



Hochschule
Bonn-Rhein-Sieg
University of Applied Sciences



UNIVERSITY OF
CAPE COAST

– Call for Abstracts –

10th Annual Conference

**UNIVERSITIES, ENTREPRENEURSHIP AND
ENTERPRISE DEVELOPMENT IN AFRICA**



22 to 23 September 2022

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

Sponsored by



Federal Ministry
for Economic Cooperation
and Development

DAAD

Deutscher Akademischer Austauschdienst
German Academic Exchange Service



Theme: Universities, Entrepreneurship and Enterprise Development in Africa

In the last decade, foreign direct investment in Africa has increased fivefold, and five of the world's fastest growing economies are in the continent. For its people and 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. Entrepreneurs build value by seizing opportunities, assuming risks, addressing challenges, and taking action. They are also a source of income and livelihood for most of the populace, especially in developing countries. The start-up and growth cycle of companies directly impact the socio-economic benefits of the world at large. For growth and social change, entrepreneurial projects are fundamental. In developing and commercializing innovations, entrepreneurs take chances in ways that larger corporations do not. These innovations sometimes open up whole new markets and change industries.

Universities play an essential role in mobilizing resources for entrepreneurship and start-up activities in supporting the flow of opportunities for venture creation. In the past, students were usually trained for occupations established by others through university education. However, universities must provide curricula, facilities, and incentives to build new entrepreneurs and collaborate with existing businesses and governments to achieve the maximum impact on entrepreneurship development.

Many universities in industrialized countries, especially in the form of University of Applied Sciences (popular e.g., in Germany), have gained decades of experience in linking teaching and research with business practice. Employability of graduates, and application-oriented research in collaboration with industry, has been their main aim from the outset. Partnerships with universities in industrialized countries, including their respective business networks, can accelerate the transformation towards employability-orientation of African institutions. Further, practice-oriented research and education partnerships will help academics and students from the industrialized world understand Africa's growing relevance as a market and help include this insight into their teaching.

Within the framework of the project "BET Ghana – Building Expertise and Training for growth in the consumer goods and food processing industries in Ghana," the Hochschule Bonn-Rhein-Sieg University of Applied Sciences (H-BRS) organizes, together with the University of Cape Coast in Ghana, an annual conference which is alternately hosted by one of the two project partners. In 2022, it will be held for the tenth time at the H-BRS campus in Sankt Augustin, Germany.

Target participants

This 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 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.

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
- c) Workshops: 75 minutes
- d) World Café: 75 minutes
- e) Fish Bowl: 75 minutes
- f) Presentation at Poster Session (Format A0)

Above all, the 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 31 March 2022.** 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 or poster. Submission of papers is required by 12 July 2022.

Abstracts, presentations 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 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
2. Entrepreneurial education for employment and economic growth
3. Innovation and consumer behaviour in the food processing and consumer goods sector in Africa



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

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 Africa
- Case studies of entrepreneurship and business in African countries
- Women in enterprise development
- 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
- German SMEs and doing business in African countries
- Case examples of successful market strategies in Africa and why some companies fail in Africa

Subtheme 2: Entrepreneurial education for employment and economic growth

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

- Competences required by African entrepreneurs
- Contents, curricula, and teaching methodologies of entrepreneurial education
- Entrepreneurial education – A solution for youth unemployment?
- Beyond the curriculum – what can universities foster entrepreneurship among students and graduates?
- How can industry-academia cooperation foster entrepreneurship?
- Innovations in entrepreneurship education
- Should entrepreneurial education be part of every study program?
- Can entrepreneurial education contribute to sustainable development?

Subtheme 3: Innovation and consumer behaviour in the food processing and consumer goods sector in Africa

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

- Food processing and packaging technology – What innovations are transforming the industry?
- Agriculture technology – Innovative farming practices and the future of farming in Africa
- Agribusiness, innovation, and start-up



- Agri-food systems and climate change
- Regulatory and legal frameworks for the food processing industry
- Consumer behavior and product adaptation in Africa – Understanding the consumer in Africa
- Distribution and production of consumer goods – Opportunities and challenges in Africa markets

Subtheme 4: Tourism as entrepreneurial opportunity in Africa

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

- Destination Development as a prerequisite for entrepreneurial tourism
- The "Hospitality Entrepreneur" in tourism education
- Marketing of tourism in Sub-Saharan Africa in an international context
- Implementation of international standards in the African hospitality industry
- Tourism export and national value creation
- COVID 19, Opportunities and challenges for tourism development in Africa

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

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

- 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)

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

- Digital entrepreneurial start-up
- E-learning and acquisition of digital skills and competencies
- Competency-based teaching and digital entrepreneurship
- Managing digital entrepreneurial enterprises
- eHealth - The impact of technology on healthcare provision in Africa
- FinTech in Africa
- Artificial intelligence and business opportunities
- Digital revolution, big data and entrepreneurship
- Digitization and management of enterprises



Subtheme 7: Sustainable/Responsible business

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

- 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 from 22 to 23 September 2022, 09:00 to 18:00 on the first day, and 9:00 to 14:00 on the second day.

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| ■ 31 March 2022 | Submission of abstracts |
| ■ 30 April 2022 | Review of abstracts, feedback to contributors |
| ■ 1 July 2022 | Registration open |
| ■ 12 July 2022 | Submission of papers |
| ■ 16 September 2022 | Registration deadline |
| ■ 22 - 23 September 2022 | Conference days |
| ■ 15 October 2022 | Submission of presentations and posters for publication on the conference website |

Conference Committee

Head of Conference Committee

Prof. Dr. Jürgen Bode, Hochschule Bonn-Rhein-Sieg, University of Applied Sciences

Prof. Dr. Rosemond Boohene, University of Cape Coast