

OUT OF (AND INTO) AFRICA

Second International Conference: African Consumer Marketing, Firm Strategies and Society



Goals for the Conference

We set following three goals for the conference:

1. Reviewing current knowledge on African consumers, marketing, firm strategy, and societal policies - highlighting gaps in our knowledge and understanding of the field in that African context.
2. Developing an agenda for future research
3. Fostering collaborations among consumer, marketing, firm strategy, and public policy researchers with similar interests.

The conference intends to provide opportunities for brainstorming and dialogues among researchers and marketing practitioners. We will especially encourage collaboration between academia and businesses in the US and those from all over Africa. The conference is open to any and all scholars who have research work related to the conference theme, and these can include: academic faculty, doctoral students, policy makers, bureaucrats, think tank researchers, NGO experts, and senior corporate managers. We encourage scholars from Africa and worldwide to submit work.