

– Call for papers –

5th Annual Conference
UNIVERSITIES, ENTREPRENEURSHIP AND
ENTERPRISE DEVELOPMENT IN AFRICA



10 to 11 November 2016

Bonn-Rhein-Sieg University of Applied Sciences
Grantham-Allee 20
53757 Sankt Augustin, Germany



**Hochschule
Bonn-Rhein-Sieg**
University of Applied Sciences



**UNIVERSITY OF
CAPE COAST**



Theme: Universities, Entrepreneurship and Enterprise Development in Africa

"Africa could be on the brink of an economic takeoff, much like China was 30 years ago, and India 20 years ago."

(The World Bank)

Experience gained from successful developing and emerging economies in Africa, Asia and Latin America shows that a vibrant sector of small and medium sized enterprises (SMEs) and a fertile ground for entrepreneurial minds play an important role in economic growth, poverty eradication, and the generation of a middle class. Economic development has to go along with the nurturing of an entrepreneurial spirit, and allowing SMEs to flourish. In Africa we can see progress in numerous countries where a growing private sector allows innovative minds to bring products and services on the market, thus satisfying needs of consumers and businesses alike.

Besides promoting entrepreneurship in Africa, "traditional" development aid and development cooperation can further be supplemented, and eventually replaced, by an increasing number of co-operations between businesses in high-income countries and low-income countries. Economic co-operation with Africa will be in the self-interest of profit-seeking companies in the industrialized world, bringing their relationships onto an equal footing. African businesses will learn from the interaction with their foreign partners and improve their processes, resulting in more cost-efficiency, better quality, and ultimately, higher incomes.

Universities can provide invaluable input to creating and sustaining entrepreneurship and SME development. They (should) equip graduates with the qualifications required by their future employers, and with the capabilities needed to identify new business opportunities and to start up their own companies. Many African universities, however, would rather strive to emulate the model of a Western research institution, i.e., aiming at reputation within the scientific community. Only a few have been committed to enhancing the employability and the entrepreneurial qualification of their graduate output.

A lot of universities in industrialized countries, especially in the form of Universities of Applied Sciences (popular in Germany), have gained decades of experience in linking teaching and research with business practice. Employability of graduates, and application-oriented research in collaboration with industry, has been their main aim from the outset. Partnerships with universities in industrialized countries, including their respective business networks, can accelerate the transformation towards employability-orientation of African institutions. Further, practice-oriented research and education partnerships will help academics and students from the industrialized world to understand the growing relevance of Africa as a market, and help include this insight into their teaching.



In the framework of the project “German-African University Partnership Platform for the Development of Entrepreneurs and Small/Medium Enterprises” the Bonn-Rhein-Sieg University of Applied Sciences (BRSU) organizes, together with its partner universities, the University of Cape Coast in Ghana and the University of Nairobi in Kenya, an annual conference which is alternately hosted by one of the three project partners. In 2016, it will be held for the third time at the BRSU campus in Sankt Augustin.

Target participants

This conference aims specifically at bringing together participants from academia, business, and other stakeholders interested in the interplay between education and economic development. It is a forum for researchers and practitioners alike. Thus, the event is a response to the popular request to build bridges of communication between the worlds of education and business.

Format of contributions

The conference attempts to be entrepreneurial and innovative in itself. Traditional presentations will still play their role, but participants are encouraged to contribute actively and let their voice be heard in interactive formats. Emphasis will be given to networking possibilities and partner search. Therefore, the two-day program encompasses the following formats:

- Workshops
- Panel sessions
- Interactive formats, such as World Café, Speed Dating, Fish Bowl
- Poster sessions

We encourage you to propose a contribution in one of the following alternative formats:

- a) Presentations (e.g. MS PowerPoint): 20 minutes, plus discussion; to be presented at topical sessions
- b) Panel sessions: 75 minutes
- c) Workshops: 75 minutes
- d) Interactive sessions: 75 minutes, using formats such as world café, fish bowl
- e) Presentation at poster Session (Format A0)

The conference aim is, above all, to discuss ideas, results, generalizations, hypotheses, and plans among an audience representing institutions from education, business, development studies, and related fields. We encourage the submission of inputs with an explorative or conceptual nature, case studies, and reports concerning successes or failures.

Potential contributors should submit an abstract (maximum 500 words / one page). After acceptance, contributors should prepare a presentation or poster. Submission of papers is required in mid-January 2017.



Abstracts, presentations slides and posters will be published on the conference website. Final papers will be published in an electronic conference proceedings volume with DOI number.

Expression of interest: If you wish to be included on our mailing list please send an expression of interest in the conference with your email address to info@german-african-entrepreneurship.org (subject: "expression of interest in conference"). You will receive further information and stay updated during the coming months.

Subthemes

The conference theme is structured into six subthemes. They serve only as an orientation for contributions to the conference. All contributions related to the conference theme are welcome, also those which cover more than one subtheme, and those which cannot clearly be assigned to one of the subthemes.

Subtheme I): Business and entrepreneurship in Africa: Success factors, barriers, perspectives

This subtheme deals with issues such as (but not confined to):

- African countries as the market of tomorrow
- Growth industries in African countries
- Preconditions of entrepreneurship and business in industrialized countries, and in Africa
- Case studies of entrepreneurship and business in African countries
- Success factors for SME development in industrialized countries, and in Africa
- Financing a business, or start-up, in African countries
- Barriers to foreign trade and investment in African countries, and how to overcome them
- Exploring business opportunities in African countries
- Methods to attract German SMEs to do business with/in African countries

Subtheme II): African business in, and trade with, Germany and Europe

This subtheme deals with issues such as (but not confined to):

- Potentials and perspectives of African export to Germany and Europe
- African investment in Germany and Europe
- The African diaspora as entrepreneurs and business people in Germany and Europe
- African strengths and opportunities: what could be the Unique Selling Proposition of African businesses in Germany and Europe?
- How to stimulate (future) growth industries of African business in, and trade with, Germany and Europe
- Tariff and non-tariff barriers for African trade with Germany and Europe
- Success factors of African business in, and trade with, Germany and Europe



Subtheme III): University teaching and research for development in Africa: models, success factors, challenges

This subtheme deals with issues such as (but not confined to):

- Practice-oriented teaching – a solution for African educational problems?
- Universities of Applied Sciences: what are their success factors in Germany, and are they a role model for Africa's development?
- Practice-oriented education on tertiary vs. (post-) secondary level in Africa: which approach is more efficient?
- Needs and requirements of the African private sector
- Challenges and success factors in implementing practice-oriented teaching models at African universities
- The role of international university partnership networks for the development of economy and society in Africa

Subtheme IV): Entrepreneurial education for employment and economic growth

This subtheme deals with issues such as (but not confined to):

- Competences required by African entrepreneurs
- Contents, curricula and teaching methodologies of entrepreneurial education
- Entrepreneurial education – A solution for youth unemployment?
- How can industry-academia cooperation foster entrepreneurship?
- Can entrepreneurial education lead to economic growth?
- Should entrepreneurial education be part of every study program?
- Can entrepreneurial education contribute to sustainable development?

Subtheme V): Intercultural challenges of university and business partnerships

This subtheme deals with issues such as (but not confined to):

- Intercultural issues when conducting business between Africa and Germany: case studies, analyses, impact on business development, learnings
- Overcoming intercultural challenges between Africa and Germany: methods, limits, and success factors
- Intercultural learning: how to teach intercultural competences to students and practitioners



Subtheme VI): Sustainable/Responsible Business

This subtheme deals with issues such as (but not confined to):

- Corporate Social Responsibility and its meaning in different sectors
- How sustainable can be businesses?
- The trade with nature: Can genetic modified food be consistent with sustainability?

Subtheme VII): Social welfare and productivity: Challenges for the entrepreneur

This subtheme deals with issues such as (but not confined to):

- The hen and the egg: Can increased productivity lead to better social welfare, or will better social welfare lead to increased productivity?
- Corporate Social Responsibility in Africa: what businesses can do to improve social welfare, and why?
- Comparing social welfare systems between Europe and Africa: Similarities, diversities and mutual learning opportunities
- Social welfare provider in Africa: The state? The entrepreneur? Who else?

Schedule

The conference will be held on 10 to 11 November, 08:30 to 18:00, followed by a reception on 11 November. Participants are further welcome to join the DAAD evening debate "University-Business Cooperation for Development – Can we foster a paradigm change" with a walking dinner on 9 November at 17:00, which provides the opportunity for informal networking.

- | | |
|-----------------------|--|
| ■ 31 May 2016 | Submission of abstracts (maximum 500 words) |
| ■ 15 July 2016 | Review of abstracts, feedback to contributors |
| ■ 15 October 2016 | Registration deadline for conference participants |
| ■ 31 October 2016 | Submission of presentations |
| ■ 09 November 2016 | Evening debate "University-Business Cooperation for Development" with walking dinner |
| ■ 10-11 November 2016 | Conference days |
| ■ 30 November 2016 | Submission of presentations and posters for publication on conference website |
| ■ 15 January 2017 | Submission of papers |