

OUT OF (AND INTO) AFRICA

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



Research Paper Suggested Topic Areas

Research paper suggested topic areas for submissions include, but are *not limited to*, the following (any other areas within marketing and/or strategy are invited as long as the **African context** is emphasized and/or leveraged):

THE FIRM STRATEGIES AND TACTICS DIVISION/PROGRAM

The Firm Strategies and Tactics division/program invites submissions exploring the creation and development of firm-level advantages/disadvantages and international business management implications for multinational corporations (MNCs) and small and medium sized enterprises (SMEs). Topics in this program **include**, but are **not limited to**, the following areas:

1. African paradigms in developing business
2. Small business development strategies and tactics
3. MNC strategies and tactics in Africa
4. Family-owned firms and internationalization
5. B2B marketing and supply chain management
6. International entrepreneurship and born globals

THE CONSUMER MARKETING DIVISION/PROGRAM

The Consumer Marketing division/program encourages diverse perspectives to address current issues that are faced by African consumers and marketing practitioners, from coping with the aftermath of a pandemic to the digital revolution. We **welcome** multi-method/multi-paradigmatic approaches to tackle, but are **not limited to**, the following topic areas:

1. Arts, culture and consumption
2. Consumer psychology and behavior
3. Services, retailing, and customer experiences
4. Consumer well-being and pandemic effects
5. Social media and digital marketing
6. Emerging middle class and Bottom of Pyramid (BOP) consumers

SOCIETY AND PUBLIC POLICY DIVISION/PROGRAM

Society and Public Policy division/program seeks to interrogate public policy and societal institution's role, effect and changes that are intertwined with business and entrepreneurship development on continental Africa. Potential topics **include**, but are **not limited to**, the following:

1. Public and private enabling institutions in Africa: Academic outreach.
2. Governmental supports and barriers
3. NGOs: foreign and local
4. Laws, trade barriers and enticements
5. Institutional framework and support for entrepreneurship.
6. Sociological shifts