

# The ARG 8<sup>th</sup> International Conference, 23-25 July 2025

**Hosts:** Africa Research Group (ARG), Nottingham University Business School, UK, and Nova School of Business and Economics, Portugal.

**VENUE:** Nova School of Business and Economics, Rua da Holanda N.1, Carcavelos, Portugal

## Key dates:

- First announcement of call for papers: 4 December 2023
- Second call for papers: 30 April 2024
- Deadline for all submissions: 31 January 2025
- Announcement of results: 28 February 2025
- Registration deadline: 31 May 2025
- Announcement of Conference Programme: 30 June 2025
- Conference dates: 23-25 July 2025

## Conference theme

Researching African organisational and business challenges at a time of rapid technological change and innovation

## Conference overview

As African economies grow, numerous African enterprises and a wide range of organisations are steadily enhancing their competitiveness and capacity to engage in international business activities, both within the African continent and globally. This transformative trend is driven by a convergence of factors, including technological and institutional advancements, improved infrastructure, a burgeoning middle class, and increasingly skilled and adaptable workforces. These entities are breaking down barriers and seizing opportunities, creating a dynamic landscape where African firms are poised not only to prosper domestically but also to establish themselves as key players in the global marketplace, forging partnerships and trade relations that transcend geographical boundaries.

Simultaneously, there has been a significant surge in management scholarship dedicated to exploring and comprehending the dynamics of this burgeoning continent. This increase in academic interest is fuelled by various factors, including Africa's expanding population, growing consumer markets, increasing foreign investments, and its abundant natural resources. Scholars and researchers are increasingly drawn to the study of African markets, industries, and management practices, seeking insights into the unique challenges and opportunities the continent presents. This academic focus not only contributes to a more nuanced understanding of African business environments but also informs strategies for sustainable development, cross-cultural management, and international business expansion, making it a pivotal area of study for scholars from various disciplines.

## Conference aims

This conference aims to contribute to the advancement of knowledge across various critical domains. We continue to be interested in research on Small and Medium-sized Enterprises

(SMEs) and multinationals, exploring strategies for their sustainable growth and international expansion. Additionally, we intend to investigate partnerships between the private and public sectors, particularly their potential to drive economic development and innovation.

We are also interested in research delving into technology and knowledge transfer, with a special emphasis on fostering innovation in resource-constrained environments. Research examining the ethical dimensions of business operations, especially in international contexts, to ensure responsible and sustainable practices, is also of great interest. In the realm of Human Resources (HR), we are particularly interested in the HR dimensions of internationalisation and international human resource development and management, underpinning best practices for nurturing talent to compete in the international arena. We are also interested in research exploring the influence of institutions and policy frameworks on Africa's business landscape.

Lastly, we welcome papers exploring the interactions between multinational corporations from other continents and indigenous African firms, shedding light on the opportunities and challenges inherent in such relationships. Our collective efforts as researchers aim to deepen our understanding of these multifaceted subjects and drive positive change in the African business arena.

This conference invites papers that explore these phenomena, drawing from diverse theoretical and methodological approaches. We encourage submissions that provide fresh insights into, but are not limited to, the topics outlined in the broad tracks below:

### **1. Economic development and innovation**

**Track Chair**, Dr Nana Kufuor, University of Dundee, [NKufuor001@dundee.ac.uk](mailto:NKufuor001@dundee.ac.uk)

### **2. Management practice and HR**

**Track Chair**, Dr Pratima Sambajee, University of Strathclyde, [pratima.sambajee@strath.ac.uk](mailto:pratima.sambajee@strath.ac.uk)

- Business practices in culturally diverse workplaces
- Toward contextually relevant management practices
- The challenges of managing people and developing managerial expertise

### **3. Sustainable management, public sector and related topics**

**Track Chair**, Professor Aminu Mamman, University of Manchester, [aminu.mamman@manchester.ac.uk](mailto:aminu.mamman@manchester.ac.uk)

- Developing effective private-public partnerships
- Corporate governance, CSR, business ethics and sustainability
- Modern management in the public sector
- The management of SMEs

### **4. International business and strategy**

**Track Chair**, Professor Emanuel Gomes, NOVAFRICA, Nova School of Business and Economics, [emanuel.gomes@novasbe.pt](mailto:emanuel.gomes@novasbe.pt)

- Exporting, strategic alliances, joint-ventures, mergers and acquisitions

- Strategic agility to navigate in complex and dynamic environments
- MNCs into and out of Africa

## **5. Management and organisation theory:**

**Track Chair**, Professor Miguel Pina e Cunha, Nova School of Business and Economics, [miguel.cunha@novasbe.pt](mailto:miguel.cunha@novasbe.pt)

- Paradoxes in management in Africa
- Improvisation in the context of Africa
- Developing theories around management practices in Africa

### **Organising Committee**

Professor Ken Kamoche, University of Nottingham, [ken.kamoche@nottingham.ac.uk](mailto:ken.kamoche@nottingham.ac.uk)

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## Accommodation (tbc)

## Registration fee (tbc)

The conference fee will include admission to all academic sessions, conference information pack, coffee breaks and lunches, Welcome Reception on 23 July 2025, and Conference Dinner on 24 July 2025.

## Submission guidelines

- Times New Roman 12pt, single spacing
- Full papers no longer than 30 pages; or, extended abstracts between 3 and 8 pages
- No identifying information (author's names, email addresses, institutions)
- Include a separate title page with author details
- Harvard style referencing No changes in the paper title, abstract, authorship, etc after the submission deadline

## Publications:

Previous ARG conferences produced special issues in three journals: *The International Journal of Human Resource Management* (2012), *Personnel Review* (2015), *Africa Journal of Management* (2021), and a book, *Effective people Management in Africa*, Palgrave Macmillan (2013). A special issue of the Journal of African Business is being edited following the 2023 conference.

## Queries

For all queries, please contact either Professor Ken Kamoche, [ken.kamoche@nottingham.ac.uk](mailto:ken.kamoche@nottingham.ac.uk), Professor Emanuel Gomes [emanuel.gomes@novasbe.pt](mailto:emanuel.gomes@novasbe.pt), Professor Cátia Batista [cbatista@novasbe.pt](mailto:cbatista@novasbe.pt)

## Previous ARG conferences:

Nottingham Trent University 2011; University of Nottingham 2012; University of Manchester 2013; Daystar University, Kenya 2015; University of Mauritius 2017; University of Nottingham Ningbo China, 2019; University of Kigali, Rwanda 2023.