

Conference Theme: Going Africa-Centric! African Paradigms in International Business

Conference Chair: **Dr. Omar J. Khan**, Morgan State University

Program Chairs: **Dr. Penelope Muzanhenamo**, University College Dublin, **Dr. Juliet Osuji**, North Carolina A&T, **Dr. Fredrick Rice**, Morgan State University, **Dr. Hakeem Tijani**, Morgan State University and **Dr. Krista Johnson**, Howard University

November 10-11 (Mon-Tues), 2025

CONFERENCE PROGRAM

2025

**OUT OF
(AND INTO)**

AFRICA *Conference*



University College Dublin
An Coláiste Ollscoile, Baile Átha Cliath



NORTH CAROLINA AGRICULTURAL
AND TECHNICAL STATE UNIVERSITY

CONFERENCE PROGRAM

2025 “Out of (and into) Africa” Conference

Conference Theme: Going Africa-Centric! African Paradigms in International Business

(Sponsored by: Morgan State University, Howard University, North Carolina A&T and University College Dublin)

Date: November 10-11 (Monday-Tuesday), 2025

Venue: Online (through Zoom)

Conference Chair: Dr. Omar J. Khan, Morgan State University (omar.khan@morgan.edu)

REGISTER FOR CONFERENCE HERE:

<https://morganstate.zoom.us/meeting/register/oSKVly9kTs6LgUPtZWFPuQ>

or use shortened Bit.Ly link as follows: <http://bit.ly/43qwhqs>

Following success of the Inaugural “Out of (and Into) Africa” conference - International Symposium on African Consumer Marketing and Firm Strategies - which was held in person at the Graves School of Business and Management, Morgan State University, Baltimore in 2018, and then the outstanding successes of the second conference (virtual) in 2021 and the third conference (virtual) in 2023, we are now very excited to launch the fourth edition of our “Out of (and Into) Africa” biennial, virtual conference series. We received a record number of interesting and insightful submissions leading to strong selected papers, and now we are proud to present the preliminary program for the **2025 “Out of (and into) Africa”** conference!

We ask that all participants (authors, panelists, guest speakers and general attendees) [please register immediately](#). **Registration is quick and free of charge.** Register at the link above.

Having provided the information requested on the registration form, you will be emailed a Zoom link for the conference. We hope to make this 2025 edition of the “Out of (and Into) Africa” conference series the most successful event thus far! We look forward to productive participation by all. The following is the **Preliminary Conference Program**:

Please note: All times are United States EST (Eastern Standard Time)

MONDAY, NOVEMBER 10, 2025

8:00am - 8:20am	Conference Opening; Conference Chair and Program Chairs Introduction to Biennial “Out of (and into) Africa” conference series
8:20am - 9:00am	Welcoming Remarks by university administration at Morgan State University, Howard University, North Carolina A&T, & University College Dublin. (HBCU+)
9:00am – 10:00am	Keynote Session: “Going Africa-Centric,” led by Dr. Anton Bizzell (The Bizzell Group): incl. the Dep. Ambassador of Gabon; the President of Sandbx, Joram Mwinamo; and Chairman, Board of Directors at Corporate Council on Africa (CCA), John Olajide.
10:00am - 11:30am	Plenary Session: Melvin Foote (Founder & President, Constituency for Africa); Susan Namulindwa (Executive Director, Africa Trade Desk); Ms. Mary E. Nitsch, Director of International Affairs (Office of the Secretary of State, Maryland); and Mr. Ricardo Benn, Deputy Secretary for Innovation and Growth (Maryland Department of Commerce)
11:30am - 12:00pm	<i>Virtual Lunch Break/Networking</i>
12:00pm – 1:30pm	FIRM STRATEGY TRACK: PAPER Presentations , chaired by Dr. Mary Dunaway (Morgan State University) and Dr. Fredrick Rice (Morgan State University).
1:30pm - 2:30pm	FIRM STRATEGY TRACK: PANEL “Africa-Centric AI: Empowering Youth Through Digital Skilling and Innovation for Global Business Leadership” , Panelists: Rebecca Oni (Hayes Initiative/Microsoft); Olusola Amusan – American Center for Artificial Intelligence; Roxy Ndebumadu – Councilwoman, Tech Advocate; Moderator: Youth Leader (MBA) from MSU Discussants: Selected graduate students
2:30pm - 3:15pm	RESEARCH DEVELOPMENT SESSION I: African Business Research Incubator (Dr. Kate Kidwell, Chair)
3: 15pm- 4:00pm	RESEARCH DEVELOPMENT SESSION II: Entrepreneurship Research Mentorship (Dr. Golshan Javadian, Chair)
4:00pm-5pm	“Meet the Editors” Session 1-2: Editors-in-Chief of <i>Journal of Macromarketing</i> and <i>Journal of International Management</i>.

END OF DAY 1

TUESDAY, NOVEMBER 11, 2025

- 8:30am - 9:30am "Meet the Editors" Session 3-4: Editor-in-Chief of *Journal of World Business* and Editor of *Business Horizons*
- 9:30am-11:00am **SOCIETY & INSTITUTIONS TRACK: PAPER Presentations**, chaired by Dr. Krista Johnson (Howard University) and Dr. Hakeem Tijani (Morgan State University)
- 11:00am-12:00pm **SOCIETY & INSTITUTIONS TRACK: PANEL "Engaging the African Diaspora in Business and Development in Africa"**, Panelists: Dr. Krista Johnson (Howard University) Dr. Jean Wells (Howard University), Dr. Bob Wekesa (Wits University), Yaw Asare (Howard University), and Amat Jeng (Howard University).
- 12:00pm-12:30pm Networking/Lunch
- 12:30pm-1:15pm Panel "**Corporate Social Responsibility and Economic Development in Africa**", **Panelists:** Dr. Angie Abdel Zaher (American University in Cairo), Dr. Ven Tauringana (University of Southampton) and Dr. Dina ElMahdy (Morgan State University). Moderated by Zarin Rahman (PhD student, Morgan State University).
- 1:15pm-2:15pm **CONSUMER MARKETING: PANEL "AI, Afrosophia, & Cultural Capital(ism): Celebrating Africa's Languages—from Arabic to Fulfulde to Zulu"**, Panelists: Dr. Anita Pandey, Dr. Zekeh Gbotokuma, Dr. Anjali Pandey, Dr. Robert Matunda, and Dr. Derrick Mirindi (all from Morgan State University).
- 2:15pm-3:45pm **CONSUMER MARKETING TRACK: PAPER Presentations**, chaired by Dr. Penelope Muzanenhamo (University College Dublin) and Dr. Juliet O. Osuji (North Carolina A & T State University), with John Aiyede, Discussant (Univ of Louisville).
- 3:45pm-4:45pm "**The ERI Advantage: Actionable Pathways Forward**" Panel by the Capitol Regional Innovation Cluster Consortium, Inc. (CRICC): **Kenneth Clark**, President & COO; **Dennis Garrett**, Energy Executive, **James Fabunmi**, PhD, CRICC Co-Founder and Chief Technology Officer., and **Velma J. Deleveaux**, PhD, Managing Partner, Veaux Solutions LLC.
- 4:45pm-5:00pm Closing Remarks by Conference Chair and Dean, Graves School of Business & Management, Morgan State University

End of Conference

Program Assistants:	Angelea Dukes and Lolita E. Walker, Morgan State University
Graphics Specialist:	Ania Ueno, Howard University
Public Relations:	Lolita E. Walker (Morgan State U), Ania Ueno (Howard U), Beth Gormley (UCD)
Student Support Team:	Glory Adeogun, Blessing Amao, Toluwani Awosika, Khalida Bafalie, Allan Gumisiriza, Garry Lewis, Marvellous Ododoh, Khedema Robert, and Jordan Taylor (all at Morgan State University); Yaw Asare and Amat Jeng (both at Howard University).
Conf. Organizing Team:	(Alphabetically) Dr. Krista Johnson, Dr. Omar Khan, Dr. Kate Kidwell, Dr. Penelope Muzanenhamo, Dr. Juliet Osuji, Dr. Fredrick Rice, and Dr. Hakeem Tijani.

morgan.edu/sbm/africainconference
cfas.howard.edu/4-OutofAfrica