

# **Academy of International Business Africa, US Northeast & United States International University Africa**



**Special Joint Conference 2020**

**Facing The Disruptive Forces in Global Business:  
The Way Forward**

**January 6-9, 2020**

**United States International University – Africa  
Chandaria School of Business, Nairobi, Kenya**



The Academy of International Business is the leading association of scholars and specialists in the field of international business. Established in 1959, AIB today has over 3007 members in 95 different countries around the world. Members include scholars from the leading academic institutions, as well as, consultants and researchers with an interest in international business. Members from developing countries, newly industrialized countries, as well as industrialized countries, are welcome to join.

AIB is a 501(c)(3) nonprofit US corporation. Its current headquarters is on the campus of Michigan State University in East Lansing, Michigan, United States.

As the leading global community of scholars for the creation and dissemination of knowledge about international business and policy issues, AIB transcends the boundaries of single academic disciplines and managerial functions to enhance business education and practice.



USIU-Africa is a private, independent, non-profit university with a 50-year history of providing quality education in Kenya whose accreditation is granted in the United States of America by WASC Senior College and University Commission and in Kenya by the Commission for University Education. This dual accreditation guarantees quality global education and transferability of credits from USIU-Africa to any university in Kenya, the USA, and the rest of the world. USIU-Africa's mission is to promote the discovery and application of knowledge, the acquisition of skills, and the development of intellect and character in a manner that prepares students to contribute effectively in an increasingly technological world. The university's vision is to be a premier institution of academic excellence with a global perspective.



Academy of International Business-Africa (AIB-Africa) is a regional chapter of the Academy of International Business (AIB). Our region includes the following Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Comoros, Congo (Democratic Republic of), Congo (Republic of), Cote d'Ivoire, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe

### **AIB- Africa Mission**

Our mission is to promote the teaching and research of all areas of international business, within the framework of AIB worldwide, and to act as a forum for the development and exchange of views on issues in international business, mainly by means of the AIB Annual Conference and official publishing.



Academy of International Business US Northeast (AIB US NE) is a regional chapter of the Academy of International Business (AIB). Our region includes the states of Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, West Virginia. AIB US NE is the largest United States Chapter in the AIB community of scholars and practitioners.

### **AIB US NE Mission**

Our mission is to provide an opportunity for interaction and sharing of ideas between members in our region. One of our main venues for this purpose is our annual conference.

## **AIB Africa/AIB US NE Executive Teams:**

### **AIB-Africa**

**Chapter Chair:** Yaw Debrah, *Swansea University*

**Team Members:** Nathaniel Boso,  
*Kwame Nkrumah Runiversity of Science & Technology, Ghana*  
Gladys Wanjiku Thuita, *Riara University, Kenya*  
Tendy Matenge, *University of Botswana, Botswana*  
Nkemdilim Iheanachor, *Lagos Business School, Nigeria*  
Theresa Onaji-Benson, *GIBS, University of Pretoria, South Africa*

### **AIB US NE**

**Chapter Chair:** Margaret Goralski, *Quinnipiac University*

**Vice Chairs:** Crystal Jiang, *Bryant University*  
Denise Dunlap, *University of Massachusetts Lowell*

**Advisory Panel:** John Cantwell, *Rutgers University*  
Jonathan Doh, *Villanova University*  
Mohammad Elahee, *Quinnipiac University*  
Ram Mudambi, *Temple University*

### **AIB-Africa/US NE Special Joint Conference**

**Conference Chairs:** AIB-Africa Abel Kinoti, *Riara University*  
AIB US NE Mohammad Elahee, *Quinnipiac University*  
USIU-A Teresia Linge, *Chandaria School of Business*

**Program Chair:** Mary Mutisya, *USIU-A, Chandaria School of Business*

## Track Chairs:

### **International Marketing & Entrepreneurship**

Dr. Michael Ngoasong, Open University, UK

### **Ethics, Corporate Governance, & Social Responsibility**

Dr. Sujata Gadkar-Wilcox, Quinnipiac University & Oxford Consortium

### **Business & Economic History & International Business**

Professor Macharia Munene, United States International University-Africa, Kenya

### **Governments, NGOs, Global Institutions, & State-Owned Enterprises**

Dr. Beatrice Maisori, Riara University, Kenya

### **Cross-Cultural Management, International HRM, & Leadership**

Dr. Raphael Oseghale, Swansea University, UK

### **International Accounting, Economics, & Finance**

Dr. George Achoki, United States International University-Africa, Kenya

### **Strategic Management**

Dr. Veronica Kaluyu, United States International University-Africa, Kenya

### **Cases & Pedagogical Innovations**

Dr. Xiaohong He, Quinnipiac University, USA

### **Foreign Direct Investment Theory & Practices**

Professor Shibli Rubayat Ul Islam, Dhaka University, Bangladesh

### **Student Papers**

Dr. Martin Kang'ethe, Riara University, Kenya

## Reviewers:

Dr. Abhik Roy, *Professor of Marketing, Quinnipiac University*

Dr. Jason MacDonald, *Professor of Marketing, Boise State University*

Dr. Nelson Alino, *Professor of Accounting, Quinnipiac University*

Dr. George Baah, *Professor of Accounting, Quinnipiac University*

Dr. Teresia Linge, *Associate Professor of Management, United States International University – Africa*

Dr. Caren Ouma, *Associate Professor of Leadership & Management, United States International University – Africa*

Dr. Beatrice Maisori – Matiri, *Senior Lecturer of International Business, Riara University*

Dr. Martin Kang'ethe, *Lecturer of Procurement, Riara University*

Dr. Selefano Odoyo, *Assistant Professor of Finance & Accounting, United States International University – Africa*

Dr. Sammy Lio, *Associate Professor of Finance, United States International University – Africa*

Dr. Timothy Oketch, *Associate Professor of Economics, United States International University – Africa*

Dr. Mary Mutisya, *Assistant Professor of Tourism Management, United States International University – Africa*

Dr. Scott Bellows, *Assistant Professor of Entrepreneurship, United States International University – Africa*

Dr. Veronicah Kaluyu, *Assistant Professor of Strategic Management, United States International University – Africa*

Dr. Scott Bellows, *Assistant Professor of Entrepreneurship, United States International University – Africa*

Dr. Charity Muraguri, *Assistant Professor of Strategic Management, United States International University – Africa*

Dr. Maureen Kangu, *Assistant Professor of Marketing, United States International University – Africa*

Dr. Juliana Namada, *Assistant Professor of Strategic Management, United States International University – Africa*

Dr. Joyce Ndegwa, *Assistant Professor of Strategic Management, United States International University – Africa*

Dr. Eric Kibet, *Assistant Professor of Business Law, United States International University – Africa*

Dr. Francis Gatumo, *Assistant Professor of Accounting & Finance, United States International University – Africa*

Dr. Francis Wambalaba, *Professor of Marketing, United States International University – Africa*



# Facing The Disruptive Forces in Global Business: The Way Forward

## Conference Overview

The global business environment is facing an unprecedented level of turbulence. After witnessing an increase in globalization for several decades, we are now facing an environment in which there is a growing skepticism of globalization. At the same time, the new technological developments in the domains such as artificial intelligence, blockchain, internet of things and big data are disrupting the existing business models and providing new avenues for firms to do business domestically and in global markets. For example, there has been an emergence of alternate organizational forms such as platform firms and shared economy firms that are disrupting incumbents and pursuing international expansion at a rate that has not been witnessed before. The disruptions caused by globalization or anti-globalization forces and technological advancements have implications for all aspects of business. We hope that this conference provides a platform for scholarly discourse on the theme of “facing the disruptive forces in global business – the way forward”.



# ACADEMY OF INTERNATIONAL BUSINESS AFRICA & US NE

## SPECIAL JOINT CONFERENCE – AGENDA

### Monday, 6 January

- 5:30 – 16:00 Safari – Nairobi National Park, Sheldrick Elephant Sanctuary, Karen Blixen, Kazuri Beads & Hilton Maasai Market
- 17:00 – 18:00 Tour of United States International University – Africa (USIU-A)
- 18:00 – 18:10 Opening Ceremony/Reception in USIU Africa, Freida Brown Student Center -  
Welcome Remarks  
Vice Chancellor, Prof. Tiyambe Zeleza
- 18:10 – 19:10 Opening Ceremony/Cocktail – Meet the Team – AIB-Africa, AIB US NE, USIU-A

### Tuesday, 7 January

- 8:00 – 9:00 Registration
- 9:00 – 9:15 Entertainment
- 9:15 – 9:20 Opening Remarks  
AIB-NE Representative
- 9:20 – 9:25 Opening Remarks  
DVC Academic & Student Affairs Division, Prof. Ruthie Rono
- 9:25 – 9:45 Welcome Remarks  
Vice Chancellor, Prof. Tiyambe Zeleza
- 9:45 – 10:30 Keynote Speaker  
Caroline Kariuki, CEO - Kenya Private Sector Alliance (KEPSA)
- 10:30 – 11:00 Tea/Coffee Break
- 11:00 – 12:15 **Track 1 - Competitive Session 1: International Marketing & Entrepreneurship**  
*Session Chair: Dr. Michael Ngoasong, Open University, UK*  
*Room: Blab*
- Teaching Innovations in Entrepreneurship: Graduate Students Supporting Grassroots Development in Emerging Markets**  
Karin Brunsberger, University of South Florida- St. Petersburg  
Richard Flamm, University of South Florida- St. Petersburg
- Designing Marketing Lessons for the 21st Century**  
Piotr Chelminski, Providence College
- Social Enterprise Development towards Urban Livability and Safe AgriFood Supply: A PPP Approach for Sustainable Urban Agriculture**  
Francis Wambalaba, USIU Africa, Kenya  
Akosa Wambalaba, USIU Africa, Kenya



Gabriel Okello, USIU Africa, Kenya  
Joshua Yogo, USIU Africa, Kenya  
Mark Namasake, USIU Africa, Kenya

**Effect of Marketing Practices, Consumer Demographics and Attitudes on Credit Card Usage: Empirical Evidence From Kenya**

Dorcas Achieng Kerre, Multimedia University of Kenya, Kenya

**11:00 – 12:15 Track 1 - Competitive Session 2: International Marketing & Entrepreneurship**

*Session Chair: Dr. Peter Kiriri, USIU Africa, Kenya*

*Room: BS2*

**Negotiating With Trade Adversaries: An Empirical Analysis**

Mohammed Elahee, Quinnipiac University

Li Shen, Juniata College

**Social Media Marketing and Its Acceptability among Restaurants on Customer Relationship in Katsina State, Nigeria**

author, university

Mary Mutisya, USIU Africa, Kenya

Usman Lawal Mani, Kenyatta University

**Influence of Emerging Peer To Peer Accommodation on Budget Hotels Competitiveness in Nairobi City County, Kenya**

Mary Mutisya, USIU Africa, Kenya

Abby Murage, Kenyatta University

**Consumer Privacy And Online Shopping: A Case Study Of Jumia Kenya**

Maureen Kangu, USIU Africa Kenya

Ann Muthui, USIU Africa Kenya

**Making sense of management and organizational practice in a pro-marketized environment: Issues and prospects from the Uganda Employer of the Year Awards survey**

Kikooma Julius, Makerere University, Uganda

**11:00 – 12:15 Track 2 - Competitive Session 1: Ethics, Corporate Governance & Social Responsibility**

*Session Chair: Dr. Ir. Amelia Naim Indrajaya, IPMI, Jakarta, Indonesia*

*Room: B5*

**The Interface between Participatory Local Social Development and Andragogy in Improved Opportunities and Obstacles to Development System in Tanzania**

Hagai Joseph Mwakisisya, Local Government Training Institute

**Corporate Governance on Trial – The Kenya Situation**

Maina Muchara, USIU Africa, Kenya

**The quest for CSR amidst institutional changes: Mapping the responsible and irresponsible practices within Ghana's gold mining industry**

Vijay Pereira, Khalifa University, UAE; James Tuffour, Anglia Ruskin University, UK;

Swetketu Patnaik, Anglia Ruskin University, UK; Yama Temouri, Aston University, UK and

Khalifa University, UAE; Ashish Malik, University of Newcastle, Australia and Pawan

Budhwar, Aston University, UK.

**Spirit at Work and Anti-Corruption**

Dr Ir. Amelia Naim Indrajaya, IPMI, Indonesia

**11:00 – 12:15** **Track 3 - Competitive Session 1: Business & Economic History and International Business**

*Session Chair: Prof. Macharia Munene, USIU Africa, Kenya*

*Room: BS1*

**‘When We Were Strangers’: Migration and Acceptance in Africa**

Fodei Batty, Quinnipiac University

**The New Media Business Model For Sub-Saharan Africa**

Olga Novikova, Hanken School of Economics, Finland

**Establishing Safe Ports For International Business Determinants Of Effective High Risk Cargo Logistics At Sea Ports – A Case Study**

Fanny Saruchera, University of Witwatersrand, South Africa

**11:00 – 12:15** **Track 4 - Competitive Session 1: Governments, NGOs, Global Institutions & State-Owned Enterprises**

*Session Chair: Dr. Beatrice Maisori, Riara University, Kenya*

*Room: B1*

**Strategic Choices of Organizations and Market Building in Complex Institutional Settings: Insights from Nollywood, the Nigerian Movie Industry**

Uchenna Uzo, Lagos Business School

**China’s Finance in Africa: What and How Much?**

Evelyn Wamboye, Penn State, Du Bois, PA

**Factors Influencing Internationalization of Kenyan MNC: The Case of Britam Holdings Limited**

Eva Kanyagia, USIU Africa, Kenya

Fred O. Newa, USIU Africa, Kenya

**Trade Openness, Inequality, Unemployment and Output Growth in Sub-Saharan Africa**

Calin Gurau, Montpellier Business School

Chinwe R. Okoyeuzu, Montpellier Business School

Augustine Ujunwa, Montpellier Business School

Ebere Ume Kalu, Montpellier Business School

**11:00 – 12:15** **Track 5 - Competitive Session 1: Cross-Cultural Management, International HRM & Leadership**

*Session Chair: Dr. Raphael Oseghale, Swansea University, UK*

*Room: B3*

**Gamification in Online Surveys. Cross-Cultural Study**

Tamilla Triantoro, Quinnipiac University, CT, USA

Ram Gopal, Quinnipiac University, CT, USA

Raquel Benbunan-Fich, Quinnipiac University, CT, USA

Guido Langauthor, Quinnipiac University, CT, USA

**An Update of the Worlds of Wine: The New World and Emerging Countries' Influence**

Emiliano Villanueva, Eastern CT State University

Gustavo Ferro, Eastern CT State University

**11:00 – 12:15** **Track 5 - Competitive Session 2: Cross-Cultural Management, International HRM & Leadership**

*Session Chair: Prof. Stephen Nyambegera, Swansea University, UK*

*Room: B4*

**Influence of Work Environment on Employee Morale**

Teresia Linge, USIU Africa, Kenya

**The New Role of Innovation In Multi-National Organizations: Does The Indiscernible Hand Of Multi-Cultural Competence Deliver Competitive Advantage?**

Francis Kangure, IHRM, Kenya

**Leveraging The Power of Tourism For Inclusive Development and Collaborative Advantage – Lessons From Peru and Tanzania**

June Francis, Simon Fraser University

Kristina Henriksson, Simon Fraser University

Wineaster Anderson, Dar es Salaam University of Dar es Salaam, Tanzania

**11:00 – 12:15** **Track 10 - Competitive Session 1: Student Papers**

*Session Chair: Dr. Martin Kang'ethe, Riara University, Kenya*

*Room: B2*

**Effect of Green Human Resource Management Policy Practice in Environment Sustainability**

Muhonza B. Prescott, USIU Africa, Kenya

Stephen Nyambegera, USIU Africa, Kenya

**Industry and Competitive Characteristics and Competitive Advantage**

Muhonza B. Prescott, USIU Africa, Kenya

Peter Kiriri, USIU Africa, Kenya

Kefah Njenga, USIU Africa, Kenya

**Strategic Direction and Financial Sustainability of Non-Governmental Organizations in Kenya**

Fredrick Ochieng Oluoch, USIU Africa, Kenya

**Business Development Services Access as a Strategic Response to Market Disruption among SMEs in Kenya**

Mary Njoroge, USIU Africa, Kenya

Veronica Kaluyu, USIU Africa, Kenya

**The Impact of Mobile Financial Services Strategies on Financial Inclusion: The Way Forward**

Bridgitte N. Kiprop, Southern New Hampshire University, NH, USA

**12:30 – 13:30** **Lunch & Remarks**

*Training Kitchen*

**13:45 – 14:15** **Keynote Speaker**

Prof. Amos Njuguna, USIU Africa

- 14:15 – 15:00 **Panel**
- 15:00 – 15:30 **Tea/Coffee Break**
- 15:30 – 18:00 **City Excursion/TRM/Garden City Mall/ Village Market**
- 18:30 **Return to Hotel – Dinner on your own**

## Wednesday, 8 January

- 9:00 – 9:30 **Registration**
- 9:30 – 9:40 **Welcome Remarks**  
Dean Teresia Linge, Chandaria School of Business
- 9:40 – 9:50 **Opening Remarks**  
Prof. Abel Kinoti, AIB Africa Chapter
- 9:50 – 10:30 **Keynote Speaker**  
Phyllis Wakiaga, CEO - Kenya Association of Manufacturers (KAM)
- 10:30 – 10:45 **Tea/Coffee Break**
- 11:00 – 12:15 **Track 6 - Competitive Session 1: International Accounting, Economics and Finance**  
*Session Chair: Dr. George Achoki, USIU Africa, Kenya*  
*Room: Blab*
- The Investment Opportunity Set, Capital Structure, and Dividend Policies in Different Corporate Life Cycles: Evidence from Thailand**  
Niyata Kawewong, Chiang Mai University, Thailand  
Pitima Diskulnetivitya, Chiang Mai University, Thailand  
Kemakorn Chaiprasit, Chiang Mai University, Thailand
- Improving Audit Quality Perception Through Auditor-Client Social Relationship: The Mediating Role of Rapport**  
Erboon Ekasingh, Chiang Mai University, Thailand  
Naruanard Sarapaivanich, Chiang Mai University, Thailand  
Jomjai Sampet, Chiang Mai University, Thailand
- Knowledge Creation For Performance Of Emerging Economy**  
Lilian Ogendo, , The Technical University of Kenya, Kenya
- Communication Value of Key Audit Matters: Evidence from Thailand**  
Jomjai Sampet, Chiang Mai University, Thailand  
Naruanard Sarapaivanich, Chiang Mai University, Thailand
- 11:00 – 12:15 **Track 6 - Competitive Session 2: International Accounting, Economics and Finance**  
*Session Chair: Dr. Francis Gatumo, USIU Africa, Kenya*  
*Room: BS2*
- The Impact Of Organizational Codes of Ethics on Employee Conduct of Companies Quoted in the Nairobi Securities Exchange**

George O. Achoki, USIU Africa, Kenya  
Annette A. Omollo, USIU Africa, Kenya

**Factors Causing Corporate Financial Distress in Commercial Banking Sector in Kenya: A Case of Chase bank**

George O. Achoki, USIU Africa, Kenya  
Yussuf A. Abdirashid, USIU Africa, Kenya

**The Effect of Mergers And Acquisitions on The Financial Performance Of Listed Petroleum Firms In Kenya: A Case Study of Total Kenya Plc**

George O. Achoki, USIU Africa, Kenya  
Natalie Kokonya, USIU Africa, Kenya

**A Consideration of the Value Relevance of Employee Stock Options and the Economic Antecedents and Consequences of Corporate Insolvency In Sub-Saharan Africa**

Nelson Alino, Quinnipiac University, CT, USA  
George Baah, Quinnipiac University, CT, USA

**11:00 – 12:15 Track 6 - Competitive Session 3: International Accounting, Economics and Finance**

*Session Chair: Dr. Sammy Lio, USIU Africa, Kenya*  
*Room: BS1*

**Impact of SMS Reminders on Pension Savings**

Amos Njuguna, USIU Africa, Kenya

**Budgeting Practices and Financial Performance of Small and Medium Manufacturing Enterprises in Kenya**

Marion Mbogo, USIU Africa, Kenya

**Effect of Capital Structure Determinants on Financial Performance of Deposit-taking SACCOs in Kenya**

Elizabeth Kalunda, USIU Africa, Kenya

**Modelling The Use of Z Score Ratio (Earning Before Interest And Tax To Total Assets) To Predict Bankruptcy Likelihood In Sugar Companies In Kenya**

Maurice Mwita Range, Higher Education Loans Board, Kenya

**11:00 – 12:15 Track 7 - Competitive Session 1: Strategic Management**

*Session Chair, Dr. Veronica Kaluyu, USIU Africa, Kenya*  
*Room: B5*

**Diversity Factors And Strategy Implementation in Institutions of Higher Learning**

Charity Muraguri, St. Paul's University, Kenya

**Review of Business Disruption Sources, Trends In Strategic Response To Disruption And The Emerging Theoretical Models**

Veronica Kaluyu, USIU Africa, Kenya

**The Reality of Globalization Trends Sweeping Across the African Continent**

Abel Kinoti, Riara University, Kenya  
Mary Wanjiru Kinoti, University of Nairobi

11:00 – 12:15

**Track 8 - Competitive Session 1: Emerging Issues**

*Session Chair, Dr. Gregory Garvey, Quinnipiac University, CT, USA*

*Room: B4*

**Predicting the Nairobi Securities Exchange: The Case for Artificial Intelligence**

Mark Kavoo, USIU Africa, Kenya

**Grappling With Key Disruptors in Global Business: Ratiocinating an Infrastructure Marshal Plan for Africa**

Jerry Kolo, American University of Sharjah, UAE

Nnamdi O. Madichie, Dundee School of Business, Abertay University, Scotland, UK

**Essential 21st Century Skills: Statistical, Computational, and Design Thinking – the Art & Science of Data Visualization**

Gregory Garvey, Quinnipiac University, USA

11:00 – 12:15

**Track 8 - Competitive Session 2: Cases and Pedagogical Innovations**

*Session Chair, Dr. Xiaohong He, Quinnipiac University, Kenya*

*Room: B3*

**Mobile Money Systems as Avant-Garde in the Digital Transition of Financial Relations**

Dimitrios Reppas, Khalifa University

Glenn Muscher, Khalifa University

**The Effects of Road Cabotage On Regional Integration And Trade Facilitation: A Case of The East Africa Community (EAC)**

Peter Kiriri, USIU – Africa, Kenya

**From Digital Divide to Digital Inclusiveness: A Case of Transforming Rural Entrepreneurship Ecosystem**

Xiaohong He, Quinnipiac University, USA

11:00 – 12:15

**Track 9 - Competitive Session 1: Foreign Direct Investment Theory and Practices**

*Session Chair: Dr. , Wiwiek Mardawiyah Daryanto, IPMI, Indonesia*

*Room: B2*

**The Impact of Foreign Direct Investment (FDI) on Economic Growth in Kenya And Tanzania: An OECD(North) and Non-OECD(South) Perspective.**

Peter Shoko Odunga, University of Wolverhampton, UK

Mark Cook, University of Wolverhampton, UK

**Does Fashion Retail Store, Pt Matahari Department Store Tbk., Still Profitable In Digital Era?**

Wiwiek Mardawiyah Daryanto, Sekolah Tinggi Manajemen , IPMI, Indonesia

Fransiscus X John Brazer, Sekolah Bisnis dan Manajemen, ITB, Inodonesia

Jodipati Alif Sekolah Bisnis dan Manajemen, ITB, Inodonesia

**Consulting firms and Foreign Direct Investment: Japanese Companies Expanding to Africa**

Matthias Kipping, Schulich School of Business, York University, Canada

Takafumi Kurosawa, Kyoto University, Japan

Pierre-Yves Donzé from Osaka University in Japan

**11:00 – 12:15**    **Track 10 - Competitive Session 1: Student Papers**

*Session Chair: Li Shen, Juniata College*

*Room: B1*

**Business Vision And Competitive Advantage**

Muhonza B. Prescott, USIU Africa, Kenya

Peter Kiriri, USIU Africa, Kenya

Kefah Njenga, USIU Africa, Kenya

**Influence of Organizational Culture on Sustainable Competitive Advantage of Top 100 Small and Medium - Sized Enterprises In Kenya**

Swabra Abdallah, USIU Africa, Kenya

**Balancing HR Trichotomy within the NGO Sector: Strategic Positioning of Human Resource Function**

Fredrick Ochieng Oluoch, USIU Africa, Kenya

Stephen Nyambegera, USIU Africa, Kenya

**Business model experimentation in digitally enabled frugal innovation: Experience from an enterprise in Kenya**

Jackson Musona, LUT University, School of Business & Management, Finland

**11:00 – 12:15**    **Track 10 - Competitive Session 1: Student Papers**

*Session Chair: Dr. Fodei Batty, Quinnipiac University, USA*

*Room: LT2*

**The Impact Of Foreign Direct Investment (Fdi) On Economic Growth In Kenya And Tanzania: An Oecd(North) And Non-Oecd(South) Perspective.**

Peter Shoko Odunga, University of Wolverhampton, UK

Dr Mark Cook, University of Wolverhampton, UK

Prof Lucy Zheng, Sheffield Hallam University

**Governance, Leadership and Service Delivery in Kenya**

Pauline Wambui, University of Nairobi, Kenya

**Strategy Control, an Essence for Competitive Academic Performance of Secondary Schools in Kenya**

Riungu Festus Kinyua, Thika Technical Training Institute, Kenya

**Creativity and Alertness for New Venture Performance: The Case of Small and Medium Entreprises in Uganda**

Benjamin Byarugaba, Uganda Martyrs University, Uganda

**11:00 - 12:15**    **Track 11 - Competitive Session: Panel on Technology Induced Disruptions**

*Session Chair: Dr. Mohammad Niamat Elahee, Quinnipiac University, CT, USA*

*Room: DVC-A&SA Boardroom*

**When Reality Trumps Virtual Reality- New Breakthroughs in Air Travel:**

David Hartman, Quinnipiac University, USA

**Autonomous Vehicles: Perils and Prospects**

Mohammad Elahee, Quinnipiac University, USA.

**Winds of Change in Kenya**

Abel Kinoti, Riara University, Kenya

## **Transforming Savings And Credit Cooperatives Societies In Kenya Using Mobile Technology Services**

David Muchangi Mugo, Embu University, Kenya

- 12:15 – 1:15**     **Lunch & Remarks**  
*Training Kitchen*
- 13:30 – 14:30**   **Plenary Session – Editor’s Panel**  
*Facilitator: Professor Mohamad N. Elabee Ph.D.*  
Dr. Nnamdi Madachie, *European Journal of International Management*  
Dr. Margaret Goralski, *Quarterly Review of Business Disciplines*  
Dr. Amelia Indrajaya. *IPMI International Journal of Business Studies*
- 14:30 – 16:30**   **Trip to Maasai Market – Kariokor**
- 16:30**             **Return to Hotel**
- 18:00 – 21:00**   **Gala Dinner/Closing Ceremony – Safari Park Hotel**

### **Thursday, 9 January**

- 9:00 – 9:45**     **Short Session – Takeaways from the Conference**
- 9:45 – 10:15**   **Tea/Coffee Break**
- 10:30**           **Leave for Tour of Tea/Coffee Plantations**
- 13:30**           **Return to Hotel – Prepare to depart for home**

**Safe Journey**



**Thank you to the Universities that  
have sponsored the  
2020 Special Joint Conference**

**Host University**

**United States International University – Africa  
Chandaria School of Business**

**Bronze Sponsor**

**Quinnipiac School of Business**

**Best Paper Sponsor**

**Bryant University**

Quinnipiac  
School of Business



WE DON'T JUST SEE A  
BUSINESS STUDENT  
**WE SEE SOMEONE WHO WILL  
REVOLUTIONIZE AN INDUSTRY**

We equip our students with the knowledge and opportunities to propel their careers forward, and we teach the skills that today's employers demand.



AACSB  
ACCREDITED



AACSB  
ACCREDITED  
Accounting

Learn more at [qu.edu/business](http://qu.edu/business)



USTU  
AFRICA

United States  
International  
University-Africa

Education to take you places



BRYANT  
INTERNATIONAL  
BUSINESS

# WE ARE USIU-AFRICA & WE ARE GAMECHANGERS

USIU-Africa's dual African and American heritage and high quality international academic programs have for the last 50 years, been our hallmark of excellence.

Our graduates have been exposed to exciting global learning experiences, and world class facilities that have prepared them to live and thrive in communities and organizations all over the world.



Apply now for: Spring (January), Summer (May) and Fall (September) intakes  
[www.usiu.ac.ke/intake](http://www.usiu.ac.ke/intake)

- B.A. Animation \*
- B.A. Film Production & Directing \*
- B.Sc. Epidemiology & Biostatistics \*
- B. Pharmacy
- B.A. Criminal Justice
- B.Sc. Information Systems & Technology
- B.A. Psychology
- B.A. International Relations
- B.Sc. Hotel and Restaurant Management
- B.A. Journalism

- B.Sc. Accounting
- B.Sc. Finance
- B.Sc. International Business Administration
- B.Sc. Applied Computer Technology
- Master of Business Administration (MBA)
- Master of Business Administration  
(Global Business Management - with Global Study Tour)
- Master of Business Administration  
(Health Leadership & Management - with Global Study Tour)

- M.A. Marriage & Family Therapy \*
- M.A. International Relations
- M.A. Clinical Psychology
- M.A. Counseling Psychology
- M.A. Communication Studies
- M.Sc. Information Systems & Technology
- M.Sc. Management and Organizational Development
- Doctor of Philosophy in International Relations
- Doctor of Psychology (Psy.D), Clinical Psychology
- Doctor of Business Administration

\* New programs

✓ Globally-Recognized ✓ World-Class Facilities ✓ Diverse community of over 70 nationalities ✓ Small Student/Faculty Ratio

Tel: +254 730 116 218/ 503/ 247/ 522 or E-Mail: [admit@usiu.ac.ke](mailto:admit@usiu.ac.ke)

Accredited in Kenya & the United States of America by the Commission for University Education (CUE) and WASC Senior College and University Commission respectively.

@USIUAfrica

NB: East Africans pay the same fees as Kenyans.



United States  
International  
University-Africa

Education to take you places