionals, and graduate students of various nationalities who are interested or actively engaged in the research and performance or administration of business and economic development issues as they relate to Africa.

We thank you all including our track chairs, reviewers, and session chairs for participating in this year's conference.

We hope you enjoy the conference and your time in Atlanta.

*- From the Conference Organizing Committee.*

---

## CONFERENCE ORGANIZING COMMITTEE

**Dr. Naveen Donthu** - Chair, Department of Marketing, *Georgia State University*

**Dr. ‘Tunji Gbadamosi** - IAABD Program Chair, *University of East London*

**Dr. Kofi Q. Dadzie** - Conference Chair, *Georgia State University*

**Dr. Wesley J. Johnston** - Director, Center for Business and Industrial Marketing, *Georgia State University*

**Dr. Jagdish N. Sheth** - Charles H. Kellstadt Chair of Marketing, *Goizueta Business School, Emory University*

**Dr. Tamer Cavusgil** - Executive Director, GSU-CIBER, *Georgia State University*

**Dr. V. Kumar** - Lenny Chair of Marketing and Executive Director, Center for Excellence in Brand and Customer Management, *Georgia State University*

**Dr. Thomas M. Hult** - President, Jagdish and Madhu Sheth Foundation, Executive Director, *MSU CIBER*

**Dr. Carolyn Curasi** - Associate Professor of Marketing, *Georgia State University*

**Dr. Cedric Suzman** - former Deputy Executive Director, Atlanta World Affairs Council (Retired), *Georgia State University*

**Ms. Karen Galanski** - Business Manager, Department of Marketing, *Georgia State University*.

**Ms. Beth Alexander**- Admin Specialist-Managerial, Department of Marketing, *Georgia State University*

**Ms. Feyikemi E. Oniyitan** - *IAABD Secretariat*

**Dr. P. D. Rwelamila** - The IAABD Proceedings Editor, *University of South Africa*

---

# IAABD 2017 CONFERENCE **SEQUENCE OF EVENTS**

## **WEDNESDAY, MAY 17TH**

<b>8:00 - 8:45am</b>	<b>Registration (Outside of 6th floor Lounge)</b>
9:00 am - 10:15 am	Session 1: Plenary Session 1 (Room 610)
10:15am -11:00am	Coffee/ Tea Break (6th Floor Lounge)
11:00am -12:20pm	Session 2
<b>12:20pm - 1:50pm</b>	<b>Lunch Break (Room 802 &amp; 803)</b>
1:50pm - 3:10pm	Session 3
3:10pm - 3:40pm	Coffee/ Tea Break (6th Floor Lounge)
3:40pm - 5:00pm	Session 4
5:30pm - 6:00pm	Break
<b>6:00pm - 7:30pm</b>	<b>Welcome Reception (Room 802 &amp; 803)</b>

## **THURSDAY, MAY 18TH**

<b>8:00 - 8:45am</b>	<b>Registration (Outside of 6th floor Lounge)</b>
9:00 am - 10:15 am	Session 5: Business Meeting (IAABD/Membership Business Meeting (Room 610)
10:15am -11:00am	Coffee/ Tea Break (6th Floor Lounge)

---

11:00am -12:20pm	Session 6
<b>12:20pm - 1:50pm</b>	<b>Lunch (Room 802 &amp; 803)</b>
1:50pm - 3:10pm	Session 7
3:10pm - 3:40pm	Coffee/ Tea Break (6th Floor Lounge)
3:40pm - 5:00pm	Session 8
5:00pm – 6:30pm	Reception
6:30pm - 8:00pm	Business - Business Session: Doing Business in Africa

## **FRIDAY, MAY 19TH**

<b>8:00am - 8:45am</b>	<b>Registration (Outside of 6th floor Lounge)</b>
8:45am - 10:00am	Session 9: Plenary Session 2 (Room 610)
10:00am -11:05am	Session 10
11:00am -11:20am	Coffee/ Tea Break (6th Floor Lounge)
11:20am - 12:40pm	Session 11
<b>12:40pm - 1:40pm</b>	<b>Lunch (Room 802 &amp; 803)</b>
1:40pm - 3:00pm	Session 12 (Panel Sessions)
3:00pm - 3:30pm	Coffee/ Tea Break (6th Floor Lounge)
3:30pm - 4:30 pm	Session 13: Plenary Session 3 Meet the Editors

---

---

(Room 610)

7:00pm - 9:00pm

**Closing Ceremony/ Awards Banquet (Room 802 & 803)**

## **SATURDAY, MAY 20TH**

8.00 am - 12.30pm

Cultural Event and City Tour based on Registration

## **PANEL DISCUSSIONS**

*On Thursday, May 18<sup>th</sup>*

**6:30pm - 8:00pm - “Doing Business in Africa: The Start-Up Economy”**

Despite the tough political and economic climate, entrepreneurs in countries all over Africa are starting businesses. This burst of start-ups is an innovative way of solving pressing local market problems with the incredible potential of generating revenue and social impact. The panel discussion will provide the audience with a more holistic understanding of the business environment of such a diverse continent by showcasing some start-ups and offering insights of how to invest in Africa businesses.

***Moderator: Cedric L. Suzman, D.B.A., Retired Founding Executive Vice President and Director of Programming, World Affairs Council of Atlanta***

**Panelists:**

***Erastus Mong’are, Founder of StartUp Africa, Executive Director with Serve Delaware, Delaware Governor’s Commission on Community and Volunteer Service***

<http://startupafrica.org/bio-erastus-mongare/>

***Chinesom Ejiasa, Investment Director, Africa Integras, and former Manager Director at OPIC***

<http://www.christiecompany.com/africa-integras/the-team/>

***DeShawn Dominique Jenkins, Manager, Programs & Operations, Business Analytics Center, Scheller College of Business, Georgia Institute of Technology***

<https://www.scheller.gatech.edu/directory/staff/jenkins/index.html>

---

# PANEL SESSIONS

## *On Friday, May 19th – Panel Session 1*

**1:40 PM-3:00 PM - Research Methods: *The Structural Equation Modeling Family: An R-Based Overview (Room 601)***

**Seminar Leader: *Edward Rigdon, Georgia State University, USA***

This session provides an overview of a family of statistical methods known as structural equation modeling or “SEM.” These methods are described as tools for modeling the behavior of unobserved conceptual variables. Typically, multiple observed variables are used to construct proxies or representations for each conceptual variable. Statistical methods in this family include composite-based methods (such as partial least squares path modeling and generalized structured component analysis) as well as the dominant factor-based approach.

R is an open-source statistical computing framework, which includes both base functions and many contributed packages, including a range of packages for performing SEM. While there are powerful and sophisticated computer packages which are not R based, having one common framework for conducting a range of analyses contributes to efficiency, and the free availability of R-based tools via the Internet makes sophisticated tools available worldwide.

This session will attempt to describe when these methods may be useful, the requirements for making effective use, recent generalizations to deal with phenomena like heterogeneity. The session will present basic examples and identify resources that researchers can use to learn more about these methods.

## *On Friday, May 19th – Panel Session 2*

**1:40 PM-3:00 PM - Special Issues in Emerging Markets (Room 610)**

**Chair: *Wesley J. Johnston, Georgia State University, USA***

***Panelists:***

1. ***Mark Peterson, University of Wyoming, USA - Putting Country Development in Africa into Macromarketing Perspective***

- 
2. **Wesley Johnston**, Georgia State University, USA - *Building Capabilities in Emerging Markets*
  3. **Cedric Suzman**, EVP & Program Director, World Affairs Council of Atlanta (Retired) - *Business Education in Africa: Challenges and Opportunities*.
  4. **Anita Spring**, University of Florida, USA - *Researching Entrepreneurship in African Markets*

## PLENARY SESSIONS

- 1 On Wednesday, May 17<sup>th</sup> 9:00am – 10:15am (Room 610): **Professor Jagdish Sheth**, Emory University
- 2 On Friday, May 19<sup>th</sup> 8:45am – 10:00am (Room 610): **Professor V. Kumar** (*Editor of Journal of Marketing*), Georgia State University
- 3 On Friday, May 19<sup>th</sup> 3:30pm – 4:30pm (Room 610): Meet the Editors
  - a. Journal of Business Research (**Naveen Donthu**)
  - b. Journal of Business and Industrial Marketing (**Wes Johnston**)
  - c. Journal of Macromarketing (**Mark Peterson**)
  - d. Journal of African Business (**Simon P. Sigué**)

## CONFERENCE SPONSORS

1. Georgia State University, Robinson College of Business, Department of Marketing
2. Georgia State University, Center for International Business Education and Research (CIBER)
3. Georgia State University, Center for Excellence in Brand and Customer Management (CEBCM)
4. Emerald Group Publishing
5. Taylor and Francis
6. Sheth Foundation