



– Call for Abstracts –

**9th Annual Conference**  
**UNIVERSITIES, ENTREPRENEURSHIP AND ENTERPRISE**  
**DEVELOPMENT IN AFRICA**



**8<sup>th</sup> to 9<sup>th</sup> September 2021**

University of Cape Coast,  
Cape Coast, Ghana

**Sponsors**



Federal Ministry  
for Economic Cooperation  
and Development

**DAAD**

Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



## **Theme: Universities, Entrepreneurship and Enterprise Development in Africa**

African countries are amongst five of the world's twelve fastest growing economies, with foreign direct investment five times what it was a decade earlier. For its people and for those who want to invest in the future of Africa, the continent offers new opportunities.

Entrepreneurship has proved to be one of the main contributors to economic growth over the years. The start-up and growth cycle of companies is related to the socio-economic benefits of the global world at large. For growth and social change, increasing entrepreneurial projects are fundamental. By seizing opportunities, assuming risks, addressing challenges and taking action, entrepreneurs build value and are also a source of income and livelihood for a majority of the populace, especially in developing countries. In developing and commercializing new innovations, entrepreneurs take chances in ways that larger corporations do not. These innovations sometimes open up whole new markets and change industries.

In supporting the flow of opportunities for venture creation, especially in the consumer goods and food processing industry, universities play an important role in mobilising resources for entrepreneurship and start up activities. In the past, students were usually trained for occupations established by others through university education. However, in order to build new generations of entrepreneurs, universities must provide curricula, facilities and incentives, as well as collaborate with existing businesses and government to achieve the maximum impact when it comes to entrepreneurship development.

The theme for this conference under the BET Ghana project therefore, aims at bringing together, industry, academia and government to discuss issues under the various sub themes to encourage entrepreneurship in African universities and countries, particularly in the consumer goods and food processing sector.



## Target participants

This conference aims specifically at bringing together participants from academia, business, and other stakeholders interested in the interplay between education and economic development. It is a forum for researchers and practitioners alike. Thus, the event is a response to the popular request to build bridges of communication between the worlds of education and business.

## Format of contributions

The conference attempts to be entrepreneurial and innovative. Traditional presentations will still play their role, but participants are encouraged to contribute actively and let their voice be heard in interactive formats. Emphasis will be given to networking possibilities and partner search. Therefore, the two-day program encompasses the following formats:

- Workshops
- Panel Discussions
- World Café
- Fish Bowl
- Paper Presentations
- Fair

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

- a) Paper Presentations (e.g. MS PowerPoint)
- b) Panel Discussion
- c) Workshops
- d) World Café
- e) Fish Bowl
- f) Industry Presentations
- g) Fair

The conference's aim is, above all, 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). **Deadline for abstract submission is 31<sup>st</sup> March 2021.** Please submit your abstract using the **abstract submission template** (under "related documents") and send it to [UEED.conference@h-brs.de](mailto:UEED.conference@h-brs.de) (subject: "*abstract submission for conference*"). After acceptance, contributors should prepare a presentation or poster. Submission of academic papers is required by 31<sup>st</sup> March 2021. Abstracts, presentation slides and posters 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 in the conference with your email address to [UEED.conference@h-brs.de](mailto: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. They serve only as an orientation for contributions to the conference. 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.

1. Business and entrepreneurship in Africa
2. Entrepreneurial education for employment and economic growth
3. Consumer goods & food processing industries
4. Tourism as entrepreneurial opportunity in Africa
5. University-Industry-Linkages (Applied research & teaching)
6. E-Learning & Digital Entrepreneurship (Digitalization)
7. Sustainable/Responsible business

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

The continued high levels of unemployment and poverty across sub-Saharan Africa has boosted the championing of enterprise development as one of the activities to lift these countries out of the doldrums. Consequently, new directions for supporting the enterprise development environment where Small and Medium Sized Enterprises (SMEs) operate continue to be explored in Africa. Enterprise Development is the act of investing time and capital in helping people establish, expand or improve their businesses. However, at the heart of the difficulties facing these SMEs, particularly in urban areas, are a complex of factors around their continued inability to access market opportunities, lack of access to finance/ /credit and of delivery failings in the support environment. Thus, issues to be covered in this sub-theme include:

- Business support services for Micro Small and Medium Sized Enterprises
- Business incubation
- Family business management
- Financing SMEs in Africa
- Technology parks
- Enterprise development initiatives
- Women in enterprise development
- Rural entrepreneurship
- Sustainable enterprise development



## Subtheme 2: Entrepreneurial education for employment and economic growth

Covid-19 has challenged the world precisely Africa, to re-imagine its university systems. Perhaps, it is time universities systems that request for several articles and publications from its key stakeholders before promotion, gave way to looking at how many entrepreneurial graduates these key stakeholders produce within a given students' cohort duration. One of the prime panaceas to ensuring universities produce more entrepreneurial graduates and even transform themselves into an entrepreneurial university is entrepreneurship education. The European Union indicates that, entrepreneurship education has the mandate to equip the youth with functional knowledge and skill to build up their character, attitude, and vision for life. It has a vital role in developing an eco-system that promotes innovation. It must be highlighted that entrepreneurship is not just a venture creation process as it has been perceived; its essence goes beyond contemporary times with maturity and serves as an agent of change. It is universal and is reflected in all major dimensions of social, political, and economic benefits across the globe. However, there remains a longstanding debate within the university sector regarding the effectiveness of entrepreneurship education. This conference aspires to share more limelight on entrepreneurship education through the following:

- University stakeholders and promotion of entrepreneurial education within universities
- Perspectives of entrepreneurial education
- Reducing the inevitable risk of graduate unemployment through entrepreneurship education
- Entrepreneurship education and entrepreneurial universities
- Innovations in entrepreneurship teaching
- Unsettled issues in entrepreneurship education
- Extending entrepreneurship education beyond the borders of academic institutions
- Pedagogical strategies in entrepreneurship education

## Subtheme 3: Consumer goods & food processing industries

The consumer goods and food processing industry are a complex, global collective of diverse businesses that supplies most of the food and goods consumed by the world's population. The industry today has become highly diversified, with consumer goods and manufacturing ranging from small, traditional, family-run activities that are highly labour-intensive, to large, and capital-intensive. For example, consumer demand for new foods and changes in eating habits and food safety risks are affecting the food processing industry. The population is becoming older on average; moreover, consumers want fresh and minimally processed foods without synthetic chemical preservatives. To address the need for safer food and compete for consumer acceptance, manufacturers are exploring new food processing and preservation methods. The following are some of the issues to be covered under this sub-theme:

- Agribusiness innovations in the food processing industry
- Entrepreneurship and innovations in the consumer goods and the food processing industry
- Technologies for the food processing and consumer goods industry
- Financing for small and medium scale food processing sector
- Food processing and consumer goods policy direction for Ghana
- Food safety and quality assurance issues in Ghana



- Regulatory and legal frameworks for the food processing industry
- Waste management in the food and consumer goods industry
- Labour and the food processing industry
- Novel food fraud detection technologies for developing countries

#### **Subtheme 4: Tourism as entrepreneurial opportunity in Africa**

Tourism continues to be a key driver for job creation and economic growth in most emerging economies throughout the world. Africa's unique history and endowed natural resources continues to attract both local and foreign tourist. This development therefore presents African countries a great opportunity to become a key force in attracting tourists, investors and entrepreneurs which when harnessed well will drive employment and boost economic growth. It has been estimated that consumer spending on tourism, hospitality and recreation in Africa is projected to reach over 260 billion dollars in 2030. These developments present African countries with great opportunities to explore. These potentials can be well explored to the benefit of the continent when needed attention is given to the sector. However, not all the African countries have been able to project themselves well to benefit from these potentials. This calls for attention on how countries can explore these opportunities to the benefit of their respective countries.

For this theme, we welcome practical, theoretical and empirical research on how African countries can harness the opportunities presented in the tourism sector. Research that identifies positive, meaningful and implementable solutions on how African countries can explore the opportunities in the tourism sector are actively encouraged. Papers may be submitted in or around the following thematic areas:

- Tourism in Africa
- Entrepreneurship and tourism
- Hospitality and tourism development in Africa
- Sustainable tourism in Africa
- Tourism and economic growth
- Tourism and job creation
- Tourism management
- COVID 19, Opportunities and challenges for tourism development in Africa

#### **Subtheme 5: University – Industry – Linkages (Applied research & teaching)**

The importance of universities in any given economy cannot be over emphasized. Through activities such as teaching and research, universities develop human capital and generate new knowledge that underpin innovation. These outputs can only become relevant to socio-economic development through use. Thus, collaborations between universities and industry are crucial to ensuring the smooth transfer of technology and knowledge from universities to stakeholders who can apply them to their advantage (Archibugi & Fillipetti, 2017). Nevertheless, several studies highlight existing gaps between academia and industry; a gap which can be bridged through applied research and teaching (Smell and Packard, 2019). Applied research and teaching is action driven and places emphasis on problem solving. Therefore, interactions between universities and industry through applied research and teaching can ensure that there is a fit between the outputs of university activities and the demands of



industry thereby making it more relevant. To date, there have been significant interests in investigating university industry collaborations and the role of applied research and teaching in this space. However, there are still limitations in the state of literature on the topic (Ankrah & Al-Tabbaa, 2015); hence the motivation for this sub-theme. This sub-theme will discuss the following issues:

- Motivations and forms of university industry linkages including formation and operationalization matter
- Role of actors in industry academia-partnerships
- Financing issues in industry-academia partnerships
- Benefits of such collaborative efforts for all stakeholders especially in the Ghanaian and German context.
- University and industry collaboration case studies that enhance applied research and teaching
- Internship programs
- Practical projects between companies and universities

### **Subtheme 6: E-Learning and Digital Entrepreneurship (Digitalization)**

Development in the global arena facilitated by technological advancement implies that digital competencies are essential for everyone. The acquisition and application of digital competencies are necessary for people to fit well into society. In the case of businesses, it is an antidote to reducing waste and being competitive. The technological revolution has transformed the type and nature of businesses start-ups and influenced corporate restructuring – from physical to digital businesses. Developing digital entrepreneurs requires digital training pedagogy. E-learning provides the basis for acquiring digital competencies necessary for digital entrepreneurship. The focus of digital entrepreneurship is the application of digital technologies and collective intelligence to reshape the entrepreneurial process. The session covers issues of the impact of technological innovation on entrepreneurship and venture creation. It highlights the relevance of e-learning as a foundation for digital entrepreneurial skills acquisition and practice. Topics to be covered here include but not limited to:

- Digital entrepreneurial start-up
- E-learning and acquisition of digital skills and competencies
- Competency-based teaching and digital entrepreneurship
- Managing digital entrepreneurial enterprises
- Design thinking in the digital world
- Business opportunities in the social media space
- Artificial intelligence and business opportunities
- Digital revolution, big data and entrepreneurship
- Digitization and management of enterprises

### **Subtheme 7: Sustainable/Responsible business**

The SDG goal 12 requires global supply chains to proactively adopt innovative practices such as waste recycling, green marketing, extended producer responsibility, cutting down consumption of non-renewable energy sources and adoption of triple bottom line reporting. By these approaches, business can engineer economic growth decoupled from resource consumption, while minimising waste and



pollution. This will slow down the depletion of natural capital and preserve sufficient quantities to support future generation to meet their needs. Many small business leaders are integrating sustainability into their corporate strategy. They recognize that firms have key role to play in solving problems for which they have contributed to, while meeting stakeholder expectations. Sustainable business practices help firms to leverage their corporate resources to exploit opportunities brought forth by sustainable development. Sustainable business garner better public image, stakeholder support and gain competitive advantage through differentiation. Issues to be discussed here may include:

- Impact investment
- Green business development
- Circular economy and sustainable business development
- Green Financing
- Sustainable agriculture and agribusiness
- Corporate social responsibility and business ethics

## Schedule

The conference will be held on 8<sup>th</sup> to 9<sup>th</sup> September 2021, 08:00 to 16:30 on the first day and 9:00 to 16:30 on the second day.

- 31<sup>st</sup> March 2021. Deadline for submission of abstracts
- 30<sup>th</sup> April 2021 Feedback on abstract review
- 31<sup>st</sup> July 2021 Full paper submission
- 1<sup>st</sup> July – 16<sup>th</sup> August 2021 Conference registration
- 8<sup>th</sup> – 9<sup>th</sup> September 2021 Conference days
- 15<sup>th</sup> November 2021 Submission of final papers for publication

## Registration Fees

- 100 Ghana cedis Local students outside the University of Cape Coast
- 200 Ghana cedis Other local participants (non-students)
- 10 Euros International participants (students)
- 35 Euros African participants (non-students)
- 75 Euros Other international participants (non-students)

## Conference Committee

### Head of Conference Committee

Prof. Dr. Jürgen Bode

Prof. Rosemond Boohene, University of Cape Coast (UCC)



### **UCC Team**

Prof. Daniel Agyapong

Phanuel Wunu

Matilda Ewusi

Kezia-Beryl Godwyll

### **Conference Venue**

- School of Medical Sciences main auditorium

### **Venues for parallel sessions**

- School of Medical Sciences main auditorium
- Academic Board Chamber
- Institute of Education Conference room
- College of Education Conference room
- School of Business Conference room
- College of Distance Education Conference room