

**10th Annual Conference
"UNIVERSITIES, ENTREPRENEURSHIP AND
ENTERPRISE DEVELOPMENT IN AFRICA"
- Thursday, 8 September 2022 -**



08:00 - 09:00		Registration	
Room	HS7		
09:00 - 09:15	Opening Remarks Prof. Dr. Jürgen Bode <i>Vice President for International Affairs and Diversity, Hochschule Bonn-Rhein-Sieg University of Applied Sciences, Germany</i> Prof. Dr. Rosemond Boohene <i>Pro-Vice Chancellor, University of Cape Coast, Ghana</i> Mr. Michael Hörig <i>Director, DAAD Brussels Office</i>		09:15 - 09:45 Keynote Mr. Amodou Diallo <i>DHL Global Forwarding CEO Middle East and Africa Title: "Unleashing the potential of Africa".</i> 09:45-10:15 Mr. Michael Hörig <i>Director, DAAD Brussels Office Title: "Challenges and opportunities for the applied sciences in the further development of the strategic partnership between Africa and Europe."</i>

10:15 - 10:45 *Coffee break*

Room	HS7	C117	C118	C119	C120	Lobby	
10:45 - 12:00	Presentations & Discussions Subtheme: Business & Entrepreneurship; Entrepreneurial Education Session : Prof. Dr. Daniel Agyapong 1. Leapfrog and Reverse Innovation for survival of innovative start-ups in a saturated market <i>Presenters: Dr. Mohammed Khalil Mr. Nanko Boerma</i> 2. Promoting Entrepreneurial Commitment: Lessons from Success Stories in the BET Ghana Business Plan Competition <i>Presenters: Dr. Keren Naa Abeka Arthur Prof. Dr. Daniel Agyapong, Prof. Dr. Edward Amarteifio</i>	Presentations & Discussions Subtheme: Entrepreneurial Education; Education & Digitalisation Session Chair: Dr. Luc Da Gbadji 1. Harnessing Diversity and Connectedness in Values for International Business Strategy <i>Presenters: Dr. Peterson Owusu Junior Dr. Zangina M. Ishaq Mr. Oghenekome Umuerr</i> 2. A qualitative investigation of doctoral students' experiences with mobile devices <i>Presenters: Dr. Kwaku Anhwere Barfi Mr. Christopher Kwame Filson</i>	Panel Discussion Subtheme: Business and Entrepreneurship Session Chair: Prof. Dr. Rosemund Boohene To go or to remain: Critical considerations for internationalisation of SMEs in developing countries <i>Panelist: Mr. Holger Vogt Prof. Dr. Rosemond Boohene Prof. Dr. Jürgen Bode Dr. Phanuel Wunu</i>	Presentations & Discussions Subtheme: University-Industry Linkages; Entrepreneurial Education Session Chair: Prof. Dr. Ralf Meyer 1. Introduction of Incubation Centers: Hawassa University Ethiopia Best Practises. <i>Presenters: Dr. Ephrem Tekle, Dr. Afework Getachew</i> 2. Psychological Precursors of Entrepreneurial Intentions among Tertiary Students in Ghana <i>Presenters: Mr. Ebenezer Acheampong Dr. Inusah Mahama Mr. Isaac Nketsiah</i>	Panel Discussion Subtheme: University-Industry Linkages Session Chair: Ms. Jan Koetsier The Current Situation of The Cooperation between Industry and Universities in Morocco <i>Panelist: Mr. Youssef Sabbani Mr. Badre Mohamed Bounouar</i>		

12:00 - 13:30 *Lunch*

13:30 - 14:45	Presentations & Discussions Subtheme: Business and Entrepreneurship Session Chair: Prof. Dr. Kerstin Rosenow-Williams 1. Microfinance Digitalization and Financial Inclusion Of Rural Women Entrepreneurs in Rwanda: An Exploratory Study Of Mobile Financial Services <i>Presenters: Mr. Jean d'Amour Manirho Nshuti Prof. Dr. Claudia Nelly Berrones-Flemmig Prof. Dr. Utz Dornberger</i> 2. International Technology Transfer to Africa: What are the problems? <i>Presenters: Dr. Christian P. Schneider, Prof. Dr. Edeltraud Guenther, Prof. Dr. Dominik Möst</i>	Presentations & Discussions Subtheme: Entrepreneurial Education Session Chair: Prof. Dr. David Rempel 1. Study Access Alliance in Africa and IU International University – Education SDG 4, Inequality SDG 10 <i>Presenters: Prof. Dr. David Rempel, Ms. Laura Bake</i> 2. Success Factors of the MCF Model of Entrepreneurial Educational Ecosystem and its impact in Kenya <i>Presenters: Prof. Dr. David Rempel Prof. Dr. Markus Walther Mr. Collins Ronoh</i>	Panel Discussion Subtheme: Business and Entrepreneurship Session Chair: Mrs. Oghenekome Umuerr Incubating Start-ups in Ghana: Insights from the University of Cape Coast Experience <i>Panelist: Dr. Keren Naa Abeka Arthur Dr. Edward Amarteifio Ms. Bridget Eshun</i>	Presentations & Discussions Subtheme: University-Industry Linkages ; Entrepreneurial Education Session Chair: Prof. Dr. Rosemund Boohene 1. University Community Engagement: A Transdisciplinary Approach Through The BET Ghana Project <i>Presenter: Dr. Dominic Owusu</i> 2. 5-Euro-Startup. <i>Presenter: Ms. Natalie Chirchietti</i>	WIFI Network: HBRS Password: MmH477mAz8 To connect, please perform the following steps. 1. connect your device to the wireless network "HBRS". 2. enter the password above. 3. that's all! You now have access to the network.	
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14:45 - 15:15 *Coffee break*

15:15 - 16:30	Presentations & Discussions Subtheme: Innovation & Food Processing Session Chair: Prof. Dr. Daniel Agyapong 1. Techno-economic analysis of controlling aflatoxin in maize using a safe and solar dryer <i>Presenters: Prof. Dr. Ernest Ekow Abano Prof. Dr. Martin Bosompem Prof. Dr. Michael Osei Adu Dr. Enoch Thadeus Quayson Ms. Margaret Quarm Ms. Josephine Ejua Fosuwah</i> 2. Distribution Channel Strategies and Customer Choice in the Fast-Moving Consumer Goods (FMCG) Industry: A survey in the Upper East Region of Ghana <i>Presenters: Mr. Francis Kyei Prof. Dr. Francis O. Boachie-Mensa Dr. Gloria K.Q. Agyapong</i>	Presentations & Discussions Subtheme: Education & Digitalisation; University-Industry Linkages Session Chair: Prof. Dr. Claudia Nelly Berrones 1. Students Experiences of E-Learning During the COVID-19 Pandemic <i>Presenters: Dr. Ivy Kesewaa Nkrumah Dr. Lebbæus Asamani</i> 2. Linkages between academia - private sector - TVET in Ghana. Untapped potential <i>Presenter: Ms. Julia Olesen</i>	World Café Subtheme: Sustainable Business Session Chair: Sarah Friedrichs Cooperation, Funding and Employability: Let's unfold the Power of Diversity for these areas! – Peer Counselling and Measure Workshop <i>Presenters: Ms. Sarah Friedrichs Ms. Saskia Pfeiffer</i>	Presentations & Discussions Subtheme: Tourism; Business and Entrepreneurship Session Chair: Prof. Dr. David Rempel 1. To what extent can ecotourism projects help to promote the perception of Rwanda as a high-end tourist destination on the German market? <i>Presenters: Prof. Dr. David Rempel Mr. Milan Erlebach</i> 2. The Circular Economy in Developing Countries: The Case of Nigeria <i>Presenters: Dr. Mendie Archibong Mr. Mbaba Muhammad Ashfaq Prof. Dr. David Rempel</i>	Presentation & Discussions Subtheme: Sustainable and Responsible Business Session Chair: Dr. Keren Naa Abeka Arthur <i>Sponsored by</i> 1. Top 10 business models for productive use in sub-Saharan Africa <i>Presenters: Prof. Dr. Elmar Steuerer Ms. Inken Hoeck, Ms. Franziska Keßler</i> 2. Inter-firm Cooperation Among Small Businesses in the fresh fruits Supply Chain <i>Presenters: Dr. Edmond Nyammah Mr. Daniel Ofori</i>	Poster Presentations
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Room **HS7**

16:45 - 17:15	Plenary Keynote Mr. Johannes Heickman <i>Senior Portfolio Manager Equity and Funds at KfW, Germany Title: "The African VC market – A DFI perspective"</i>	Organized by Hochschule Bonn-Rhein-Sieg University of Applied Sciences University of Cape Coast, Ghana
17:15 - 17:30	Closing Day 1 Prof. Dr. Jürgen Bode <i>Vice President for International Affairs and Diversity, Bonn-Rhein-Sieg University of Applied Sciences, Germany</i> Prof. Dr. Rosemond Boohene <i>Pro-Vice Chancellor, University of Cape Coast</i>	Financed by DAAD IHK Federal Ministry for Economic Cooperation and Development

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- Friday, 9 September 2022 -**



08:30 - 09:00 Registration

Room	HS7
09:00 - 09:10	<p>Opening Remarks Prof. Dr. Jürgen Bode <i>Vice-President for International Affairs and Diversity - Bonn-Rhein-Sieg University of Applied Sciences, Germany</i></p>
09:10 - 09:30	<p>Keynote Mr. Bruno Wenn <i>Chairman European Development Financial Institution (EDFI)</i> <i>Title: "Why entrepreneurs matter and what needs to be done".</i></p>
09:30 - 09:50	<p>Mr. Kwaku Ennin <i>CEO Zeal Environmental Technologies, Ghana</i> <i>Title: "Demystifying Sustainable Enterprise Development in Africa through effective multi-stakeholder collaborations".</i></p>

Room	HS7	C117	C118	C119	Lobby
10:00 - 11:15	<p>Panel Discussion Subtheme: Business & Entrepreneurship <i>Session Chair: Charlotte Edzard</i></p> <p>SpeedHub Couple <i>Penalist:</i> Ms. Toyin Dania Ms. Maumo Mubila Mr. Thorsten Hülsmann Ms. Charlotte Edzard (moderator)</p>	<p>Presentations & Discussions Subtheme: University-Industry Linkages; Education & Digitalisation <i>Session Chair: Dr Gloria Agyapong</i></p> <p>1. Co-Creation and Capacity Building. A Booster for Regional Development <i>Presenters: Ms. Tanja Woronowicz, Dr. Michael Kunkis</i></p> <p>2. Student Voices: Building Negotiation and Collaboration Skills through online Projects <i>Presenters: Dr. Gloria K.Q. Agyapong, Mr. Osman Light, Mr. Joseph Odhiambo Owino, Ms. Regina Brautlacht, Ms. Nadi Jamila Roba</i></p>	<p>Workshop Subtheme: Entrepreneurial Education <i>Session Chair: Joyce Treptow</i></p> <p>Entrepreneurship education and entrepreneurial intention in university graduates – An interactive workshop <i>Presenter: Ms. Joyce Treptow</i></p>	<p>Presentations & Discussions Subtheme: Business & Entrepreneurship <i>Session Chair: Dr. Luc Da Gbadji</i></p> <p>1. Key Success Factors for Promoting North-South Business Collaborations <i>Presenters: Dr. Phanuel Wunu, Dr. Simon Züfle</i></p> <p>2. Bootstrapping financing and Small Business Success in Ghana <i>Presenters: Dr. Edward Amarteifio, Prof. Dr. Edward Marfo-Yiadom</i></p>	

11:15 - 11:45 Coffee break / Poster Session

11:45 - 13:00	<p>Presentations & Discussions Subtheme: Tourism; Entrepreneurial Education <i>Session Chair: Prof. Dr. Rosemund Boohene</i></p> <p>1. Entrepreneurship in Tourism Sector in Africa: Opportunities and Challenges <i>Presenter: Dr. Hytham Ibrahim.</i></p> <p>2. Exploring universities entrepreneurship: characteristics and context <i>Presenter: Mr. Ndivhuho Tshikovhi</i></p>	<p>Presentations & Discussions Subtheme: Entrepreneurial Education; University-Industry Linkages; <i>Session Chair: Prof. Dr. Ralf Meyer</i></p> <p>1. Innovative Resilience in Puerto Rico and its applicability in empowering communities in Kenya. <i>Presenters: Mr. Collins Ronoh, Ms. Marti Grimminick, Prof. Dr. David Rempel</i></p> <p>2. Assessing faculty capacity for Academic Service-Learning engagement with businesses: African Countries Perspective <i>Presenters: Ms. Hermine C. Sossouhounto, Prof. Dr. Utz Dornberger</i></p>	<p>Presentations & Discussions Subtheme: Business & Entrepreneurship; Innovation & Food Processing <i>Session Chair: Prof. Dr. David Rempel</i></p> <p>1. The IU e³ Online Model The need for a Pan-Africa Online Entrepreneurship Education Ecosystem <i>Presenters: Prof. Dr. David Rempel, Prof. Dr. Sameer Joshi</i></p> <p>2. Improving the Competency of Women Groups in Production and Processing of Orange-Fleshed Sweet Potato (Ipomoea batatas) in the Northern Region, Ghana <i>Presenters: Dr. Martin Bosompem, Mr. Anafa Victor Bugre</i></p>	<p>Presentations & Discussions Subtheme: Innovation & Food Processing; Business & Entrepreneurship <i>Session Chair: Dr. Edward Amarteifio</i></p> <p>1. Dynamics of Beverage Consumption in Ghana <i>Presenters: Mr. Isaac Nketsiah, Mr. Oghenekome Umueri</i></p> <p>2. Equity financing options on Growth of Small Businesses in Ghana <i>Presenters: Dr. Edward Amarteifio, Prof. Dr. Edward Marfo-Yiadom, Ms. Felicia Freda Idun Acquah</i></p>	<p>WIFI Network: HBRS Password: MmH477mAz8</p> <p>To connect, please perform the following steps. 1. connect your device to the wireless network "HBRS". 2. enter the password above. 3. that's all! You now have access to the network.</p>
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Room **HS7**

13:15 - 13:30	<p>Summaries and concluding remarks Prof. Dr. Jürgen Bode <i>Vice-President for International Affairs and Diversity - Bonn-Rhein-Sieg University of Applied Sciences, Germany</i> Prof. Dr. Rosemond Boohene <i>Pro-Vice Chancellor, University of Cape Coast, Ghana</i></p>	<p>format: Presentations & Discussions</p> <p>format: World Café</p> <p>format: Panel Discussion/ Workshop</p> <p>format: Poster Presentation</p>
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13:30 Lunch & End of Conference

Organized by	<p>Hochschule Bonn-Rhein-Sieg University of Applied Sciences</p>	<p>University of Cape Coast, Ghana</p>	
Financed by	<p>DAAD Deutscher Akademischer Austauschdienst German Academic Exchange Service</p>	<p>IHK Industrie- und Handelskammer Bonn/Rhein-Sieg</p>	<p>Federal Ministry for Economic Cooperation and Development</p>

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List of Poster Presentations

Subtheme: Business and Entrepreneurship	Subtheme: Entrepreneurial Education	Subtheme: Entrepreneurial Education	Subtheme: Education & Digitalisation; University Industry Linkages	Subtheme: Business and Entrepreneurship; Entrepreneurial Education
<p>1. Bet Ghana - Building Expertise and Training for Growth In the Consumer Goods and Food Processing Industries In Ghana <i>Presenters: Mr. Oghenekome Umueri</i> <i>Ms. Njavwa Mbaa</i></p> <p>2. Market potential analysis of B&PC industry – An in-detail market study <i>Presenters: Mr. Abhishek Sharma.</i> <i>Mr. Oghenekome Umueri</i></p>	<p>1. The Entrepreneurial Mind-set at the University of Rwanda, College of Business and Economics <i>Presenters: Ms Elisabeth Grün.</i> <i>Prof. Dr. Harald von Korflesch</i> <i>Dr. Komelia van der Beek</i></p> <p>2. Predicting Students’ Response to Entrepreneurship Education: An Application of TPB <i>Presenters: Dr. Alberta Bondzi-Simpson</i> <i>Dr. Julian K. Ayeh</i> <i>Dr. Nancy Grace Baah</i></p>	<p>1. Stakeholder Interactions And Employability Of Higher Education Students. <i>Presenters: Ms. Doris Alago</i> <i>Prof. Dr. Rainer Alt</i> <i>Dr. Robert Obuba</i></p> <p>2. Determinants of SME’s Customer Retention: A Relationship Marketing Perspective <i>Presenter: Dr. Regina Appiah-Gyimah</i></p>	<p>1. Digital Social Business Models – A Conceptual and Practical Analysis <i>Presenter: Ms. Charlotte Ring.</i></p> <p>2. Electricity Expansion: Rwandan Catalyst for Skills Acquisition and Graduates Inclusiveness <i>Presenter: Mr. Kosisochukwu Pal Nnoli</i></p> <p>3. Dual Engineering Study Program With Focus on Sustainability in Côte d'Ivoire <i>Presenters: Prof. Dr. Arne Graßmann</i> <i>Prof. Dr. Paul Ahoutou Kouakou</i> <i>Ms. Charlotte Newiadomsky</i> <i>Mr. Lukas Saars</i></p>	<p>1. Assessment of Marketing Mix on Herbal Product Market Competitiveness in Bono Region in Ghana: A Consumer Perspective <i>Presenters: Dr. Abdul Bashiru Jibril Mr. Oghenekome Umueri</i> <i>Prof. Dr. Jürgen Bode</i> <i>Prof. Dr. Daniel Agyapong</i></p> <p>2. Employability Skills As Correlates The University Preparation: A Case Of Kenyatta University, Nairobi, Kenya <i>Presenter: Dr. Peter. N. Muchanje</i></p>

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Hochschule Bonn-Rhein-Sieg
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