

**10th Annual Conference  
"UNIVERSITIES, ENTREPRENEURSHIP AND  
ENTERPRISE DEVELOPMENT IN AFRICA"  
- Thursday, 28 November 2024 -**



09:00 - 09:15		<b>Opening Remarks (Main Room)</b> <b>Prof. Dr. Jürgen Bode</b> <i>Vice President for International Affairs and Diversity, Hochschule Bonn-Rhein-Sieg University of Applied Sciences, Germany</i>  <b>Prof. Dr. Rosemond Boohene</b> <i>Pro-Vice Chancellor, University of Cape Coast, Ghana</i>				09:15 - 10:15		<b>Panel Discussion (Main Room)</b> <b>Prof. Dr. Daniel Agyapong</b> <i>Teachers' Acceptance of AI for Developing Digital Skills Globally</i>
10:15 - 10:30		<p align="center"><i>Coffee Break</i></p>						
						10:30-11:00		<b>Keynote (Main Room)</b> <b>Prof. Dr. Erik Stam</b> <i>Title: Entrepreneurship Ecosystem in Africa</i>
11:00 - 12:15	<b>Presentations &amp; Discussions</b> <b>Subtheme: Business &amp; Entrepreneurship (Room 1)</b>  <b>Session Chair: Prof. Dr. Daniel Agyapong</b>  <b>1. Business and entrepreneurship in Africa: success factors, barriers, perspectives</b>  <b>2. Overcoming Barriers to Corporate Entrepreneurship: Nurturing Supportive Environment in Small to Medium Tourism Enterprises in Zimbabwe</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Entrepreneurial Education (Room 2)</b>  <b>Session Chair: Dr Evans Mwiti</b>  <b>1. Catalyzing Business Intentions through Entrepreneurship-Oriented Training on University Students in Kenya</b>  <b>2. PACmen - Professional Apprenticeships for Craftsmen</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Bridging Academia and Industry (Room 3)</b>  <b>Session Chair: Prof. Dr. Masauso Chirwa</b>  <b>1. Improving Employability: Case of the University of Rwanda</b>  <b>2. The role of universities in ensuring inclusive AI adoption amongst SMEs</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Sustainable &amp; Responsible Business Practices (Room 4)</b>  <b>Session Chair: Prof. Dr. Ralf Meyer</b>  <b>1. Global Inflation: Assessing the Impact on International NPO Project Portfolios</b>  <b>2. Supply Chain Disruption, Risk Management Capabilities and Sustainable Competitive Advantage of Manufacturing Firms in Free Zones Area in Ghana</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Tourism as a catalyst for sustainable development in Africa (Room 5)</b>  <b>Session Chair: Prof. Dr. Gloria Agyapong</b>  <b>1. "HERMES": A hybrid recommendation system for Ghana-based tourism</b>  <b>2. Improving Hotel Guest Experience Through Sentiment Analysis Web Based System</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Entrepreneurial Education; Business &amp; Entrepreneurship (Room 6)</b>  <b>Session Chair: Oghenekome Umuerr</b>  <b>1. Emotional Intelligence, Innovation, and Resilience on Youth Entrepreneurial Success: A Mixed-Methods Study</b>  <b>2. Business and Entrepreneurship Practices in Kenya: A Farmer's Perspective</b>		
12:15 - 13:30		<p align="center"><i>Lunch break</i></p>						
13:30 - 14.45	<b>Presentations &amp; Discussions</b> <b>Subtheme: Business &amp; Entrepreneurship; Sustainable &amp; Responsible Business Practices (Room 1)</b>  <b>Session Chair: Dr. Diane Uyoga</b>  <b>1. Integrated Network and Simulation Model for SMEs</b>  <b>2. Green marketing impact on manufacturing industries' CSR performance in Kenya</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Entrepreneurial Education (Room 2)</b>  <b>Session Chair: Prof. Dr. Daniel Agyapong</b>  <b>1. Universities, Entrepreneurship, and Enterprise Development for Sustainable Development: Policies, Practices, Trends,</b> <b>2. Competencies and Individual Marketability for Employment in the 21st Century</b>	<b>Panel Discussion</b> <b>Subtheme: Tourism as a catalyst for sustainable development in Africa (Room 3)</b>  <b>Session Chair: Dr Edward Amatiefio</b>  <b>The Travel and Tour Business in Ghana: Perspectives, Prospects, Barriers</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Sustainable &amp; Responsible Business Practices (Room 4)</b>  <b>Session Chair: Oghenekome Umuerr</b>  <b>1. Understanding the concept of sustainability by fashion designers in Rwanda</b>  <b>2. Sustainable logistics initiatives on Kenya's Oil and Gas Sector</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Tourism as a catalyst for sustainable development in Africa (Room 5)</b>  <b>Session Chair: Dr. Michael Noel Sam</b>  <b>1. Innovative policies to transform Tanzanian tourism and accomplish sustainable Development</b>  <b>2. Sustainable Business Practice in Ghana: Obstructive Factors</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Tourism as a catalyst for sustainable development in Africa (Room 6)</b>  <b>Session Chair: Dr. John Kamau</b>  <b>1. INTERFACES: Supporting Pathways to Sustainable Land Management in Africa</b>  <b>2. Supply Chain Collaboration and Market Access of Small and Medium Size Enterprises: Mediating Role of Network Intensity</b>		
14:45 - 15:00	<b>Main Room</b> <b>Closing Day 1</b> <b>Prof. Dr. Jürgen Bode</b> <i>Vice President for International Affairs and Diversity, Hochschule Bonn-Rhein-Sieg University of Applied Sciences, Germany</i> <b>Prof. Dr. Rosemond Boohene</b> <i>Pro-Vice Chancellor, University of Cape Coast, Ghana</i> Organized by						Financed by  	

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<b>12th Annual Conference</b> <b>"UNIVERSITIES, ENTREPRENEURSHIP AND ENTERPRISE DEVELOPMENT IN AFRICA"</b> <b>- Friday, 29 November 2024 -</b>							
09:30 - 09:45	<b>Opening Remarks (Main Room)</b> <b>Prof. Dr. Jürgen Bode</b> <i>Vice President for International Affairs and Diversity, Hochschule Bonn-Rhein-Sieg University of Applied Sciences</i> <b>Prof. Dr. Rosemond Boohene</b> <i>Pro-Vice Chancellor, University of Cape Coast, Ghana</i>					09:45 - 10:45	<b>Panel Discussion (Main)</b> <b>Sershen Naidoo</b> <i>How can academia and industry co-create African entrepreneurial universities?</i>
10:45 - 11:00 <i>Coffee break</i>							
11:00 - 12:15	<b>Panel Discussion</b> <b>Subtheme: Business &amp; Sustainable &amp; Responsible Business Practices (Room 1)</b>  <b>Session Chair: Prof. Dr. Kerstin Rosenow-Williams</b>  <b>High Illiteracy Rate in Ghana and Impact on Sustainable Businesses</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Bridging Academia and Industry (Room 2)</b>  <b>Session Chair: Prof. Dr. Masauso Chirwa</b>  <b>1. Practice-Oriented and Industry-Integrated Study Programs in Sub-Saharan Africa</b>  <b>2. Assessment of Academia Industry Relationship Towards Sustainable Businesses in Kenya</b>	<b>Panel Discussion</b> <b>Subtheme: Applied Research and Teaching for Sustainable Development in Africa (Room 3)</b>  <b>Session Chair: Prof. Dr. Christian Tode</b>  <b>AI and the Future of Education: Tools for Sustainable Development</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Business &amp; Entrepreneurship in Africa; Sustainable &amp; Responsible Business Practices (Room 4)</b>  <b>Session Chair: Dr. Shaban Mayanja</b>  <b>1. E-commerce Capabilities and Digital Entrepreneurship in Small Business: An Exploratory Study</b>  <b>2. Green supply chain management strategies, organization culture and performance of sugar companies</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Tourism as a catalyst for sustainable development in Africa; Sustainable &amp; Responsible Business Practices (Room 5)</b>  <b>Session Chair: Prof. Dr. Ralf Meyer</b>  <b>1. Commercialization of indigenous cuisines for sustainable food heritage tourism in Zimbabwe</b>  <b>2. Productive Use of Renewable Energy: a driver for a sustainable business</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Business &amp; Entrepreneurship in Africa; Entrepreneurial Education (Room 6)</b>  <b>Session Chair: Oghenekome Umuerrri</b>  <b>1. Resource Bundling and Leveraging : The role of Entrepreneurial Orientation and Gender on Business resilience in turbulent , resource-scarce Business Environments</b>  <b>2.The Opportunities and Challenges of Women's Empowerment and Market Access in Agricultural Cooperatives: in the case of Ethiopia, Senegal and Tunisia</b>	
12:15 - 13:30 <i>Lunch break</i>							
13:30 - 14:45	<b>Presentations &amp; Discussions</b> <b>Subtheme: Business &amp; Entrepreneurship (Room 1)</b>  <b>Session Chair: Dr. Edward Amatiefio</b>  <b>1. Business incubator services and new venture creation in Kenya</b>  <b>2. Adoption of Technology in Rural Banks in Ghana</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Business &amp; Entrepreneurship in Africa (Room 2)</b>  <b>Session Chair: Dr. Evans Mwiti</b>  <b>1. Evaluation of entrepreneurial challenges in the context of Rwanda</b>  <b>2. Entrepreneurial competencies towards successful startups</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Bridging Academia and Industry; Sustainable &amp; Responsible Business Practices (Room 3)</b>  <b>Session Chair: Prof. Dr. Daniel Agyapong</b>  <b>1. German Opportunity Card: Streamlining Skilled Migration Using Network Model</b>  <b>2. University-Industry linkages: A case study of Mount Kenya</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Sustainable &amp; Responsible Business Practices (Room 4)</b>  <b>Session Chair: Dr. Peterson Owusu</b>  <b>1. Mediation effect of organization culture on sustainable supply chain practices and performance of manufacturing firms in Kenya</b>  <b>2. The Sustainability Puzzle: Analyzing Barriers Confronting Manufacturing Supply Chains in Ghana</b>	<b>Presentations &amp; Discussions</b> <b>Subtheme: Applied Research and Teaching for Sustainable Development in Africa (Room 5)</b>  <b>Session Chair: Dr. John Kamau</b>  <b>1. Drivers of e-learning satisfaction and performance of distance learning students in Ghana</b>  <b>2. Mitigating Market Volatility in High-End Property Valuation with Multivariate M-Learning</b>		
14:45 - 15:00	<b>Main Room</b> <b>Summaries and concluding remarks</b> <b>Prof. Dr. Jürgen Bode</b> <i>Vice President for International Affairs and Diversity, Hochschule Bonn-Rhein-Sieg University of Applied Sciences, Germany</i> <b>Prof. Dr. Rosemond Boohene</b> <i>Pro-Vice Chancellor, University of Cape Coast, Ghana</i> <b>Organized by</b>					<b>Financed by</b>  <b>DAAD</b> <small>Deutscher Akademischer Austauschdienst German Academic Exchange Service</small>	