

OUT OF (AND INTO) AFRICA

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



Organizers

Conference Chair:

- **Dr. Omar J. Khan**, Morgan State University (omar.khan@morgan.edu)

Program Chairs:

- **Dr. Omar J. Khan**, Earl G. Graves School of Business and Management, Morgan State University (Program Chair for Firm Strategies and Tactics) (omar.khan@morgan.edu)
- **Dr. Haiyan Hu**, Earl G. Graves School of Business and Management, Morgan State University (Program Chair for African Consumer Marketing) (Haiyan.Hu@morgan.edu)
- **Dr. Wheeler R. Winstead**, Center for African Studies, Howard University (Program Chair for Society and Public Policy) (wheeler.r.winstead@howard.edu)