



Makerere University Business School (MUBS)  
**26<sup>th</sup> ANNUAL INTERNATIONAL MANAGEMENT  
CONFERENCE (AIMC)**

Venue: MUBS ADB BUILDING

**Date: FEBRUARY 28 – MARCH 2, 2023**

**Theme: *“Learning from the Unusual: The Questions we did not ask”***

**Form: Blended Conference**

**Conference Chair**  
Prof. Vincent Bagire

**Co Chairs:** Prof. Laura Orobia  
Dr. Geoffrey Nkuutu

**BACKGROUND**

Since 1995, the MUBS Annual International Management Conference (AIMC) has served as an important forum for interaction between the academia, researchers, government and practitioners. The conference has become a unique platform for discussing and sharing business related research, sharing ideas and experiences on a wide range of topics relevant in business and management. It provides a platform that catalyzes research among upcoming and senior scholars alike.

*To catch up with covid years, we are hosting the 26<sup>th</sup> AIMC between February 28 – March 2, 2022 and in September we shall revert to the pre-covid times to host the 27<sup>th</sup> AIMC.*

**CONFERENCE THEME: “Learning from the Unusual: The questions we did not ask”**

The 26<sup>th</sup> AIMC comes after a two year lag without convening this important forum. The world was struck by the unprecedented wave of the deadly COVID-19. Managers and scholars alike, policy makers, global leaders and communities were caught unprepared for this kind of global pandemic. From China, streaming as a threat to their lives, little did planners foresaw what it would be living in a world where touch and breath were all feared among peoples. Across the world, national leaders declared curfews, lockdowns and shutdowns. Business and management crushed to a halt among small to large enterprises. Managers stood spell bound without question. Their subordinates look on. Board rooms were closed. The policies to prevent the further spread of Covid-19 were as paradoxical as the epidemic itself. In Uganda and other parts of Africa, society focused on political guidance informed of scientific committees. Down town and in the countryside, the informal sector braved policy to live on abated. It is now in the aftermath that we realize the many questions that we did not ask. But who would have answered?

The Theme, ***“Learning from the Unusual: The questions we did not ask”*** is to enable scholars and practitioners reflect on where we have come from; what are the key lessons; what were the models of survival; with the post covid era at hand, do the quickly crafted business continuity plans still make sense? What new things are we doing; what are the emerging research areas and practices? The world of business and management shall not be the same today as it was before Covid-19. Where are the questions? And what are the answer?

**CONFERENCE CALL**

MUBS invites papers that address global, national and institutional answers occasioned by the COVID-19 pandemic. Short papers that raise questions are also welcome. What are the answers and questions to lessons learnt; models developed; business continuity plans in force, and new horizons for business and management.

The conference will be divided into five components: the Research symposium, the Academic conference, the Business forum and Learning journeys. These will be guided under the following sub-themes.

## **Part A: Academic Conference**

### **Track 1: Hybrid concepts and practice in Finance and Accounting**

**Track Director: - Dr. Rachel Mindra**

- Loan management during the lockdowns
- Portfolio management after opening up
- Risk management in the covid times
- Financial Distress during and after covid
- Financial perspectives for challenged firms
- Corporate Governance distresses

### **Track 2: ICT and Digitization Triggers from Covid era**

**Track Director – Dr. Sonny Nyeko**

- The Digital era – perspectives for firms in emerging economies
- Business continuity in the digital era
- Emerging ICTs, why we all care
- How the Social Media world interacts
- Trending - Business models
- Novel marketing models to get and keep the customer
- The warmth and coldness that shot the hospitality industry

### **Track 3: The Green program and eyebrows for Energy Economics**

**Track Director – Prof. Joseph Ntayi**

- Do it or leave it: oil exploitation prospects versus the green economy
- Covid survivors' competitiveness economic models
- Covid Victims and the resurrection economics
- Renewable Energy verbal tic, exactly where are we?
- Climate change talk- who is drumming, who is to dance?

### **Track 4: Entrepreneurship, Management and Innovations**

**Track Director - Dr. Ernest Abaho**

- Is Social Entrepreneurship real?
- Entrepreneurial ecosystems that evaded Covid times
- Fall and Rise of business opportunities; OR the Rise and Fall?
- The paradox: Strategy Scholars were in Class as Managers were in Crisis
- The Crises of Covid-19: individual, group level, institutional and national
- Work from Home – the questions we can now ask.
- Is it Knowledge Management or thematic knowledge creation?
- The answers that we can now tell articulate.

## **Part B: The Business Forum**

### **Panel 1: The Micro Enterprises 3-M Support Model**

**Panel Chair – Dr. Juliet Wakaisuka**

To finance or to train Micro entrepreneurs? The prospects of catalysing micro enterprises for household income and employment generation. Findings from the Mak RIF studies.

### **Panel 2: The Digital wave of Social media**

**Panel Chair - Dr. Aaron Ecel**

Up and round as social media seems to run organizations, to disfranchise managerial controls, to penetrate board room walls and deflate confidentiality rule? The 4<sup>th</sup> Industrial Revolution is here. Artificial Intelligence is the way to go. How prepared are we in Uganda and the rest of Africa?

### **Panel 3: Ending the rhetoric on Climate Change: what should we do and say nigh on?**

**Panel Chair** - Dr. Susan Watundu

Globally the talk and action on climate change has reached fever pitch. International conventions have been held and binding resolutions taken. In Uganda, its time for action. We are equally affected. What should be the direction from talk to action?

#### **Paper submission**

The expected paper submissions should be related to the sub-themes under a specific track. Prospective Authors are invited to submit full papers. No abstracts are expected. Authors of accepted papers will be invited to present their work at the conference as scheduled.

#### **Important Dates**

<b>Date</b>	<b>Expectation</b>
<i>January 10, 2023</i>	<ul style="list-style-type: none"><li>• Issue of the Conference Call</li></ul>
<i>January 13, 2023</i>	<ul style="list-style-type: none"><li>• Follow up communication</li></ul>
<i>January 24, 2023</i>	<ul style="list-style-type: none"><li>• Submission of FULL papers</li></ul>
<i>January 27, 2023</i>	<ul style="list-style-type: none"><li>• Authors receive comments</li></ul>
<i>February 03, 2023</i>	<ul style="list-style-type: none"><li>• Receipt of revised papers</li></ul>
<i>February 07, 2023</i>	<ul style="list-style-type: none"><li>• Compilation of Conference papers</li></ul>
<i>February 28 – March 02, 2023</i>	<ul style="list-style-type: none"><li>• Conference</li></ul>

#### **Publication in the Makerere Business Journal (MBJ) series**

Best papers will be published in the MBJ after review by the Editorial Committee per guidelines.

#### **Submission Guidelines**

Papers must not be more than 7,000 words, Posters and short presentations are also welcome. They should be prepared in accordance with APA formatting standards. Intending authors may seek templates from the Conference secretariat.

#### **Registration information**

Attendance is **FREE** of charge

#### **Conference Contacts**

For correspondence and enquiry, please contact the Conference Chair or Coordinator via; Makerere University Business School, Plot 21A, Portbell Road P. O. Box, 1337, Kampala, Uganda: Tel: +256-414-338112; Fax: +256-414-505921 Email: [26aimc@mubs.ac.ug](mailto:26aimc@mubs.ac.ug); [ybagire@mubs.ac.ug](mailto:ybagire@mubs.ac.ug); [aserina@mubs.ac.ug](mailto:aserina@mubs.ac.ug) Website: [www.26AIMC.mubs.ac.ug](http://www.26AIMC.mubs.ac.ug)