

28th ANNUAL INTERNATIONAL MANAGEMENT CONFERENCE (AIMC)

September 24 -26, 2024, Kampala – Uganda

CALL FOR PAPERS

Theme: ARTIFICIAL INTELLIGENCE AND THE KNOWLEDGE SOCIETY; THE FUTURE OF BUSINESS IN AFRICA

The Annual International Management Conference provides an important forum for the interaction of different ideas in business and management between the academicians, researchers, government, and practitioners. It enhances the understanding of all functional areas of business and management. This conference offers an outlet for high-quality refereed research on all aspects of business and management. The theme of the conference is: **ARTIFICIAL INTELLIGENCE AND THE KNOWLEDGE SOCIETY; THE FUTURE OF BUSINESS IN AFRICA**. The following Tracks are standard for our conference

Track 1: Science, Technology and Innovation – Prof. Musa Moya / Assoc. Prof. Robert Kyeyune

- E-Business & E-Government Issues, Trends and Case Studies
- Contemporary Issues in developing countries
- Next Generation Computing (Artificial Intelligence, Big Data, Cloud Computing, IoT)
- Technology-enabled Healthcare (mHealth / eHealth)
- Technology-enhanced Learning and eSkills
- Business Information Management
- Information Systems Management and Governance
- Technology-enabled Agriculture (mAgriculture / eAgriculture) & Environmental Sustainability
- Societal Implications of Technology – E.g. E-learning, M-Commerce,
- Innovation and Competitive Advantage in IS
- e-Infrastructures, eGovernment and Public Service Delivery
- Cybersecurity, Privacy, and Trust
- Collaborative Open Innovation and Technology-enabled
- Global Development (including ICT4D)

Track 2: Finance Insurance, Financial Inclusion & Banking in Emerging Markets – Assoc. Prof. Rachael Mindra Katorogo / Prof. Arthur Sserwanga

- Behavioural Finance
- Capital Market Pricing and Microstructure
- Risk management and Asset financing
- Debt and Credit Rating
- Cost of Capital and Financing
- Financial Distress and Crisis
- Bank Efficiency and Stress Tests
- Interest and Exchange Rates
- Islamic Banking
- Infrastructure and Project Finance
- Microfinance
- Insurance and micro insurance
- Development Finance
- Real estate finance and management

Track 3: Accounting, Taxation and Auditing – Prof. Twaaha Kawaase / Prof. Stephen Nkundabanyanga

- Accounting Challenges – Strategic Accounting
- Creative Accounting and Earnings Management
- Financial Reporting
- Auditing
- Taxation
- Corporate Governance
- Behavioural Accounting
- Public Sector Accounting
- Accounting Information System
- Accounting Standards and Regulation
- Globalization and Accounting Practices
- New and Emerging Roles for Accountants
- International Accounting Research, Education, and Practice

Track 4: Governance, Leadership & Public Administration – Dr. Joshua Mugamba

- Leadership Traits in a Dynamic World
- Business Negotiations
- Leadership Performance and Management Development
- Social Governance
- Regulatory and Business Change
- Public – Private Partnerships
- New Public Management and Economic Transformation
- Performance management

Track 5: Tourism, Hospitality and Languages – Assoc. Prof. Atcero Milburga

- Artificial Intelligence -driven Customer Experience in Tourism and Hospitality
- Language Translation and Cultural Adaptation
- Predictive Analytics for Tourism Trends
- Smart Tourism Infrastructure
- Language Learning and Artificial Intelligence
- Ethical and Cultural Implications of Artificial Intelligence in Tourism
- Artificial Intelligence-driven Marketing and Personalization
- Multilingual Content Creation and Localization
- Data-driven Decision Making in Tourism Management
- Cross-cultural Communication and Artificial Intelligence

Track 6: Marketing and International Business – Dr. Timothy Esemu / Dr. Aaron Acel

- Consumer Behavior in the Digital Age
- Digital Marketing & Brand Engagement.
- Public Sector Marketing.
- Sustainability and Ethics in Marketing.
- Innovation Management and New Product Development.
- Health Care Marketing.
- Global Value Chains Development
- SME Internationalization.
- Social Media Research
- International Business Strategy and Cross-Cultural Management

Track 7: Management Science, Energy and Economics – Dr. Ronnette Atukunda

- Energy - ICT for Power Delivery, Micro-grids

- Economic Resilience and Crisis Management
- Inclusive Economic Growth and Social Equity
- Regional Cooperation and Integration
- Poverty Alleviation Strategies
- Clean Cooking
- Energy Transition
- Productive Use of Energy
- Renewable Energy
- Sustainability and Economic Policy
- Regional Integration and Cooperation
- Technology and Operational Management
- Modern Operations Practices
- Behavioural Operations Management

Track 8: Procurement, Logistics and Supply Chain Management – Assoc. Sheila Namagembe / Prof. Joseph Ntayi

- Operations Research/Optimization Models (Transportation, assignment, queuing, networks, linear programming etc.)
- Public and private procurement
- Innovations in procurement
- Public private partnerships
- Transportation and logistics management
- New Producer Development
- Supply Chain Integration
- Managing Innovations
- Supply Chain Management and Logistic
- Total Quality Management Emerging Issues
- Strategies for Managing Supply Chains

Track 9: Management – Dr. Fiona Mulira

- Work, Culture & Organizations
- Managing Diversity in Business
- Intellectual Property Strategy & Management
- Project Management
- Human Resource Management Emerging Issues
- Contemporary Workforce
- Management in a Global Context
- Culture and Creative Industries
- Power & Politics in academic institutions
- Strategic Management Contemporary Issues
- Business sustainability
- Crisis and conflict management
- Organizational Transformation
- HR Models

Track 10: Legal Issues in Business in Emerging Markets – Dr. Waliya Gwokyolya

- Money laundering
- Corporate governance
- Business Associations
- Employment and Labour regulations
- Taxation, banking and insurance regulations
- Regulatory issues in banking, finance, microfinance and investment

Track 11: Entrepreneurship, Innovation, and New Firm Development – Dr. Edith Basalirwa / Assoc. Prof. Issa Nsereko

- Technology-enabled Entrepreneurship (including Social Entrepreneurship)
- Theorizing in entrepreneurship research
- Entrepreneurship Research and context
- Small and new firm growth
- Entrepreneurship and poverty
- The Dark side of entrepreneurship, informality and rent seeking
- Entrepreneurial Pasion
- Individual opportunity nexus
- Entrepreneurial Innovation and inclusivity
- Social and sustainable entrepreneurship
- Entrepreneurial teams and Incubation
- Returnee, Transnational, Diaspora and Immigrant entrepreneurship

Doctoral Symposium – Prof. Vincent Bagire / Prof. Laura Orobia

- Developing a PhD concept
- Steps in a PhD proposal
- Different PhD models and the Mak best practices
- PhD politics and how to manage interfaces
- PhD synopsis by various prospective applicants
- PhD proposals from various students
- Publishing as a PhD requirement.

Business Forum: Panel Discussions at the Conference – Prof. Mohammed Ngoma / Assoc. Prof. Ernest Abaho

Panel Discussions at the Conference

Topic 1: Current Issues Surrounding Artificial Intelligence in the growth of businesses.

Topic 2: Current Issues in Human Capital, Strategy, and Governance Sector in Africa

Topic 3: Public-Private Partnership and Development Impact

Paper submission

The expected paper submissions should be related to the sub-themes under a specific track and authors of accepted papers will be invited to present their work at the conference in September 24 - 26, 2024.

Conference Events

• ***Doctoral Symposium/Incubator***

The PhD Symposium is a forum for doctoral students to share and engage with other scholars on the latest developments in their fields of study.

• ***Academic Conference***

The Academic Forum aims at bringing together scholars to present their research work and findings, exchange professional critique and network.

• ***Business Forum***

This forum addresses topical business, management and economic issues with a view to transferring the learning to intellectual business development and growth.

- **Youth Forum**

Call for Papers schedule

Timely submission of the papers is critical to the success of the conference. Therefore the following dates should be considered as critical.

Important Dates:

Deadline	Expectation
May 20, 2024	<ul style="list-style-type: none">• Submission of full paper
June 20, 2024	<ul style="list-style-type: none">• Notification of and feedback on paper
July 14, 2024	<ul style="list-style-type: none">• Deadline for submission of revised paper

Presenting the Paper

Authors will be invited to present their papers at the Conference. We encourage every invited author to make efforts to attend and present his/her paper.

Publication in the Makerere Business Journal (MBJ) series

Best papers will be published in the MBJ after review by the Editorial Committee to conform to the required quality.

Submission Guidelines

Papers must not be more than 7,000 words and should be prepared in accordance with the standard Research Paper Template.

Accommodation

Delegates who wish to be resident are advised to secure accommodation at a hotel selected by the Organizing Committee at discounted rates or within the conference venue proximity. The Organizing Committee can make accommodation arrangements for individuals on request.

Conference Contacts

For correspondence and enquiry, please contact the Conference Chair or Coordinator

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