



Hochschule
Bonn-Rhein-Sieg
University of Applied Sciences



– *Call for Abstracts* –

12th Annual Conference (Online conference)
UNIVERSITIES, ENTREPRENEURSHIP AND
ENTERPRISE DEVELOPMENT IN AFRICA



28 to 29 November 2024

Hochschule Bonn-Rhein-Sieg University of Applied Sciences
Grantham-Allee 20
53757 Sankt Augustin, Germany

Sponsored by



Federal Ministry
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Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Theme: Sustainable Pathways: Driving Sustainable Innovations in Africa

Several countries have adopted the 17 Sustainable Development Goals (SDG) as part of global commitments to promote development. Adopting the SDGs means being more inclusive and advocating for environmentally sensitive economic development. Improving the quality and relevance of higher education, promoting self-employment, and producing a skilled labor force is pivotal in achieving the development goals of the African continent. Therefore, it has become evident that improving the quality of education in many African higher education institutions must emphasize the human relationship with the planet. Students undergoing training and young graduates need a collective awareness of the implications of their beliefs and values on the earth. They need to be equipped with the right tools and productive skills to enable and sustain economic development.

The Universities, Entrepreneurship, and Enterprise Development in Africa (UEED Africa) conference aims to showcase and promote sustainable innovations that address Africa's most pressing challenges. The conference addresses cross-cutting issues such as gender equality, social inclusion, and digital innovation, recognizing their integral role in advancing sustainable development in Africa. It encourages holistic approaches considering the interconnectedness of social, economic, and environmental dimensions. The conference aims to foster collaboration and facilitate partnerships and networking opportunities among diverse stakeholders, including government agencies, private sector entities, civil society organizations, and academia, towards achieving shared sustainability goals.

The conference theme embodies the imperative of sustainability in driving innovation and progress in Africa. By emphasizing sustainable practices, technologies, and policies, the conference seeks to unlock opportunities for economic growth, social equity, and environmental stewardship across the continent. It serves as a dialogue, collaboration, and knowledge exchange platform, empowering participants to contribute to Africa's sustainable development agenda.

Within the framework of the project "ART4Dev—Applied Research and Teaching for Sustainable Development in Africa," the Hochschule Bonn-Rhein-Sieg University of Applied Sciences (H-BRS) organizes, together with the University of Cape Coast in Ghana, Mouth Kenya University, MOI University, Kenya, and the Institute of Financial Management, Tanzania, the 12th UEED Africa conference. It will be held online in 2024.

Target participants

This online conference aims to bring together academia, business, and other stakeholders interested in the interplay between education, research, and economic development. It is a forum for researchers and practitioners alike. Thus, the event responds to the popular request to build bridges of communication between the worlds of education and business.

Format of contributions

The online conference attempts to be entrepreneurial and innovative. Traditional presentations will still play their role, but participants are encouraged to contribute actively and let their voices be heard in interactive formats. Emphasis will be given to networking possibilities and partner search.



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We encourage you to propose a contribution in one of the following alternative formats:

- a) Presentations (e.g., MS PowerPoint): 20 minutes, plus discussion; to be presented at topical sessions
- b) Panel Discussion: 75 minutes

Above all, the online conference aims to discuss ideas, results, generalizations, hypotheses, and plans among an audience representing institutions from education, business, development studies, and related fields. We encourage the submission of inputs with an explorative or conceptual nature, case studies, and reports concerning successes or failures.

Potential contributors should submit an abstract (maximum 500 words / one page). **The deadline for abstract submission is 15 July 2024.** Please submit your abstract using the [abstract submission template](#) (under "related documents") and send it by email to UEED.conference@h-brs.de (email subject: "abstract submission for the conference"). After acceptance, contributors should prepare a presentation. Submission of papers is required by 30 January 2025.

Abstracts and presentations slides will be published on the conference website. Final papers will be published in an electronic conference proceedings volume with DOI number.

Expression of interest: If you wish to be included on our mailing list, please send an expression of interest with your email address to UEED.conference@h-brs.de (subject: "expression of interest in conference"). You will receive further information and stay updated during the coming months.

Subthemes

The conference theme is structured into seven subthemes. All contributions related to the conference theme are welcome, also those which cover more than one subtheme, and those which cannot clearly be assigned to one of the subthemes. They serve only as an orientation for contributions to the conference.

1. Business and Entrepreneurship in Africa: Success factors, barriers, perspectives
2. Entrepreneurial Education: Entrepreneurial Learning for Sustainable Development in Africa
3. Bridging Academia and Industry: University-Industry linkages and sustainable development in Africa
4. Sustainable and Responsible Business Practices in Africa
5. Tourism as a Catalyst for Sustainable Development in Africa
6. Health, Social Protection, and Productivity: Challenges for the entrepreneur
7. Applied Research and Teaching for Sustainable Development in Africa: Models, success factors, challenges.

Subtheme 1: Business and entrepreneurship in Africa: Success factors, barriers, perspectives

This subtheme deals with issues such as (but not confined to):

- Growth industries in African countries
- Preconditions of entrepreneurship and business in industrialized countries, and in Africa



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- Case studies of entrepreneurship and business in African countries
- Success factors for SME development in industrialized countries, and in Africa
- Economic Partnership Agreements/EPAs - a win-win situation for African and European companies or a neocolonial instrument?
- Breaking down intra-African trade barriers - a big chance for entrepreneurs or just business as usual?
- Financing a business, or start-up, in African countries
- Methods to attract German SMEs to do business with/in African countries

Subtheme 2: Entrepreneurial Education: Entrepreneurial Learning for Sustainable Development in Africa

This subtheme deals with issues such as (but not confined to):

Subtopics/Subthemes:

- Environmental Entrepreneurship Education
- Social Innovation and Impact Entrepreneurship
- Climate Literacy and Sustainable Development Goals (SDGs)
- Green Skills Training and Capacity Building
- Youth Entrepreneurship Programs
- Women's Entrepreneurial Empowerment
- Indigenous Knowledge and Cultural Entrepreneurship
- Experiential Learning and Mentorship
- Digital Entrepreneurship and E-commerce Skills

Subtheme 3: Bridging Academia and Industry: University-Industry linkages and sustainable development in Africa

This subtheme deals with issues such as (but not confined to):

Subtopics/Subthemes:

- Research for Sustainable Development
- Technology Transfer and Commercialization
- Industry-Academia Collaboration for Climate Solutions
- Green Technology Incubators and Innovation Hubs
- Entrepreneurial Ecosystems on University Campuses
- Intellectual Property Rights and Technology Licensing
- Industry-sponsored Research Grants
- Skills Development for Industry-Relevant Careers
- Corporate Social Responsibility and University Engagement

Subtheme 4: Sustainable and Responsible Business Practices in Africa

This subtheme deals with issues such as (but not confined to):

Subtopics/Subthemes:

- Climate Action and Carbon Neutrality Targets
- Corporate Social Responsibility (CSR) Initiatives
- Environmental Management Systems (EMS)
- Ethical Sourcing and Fair-Trade Practices
- Transparency and ESG (Environmental, Social, Governance) Reporting
- Green Procurement and Supplier Diversity
- Responsible Investment and Impact Measurement
- Green Entrepreneurship and Eco-friendly Practices
- Climate-Resilient Business Models
- Access to Sustainable Financing
- Circular Economy Initiatives
- Technology for Sustainable Business Solutions
- Policy Support for Sustainable Enterprises

Subtheme 5: Tourism as a Catalyst for Sustainable Development in Africa

This subtheme deals with issues such as (but not confined to):

Subtopics/Subthemes:

- Ecotourism and Wildlife Conservation
- Community-Based Tourism Enterprises
- Sustainable Tourism Infrastructure Development
- Cultural Heritage Preservation and Tourism
- Climate-Smart Tourism Practices
- Tourism Entrepreneurship Training and Support
- Destination Management and Marketing
- Sustainable Tourism Policies and Regulations
- Digital Innovation in Tourism Services

Subtheme 6: Health, Social Protection, and Productivity: Challenges for the Entrepreneur

This subtheme deals with issues such as (but not confined to):

- The chicken and the egg: Can increased productivity lead to better social welfare, or will better social welfare lead to increased productivity?
- Corporate Social Responsibility in Africa: what businesses can do to improve social welfare, and why?
- Comparing social protection systems between Europe and Africa: Similarities, diversities, and mutual learning opportunities
- Social protection provider in Africa: The state? The entrepreneur? Who else?
- Social safety nets and insurance coverage
- Mental health and well-being

Subtheme 7: Applied Research and Teaching for Sustainable Development in Africa: models, success factors, challenges.

This subtheme deals with issues such as (but not confined to):

- Practice-oriented teaching – a solution for African educational problems?
- Universities of Applied Sciences: what are their success factors in Germany, and are they a role model for Africa's development?
- Practice-oriented education on tertiary vs. (post-) secondary level in Africa: which approach is more efficient?
- Challenges and success factors in implementing practice-oriented teaching models at African universities
- The role of international university partnership networks in the development of the economy and society in Africa
- E-learning and acquisition of digital skills and competencies
- Artificial intelligence and the future of education

Schedule

The conference will be held from 28 to 29 November 2024, 09:00 to 18:00 on the first day, and 9:00 to 14:00 on the second day.

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| ■ 15 July 2024 | Submission of abstracts |
| ■ 31 August 2024 | Review of abstracts, feedback to contributors |
| ■ 1 October 2024 | Registration open |
| ■ 15 November 2024 | Registration deadline |
| ■ 28 - 29 November 2024 | Conference days |
| ■ 10 December 2024 | Submission of presentations and posters for publication on the conference website |
| ■ 30 January 2025 | Submission of papers |

Conference Committee Leadership

Prof. Dr. Jürgen Bode, Hochschule Bonn-Rhein-Sieg, University of Applied Sciences, Germany
Prof. Dr. Rosemond Boohene, University of Cape Coast, Ghana

Conference Coordinator

Oghenekome Umuerrri, Hochschule Bonn-Rhein-Sieg, University of Applied Sciences, Germany