



Hochschule  
Bonn-Rhein-Sieg  
University of Applied Sciences



– Call for Abstracts –

**8th Annual Conference**

**UNIVERSITIES, ENTREPRENEURSHIP AND  
ENTERPRISE DEVELOPMENT IN AFRICA**



**19 to 20 February 2020**

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

Sponsored by



Federal Ministry  
for Economic Cooperation  
and Development

**DAAD**

Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



## 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 "BET Ghana – Building Expertise and Training for growth in the consumer goods and food processing industries in Ghana" the Bonn-Rhein-Sieg University of Applied Sciences (BRSU) organizes, together with the University of Cape Coast in Ghana, an annual conference which is alternately hosted by one of the two project partners. In 2020, it will be held for the fifth time at the H-BRS 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. 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 Discussions
- World Café
- 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 Discussion: 75 minutes
- c) Workshops: 75 minutes
- d) World Café: 75 minutes
- e) Fish Bowl: 75 minutes
- f) Presentation at Poster Session (Format A0)

The conference's 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). **Deadline for abstract submission is 15 November 2019.** Please submit your abstract using the [abstract submission template](#) (under "related documents") and send it to [UEED.conference@h-brs.de](mailto:UEED.conference@h-brs.de) (subject: "abstract submission for conference"). After acceptance, contributors should prepare a presentation or poster. Submission of academic papers is required by 15 April 2020.

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 [UEED.conference@h-brs.de](mailto:UEED.conference@h-brs.de) (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 seven 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.

1. Business and entrepreneurship in Africa
2. Entrepreneurial education for employment and economic growth
3. Consumer goods & food processing industries
4. Tourism as entrepreneurial opportunity in Africa
5. University-Industry-Linkages (Applied research & teaching)
6. E-Learning & Digital Entrepreneurship (Digitalization)
7. Sustainable/Responsible business

### Subtheme 1: Business and entrepreneurship in Africa: Success factors, barriers, perspectives

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

- Relevance of Chinese companies as competitors on the African market
- 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
- Economic Partnership Agreements/EPAs - a win-win situation for African and European companies or a neocolonial instrument?
- Breaking down intra-African trade barriers - a big chance for entrepreneurs or just business as usual?
- Financing a business, or start-up, in African countries
- Methods to attract German SMEs to do business with/in African countries

### Subtheme 2: 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?



- Beyond the curriculum – what can universities do to foster entrepreneurship among students and graduates?
- 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 3: Consumer goods & food processing industries**

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

- Innovative food processing and packaging technology – What innovations are transforming the industry?
- Food choices and consumer behavior – Trends and observed shifts in choices and behavior
- Distribution and production of consumer goods – Opportunities and challenges in Africa markets
- The informal market – Opportunities in untapped markets
- Product adaptation for Africa – Understanding the consumer in Africa
- Various business sectors in the FMCG space e.g. hair care industry, chemical industry, food industry
- The retail sector in Africa – Hot spots for retail growth in Africa
- Case examples of successful market strategies in Africa and why some companies fail in Africa
- Middle Class in Africa – Is the middle class overestimated?

### **Subtheme 4: Tourism as entrepreneurial opportunity in Africa**

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

- Destination Development as a prerequisite for entrepreneurial tourism
- The “Hospitality Entrepreneur” in tourism education
- Marketing of tourism in Sub-Saharan Africa in an international context
- Implementation of international standards in the African hospitality industry
- Tourism export and national value creation

### **Subtheme 5: University – Industry – Linkages (Applied research & teaching)**

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

- University and industry collaboration case studies that enhance applied research and teaching
- internship programs
- Practical projects between companies and universities



## Subtheme 6: E-Learning and Digital Entrepreneurship (Digitalization)

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

- E-Learning and online mentoring - a solution for Africa's shortage of qualified professionals?
- FinTech - How mobile payment can get to the next level and succeed beyond East Africa
- Digital Identity - Can we create the unique digital identity for every citizen
- Sustainability of technology initiatives - how to cross the chasm of sustainability
- eHealth - The impact of technology on healthcare provision in Africa
- Agriculture technology - the future of farming
- Blockchain technology as an opportunity for new levels of trust in Africa
- Beyond Copy&Paste: Technology Leapfrogging and how to combine traditional offline and online.

## Subtheme 7: Sustainable/Responsible business

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

- Corporate Social Responsibility and its meaning in different sectors (e.g. food and agriculture)
- How sustainable can businesses be?
- Methods to measure and label the social, economic or ecological sustainability of a product
- How can responsible business support the transition towards smart sustainable cities?
- The Sustainable Development Goals as a fundament for responsible business

## Schedule

The conference will be held on 19 to 20 February 2020, 09:00 to 18:00 on the first day and 9:00 to 14:00 on the second day.

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|-------------------------|---|
| ■ 15 November 2019      | Submission of abstracts   |
| ■ 10 December 2019      | Review of abstracts, feedback to contributors                                 |
| ■ 10 January 2020       | Registration open   |
| ■ 12 February 2020      | Submission of presentations   |
| ■ 14 February 2020      | Registration deadline   |
| ■ 19 - 20 February 2020 | Conference days   |
| ■ 15 March 2020         | Submission of presentations and posters for publication on conference website |
| ■ 15 April 2020         | Submission of academic papers   |

## Conference Committee

Head of Conference Committee

Prof. Jürgen Bode, Bonn-Rhein-Sieg University of Applied Sciences

Prof. Rosemond Boohene, University of Cape Coast