

The 26th AABD Annual Conference The 19-23 May, 2026, Tunis, Tunisia

At the Crossroads of Local and Global Disruptions: Transforming Organisations for Africa's Future



Hosted by the **LIGUE**,
the **UNESCO Chair HE4ASD - ISCAE**,
the **University of Manouba**,
and **APIQ, TUNISIA**



Programme

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PRESIDENT’S WELCOME MESSAGE

It is both an honour and a profound responsibility to welcome you all to this 26th AABD conference. On behalf of the Board of Governors and the Executive committee of this academy, I express my sincere appreciation to every delegate at this conference as your participation reflects a shared commitment to collaboration, excellence, and the advancement of our collective mission as an academy. The theme for the conference this year is *At the Crossroads of Local and Global Disruptions: Transforming Organisations for Africa’s Future*. This is significantly telling in relation to the contemporary African business environment. As presented, it opens our attention to a plethora of prevailing issues such as rapid technological advancement, economic uncertainty, political instability, climate change, global health crises, and demographic shifts, which now alter business operational landscape not only in Africa but also across the world. As these challenges become increasingly pressing withing the global competition, African businesses and stakeholders are expected to adopt transformation as a strategic imperative rather than a reactive measure. Hence, the discourse of innovation, environmentally sustainable practices, collaboration across sectors and borders is expected to be at the forefront of this year’s conference as it is critical for Africa’s future. Accordingly. every stakeholder represented here has a role to play by bringing to bear our expertise, insights, and constructive engagement.

AABD annual conferences are more than formal events on our calendar, they represent a convergence of experience, meeting of minds and an opportunity to shape the future of our institutions, the Academy, African continent and the global economy. I trust we will replicate this at this conference here in Tunisia.

On behalf of my colleagues, the executives, I can say that we are deeply aware that we stand on foundations laid by visionary leaders, committed stakeholders, and countless individuals whose hard work has brought this Academy to its present stage. We are using the opportunity of this conference which is the first we have organised after taking over as the new executives to say a big thank you. We appreciate you all!

It is crystal clear that events of this magnitude require teamwork, sacrifice, and commitment. Hence, I would like to acknowledge the members of the AABD Executives, Board of Governors, the Local organising committee, staff and students at the University of Manouba, Tunisia; members of other ad hoc committees and everyone who worked vigorously to make this conference a reality. Your dedication and attention to detail are deeply valued.

I thank you for your trust, participation, and continued support.

I wish you fruitful deliberations and a successful conference.

Thank you.

Ayantunji Gbadamosi

Bsc(Hons), Msc, PhD, SFHEA, FCMI, FCIM, CMBE

President, Academy of African Business and Development (AABD)



CHAIRS' WELCOME MESSAGE

Dear Delegates

It is with great pleasure that we welcome you to Tunisia for the 26th International Conference of the African Academy of Management and Business (AABD). On behalf of the organizing institutions and partners, we extend our warmest greetings to all participants, distinguished guests, scholars, and professionals joining us for this important gathering.

By choosing Tunisia to host this prestigious conference, you have chosen a country that once gave the name *Ifriqiya* to the African continent and that is home to Al-Zaytuna, one of the world's oldest universities. African, Arab, and Mediterranean at once, Tunisia stands today as a unique crossroads of civilizations, exchanges, institutions, and development models.

Hosting this 26th edition of the AABD Conference around the theme "*At the Crossroads of Local and Global Disruptions: Transforming Organizations for Africa's Future*" is therefore especially meaningful in the current context of profound global and regional transformations. Tunisia offers a particularly relevant setting to reflect on the challenges and opportunities shaping Africa's future.

We sincerely hope that your discussions, research presentations, and exchanges throughout the conference will be both inspiring and impactful. May they contribute to highlighting Africa's dynamics of sustainable transition, organizational and economic transformations, and the interregional collaborations that are redefining business and development across the continent. We also hope that this conference will help promote a unique and situated perspective capable of strengthening Africa's role as a reservoir of living knowledge and innovative references that enrich global thinking.

Beyond the academic program, we hope you will enjoy your stay in Tunisia, discover the richness of its history and culture, and experience the warmth of its hospitality.

We wish you a successful conference and a pleasant stay among us.

Jouhaina GHERIB

General Chair 26th AABD Conference
UNESCO Chair Holder
Full Professor of Strategic Management,
Vice President, International Association
of Universities
Former President, Univ of Manouba (UMA),
Tunisia

Rym BOUDERBALA

General co-chair 26th AABD Conference
Professor of Management
Director, LIGUE Laboratory
Scientific Board member Univ of
Manouba (UMA), Tunisia



OVERVIEW OF THE AABD AND ITS 26TH CONFERENCE

The **Academy of African Business and Development (AABD)**, currently chaired by **Prof. Ayantunji Gbadamosi**, is the leading international scholarly organisation dedicated to management sciences and business development in Africa. Founded in **1998** by a group of visionary African scholars from the diaspora under the name **IAABD (International Academy of African Business and Development)**, it was profoundly refounded in **2019** — at its 20th conference in Tanzania — to become the AABD: a more inclusive, more impactful organisation, better anchored in the realities of the continent.

Its founding purpose is rooted in an ancient African proverb, popularised by the Nigerian writer Chinua Achebe: *“until the lions have their own historians, the history of the hunt will always glorify the hunter.”* This proverb encapsulates the founding ambition of the AABD: to position Africa no longer as an **external object of study**, but as a **sovereign actor in the production of knowledge** in management and development.

Its mission rests on three pillars: producing and disseminating rigorous research on African business, creating spaces for exchange among scholars, practitioners, and policymakers worldwide, and actively contributing to the continent’s economic and social transformation. To this end, the AABD organises an annual **itinerant international conference** — held in Africa and North America alike — publishes the **Journal of African Business (JAB)**, its official journal published by Routledge, indexed in Scopus with a **CiteScore of 5.7 (Q1)**, and hosts webinars under the series *Business According to African Elites*.

Its **26th conference**, entitled *“At the Crossroads of Local and Global Disruptions: Transforming Organisations for Africa’s Future”*, will be held in **Tunis, from May 19 to 23, 2026**. It is organised by a host committee formed as a consortium, bringing together the **LIGUE Laboratory**, the **UNESCO Chair HE4SDA**, and **ISCAE**, within the **University of Manouba (UMA)**, with the support of **APIQ**. The conference covers a broad thematic spectrum in management sciences, structured around ten tracks: accounting, finance and economics; entrepreneurship and the informal sector; organisational behaviour, HRM and strategy; sustainability, ethics and CSR; artificial intelligence, information systems and ICT; marketing; healthcare management; energy management; operations, supply chain and project management; and special sessions. Submissions are accepted in English and French, in the form of full papers or extended abstracts.

Special attention is given to the training of early-career researchers through a **pre-conference day dedicated to doctoral students**, organised on **May 19, 2026, at ISCAE — University of Manouba**, in the form of a **Professional Development Research Workshop (PDRW)**. Led by three internationally renowned experts — **Dr. Charles Blankson** (University of North Texas, USA), **Dr. William K. Darley** (Professor Emeritus, University of Toledo, USA, founding member of the AABD), and **Dr. Norma Juma** (Washburn University, USA, AABD Board Member) — this intensive training day is structured around four thematic sessions: the role of theory in management research, designing impactful research, experimental methods and causal research designs, and publishing in quality journals.

Open to academics, business executives, and policymakers from around the world, the AABD today represents an essential bridge between the African diaspora, scholars from the continent, and international development actors.



UNESCO CHAIR on higher education
for sustainable development in Africa
UNIVERSITY OF MANOUBA TUNISIA



OVERVIEW OF THE HOST COMMITTEE OF THE 26TH ANNUAL AABD CONFERENCE

UNIVERSITY OF MANOUBA

Founded in **2000**, the **University of Manouba (UMA)** is a public higher education and research institution located near the capital Tunis. Currently led by **Prof. Ameur Cherif**, UMA brings together a diverse community of **18,601 students and 1,354 academic staff** for the 2024–2025 academic year.

The university federates **15 institutions** covering a wide disciplinary spectrum — human and social sciences, economics and management, information sciences, technology, arts, and life sciences. It offers over 125 degree programmes at Bachelor, Master, and Doctoral levels, supported by 3 doctoral schools federating 34 research structures.

Recognised for its research and innovation, UMA hosts several prestigious institutions, including **ISCAE**. Notably, in July 2024, UMA was distinguished as the **first entrepreneurship university in Africa and the MENA region**.

A member of the Union of Mediterranean Universities and the *Agence Universitaire de la Francophonie*, UMA actively participates in intercultural dialogue and international cooperation, reinforcing its role as a key actor in Tunisian higher education.

As one of the host institutions of the **26th AABD Annual Conference (May 19–23, 2026)**, the University of Manouba reaffirms its commitment to advancing knowledge production and positioning Tunisia as a hub for international academic exchange on African business and development.

LIGUE Laboratory

Founded in 1999, the LIGUE (Laboratoire Interdisciplinaire de Gestion Université-Entreprise), currently directed by **Dr. Rym Bouderbala**, is the first and oldest management research laboratory in Tunisia. Based at ISCAE, University of Manouba, it has built over two decades of rigorous scientific activity deeply rooted in the Tunisian and broader African socio-economic context. [LinkedIn](#)

The LIGUE brings together over one hundred members organised into five research teams, covering all major management disciplines (finance, accounting, marketing, management, and HRM) and drawing on scholars from several leading Tunisian institutions, including ISCAE Manouba, IHEC Carthage, ESC Manouba, ESSEC, and TBS Tunis. [LinkedIn](#)

A shared vision drives its researchers: to serve as privileged partners for organisations on the path toward global performance and sustainable development, through the production of rigorous scientific knowledge and the doctoral training of the next generation of management scholars. Rnu

As the host institution of the **26th AABD Annual Conference (May 19–23, 2026)**, the LIGUE Laboratory reaffirms its commitment to advancing knowledge on African business and development, positioning Tunisia as a vibrant hub for international management research.

ISCAE, Institut Supérieur de Comptabilité et d'Administration des Entreprises

The **Institut Supérieur de Comptabilité et d'Administration des Entreprises (ISCAE)** is a Tunisian public higher education institution, part of the **University of Manouba**. Currently directed by **Prof. Saber Sebai**, ISCAE was established by law in December 1985 and first operated in 1988 under the name ISC (*Institut Supérieur de Comptabilité*), making it the **first higher education institution in accounting in Tunisia**. It adopted its current name in 1995, broadening its scope to encompass business administration alongside accounting.

As the undisputed leader in chartered accountancy training in Tunisia, ISCAE prepares future chartered accountants, auditors, management controllers, tax advisors, and business administrators, combining technical rigour with a strong grounding in managerial practice.

On the research front, ISCAE hosts three research laboratories, including the **LIGUE** (*Laboratoire Interdisciplinaire de Gestion Université-Entreprise*) — the oldest management research laboratory in Tunisia — reflecting the institution's strong commitment to advancing scientific knowledge in management and related disciplines.

Beyond its academic and research missions, ISCAE is actively involved in national and international scientific events and maintains close partnerships with the business community to promote professional internships and enhance the employability of its graduates.

As a co-host of the **26th AABD Annual Conference (May 19–23, 2026)**, ISCAE reaffirms its ambition to be a leading player in international management research and a driving force for knowledge production at the service of African development.

UNESCO Chair on Higher Education for Sustainable Development in Africa, HE4SDA

Awarded in **2024**, the **UNESCO Chair on Higher Education for Sustainable Development in Africa (HE4SDA)** is hosted at the **University of Manouba, Tunisia**, and held by **Prof. Juhaina Gherib**, former President of the University of Manouba.

The Chair aims to train, raise awareness, and produce knowledge around the social responsibility of organisations in Africa, with a focus on aligning higher education with sustainability challenges. On the research side, it works on the dynamics of organisational transformations in response to sustainability challenges from an international comparative perspective. On the education side, it seeks to develop programmes in African studies and social responsibility, in collaboration with international partner universities.

The Chair is also strongly committed to student engagement, notably through the **GREEN UMA** initiative (sustainable development clubs active across the University of Manouba's institutions) placing youth at the heart of action for the 2030 Agenda.

As a co-host of the **26th AABD Annual Conference (May 19–23, 2026)**, the UNESCO Chair HE4SDA reinforces the ambition of the conference: connecting African business research with the broader imperatives of sustainable development and responsible governance on the continent.

APIQ, ASSOCIATION pour la PROMOTION de l'INNOVATION et la QUALITE

Born from the collective initiative of researcher-academics at ISCAE (University of Manouba), the Association for the Promotion of Innovation and Quality (APIQ) is a non-profit organisation governed by Decree-Law No. 2011-88. Chaired by **Professor Hamadi Matoussi**, founder of the LIGUE Laboratory, and coordinated by **Dr Samir Ben Hamouda** as Secretary General, its mission is to foster managerial innovation and promote a culture of quality within organisations. Acting as a genuine bridge between the university and the socio-economic world, APIQ supports research, nurtures networks of national and international partnerships, and co-organises major scientific events, thereby contributing to the outreach of ISCAE and the promotion of excellence in Tunisia.



SPEAKERS & SESSIONS


Wednesday, 20 May 2026			
	Speaker	Time	Theme / Session
	<p>Prof. Maher Gassab Full Professor of Economics at ESCT Business School. Expertise in public economics, environmental economics, governance, and sustainable finance. Holds several senior leadership positions in higher education and public administration in Tunisia.</p>	9:30 – 10:05 AM	<p>CONFERENCE 1 Digital Disruptions and African Sovereignty: The Role of the Social State</p>
	<p>Leila Belkhiria Jaber President of the National Chamber of Women Entrepreneurs within UTICA. Leading advocate for women entrepreneurship since 1996. Vice-President of the COMESA Federation of Women in Business. Distinctions: "Entrepreneur of the Year", "Business & Leadership Woman of the Decade"</p>	10:10 – 10:45 AM	<p>CONFERENCE 2 African Women Leading Economic Autonomy in the Digital Age</p>
	<p>Prof. William K. Darley Professor Emeritus, University of Toledo, USA. PhD (Indiana University). Fellow, Chartered Institute of Marketing. Founding Member of the AABD. Former Associate Editor, Journal of Business Research.</p>	11:15 AM – 12:45 PM	<p>PDRW 1 Business/Management Research in Africa</p>

Wednesday, 20 May 2026

	Speaker	Time	Theme / Session
	<p>Prof. Khaled Hussainey Full Professor of Accounting, Bangor Business School. Over 250 publications. Research interests: corporate narrative reporting, sustainable finance, and corporate governance. Editorial roles in several leading international academic journals.</p>	2:00 – 3:00 PM	<p>MASTERCLASS 1 International Publication Strategies — Academic Writing for High-Quality Journals</p>
	<p>Rym Adjam Director of CSR and Corporate Communications at SFBT Group, holding a degree from Université Paris Dauphine. She holds an MBA in Intellectual Property (IP) Management. A seasoned CSR Manager and CSR Coach, she actively trains and facilitates in CSR, Business Strategy, and Responsible Marketing, helping organizations embrace sustainable transformation</p>	2:00 – 3:00 PM	<p>SIDE EVENT A : SFBT Atelier pédagogique d'étude de cas sur l'évolution de la démarche RSE : de l'intention à la double matérialité</p>
	<p>Dr. Ayantunji Gbadamosi Currently President of the AABD (BSc, MSc, PhD, FCIM, FCMI, SFHEA). Associate Professor in Marketing, Royal Docks School of Business and Law, University of East London, UK. Over 100 publications, nine books. Emerald Best Paper Award, IAABD 2014.</p>	3:00 – 4:30 PM	<p>PDRW 2 Measurement, Analysis and Processes</p>

Legend: PDRW = Professional Development Research Workshop
SFBT : Société de Fabrication des boissons de Tunisie



Tuesday, 21 May 2026

	Speaker	Time	Theme / Session
	<p>Prof. William K. Darley Professor Emeritus, University of Toledo, USA. PhD (Indiana University). Fellow, Chartered Institute of Marketing. Founding Member of the AABD. Former Associate Editor, Journal of Business Research..</p>	3:00 – 4:00 PM	<p>PDRW 3 AABD and the Future of African Management and Business Research: The Way Forward</p>
	<p>Prof. Khaled Hussainey Full Professor of Accounting, Bangor Business School. Over 250 publications. Research interests: corporate narrative reporting, sustainable finance, and corporate governance. Editorial roles in several leading international academic journals.</p>	9:45 – 10:30 AM	<p>CONFERENCE 4 ESG Reporting in Africa and the Middle East: Opportunities and Challenges</p>
	<p>Prof. Mourad Touzani Full Professor of Marketing at NEOMA Business School (France). PhD from IAE Aix-en-Provence, HDR from the University of Tunis. Over 80 publications, 1,000+ citations. Research: consumer behaviour, innovation diffusion, intercultural marketing..</p>	9:00 – 10:30 AM	<p>CONFERENCE 3 Mixing-the-Mix in Research: Rethinking the Qual/Quant Divide in the Age of Generative AI</p>
	<p>Dr. Foued Ben Said Associate Professor of Statistics and Data Analysis, Tunis Business School. Member of the MOCFIN Research Laboratory. Expertise in applied statistics, spatial econometrics, and scientometric studies</p>	2:00 – 3:00 PM	<p>Masterclass 2 The Metrics Trap: A Critical Masterclass on AI and Bibliometrics</p>

Thursday, 22 May 2026

	Speaker	Time	Theme / Session
	<p>Prof. Jouhaina Gherib Full Professor of Strategic Management, Univ. Manouba. Holder of the UNESCO Chair HE4SDA. First woman elected President of Univ. Manouba (2017–2024). VP, International Association of Universities.</p>	9:00 – 10:30 AM	<p>Special Session Education for Sustainable Development in Africa</p>
	<p>Prof. Hakeem B. Fawehinmi Full Professor of Clinical Anatomy & Biomedical Anthropology. Vice-Chancellor, Yakubu Gowon University. Former Deputy Vice-Chancellor, University of Port Harcourt.</p>	9:00 – 10:30 AM	<p>Special Session Education for Sustainable Development in Africa</p>
	<p>Malek Kochlef Director General of International Cooperation at the Tunisian Ministry of Higher Education and Scientific Research. Graduate of ENA and the National Defense Institute. Knight of the National Order of Merit in Education and Sciences (2020).</p>	9:00 – 10:30 AM	<p>Special Session Education for Sustainable Development in Africa</p>
	<p>Prof. Greta Balliu Associate Professor of Sustainable Economics, University of Fribourg (Switzerland). Equality and Diversity Officer, HEG-FR. Holder of the UNESCO Chair in Sustainability and Corporate Social Responsibility.</p>	9:00 – 10:30 AM	<p>Special Session Education for Sustainable Development in Africa</p>
	<p>Dr. Birgit Schreiber PhD in Psychology. Extraordinary Professor, University of the Western Cape. President, International Association of Student Affairs and Services (IASAS). Over 100 publications. Noam Chomsky Award for International Research.</p>	9:00 – 10:30 AM	<p>Special Session Education for Sustainable Development in Africa</p>

Thursday, 22 May 2026

	Speaker	Time	Theme / Session
	Germany Country Director, STAR Scholars Network.		
	<p>Sami Marrouki Leading Tunisian expert in sustainable development & renewable energy. Chair, UN Global Compact Network Tunisia (80 member organisations). Co-author of the national CSR report.</p>	10:45 AM – 12:00 PM	<p>Side Event B: UNGC Les outils et instruments de la décarbonation</p>
	<p>Prof. Hamida Skandrani Full Professor of Marketing, ISCAE, Univ. Manouba. PhD (Université Laval, Québec). Former Director, LIGUE Research Laboratory (2018–2023). Research: B-to-B/B-to-C marketing, e-marketing, sustainability and SDGs.</p>	12:00 – 1:00 PM	<p>Meet the Editors Meet the Editors Session</p>

Legend: UNGC = United Nations Global Compact

SCIENTIFIC & ORGANISING COMMITTEES

1. CONFERENCE CHAIRS	
Prof. Joughaina Ben Boubaker Gherib	General Chair — UNESCO Chair HE4SDG, ISCAE, LIGUE, Univ. Manouba
Dr. Rym Bouderbala	Co-Chair — ISCAE, LIGUE, Univ. Manouba
Dr. Fatma Ben Slama	President of the Local Organizing Committee — ISCAE, LIGUE, Univ. Manouba
2. KEYNOTES & JOURNAL EDITORS COORDINATION	
Prof. Hamida Skandrani	ISCAE — LIGUE, Univ. Manouba
3. PRE-CONFERENCE DAY — PDRW TRAINERS & FACILITATORS (May 19, 2026)	
Prof. William K. Darley (Emeritus)	University of Toledo, United States
Prof. Charles Blankson	University of North Texas, United States
Dr. Norma Juma	Washburn University, United States
Dr. Dhouha Jaziri	Facilitator — IHEC Carthage, LIGUE, Univ. Manouba
Dr. Malek Sghaier	Facilitator — FSJEG Jendouba, LIGUE, Univ. Manouba
4. TRACK CHAIRS	
Dr. Azza Temessek	IHEC, Univ. Carthage — LIGUE, Univ. Manouba
Dr. Fatma Ben Slama	ISCAE — LIGUE, Univ. Manouba
Dr. Fatma Choura	ISG, Univ. Tunis — LIGUE, Univ. Manouba
Dr. Feten Arfaoui	ISG, Univ. Tunis — LIGUE, Univ. Manouba
Dr. Hanen Khanchel	IHEC, Univ. Carthage — LIGUE, Univ. Manouba
Dr. Houda Guerhazi	ENSI — LIGUE, Univ. Manouba
Dr. Iness Mhissen	ISCAE — LIGUE, Univ. Manouba
Dr. Mohamed Bendana	ISCAE — LIGUE, Univ. Manouba
Dr. Rahma Ben Salem	ISCAE — LIGUE, Univ. Manouba
Dr. Samir Ben Hamouda	ISCAE — LIGUE, Univ. Manouba
Dr. Souad Chouk	ESCT — LIGUE, Univ. Manouba
Dr. Sourour Ammar	IHEC Sfax, Univ. Sfax — LIGUE, Univ. Manouba

5. LOCAL ORGANISING COMMITTEE MEMBERS

Dr. Amel Bouderbala	ESCT — LIGUE, Univ. Manouba, UNESCO CHAIR
Dr. Amira Jenanne Bayoudh	ISCAE — LIGUE, Univ. Manouba, UNESCO CHAIR
Dr. Fatma Ben Slama	ISCAE — LIGUE, Univ. Manouba
Dr. Ines Mhissen	ISCAE — LIGUE, Univ. Manouba, UNESCO CHAIR
Dr. Leila Ben Hassine	FSEG Mahdia — LIGUE, Univ. Manouba, UNESCO CHAIR
Dr. Lotfi Gammoudi	ISCAE — LIGUE, Univ. Manouba, UNESCO CHAIR
Dr. Lotfi Slimane	ISCAE — LIGUE, Univ. Manouba
Dr. Manel Gharsi Missaoui	ISCAE — LIGUE, Univ. Manouba, UNESCO CHAIR
Dr. Mohamed Yousfi	ISCAE — LIGUE, Univ. Manouba
Mouna Trad	ISCAE — LIGUE, Univ. Manouba
Dr. Myriam Baklouti	ISCAE — LIGUE, Univ. Manouba, UNESCO CHAIR
Nadia El Biche	ISCAE — LIGUE, Univ. Manouba
Raghda Rouissi	ISCAE — LIGUE, Univ. Manouba
Dr. Samir Ben Hamouda	ISCAE — LIGUE, Univ. Manouba
Sarra Karimi	LADYSS — Université Paris Cité
Dr. Olfa Masmoudi	ESSTED — LIGUE, Univ. Manouba
Dr. Soumaya Ouederni	IPSI — Univ. Manouba, UNESCO CHAIR

**DETAILED PROGRAMME OF THE 26TH ANNUAL AABD
CONFERENCE**

For further information, scan here





Tuesday, 19 May

- 8am **Untitled Event**
- 3pm **AABD EXECUTIVE COMMITTEE MEETING**
Orchidee1
Chaired by: Dr. Ayantunji Gbadamosi
- 7pm **Welcome Cocktail Reception**
El Mouradi Terrace

Wednesday, 20 May

- 8am **REGISTRATION**
Entrance Hall
- 9am **WELCOMING CEREMONY**
Glaieul
Chaired by: Dr. Ayantunji Gbadamosi

- 9:45am **PLENARY SESSION 1: KEYNOTE 1: Digital Disruptions and African Sovereignty: The role of the Social State. SPEAKER: MAHER GASSAB.**
KEYNOTE 2: African Women Leading Economic Autonomy in the digital Age. SPEAKER: LEILA BELKHIRIA JABER
Glaieul
Chaired by: Prof. Rym Bouderbala

- 10:45am **Group Photo Session**
- 11am **Comfort Break & Refreshments**
Opposite Orchidee 1 & 2

11:15am

TRACK 1: ACCOUNTING, FINANCE, INVESTMENT & ECONOMICS
Glaieul
Chaired by: Prof. Fatma Ben Slama

11:15am

Institutional Trust and Voluntary Tax Compliance under Local and Global Disruptions: A Conceptual Framework (TRUST-4S)
» Ms. Hind Azalez¹, Prof. Sourour Ammar¹ (1. University of sfax)

11:40am

Digital Payment Adoption and Liquidity in Tunisian Small and Medium Enterprises: Assessing the Mediating Effect of Financial Transparency
» Dr. Amira Berrahal¹, Dr. Saloua Langar¹ (1. ISCAE, MANOUBA)

12:05pm

Dynamics of Cryptocurrencies and Exchange Rate Volatility in Africa
» Dr. Stanley Nwanji¹, Mr. Odinakachukwu Ata¹ (1. Pan-Atlantic University)

12:30pm

Do Green Investment Funds Drive Sustainable Industrial Development in Africa? Evidence from a Quantile-Based Panel Approach
» Prof. Mohamed Yousfi¹, Prof. Fatma Ben Slama¹ (1. Higher Institute of Accounting and Business Administration, ISCAE – LIGUE, LR 99 ES 24, University of Manouba, Tunisia)

11:15am

TRACK 2: ENTREPRENEURSHIP, SMALL BUSINESS & INFORMAL SECTOR
Orchidee1
Chaired by: Dr. Eghosa Igudia

11:15am

Transforming Micro and Small Enterprises as Cornerstone for Nigerian Development and Growth
» Dr. Nurat Ajibade¹, Dr. Peter Weyer² (1. Royal Docks School of Business & Law, University of East London, 2. University of Wales Trinity Saints David)

11:40am

Healthcare Entrepreneurship in Africa: Literature Review and Research Questions
» Dr. Richard Hayes¹ (1. Hofstra University)



Continued from Wednesday, 20 May

- 12:05pm **Entrepreneurial Leadership and Organizational Agility in the Context of Global Uncertainty: The Case of Small Firms in Rivers State**
 » Mr. Godwin Ogar¹, Dr. Eneyi Odibu¹ (1. University of Calabar)
- 12:30pm **Do Savings Groups shield against economic shocks? Evidence from disaggregated household data.**
 » Mr. John Kamau¹, Prof. Mersland Roy², Dr. Kjetil Andersson¹, Dr. Daniël van Hemert³ (1. University of Agder, 2. School of Business and Lay, University of Agder, 3. KU Leuven)

11:15am **TRACK 4: SUSTAINABILITY, BUSINESS ETHICS & SOCIAL RESPONSIBILITY**

Orchidee 5

Chaired by: Prof. Jouhaina Gherib

- 11:15am **CSR in Africa: A Bibliometric analysis for a Context-Specific Theorizing framework**
 » Prof. Rym Bouderbala¹, Prof. Chané De Bruyn², Prof. Foued Ben Said³ (1. ISCAE- University La Manouba, LIGUE, LR99ES24, La Manouba, Tunisia, 2. College of Business and Economics, University of Johannesburg, 3. ESCT – University of Manouba)
- 11:40am **Maternal Health and Healthcare Spending: A Comparative Analysis in Sub-Saharan Africa**
 » Dr. Elizabeth Farrell¹ (1. Concordia University of Edmonton)
- 12:05pm **University Social Responsibility: A Bibliometric Overview (2000-2025) and Research Agenda**
 » Prof. Iness Mhissen¹, Prof. Foued Ben Said² (1. ISCAE, MANOUBA, 2. ESCT – University of Manouba)
- 12:30pm **From Compliance to Resilience: ESG and African Indigenous Knowledge Systems in East African SME Ecosystems.**
 » Prof. Norma Juma¹, Dr. Hellen Otieno² (1. Washburn University, 2. Strathmore University)

11:15am **TRACK 6: MARKETING**

Orchidee 4

Chaired by: Dr. Relebohenseng Matubatuba

- 11:15am **Communication Marketing et promotion de comportements responsables : une analyse sémiotique**
 » Dr. Hela Sassi¹ (1. Université de la Manouba Institut Supérieur des Arts Multimédia)
- 11:40am **Digital Beats: Drivers of User Loyalty to Digital Music Streaming Platforms in South Africa**
 » Ms. Philile Thusi¹ (1. University of South Africa (UNISA))
- 12:05pm **Constructing Loyal Outfit Customers through Social Media Marketing in Tanzania**
 » Dr. Nelly Maliva¹ (1. LECTURER)
- 12:30pm **Perceived AI Characteristics impact on User Experience: The Mediating Role of Credibility**
 » Ms. Rania Ayari¹, Ms. Inji Chibani¹, Dr. Sonia Shilli¹ (1. IHEC University of Carthage)

11:15am **TRACK 10: SUBMISSIONS IN FRENCH**

Orchidee 2

Chaired by: Dr. Konan Seny Kan

- 11:15am **L'effet de la communication interne sur le bien-être social des employés : une étude empirique dans le secteur public**
 » Dr. Ines Zrelli¹, Ms. Siwar Souai² (1. Univ. Manouba, ISCAE, LIGUE LR99ES24, 2. IHEC sousse)
- 11:40am **Au carrefour des disruptions : L'interaction réflexive entre agence individuelle et structures organisationnelles dans la dynamique des carrières informatiques en Tunisie**
 » Dr. Anissa Bedoui Jerbi¹, Prof. Karim Ben Kahla² (1. LIGUE LR99ES24, ISCAE, Univ Manouba, 2. École supérieure de commerce de Tunis)



Continued from Wednesday, 20 May

12:05pm

La médiation familiale comme infrastructure invisible de l'inclusion dans les services publics digitalisés en Tunisie

» Dr. Fevrouz Hendaoui¹, Prof. Wafa Khelif² (1. ISCAE- University La Manoubja, LIGUE, LR99ES24, La Manoubja, Tunisia, 2. TBS Education Barcelona)

12:30pm

Légitimité successorale et résilience dans les entreprises familiales tunisiennes

» Prof. Salima Fattoum¹ (1. HEG Fribourg)

11:15 am

PDRW SESSION 1: BUSINESS/MANAGEMENT RESEARCH IN AFRICA

Orchidee 3

Chaired by: Dr. William Darley

12:45pm

LUNCH & NETWORKING

Restaurant Les Rosiers

2pm

MASTER CLASS SESSION 1: International Publication Strategies - Academic Writing for High Quality Journals. Speaker: Prof Khaled Hussainey

Glaieul

Chaired by: Mourad Touzani

2pm

SIDE EVENT A: Title: "Atelier pédagogique d'étude de cas sur l'évolution de la démarche RSE : de l'intention à la double matérialité"

Orchidee 3

Chaired by: Rym Adjram (SFBT)

3pm

TRACK 1: ACCOUNTING, FINANCE, INVESTMENT & ECONOMICS

Glaieul

Chaired by: Dr. Nazim Wail Diaf

3pm

Creative Destruction: Analyzing Tunisia's Financial Shift Toward Africa in the Context of Structural Disruption

» Dr. Amira Berrahal¹, Ms. Amina Fekih² (1. ISCAE, MANOUBA, 2. University)

3:25pm

The influence external auditors' competence on the relevance of external auditors' recommendations in tanzanian local government authorities

» Mr. Lenatusi Leonard¹, Prof. HENRY CHALU², Dr. Chirongo Moses³ (1. University of Dodoma, 2. Chalu, 3. Head of the Department, Department of Accounting and Finance, University of Dodoma)

3:50pm

The Impact of Culture Tightness on Financial Reporting Quality

Around the World: The Role of Legal Origin

» Dr. Abdellatif Adem¹, Dr. Raida Chakroun¹ (1. IHEC carthage)

4:15pm

Digital institutions, governance and corruption : an econometric study of the Mena region

» Dr. Jawhara G.Jawhara¹ (1. University of sfax)

4:40pm

Does governance moderate the impact of digitalization on financial inclusion in Africa ? An empirical investigation

» Dr. El Glezaly Soueidi¹ (1. THEMa)

3pm

TRACK 4 :SUSTAINABILITY, BUSINESS ETHICS & SOCIAL RESPONSIBILITY

Orchidee 5

Chaired by: Dr. Stanley Nwani

3pm

The Interplay between Environmental Accounting and Carbon Performance in Value Creation

» Ms. Eva Ghozzi¹, Prof. Janet Touati¹ (1. Higher Institute of Accounting and Business Administration, University of Manoubja)

3:25pm

Comparative Analysis: Small and Medium-Sized Enterprises in Canada vs. Nigeria, focusing on Local and Global Disruption Effects.

» Dr. Elizabeth Farrell¹, Dr. Moses Luka² (1. Concordia University of Edmonton, 2. Northern Alberta Institute of Technology)



Continued from Wednesday, 20 May

3:50pm	<p>Education for Sustainable Development and Africa 2063 Agenda, a Dream or a Reality: the Tunsian Context as an Example.</p> <p>» <u>Mrs. Lobna Ben Nasr</u>¹ (1. UNIVERSITY OF CARTHAGE)</p>	3pm	<p>Quality Assurance in African Higher Education: Structural Challenges and Paths to Continental Harmonization</p> <p>» <u>Dr. Mona Belkhodja</u>¹ (1. IHEC University of Carthage)</p>
4:15pm	<p>Poverty, fiscal sustainability and urban eban economic development in African cities: A fiscal capability framework</p> <p>» <u>Dr. Lindokuhle Manuel</u>¹ (1. University of Fort Hare)</p>	3pm	<p>Can E-learning Minimize the Gender Gap in Engineering? A Case in Tanzania</p> <p>» <u>Dr. Mboni Kibelloh</u>¹ (1. Ardhi University)</p>
3pm	<p>TRACK 6: MARKETING <i>Orchidee 4</i></p> <p>Chaired by: Dr. Robert Sufiani</p>	3pm	<p>TRACK 10: SUBMISSIONS IN FRENCH <i>Orchidee 2</i></p> <p>Chaired by: Dr. Samir Ben Hamouda</p>
3pm	<p>Nation Brand Pride as a Catalyst for Digital Engagement: Evidence from iShowSpeed's African Tour in the Disruption Economy</p> <p>» <u>Dr. Kofi Anino Jr</u>¹, <u>Dr. Linda Narh</u>² (1. School of Business Sciences, University of the Witwatersrand, 2. University of Professional Studies Accra)</p>	3pm	<p>La responsabilité sincère comme alternative aux découplages RSE dans le secteur textile tunisien</p> <p>» <u>Ms. Nadia Elbiche</u>¹, <u>Dr. Amel Bouderbala</u>¹, <u>Prof. Rym Bouderbala</u>¹ (1. ISCAE- University La Manouba, LIGUE, LR99ES24, La Manouba, Tunisia)</p>
3:27pm	<p>Digital Transformation and Inbound Marketing in the Book Industry: Insights from a Qualitative and a Case Study in Tunisia</p> <p>» <u>Dr. Fatma Choura</u>¹ (1. Université de Tunis, Institut Supérieur de Gestion de Tunis & University La Manouba, LIGUE, LR99ES24, La Manouba, Tunisia)</p>	3:25pm	<p>Repenser la gouvernance RSO en Afrique à travers les réseaux : Etude de cas du réseau panafricain Inspiring Leaders for Africa (ILA Network)</p> <p>» <u>Ms. Zayneb Hammami</u>¹, <u>Prof. Rym Bouderbala</u>², <u>Dr. Amel Bouderbala</u>² (1. Inspiring Leaders for Africa Network, 2. ISCAE- University La Manouba, LIGUE, LR99ES24, La Manouba, Tunisia)</p>
3:54pm	<p>Social Media Influencers and Youth Identity in Africa: Marketing Implications in a Disruptive Era</p> <p>» <u>Dr. Kareem Folohunso Sani</u>¹, <u>Dr. Ayantunji Gbadamosi</u>², <u>Dr. Rula Al-Abdulrazzak</u>², <u>Prof. Issa Abdullraheem</u>³ (1. University of Wolverhampton, 2. Royal Docks School of Business & Law, University of East London, 3. University of Abuja)</p>	3:50pm	<p>De la conscience écologique au positionnement stratégique durable : le rôle du comportement pro-environnemental dans le marketing hôtelier Tunisien</p> <p>» <u>Ms. Ilhem Ennouri</u>¹ (1. Université de la Manouba, Ecole Supérieure de commerce de Tunis)</p>
3pm	<p>TRACK 8: EDUCATION MANAGEMENT <i>Orchidee 3</i></p> <p>Chaired by: Prof. Hamida Skandrani</p>	4:15pm	<p>Facteurs influençant les attitudes et le comportement d'achat des consommateurs tunisiens à l'égard des produits labellisés « Made in Tunisia » : une étude qualitative dans le secteur du textile et de l'habillement</p> <p>» <u>Mr. Lotfi Gammoudi</u>¹ (1. ISCAE, MANOUBA)</p>
3pm	<p>PDRW SESSION 2: MEASUREMENT, ANALYSIS AND PROCESSES <i>Orchidee1</i></p> <p>Chaired by: Dr. Ayantunji Gbadamosi</p>	3pm	<p>PDRW SESSION 2: MEASUREMENT, ANALYSIS AND PROCESSES <i>Orchidee1</i></p> <p>Chaired by: Dr. Ayantunji Gbadamosi</p>



Thursday, 21 May

8am	REGISTRATION <i>Entrance Hall</i>
9am	PLENARY SESSION 2: Keynote 3: Mixing-the-Mix in Research: Rethinking the Qual/Quant Divide in the Age of Generative AI - Prof. Mourad Touzani. Keynote 4: ESG Reporting in Africa and the Middle East: Opportunities and Challenges - Prof Khaled Hussainey <i>Glaieul</i>
10:30am	COMFORT BREAK & REFRESHMENTS
10:45am	TRACK 1: ACCOUNTING, FINANCE, INVESTMENT & ECONOMICS <i>Glaieul</i> Chaired by: Pat Obi
10:45am	Industrialisation-Income Inequality Nexus in Nigeria: The Role of Natural Resources Endowment » <u>Dr. Olanrewaju Adediran</u> ¹ , <u>Dr. Ibrahim Odusanya</u> ² (1. University of South Africa (UNISA), 2. Olabisi Onabanjo University)
11:10am	Factors influencing the usage of Agency Banking in Rural Areas in Tanzania » <u>Dr. Evelyn Richard</u> ¹ , <u>Mr. Maswe Wambura Marema</u> ² , <u>Prof. Olusegun Felix Ayadi</u> ³ (1. University of Dar es Salaam, 2. Bank of Tanzania, 3. Texas Southern University)
11:35am	Influence of personal auditee related factors on the relevance of external auditors' recommendations: moderating role of central government and local authorities accounts committee interventions » <u>Prof. Henry Chalu</u> ¹ , <u>Mr. Lenatusi Leonard</u> ² , <u>Dr. Chirongo Moses</u> ³ (1. Chalu, 2. University of Dodoma, 3. Head of the Department, Department of Accounting and Finance, University of Dodoma)

12pm	International Reserves, Money and Inflation in post-liberalization Africa » <u>Prof. Jacob Musila</u> ¹ , <u>Prof. Zelealem Yiheyis</u> ² , <u>Dr. Kennedy Nyongesa</u> ³ (1. Athabasca University, 2. Clark University, 3. Masinde Muliro University of Science and Technology)
12:25pm	Ghana's economy, unlocking the POTENTIAL OF COCOA: A NEW FINANCING MODEL IS NEEDED » <u>Prof. Anthony Aboagye</u> ¹ (1. University of Ghana Business School)
10:45 am	TRACK 2: ENTREPRENEURSHIP, SMALL BUSINESS & INFORMAL SECTOR <i>Orchidee1</i> Chaired by: Dr. Nurat Ajibade
10:45am	Relational Foundations of Entrepreneurial Ecosystems in Africa: Identification, Trust, and Knowledge Sharing » <u>Prof. Prince Baah-Peprah</u> ¹ (1. University of Agder)
11:10am	Building the Future Today: Innovation and Transformation in Nigeria's Small and Medium Enterprises SMEs » <u>Dr. Nurat Ajibade</u> ¹ (1. Royal Docks School of Business & Law, University of East London)
11:35am	Resilience and African Small and Medium Enterprises (SMEs): A Systematic Literature Review » <u>Prof. Robert Opoku</u> ¹ , <u>Prof. Loucius Michel</u> ² (1. Red Deer Polytechnic, 2. Burman University)
12pm	From learning to launching: Stimulating African student-led venture creation for inclusive economic growth » <u>Ms. Meekness Lunga</u> ¹ (1. British Council)
12:25pm	Balancing Economic Growth and Net-Zero Transitions in Developing Economies: A Comparative Case Study of Policy Strategies in Contexts of High Informal Economy » <u>Dr. Eghosa Igudia</u> ¹ , <u>Mr. Ezra Ihezue</u> ² , <u>Dr. Godwin Okafor</u> ¹ , <u>Dr. Jing Ma</u> ³ (1. Accounting, Finance & Economics, De Montfort University, 2. De Montfort University, 3. De Montfort)



Continued from Thursday, 21 May	
10:45am	<p>TRACK 3: ORGANISATIONAL BEHAVIOUR, HUMAN RESOURCE MANAGEMENT & BUSINESS STRATEGY <i>Orchidee 5</i></p> <p>Chaired by: Dr. Elizabeth Farrell</p> <p>Transforming African SMEs through Employee Engagement and Sustainable HRM: Insights from Nigeria and Ghana » <u>Dr. Jamiu Odugbesan</u>¹, Dr. Chikezie Emele¹, Dr. Paul Mensah Agyei², Dr. Agu O Agu O Agu³ (1. Royal Docks School of Business & Law, University of East London, 2. University of Cape Coast, 3. Evangel University Akaeze)</p> <p>11:10am</p> <p>the Impact Of Servant Leadership On Organizational Sustainability In Reference To SME Development Agency Employees: Mediating Roles Of Employee Creativity And Psychological Resilience » <u>Mrs. Flagot Abrham</u>¹ (1. Addis Abeba university)</p> <p>11:35am</p> <p>Lost-Time Injuries, Fatalities, and Return-to-Work Outcomes: A Pan-Canadian Analysis of Workers' Compensation Data (2024) » <u>Dr. Elizabeth Farrell</u>¹ (1. Concordia University of Edmonton)</p> <p>12pm</p> <p>Perceived CSR Inauthenticity and Employee Outcomes in Emerging-Economy SMEs: The Role of Discourse Practice in a Tunisian Manufacturing Context » <u>Prof. Achraf Kharrat</u>¹ (1. Higher School of Business University of Manouba, Manouba)</p> <p>12:25pm</p> <p>Traditional Chinese Medicine Strategic Alliance and Direct Investment in the Health Sector in Sub-Saharan Africa » <u>Dr. Ojo Iwaloye</u>¹ (1. Macau University of Science and Technology)</p>
10:45am	<p>TRACK 6: MARKETING <i>Orchidee 4</i></p> <p>Chaired by: Prof. Hamida Skandrani</p>

10:45am	<p>The Influence of Digitalization of Hotel Services on Marketing Performance: A Case of Dar Es Salaam Hotels » <u>Dr. Robert Sufiani</u>¹, Mr. Godlove Mmari¹ (1. University of Dar es Salaam)</p>
11:13am	<p>Digital disruption and generational divides: the impact of digital transformation on direct sellers in south Africa » <u>Dr. Relebohisoq Matubatuba</u>¹, Ms. Tlotlisang Mokgoetsi¹, Mr. Sethadi Thokoane¹, Mr. Thando Maluleka¹ (1. School of Business Sciences, University of the Witwatersrand)</p>
11:41am	<p>Advertising Impact on the Adoption of Deposit Systems: A Case Study of a Tunisian Soft Drink Brand » <u>Dr. Mona Belkhdija</u>¹ (1. IHEC University of Carthage)</p>
12:09pm	<p>Examining Brand Love and Women's Consumption Behaviour in Africa: Critical Perspectives and Future Research Directions » <u>Dr. Avantunji Gbadamosi</u>¹ (1. Royal Docks School of Business & Law, University of East London)</p>
10:45 am	<p>TRACK 7: OPERATIONS, SUPPLY CHAIN & PROJECT MANAGEMENT <i>Orchidee 3</i></p> <p>Chaired by: Prof. Nyamagere Gladys Sospeter</p>
10:45 am	<p>A Dynamic, Behaviorally Informed MADM Framework for Mental Health App Evaluation: Fusing Multimodal User Feedback, Temporal Dynamics, and Objective Weighting » <u>Prof. Peter Darko Adjei</u>¹, Prof. Collins Opoku Antwi¹, Prof. Evans Opoku-Mensah², Dr. Kwame Asamoah³, Mrs. Love Offelbea Asiedu-Ayeh⁴, Mr. Kennedy Frimpong⁵ (1. Zhejiang Normal University, 2. Chengdu University of Technology, 3. Ningbo China Institute for Supply Chain Innovation, 4. Sichuan Agricultural University, 5. Big Brothers Pharmaceuticals)</p>
11:12am	<p>NAVIGATING VALUE CREATION IN PUBLIC-PRIVATE PARTNERSHIPS: BARRIERS, DRIVERS AND BEST PRACTICES FROM UGANDA'S PROJECT LANDSCAPE » <u>Prof. Prof. PD Rwelamila</u>¹, Dr. Hudah Bawonga², Prof. Cyril Mbatha³ (1. University of South Africa, 2. Makerere University, 3. Rhodes University)</p>



Continued from Thursday, 21 May

11:39am

Construction risks in confined heritage urban setting: empirical evidence from a Case Study of Stone Town, Zanzibar, Tanzania.

» Mr. Ismail Gora¹, Dr. Elinorata Mbuya² (1. Ardhi University, 2. Ardhi)

10:45am

TRACK 10: SUBMISSIONS IN FRENCH

Orchidee 2

Chaired by: Prof. Salma Fattoum

10:45am

L'impact des food vloggers sur l'attitude et l'intention de commerce social de la génération Z tunisienne

» Dr. Belkis Ernez¹, Dr. Ali Ben Yahia² (1. Université de la Manouba, Ecole Supérieure de commerce de Tunis, 2. Université de Tunis, Institut Supérieur de Gestion de Tunis)

11:10am

Inclusion et enseignement supérieur en Afrique : Analyse bibliométrique et perspectives de recherche

» Prof. Iness Mhissen¹, Dr. Mariam Baklouti¹ (1. ISCAE- University of Manouba)

11:35am

Le reporting de durabilité comme levier de réputation et de légitimité : une revue critique de la littérature dans le contexte des universités africaines

» Dr. Amira Jenane¹, Dr. Leila Ben Hassine¹ (1. LIGUE LR99ES24, ISCAE, Univ Manouba)

12pm

Évolutions générationnelles et attractivité des établissements d'enseignement supérieur : vers une reconfiguration de la proposition de valeur académique – Le cas de Vatel Tunisie

» Ms. Ilhem Ennouri¹ (1. Université de la Manouba, Ecole Supérieure de commerce de Tunis)

12:30pm

LUNCH 7 & NETWORKING

Restaurant Les Rosiers

2pm

MASTERCLASS 2: The Metrics Trap: A Critical Masterclass on AI and Bibliometrics. Speaker: **Prof. Foued Ben Said**
Glaieul

Chaired by: Khaled Hussainey

3pm

TRACK 1: ACCOUNTING, FINANCE, INVESTMENT & ECONOMICS

Glaieul

Chaired by: Dr. Evelyn Richard

3pm

Does Economic Policy Uncertainty Amplify the Resource Curse? Evidence from Panel Threshold Analysis of Income Inequality

» Ms. Hadil Hnainia¹, Dr. Sami MENSI¹ (1. Department of Economics, Ecole Supérieure de Commerce de Tunis, University of Manouba, Manouba, Tunisia)

3:25pm

The Role of Venture Capital in Financing Startups and Fostering Innovation in Africa

» Dr. Nazim Wail Diaf¹, Dr. Diaf Mouatez B² (1. university of naama, 2. Badji Mokhtar University Annaba)

3:50pm

Measuring Financial Well-Being in Africa: Constructing a Composite Well-Being Index

» Dr. Safa Ben Thabet¹ (1. University of Tunis El Manar, Faculty of Economics and Management of Tunis, IFGT laboratory, 1068, Tunis, Tunisia.)

4:15pm

Hotel Investment and Employment Dynamics in Developing Economies

» Dr. Pat Obj¹ (1. Purdue University Northwest)

4:40pm

The Influence of Religiosity on Financial Reporting Quality Across Countries: The Moderating Effect of Legal Origin

» Dr. Abdellatif Adem¹, Dr. Raida Chakroun¹ (1. IHEC carthage)

3pm

TRACK 4: SUSTAINABILITY, BUSINESS ETHICS & SOCIAL RESPONSIBILITY

Orchidee 5

Chaired by: Prof. Rym Bouderbala



Continued from Thursday, 21 May

3pm **Toward Responsible and Sustainable Agricultural management: Analysis of Farmer's Perceptions in the Tunisian Regions Manouba and Mornag**

» Mrs. Sboui Naima¹, Prof. Adnane Malek¹ (1. ISCAE- University La Manouba, LIGUE, LR99ES24, La Manouba, Tunisia)

3:25pm **Dynamic Equilibrium in Social Spending: An Investigation into China's Government expenditure Impact on Maternal Health, Disease Control, and Schooling**

» Dr. Imene Guermazi¹ (1. University of sfax)

3:50pm **Navigating disruptions through organizational hybridization: The Case of an African non-profit organization in a Post-Revolutionary Context**

» Dr. Manel Gharsl¹, Prof. Jouhaina Gherib¹ (1. Univ. Manouba, LIGUE Laboratory - ISCAE Tunis)

4:15pm **An Exploration of Sustainable Supply Chain Management Practices at Richards Bay Industrial Development Zone**

» Ms. Sethabile Gcume¹, Dr. Adeola Oluwatoyin Osundiran² (1. None, 2. University of South Africa)

3pm **TRACK 5: ARTIFICIAL INTELLIGENCE, INFORMATION & COMMUNICATION TECHNOLOGIES**

Orchidee1

Chaired by: Prof. Acheampong Owusu

3pm **Determinants of blockchain adoption intention, actual usage and SME performance: evidence from an extended UTAUT model**

» Dr. Dr. Edward Nartey¹ (1. University of Ghana Business School)

3:27pm **Balancing Innovation and Credibility: Customer Perception of AI-Generated Content of Legal Brands South Africa**

» Dr. Dr Ammar Sammour¹, Prof. Fred A. Yamoah², Prof. Sainey Faye² (1. Birkbeck University of London, 2. Buckinghamshire New University)

3:54pm

ASSESSING THE ENABLERS AND CONSTRAINTS OF BIG DATA ADOPTION IN AN INSURANCE COMPANY IN GHANA

» Prof. Acheampong Owusu¹ (1. University of Ghana)

3pm **TRACK 6: MARKETING**

Orchidee 4

Chaired by: Dr. Robert Sufiani

3pm **The Specialization Resilience Paradox: When Export Concentration Protects African Economies from Global Shocks, 2005-2024**

» Dr. Hamisi Fintan¹ (1. University of Dar es Salaam)

3:25pm **The mediating role of satisfaction between functional housing attributes and student loyalty to private housing**

» Dr. Mthobisi Nhlabathi¹ (1. University of South Africa (UNISA))

3:50pm **A study on adapting the consumer awareness scale to Arabic**

» Mr. Lotfi Gammoudj¹ (1. ISCAE, MANOUBA)

3pm **TRACK 10: SUBMISSIONS IN FRENCH**

Orchidee 2

Chaired by: Dr. Feyrouz Hendaoui

3pm **Les Déterminants de l'Intention d'Achat de la Mode Circulaire dans un Contexte de Disruptions Environnementales et Economiques : une approche intégrative TPB-PMTs**

» Dr. Ibtissem Mustapha¹, Dr. Leila Othmani², Dr. Belkis Ernez³, Dr. Ali Ben Yahia⁴ (1. Université de Monastir, Institut Supérieur de la mode, 2. Institut Supérieur de la Mode de Monastir, 3. Université de la ManoubaEcole Supérieure de commerce de Tunis, 4. Université de Tunis, Institut Supérieur de Gestion de Tunis)

3:27pm **Pourquoi l'université entrepreneuriale ne produit-elle pas davantage d'étudiants entrepreneurs ? Retour d'expérience des enseignants-chercheurs en Tunisie, en Suisse et au Maroc**

» Dr. Samir Ben Hamouda¹, Mrs. Nadia Cheikhrouhou¹, Prof. Hamida Skandrani¹, Prof. Hanane Amoum², Prof. greta balliu³ (1. LIGUE LR99ES24, ISCAE, Univ Manouba, 2. ENCG Casablanca, 3. HEG Fribourg)



Continued from Thursday, 21 May

3:54pm

La dénonciation de la corruption en ligne en Tunisie : Effets de la perception des efforts de transparence du gouvernement et de la prédisposition des citoyens à la transparence

» Dr. Ines Zrelli¹, Prof. Hamida Skandran¹ (1. LIGUE LR99ES24, ISCAE, Univ Manoubia)

4:21pm

Vers une nouvelle comptabilité face aux objectifs de développement en Afrique

» Dr. Konan Sany Kan¹, Dr. Serge AGBODJO², Dr. Dagou Hermann-Wenceslas Dagou³, Dr. Mauricette Sonia HOUNGBO⁴, Dr. Alassane OUARTARA⁵ (1. emlyon business school, 2. Université de Toulouse, 3. Université Félix Houphouët Boigny, 4. Université de Parakou, 5. Centre Africain d'Etudes Supérieures en Gestion – CESAG)

3pm

PDRW SESSION 3: AABD and the Future African Management and Business Research: The Way Forward

Orchidee 3

Chaired by: Dr. William Darley

7pm

SOCIAL DINNER

Kobbet Ennhas

Friday, 22 May

8am

REGISTRATION

Entrance Hall

9am

PANEL SESSION 1: EDUCATION FOR SUSTAINABLE DEVELOPMENT IN AFRICA. Panelists: Prof. Greta Balliu, Dr. Birgit Schreiber and

Honorary Guest: Prof. Hakeem B. Fawehinmi

Glaieul

Chaired by: Jouhaina Cherib

10:30am

COMFORT BREAK & REFRESHMENTS

10:45am

SIDE EVENT B: Title: "Les outils et instruments de la décarbonation"
Mimosa

Chaired by: Sami Marrouki (UNGC, Tunisia)

10:45am

TRACK 2: ENTREPRENEURSHIP, SMALL BUSINESS & INFORMAL SECTOR
Orchidee1

Chaired by: Prof. Prince Baah-Peprah

10:45am

The Effect of Entrepreneurial Marketing Dimensions on Supply Chain Resilience in Tanzania

» Prof. Omari Mbura¹, Dr. Hamisi Fintan¹ (1. University of Dar es Salaam)

11:10am

Marketing Challenges For Africa's Small And Medium- Sized Enterprises (Smes): A Systematic Literature Review And Meta-Analysis

» Prof. Louicius Michel¹, Dr. Assion Lawson-Body², Prof. Laurence Lawson-Body², Dr. Godwin Ahiase² (1. Burman University, 2. University of North Dakota)

11:35am

ICT-Enabled Hybrid Entrepreneurship in Africa: An Empirical Single-Case Study of uLesson's Digital Tutoring Ecosystem in Nigeria

» Mr. Adnan KHAN¹, Prof. Sainey Faye¹, Prof. Fred A. Yamoah¹, Mrs. Maleeha Khan¹ (1. Buckinghamshire New University)

12pm

Beyond Binary Classifications: A Systematic Integrative Review Protocol for Understanding Informal Service Work

» Dr. Dotun Ayeji¹, Dr. Eghosa Igudia², Dr. Adedapo Adebajo³, Prof. Maura Sheehan⁴ (1. The Business School, Edinburgh Napier University, 2. Accounting, Finance & Economics, De Montfort University, 3. Loughborough University, 4. The Business School Edinburgh Napier University)

12:25pm

Entrepreneurship versus Talent Management Practices in Ghana: A Systematic Literature Review

» Prof. Kwame Adom¹ (1. Burman University)



Continued from Friday, 22 May	
10:45am	<p>TRACK 3: ORGANISATIONAL BEHAVIOUR, HUMAN RESOURCE MANAGEMENT & BUSINESS STRATEGY <i>Orchidee 2</i></p> <p>Chaired by: Mrs. Flagot Abrham</p> <p>Enhancing Students' Employability Skills through Challenge-Based Virtual Exchange: An Industry-Integrated Cross-Border Model » Mrs. Nadia Cheikhrouhou¹, Mrs. Tracey Carbonetto², Dr. Islem Megdiche³, Dr. Mahmoud Assad⁴, Mrs. Alia Gilbrecht⁵ (1. LIGUE LR99ES24, ISCAE, Univ Manouba, 2. Pennsylvania State University, 3. Higher Institute of Technological Studies of Béja, 4. AN-Najah National University, 5. University of Houston)</p>
11:10am	<p>Inclusive Policy as a Strategic Investment in Organization's Human Capital » Dr. Elizabeth Farrell¹ (1. Concordia University of Edmonton)</p>
11:35am	<p>Managing Organisational ICT Projects: An Integrated Cultural Management Model » Mr. Given Matsimbi¹, Prof. Prof. PD Rwelamila¹ (1. University of South Africa)</p>
12pm	<p>Can the possession of essential transferable/soft skills by graduates threaten the scare of Artificial Intelligence? Evidence from employers and graduates » Dr. Amankwah O. Amankwah¹ (1. University of Ghana Business School)</p>
12:25pm	<p>Assessing the Presence and Importance of Adhocracy Culture in Nonprofit Organizations » Mr. Salem Alateyyat¹, Dr. Ayham Jaaron², Dr. Eghosa Igudia³ (1. The Centre for Enterprise and Innovation, Leicester Castle Business School, De Montfort University, 2. School of Leadership, Management and Marketing, the Centre for Enterprise and Innovation, Leicester Castle Business School, De Montfort University, 3. Accounting, Finance & Economics, De Montfort University)</p>
10:45am	<p>TRACK 4: SUSTAINABILITY, BUSINESS ETHICS & SOCIAL RESPONSIBILITY <i>Orchidee 5</i></p> <p>Chaired by: Dr. Lindokuhle Manuel</p>
10:45am	<p>Exploring the Influence of Environmental Communication Strategies and Behavioural Change on Climate Actions: New Empirical Evidence from Africa » Dr. Stanley Nwanji¹, Dr. Sunday John¹, Dr. Godwin Otogo² (1. Pan-Atlantic University, 2. University of Calabar)</p>
11:10am	<p>Reconceptualising Organisational Resilience in African SMEs: Lessons from Global Sustainability Frameworks » Dr. Jamiu Odugbesan¹, Dr. Toyin Coker¹ (1. Royal Docks School of Business & Law, University of East London)</p>
11:35am	<p>Financing Green Cities in Emerging Economies: A Systematic Review of Institutional and Fiscal Mechanisms » Dr. Sindi Mokgopha¹, Prof. Richard Shambare² (1. Tshwane University of Technology, 2. University of Fort Hare)</p>
10:45am	<p>TRACK 6: MARKETING <i>Orchidee 4</i></p> <p>Chaired by: Dr. Relebohisoeng Matubatuba</p>
10:45am	<p>Determinants of the Adoption of Connected Health Devices » Dr. Yosra Oueslati¹, Dr. Sana El Mouldi¹, Prof. Norchene Ben Dahmane Mouelhi², Ms. Hela Regaieg¹ (1. IHEC carthage, 2. ESCE)</p>
11:10am	<p>Building Cultural Brand Equity in Football: Fan Digital Engagement and Perceived Authenticity in Global Clubs' AFCON Communication » Dr. Kofi Aning Jr¹, Dr. Melissa Zulu² (1. School of Business Sciences, University of the Witwatersrand, 2. University of the Witwatersrand)</p>
11:35am	<p>Sustainability and Repositioning of an Emerging Economy » Prof. Dr. Charles Blankson¹, Dr. Esi Elliot², Dr. William Darley³ (1. University of North Texas, 2. University of Texas Rio Grand Valley, 3. University of Toledo)</p>



26th AABD Annual Conference 19 - 23 May 2026 All times in BST

Continued from Friday, 22 May

10:45am TRACK 7: OPERATIONS, SUPPLY CHAIN & PROJECT MANAGEMENT
Orchidee 3
Chaired by: Prof. Nyamagere Gladys Sospeter

10:45am **Can Disruptive Technologies Mitigate Environmental Risks in Selected Ports in Sub Saharan Africa?**
» Dr. Adeola Oluwatoyin Osundiran¹ (1. University of South Africa)

11:10am **Factors Influencing the Funding of Sustainable Construction Projects in Tanzania**
» Ms. Annastesia Khathutshelo Moselankoe¹, Prof. Nyamagere Gladys Sospeter¹, Dr. Sarah Phoya¹, Prof. Theresa Mikandawire² (1. Ardhi University, 2. Malawi University of Business and Applied Sciences)

11:35am **BALANCING SPEED AND QUALITY IN BUILDING PROJECTS: POSITIONING THEIR RELATIONSHIP**
» Ms. Camila Tsaxara¹, Prof. Prof. Geraldine Kikwasi¹, Mr. Joel Zambi¹, Prof. Nyamagere Gladys Sospeter¹ (1. Ardhi University)

12pm **MEET THE EDITORS**
Glaieul
Chaired by: Prof. Hamida Skandrani

1pm **LUNCH & NETWORKING**
Restaurant Les Rosiers

2:30pm **AABD ANNUAL GENERAL MEETING**
Glaieul
Chaired by: Dr. Ayantunji Gbadamosi

7pm **CONFERENCE GALA DINNER**
Glaieul

Saturday, 23 May

10am **CULTURAL EXCURSION (OPTIONAL & PERSONAL)**

Excursion Day

26th AABD Annual Conference · Excursion Day · Saturday 23 May 2026

PRICING

65 USD / person

Conference participant rate

85 USD / person

Standard rate

All taxes included

BOOKING DEADLINE

Friday 22 May 2026
at 13:00 sharp

No registration will be accepted
after this deadline.

*Minimum 20 participants
required to confirm the excursion*

SERVICES INCLUDED

- Private driver
- Modern tourist vehicle
- Professional tour guide
- All entrance fees
- 3-course lunch (starter, main, dessert + water)



Organised by QUINTA Travel And Event · Specialist congress & event travel agency

For registration and enquiries, please contact the conference secretariat before the deadline.

STOP 01

Oudhna

Roman Archaeological Site

Discover the remarkable remains of the ancient Roman city of Uthina, located 30 km south of Tunis. Admire its majestic Amphitheatre — the third largest in Tunisia — the Capitol, the grand thermal baths and the striking Roman aqueduct, offering a captivating glimpse into North Africa's rich imperial past.

- | 3rd largest amphitheatre in Tunisia
- | 30 km south of Tunis
- | Founded under Emperor Augustus



STOP 02

Zaghouan

Water Temple, Arcades & Medina

Visit the iconic Water Temple (Temple des Eaux) built by Emperor Hadrian, the source of the 132 km aqueduct that once supplied Carthage. Explore the Roman arcades, stroll through the charming Andalusian medina and savour the legendary Kaak Warka au Nesri — Zaghouan's celebrated ring-shaped pastry scented with pure eglantine water.

- | Source of the 132 km Zaghouan–Carthage aqueduct
- | Built by Emperor Hadrian, 2nd century AD
- | UNESCO World Heritage candidacy



STOP 03

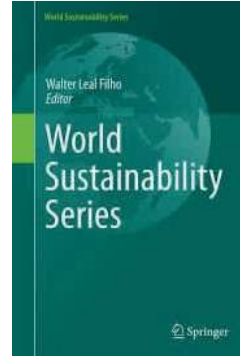
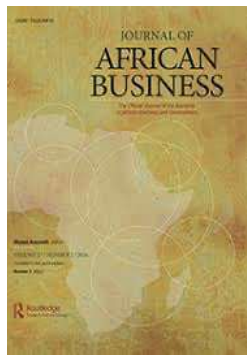
Medina of Hammamet

Whitewashed streets & Mediterranean shores

End your day in the enchanting Medina of Hammamet — one of the finest on the Tunisian coast. Wander its whitewashed alleys adorned with bougainvillea, admire the imposing seafront fortress, discover local crafts and souvenirs, and breathe in the timeless Mediterranean atmosphere before the journey home.

- | One of Tunisia's finest coastal medinas
- | Historic seafront fortress
- | Local crafts, souvenirs & sea views





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