



**CHAPTER**  
Africa

*The Academy of International Business (AIB) is the leading association of scholars, consultants, and specialists in the field of international business. Established in 1959, the AIB has over 3,000 members in more than 90 countries. The AIB has 13 chapters, worldwide, including the Africa chapter.*

# Navigating Uncertainty, Complexity, and Redefining Limits: Africa's Role in Shaping Global Business

**May 27<sup>th</sup>– 29<sup>th</sup>, 2026**

## Host Institution



**Conference venue: Strathmore University Business School,  
Nairobi, Kenya**

**SUBMISSION DEADLINE: February 2<sup>nd</sup>, 2026**

**All Submissions must be in English**

*Conference chair:* Elie Chrysostome (Western University, Canada)

*Conference co-chair:* Ben Ngoye (Strathmore University, Kenya)

*Organizing committee:*

Max Dike (De Montfort, UK)  
Samma Kamara (Sheffield, UK)  
Njoroge Kirian (Strathmore, Kenya)  
Tom Kimani Kogie (Strathmore, Kenya)  
Lilac Nachum (Strathmore, Kenya)

Winnie Omano (Strathmore, Kenya)  
Theresa Onaji-Benson (Bradford, UK)  
Elizabeth L. Rose (IIMU, India)  
Fred Walumbwa (FIU, USA)



## CALL FOR PAPERS

In an era defined by unprecedented global uncertainty and complexity, Africa is no longer merely a recipient of global business strategies but an active architect of innovative solutions that are reshaping international commerce, supply chains, and economic models. The continent's unique economic, social, and institutional contexts offer invaluable empirical insights for advancing international business scholarship and challenging established paradigms in management science. With a combined GDP exceeding US\$3 trillion, the world's youngest population, and a demonstrated ability to leapfrog traditional development models, Africa is undoubtedly emerging as a critical player in shaping the future of global business.

Against this background, the 2026 AIB Africa conference provides a platform to advance business understanding by combining academic rigor with practical insights, leveraging Africa's rich business contexts to develop knowledge that is both theoretically sound and practically relevant. The conference addresses the reality that uncertainty has become the new constant in global commerce. Rather than viewing volatility as an obstacle, we will examine how African markets, entrepreneurs, and institutions are developing adaptive strategies, resilient business models, and innovative approaches that not only transform the continent but also offer valuable lessons for global business leaders navigating an increasingly complex world. With 54 independent countries – each with a unique institutional framework – and demonstrated capacity for innovative business models, Africa offers unparalleled opportunities for rigorous academic inquiry and the development of theory.

Through a program that integrates scholarly presentations with practitioner panels, the conference will feature keynote addresses from leading international business (IB) academics, CEOs of major organizations, and policy makers, research workshops led by renowned scholars, executive roundtables facilitated by industry leaders, and collaborative sessions that bring together academics and practitioners to address complex business challenges. This hybrid approach aims to facilitate academic contributions that are both practically relevant and advance theoretical understanding through business insights.

The host city for the 2026 conference is Nairobi, Kenya's Silicon Savannah, also known as the “Green City in the Sun”. Kenya's thriving tech innovation scene is home to some of the most cutting-edge technology startups on the continent. Boasting one of the fastest mobile internet speeds in the world, thanks to its undersea fiber-optic cable, Kenya is now recognized as a truly connected country and the gateway to Africa. Its US\$1 billion tech ecosystem is home to entrepreneurs, investors, and technology companies such as Facebook, Microsoft, IBM, Intel, and many other leading global technology businesses. Nairobi, therefore, offers an attractive space for IB researchers looking for exposure to this cradle of innovation in Africa.

We welcome submissions that align with the conference theme: “*Navigating Uncertainty, Complexity, and Redefining Limits: Africa's Role in Shaping Global Business*”. Conceptual, empirical, and panel submissions may also go beyond the conference theme and encompass all areas of international business and management in and around Africa.

**Special Panel Session on Africa's role in navigating uncertainty, complexity, and global business:** We will host a special panel session focused on the conference theme. The goal is to have a scholarly discussion of how African innovators, entrepreneurs, and investors are navigating the precarious institutional and infrastructural conditions that shape innovation. Nairobi is home to several technology startups and hubs that will be invited to showcase their innovations during the panel session. This session will involve leading academics, innovators, entrepreneurs, and investors on the continent. Information on the panelists will be

published on the conference website.

## Submission Guidelines

Following the AIB’s “rule of three”, no author should be associated with more than three (3) submissions.

- **Competitive papers** must not exceed 10,000 words and must comply with the *JIBS* style requirements. Please refer to this link for information:  
<https://link.springer.com/journal/41267/submission-guidelines#Presentation%20and%20Formatting>
- **Interactive papers** should be approximately 2,000-5,000 words. Submissions should clearly state the research question(s) and describe the methodology and contribution to the field. The main results and implications for IB research and practice should be discussed, if available/applicable.
- **Panel proposals** should include 3–5 participants, a common theme, and a chair and/or discussant. We welcome a variety of proposals (e.g., related paper presentations, round tables, and professional development workshops). The names of participants and the discussant should be disclosed for this type of submission.

Competitive and interactive papers will be double-blind reviewed. Please state the submission type (competitive, interactive, or panel) and track title on the front page of your manuscript, in the top right corner. The tracks – and associated track chairs – are:

Track	Track chairs
<i>Internationalization Processes and (International) Entrepreneurship</i>	Ruth Kiraka, Strathmore University Ethiopia Segaro, Addis Ababa University
<i>International Marketing and Consumer Behavior</i>	Nathaniel Boso, University of Pretoria Richard Owusu, Linnaeus University
<i>International Finance, Accounting, and Governance</i>	David Mathuva, Strathmore University Joan Lilian Ogendo, Technical University of Kenya
<i>Global Value Chains, CSR, Ethics, and Governance</i>	Ebes Esho, Nigerian University of Technology and Management Faith Mashele, University of Pretoria,
<i>International HRM, Global Leadership, and Cross-cultural Management</i>	Christian Harrison, Greater Manchester University Michael Muchiri, Alfaisal University
<i>Teaching and Education in International Business: African Perspectives</i>	Nkemdilim Iheanachor, Lagos Business School Felix Nandonde, Sokoine University of Agriculture
<i>Research Methods and Theorizing in International Business</i>	Anastacia Mamabolo, University of Pretoria Elizabeth L. Rose, Indian Institute of Management Udaipur
<i>Emerging Markets and African Multinationals</i>	Christopher Boafo, University of British Columbia Thierry Rakotobe-Joel, Ramapo College of New Jersey
<i>MNE-State Relations and International Business Policy in Africa</i>	Gilbert Kofi Adarkwah, HEC Montréal Roseline Wanjiru, University of Northumbria
<i>Sustainability and Social Innovation in the African Context</i>	Addis Birhanu, Emlyon Business School Domnan Miri, University of Newcastle
<i>Regional Integration and Trade</i>	Abbi Kedir, African Economic Research Consortium Richard B. Nyuur, University of Bradford
<i>Technology and Digitalization in Africa</i>	Beatrice Matiri-Maisori, GVC Growth Concepts Ellis Osabutey, University of Northumbria
<i>Conference theme: Navigating Uncertainty, Complexity, and Redefining Limits: Africa’s Role in Shaping Global Business</i>	Abiodun Adegbile, Birmingham City University Ayodotun Stephen Iloidunni, James Hope University



Please do not include any author-identifying information for non-panel submissions. Authors are strongly encouraged to assist in the review process. **Use this link to submit your papers and panel proposals to the conference – by February 2<sup>nd</sup>, 2026:**

<https://meetings.aib.msu.edu/africa/2026/>

All abstracts of accepted conference papers will be published in the 2026 AIB-Africa Conference Proceedings (with an ISBN).

## **Paper Development Workshop**

The Paper Development Workshop (PDW) is aimed at improving the quality of international business research and attracting new scholars to the field. The PDW will provide doctoral scholars, junior faculty, and those trained in disciplines less commonly associated with the field of IB with developmental feedback on their current research projects.

**Workshop format:** The program will start with an introductory session. The participants will then be divided into groups, based on their topic areas, to receive feedback on their submissions and to discuss successful publication strategies. Participation at the PDW is limited. Hence, participants will be invited based on the quality of their submitted work. Submissions should be sent to [aibforafrica@gmail.com](mailto:aibforafrica@gmail.com) and should include “PDW – AIB-Africa Conference 2026” in the subject line. **The deadline for submissions to the PDW is March 30<sup>th</sup>, 2026.**

PDW submissions can be full papers (no more than 10,000 words in length) or work-in-progress (no more than 3,000 words in length and include a theoretical framework, propositions, and proposed research design). Participants may submit only one paper to the PDW, which may be the same as the paper submitted to the main AIB-Africa conference program.

## **Doctoral Consortium**

In line with the AIB-Africa chapter’s goal to promote research excellence and enhance the quality of international business scholarship in the region, distinguished IB scholars will lead a Doctoral Consortium. The aim of the consortium is to develop doctoral students’ research ideas, particularly for conducting international business research on the continent. The consortium also aims to create a platform for developing professional networks and to highlight opportunities and challenges associated with building a successful academic career.

**Consortium format:** Interested doctoral students must have successfully defended their proposals (or the equivalent) and submit a 2000-word extended abstract that details their research. Send submissions to [aibforafrica@gmail.com](mailto:aibforafrica@gmail.com) and include “*Doctoral Consortium – AIB-Africa Conference 2026*” as the subject. Submissions should include:

- What are you studying?
- What has – and has not – been said about what you are studying? (literature review)
- Why is it important or unique?
- What is your chosen research methodology?
- What are the findings from your research?

**The deadline for submissions to the Doctoral Consortium is March 30<sup>th</sup>, 2026.**

## Networking & Experiential Learning Journey

There will be several networking opportunities with international scholars, business executives, and students during meals, breaks, the gala dinner, and field visits to leading local players and Nairobi-based multinational companies.

### Conference Awards

Several prizes will be awarded at the conference:

- *Best Competitive Paper Award*
- *Best Thematic Conference Paper Award*
- *Best Doctoral Paper Award* (Only completed dissertations will be considered for this award.)
- *Best Reviewer Award*

### Registration Fees

The registration fees (in US dollars) include conference materials, refreshments and lunches, but not accommodation or travel costs.

	Early Bird (By April 4 <sup>th</sup> )	Late Registration (After April 4 <sup>th</sup> )
<b>Rates for Residents of Low and Lower-Middle Income Countries<sup>a</sup></b>		
<i>For current AIB members whose membership is valid through May 29<sup>th</sup>, 2026:</i>		
Non-students	\$150	\$200
Full-time students <sup>b</sup>	\$50	\$100
<i>If you are not an AIB member, your conference registration rate includes a one-year membership<sup>c</sup>:</i>		
Non-students (earning more than US\$25,000/year)	\$225	\$275
Non-students (earning less than US\$25,000/year)	\$180	\$230
Full-time students <sup>b</sup>	\$75	\$125
<b>Rates for Residents of High and Upper-Middle Income Countries<sup>a</sup></b>		
<i>For current AIB members whose membership is valid through May 29<sup>th</sup>, 2026:</i>		
Non-students	\$300	\$350
Full-time students <sup>b</sup>	\$150	\$200
<i>If you are not an AIB member, your conference registration rate includes a one-year membership<sup>c</sup>:</i>		
Non-students (earning more than US\$25,000/year)	\$420	\$470
Non-students (earning less than US\$25,000/year)	\$360	\$410
Full-time students <sup>c</sup>	\$190	\$240

<sup>a</sup>Note that this is based on your academic affiliation and your primary address. For the list of applicable countries, see this link: <https://datahelpdesk.worldbank.org/knowledgebase/articles/906519-world-bank-country-and-lending-groups>

<sup>b</sup>Proof of full-time student status is required.

<sup>c</sup>All conference attendees must be, or become, AIB members.

With support from the AIB, the chapter will waive registration fees for a limited number of delegates, with priority given to students and junior faculty resident on the continent. If you qualify for a waiver and have submitted a paper to the conference, send a message to [aibforafrica@gmail.com](mailto:aibforafrica@gmail.com) with “*Student/Junior Faculty Scholarship – AIB Africa Conference 2026*” as the subject.



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Details regarding accommodation, registration payment, keynote speakers, experiential trips, and the conference program will be provided on the chapter website in due course.

For any questions about the conference, please contact Beth Rose ([elizabeth.rose@iimu.ac.in](mailto:elizabeth.rose@iimu.ac.in)).