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