

# OUT OF (AND INTO) AFRICA

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



## Reviewing and Reviewers

All submissions will go through a double-blind review process. Reviewers will evaluate each submission on the basis of

- quality of the research,
- contribution to the field,
- interest and relevance of the topic to the conference,
- coherence and readability.

To volunteer to serve as a paper reviewer, please contact the conference chair ([omar.khan@morgan.edu](mailto:omar.khan@morgan.edu)). Please include “Reviewer Volunteer” in the subject line.