



Hochschule
Bonn-Rhein-Sieg
University of Applied Sciences



University of Cape Coast
Cape Coast, Ghana

11th Annual Universities and Enterprise Development in Africa Conference

(Virtual)

Wednesday 8th November 2023

Theme: *Towards Sustainable Development in Africa: The Role of Universities and Private Sector in the African Continental Free Trade Area*

Host

UNIVERSITY OF CAPE COAST, GHANA



Federal Ministry
for Economic Cooperation
and Development



Deutscher Akademischer Austauschdienst
German Academic Exchange Service

Wednesday September 8, 2023

08.00	Link to the online conference open	
09.00 – 10.00	Opening Ceremony	Moderator: Dr. Phanuel Wunu (Lecturer, University of Cape Coast, Ghana).
9.00 – 09.50	A. Welcome remarks (5 minutes each) Welcome Remarks by: <ol style="list-style-type: none"> 1. Conference Chair UEED Conference 2023 (Prof. F.O. Boachie-Mensah, University of Cape Coast, Ghana) 2. Vice Chancellor, University of Cape Coast (Prof. Dr. Johnson Nyarko Boampong) 3. Vice President, International Affairs and Diversity, Hochschule-Bonn Rhein-Sieg (University of Applied Sciences), Germany (Prof. Dr. Jurgen Bode) 4. Pro-Vice Chancellor, University of Cape Coast and the Project Leader in Ghana (Prof. Dr. Rosemond Boohene) 5. Dean, School of Business, University of Cape Coast (Prof. Dr. John Gartchie Gatsi) 	Moderator: Dr. Phanuel Wunu (Lecturer, University of Cape Coast, Ghana).
9.50 – 10.15	B. Goodwill Messages by Key Partners (5 minutes each) Goodwill Messages by: <ol style="list-style-type: none"> 1. Programme Officer and Acting Country Director, DAAD Ghana (Felix Barnes). 2. CHRO, Enterprise Computing Limited) (Ms. Cionilda Cudjoe) 3. Regional Manageress, Ghana National Chamber of Commerce and Industry, Cape Coast (Ms. Benedicta Anita Mensah) 4. Head of Distribution, Vanguard Assurance Ghana (Mr. Samuel Asumang) 5. CEO, inGenius Africa (Mr. Oliver Sarfo) 	Moderator: Dr. Phanuel Wunu (Lecturer, University of Cape Coast, Ghana).
10.15 – 10.45	C. Keynote Presentation (20 minutes) Keynote Presentation by: <ol style="list-style-type: none"> 1 Group CEO, Hollard Insurance, Ghana (Mrs. Patience Akyianu) 2 Questions (5 minutes) 	Moderator: Dr. Phanuel Wunu (Lecturer, University of Cape Coast, Ghana).
10.45 – 11.00	Health Break	
11.00 – 11.25	Parallel Session I.I (25 minutes)	Moderator: Prof. Ernest Abano (Chair, Entrepreneurship, Enterprise Development and Business Incubation Team, University of Cape Coast) Rapporteur: Ms. Stephanie Frimpong
	Panel Discussion on Promoting Sustainable Business Partnerships Between Ghanaian and EU Firms: Challenges and Key Success Factors	Panelists: Dr. Phanuel Wunu (Lecturer, University of Cape Coast, Ghana). Holger Vogt (Managing Director, AMENA Africa Limited, Kenya)

		Christina Appiah-Nimo (Tomas Bata University, Czech Republic) Dr Simon Zuefle (ESB Business School, Reutlingen University, Germany) Prof. Dr. James Attah Peprah (Dean, School of Economics, University of Cape Coast). Ms. Benedicta Anita Mensah (Regional Manageress, Ghana National Chamber of Commerce and Industry, Cape Coast)
11.00 – 11.25	Parallel Session 1.2 (25 minutes)	Panel Chair: Prof. Dr. Ralf Meyer, (Hochschule Bonn-Rhein-Sieg-University of Applied Sciences, Germany) Rapporteur: Dr. Evelyn Nyamah
	Panel Discussion on Artificial Intelligence, Flipped Classroom, and Entrepreneurial Skills Development	Panellists: Prof. Dr. Ralf Meyer, (Hochschule Bonn-Rhein-Sieg-University of Applied Sciences, Germany) Prof. Ayirebi-Arthur, Director, Centre for Teaching Support (University of Cape Coast) Dr. Daniel Otieno (Kenya) Prof. Dr. Lurdes Martins (Portugal) Dr. Joseph Owino (Kenya)
11.25 – 13.00	Parallel Session 2.1: AfCFTA, Business Opportunities and Entrepreneurship in Common African Market (15 mins for each presenter).....1	Chair: Prof Dr. Abraham Ansong (Head, Department of Management University, of Cape Coast, Ghana) Rapporteur: Ms. Indra Acquah
	Paper 1: Implications of Monitoring and Evaluation Systems for SMEs in some Selected Metropolis In Ghana	Daniel Agyapong, Benard Adjei-Poku and Gloria Agyapong (University of Cape Coast, Ghana, Christian Service University College, Ghana).
	Paper 2: Ghanaian SMEs Readiness for AfCFTA Implementation	Presenters: Ruben Doagbodzi (Cape Coast Chamber of Commerce and Industry)
	Paper 3: The Impact and Resilience of Mauritian SMEs: Sales Dynamics during and Beyond the COVID-19 Pandemic	Presenter: Eric Bindah (University of Mauritius) and, Leenshya Gunnoo (University of Technology Mauritius, Mauritius)
	Paper 4: Entrepreneurial Networking, Innovation, and Sustainable Growth of Small Enterprises in Ghana	Presenters: Isaac Mensah, Rosemond Boohene, & Mavis S. B. Mensah (University of Cape Coast, Ghana).
	Paper 5: Bridging Labor Demand & Supply Through Labor Market-Oriented Qualification	Presenter: Afework Getachew (GIZ, Germany)
11.25 – 13.00	Parallel Session 2.2: AfCFTA, Business Opportunities, and Entrepreneurship in Common African Market (15 mins for each presenter).....2	Chair: Prof John Gartchie Gatsi (Dean, School of Business, University of Cape Coast) Rapporteur: Ms Dorcas Aba Ochil
	Paper 1: Leveraging Architecture Development Methodology to Enhance AfCFTA's Success	Presenters: Michael Agyekum Bremang (Universität Koblenz, Germany)
	Paper 2: Theories of Economic Integration in Africa and Implications for AfCFTA	Presenters: Francis Kofi Korankye-Sakyi (University of Cape Coast, Ghana)
	Paper 3: Implementing AfCFTA: Lessons from afro-pessimists and afro-optimists	Presenters: William Asante (Dombo University of Business and Integrated Development Studies, Ghana) & Edinam Bernice Amenumey (University of Cape Coast, Ghana)
	Paper 4: Sustained advertising for SMEs and the food industry with inclusive Augmented Reality (AR) user experiences	Presenters: Nassirah Laloo & Sameer Sunhaloo (University of Technology, Mauritius)

	Paper 5: Exploring AfCFTA Implementation Challenges: A Review and Empirical Study on Trade Facilitation Factors	Presenters: Mengistu Alamneh, Lukas Kornher and Joachim von Braun (University of Bonn, Germany)
11.25 – 13.00	Parallel Session 2.3: Digital & Technological Entrepreneurship and Employability	Chair: Oghenekome Umuerrri (Hochschule Bonn-Rhein-Sieg University of Applied Sciences, Germany) Rapporteur: Ms. Honla Ablemah Quarm
	Paper 1: Digitization of Businesses Among SMEs in Some Selected Areas in Ghana	Presenters: Stephanie Efua Frimpong (University of Cape Coast, Ghana)
	Paper 2: Monitoring, Evaluation, and Growth of Technology Start-ups in Africa	Presenters: Osman Light, Daniel Agyapong and Edmond Yeboah Nyamah (University of Cape Coast, Ghana)
	Paper 3: A digital ecosystem map for transparency in the African entrepreneurial ecosystem: Evidence from Rwanda	Presenters: Derrick Seyram Vormawor, (University of Koblenz - The Entrepreneurial University, Germany)
	Paper 4: A qualitative investigation of doctoral students experience with mobile devices	Presenters: Kwaku Anhwere Barfi & Christopher Kwame Filson (University of Cape Coast, Ghana)
	Paper 5: Solar Off-Grid Systems for Productive Use in remote areas of Uganda	Miria Agunyo, Elizabeth B. Kizito, Jeremy Waiswa & Stephen Kyakulumbye (Uganda Christian University, Uganda), and Inken Hoeck and Elmar Steurer (University of Applied Science Neu-Ulm, Germany)
	Paper 6: Digital Transformation: A roadmap to leverage business for SMEs	Shireen Panchoo (University of Technology, Mauritius) & Leila Hafeeza Mohammad, (La Tour Koenig, Mauritius)
	Paper 7: An analysis of Rwanda's youth Digital skills and entrepreneurship training	Presenters: Adio-Adet Tichafara Dinika (Universitaet Bremen, Germany)
13.15 – 13.30	Health Break	
13.30 – 14.50	Parallel Session 3.1: Achieving the SDGs through Sustainable Business, Circular Economy and Digital Transformation in Africa (15 mins for each presenter)	Chair: Prof. Dr. Mavis Benneh Mensah (Director, Centre for Entrepreneurship & Small Enterprise Development, University of Cape Coast) Rapporteur: Mr. Kwame Ofori
	Paper 1: Achieving the Sustainable Development Goals through business-to-business Partnerships: The Case of Sales Partnerships between German Manufacturers and African Distributors	Presenters: Simon Züfle (ESB Business School, Reutlingen University, Germany) & Christian P. Schneider (Technische Universität Dresden, Faculty of Business and Economics)
	Paper 2: Total Quality Management Practices and Sustainable Performance of Food Processing Firms in Ghana	Presenters: Daniel Ofori, Gloria K. Q. Agyapong, Selorm Buerterey Buer and Gregory Kaku (University of Cape Coast, Ghana)
	Paper 3: Total Quality Management, Supplier Quality, and Operational Efficiency in the Public Health Sector in the Upper East Region	Presenters: Ramatu Issifu & Juliet Tiire (University of Cape Coast, Ghana)
	Paper 4: Saving Honest Entrepreneurs through the Second Chance Policy in Ghana	Presenters: Francis Kofi Korankye-Sakyi (University of Cape Coast, Ghana)
	Paper 5: Quintuple helix Framework and International Entrepreneurship in the Circular Economy	Presenter: Felicia Freda Idun-Acquah, Edward Nii Amar Amarteifio & Edward Marfo-Yiadom (University of Cape Coast, Ghana)
13.30 – 14.50	Parallel Session 3.2: Presentation on the Conference Subtheme: Women and Youth Entrepreneurship and Trade in Africa: Social, Arts, Craft, and Cultural Entrepreneurship AND Entrepreneurial University and Uni-Industry Collaboration in Africa 3 & 4: (15 mins for each presenter)	Chair: Dr. (Mrs) Keren N. A. Arthur (Director, Design Thinking and Innovation Hub, University of Cape Coast) Rapporteur: Ms. Ramatu Issifu

	Paper 1: Youths' Involvement in Rice Production in Anambra State, Nigeria	Presenters: Attamah, Clement Okechukwu (University of Cape Coast, Ghana) & Nwosu, Ebubechukwu Francisca (University of Nigeria, Nigeria)
	Paper 2: Empowering Young Artists: From Passion to Entrepreneurship"	Presenters: Christabel Ama Asmah (University of Cape Coast)
	Paper 3: The contribution of Entrepreneurial Universities and Uni-industry Collaboration in Mauritius towards the achievement of SDGs	Presenters: Gunnoo Chitisha (University of Mauritius, Mauritius)
	Paper 4: Realizing the Entrepreneurial Spirit in Universities of Applied Sciences in Ethiopia through Reskilling of Academic Staff	Presenter: Dr. Ephrem Tekle Yacob (Kotebe University of Education) and Margareth Gfrerer (Ethiopian Ministry of Education, Ethiopia)
13.30 – 14.50	Parallel Session 3.3: Presentation on Subtheme 5 & 6: Achieving the SDGs through Sustainable Business, Circular Economy, and Digital Transformation in Africa (15 mins for each presenter)	Chair: Prof. Dr. Anokye Mohamed Adam (Provost, College of Distance Education, University of Cape Coast) Rapporteur: Mr. Lawrence Kusi
	Paper 1: Isomorphic Pressures, Organisational Culture and Sustainable Procurement Implementation among Star-Rated Hotels	Presenters: Daniel Ofori and Dominic Jacob Nsiah-Sarfo (University of Cape Coast, Ghana)
	Paper 2: Exploring Occupational Gifting for Entrepreneurial Development among the Fantse of Ghana	Presenters: Alex Wilson (University of Cape Coast, Ghana)
	Paper 3: Managing risk in the sale of vegetables among SMEs: Perspectives of Ghanaian women	Presenters: Tonny Ograh (Takoradi Technical University, Ghana)
	Paper 4: Business as a conduit for achieving the Sustainable Development Goals	Presenter: Justice Mensah and Emma Mensah (University of Cape Coast, Ghana)
	Paper 5: Mediating Effects of Retirement Risk Perception and Adaptation Intention on Retirement Risk Awareness and Retirement Planning	Presenter: Ametorwo Bright, (University of Cape Coast, Ghana)
14.50 – 15.05	Health Break	
15.05 – 15.35	Keynote Presentation by: (20 minutes) President, The Paint Foundation (Mr. Huzaiifa Shatim Matawala) Questions (10 minutes)	Chair: Prof. Dr. David Doku, Director, Directorate of Research Innovation and Consultancy, University of Cape Coast Rapporteur: Ms. Hellen Agbeveh
15.35 – 16.05	Closing Ceremony	
	Closing remarks by: (5 minutes each) 1. Prof. Dr. Rosemond Boohene (Pro-Vice Chancellor, University of Cape Coast, Ghana) 2. Prof. Dr. Jurgen Bode (Vice President, International Affairs and Diversity, Hochschule Bonn-Rhein-Sieg-University of Applied Sciences, Germany) 3. Oghenekome Umuerrri (Conference Manager, UEED Africa, Hochschule Bonn-Rhein-Sieg University of Applied Sciences, Germany) 4. Prof. Dr. George Tweneboah (Editor-in-Chief, Journal of Business and Enterprise Development, University of Cape Coast, Ghana)	Moderator: Dr. Phanuel Wunu (Lecturer, University of Cape Coast, Ghana).

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