



MAKERERE UNIVERSITY BUSINESS SCHOOL

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THE 29th ANNUAL INTERNATIONAL MANAGEMENT CONFERENCE (AIMC)

September 23 -26, 2025, Jinja – Uganda

CALL FOR PAPERS

The Organizing Committee of the 29th Annual International Management Conference invites scholars, researchers, practitioners, and policymakers to submit original research papers for presentation at the 2025 conference. The conference will be held from 23rd to 26th September 2025 under the theme:

"REVOLUTIONIZING SKILLS-BASED EDUCATION FOR SOCIO-ECONOMIC TRANSFORMATION AND EMPLOYABILITY"

This year's theme emphasizes the pivotal role of skills-based education in driving employability and fostering socio-economic development. The conference aims to provide a platform for dialogue, knowledge sharing, and collaboration among academics, industry leaders, and policymakers to explore innovative approaches and practical solutions.

CONFERENCE CONVENER: The conference is convened by Makerere University Business School and will be hosted at the Crested Crane Hotel, Jinja in collaboration with the Uganda Hotel and Tourism Training Institute.

CONFERENCE VENUE: Crested Crane Hotel, Jinja

We invite submissions related to, but not limited to, the following sub-themes and focus areas:

SUB-THEME 1: Entrepreneurship and Innovation in Skills-Based Education

- Innovations in vocational and technical training
- Financing models for entrepreneurship education
- Collaboration between academia and industry for innovation
- Curriculum design for entrepreneurial skill-building
- Social entrepreneurship and community development
- Measuring the impact of entrepreneurship programs
- Technology-enabled entrepreneurial education
- Case studies of successful entrepreneurial ecosystems

SUB-THEME 2: Leadership and Governance for Employability and Transformation

- Policy frameworks for skills-based education
- Leadership strategies in educational institutions
- Governance models for inclusive education
- Public-private partnerships in education reform
- Capacity building for educators and administrators
- Equity and access in skills-based education
- Leadership in fostering employability skills
- Evaluating the impact of governance on educational outcomes
- Strategic planning for education systems
- Ethical leadership in education

SUB-THEME 3: ICT, Hospitality, and Tourism: Catalysts for Socio-Economic Development

- Leveraging ICT for skills-based education
- Digital transformation in vocational training
- E-learning platforms for hospitality and tourism skills
- Role of technology in workforce development
- Bridging skills gaps in the hospitality and tourism sectors
- Sustainable tourism and its implications for education
- Training for emerging roles in ICT and hospitality
- Global trends in ICT and tourism education
- Role of AI and automation in skills training
- Best practices in hospitality and tourism training programs
- Knowledge management
- TVET sustainability
- Digital innovations for development

SUB-THEME 4: Decolonisation and Reconceptualising Curriculum in the 21st Century for Socio-Economic Transformation

- Strategies for implementing competency-based curricula
- Innovations in curriculum design and delivery
- Localised curricula for diverse learner needs
- Best practices for holistic learner development
- Continuous professional development for educators
- Tools for assessment, monitoring, and evaluation
- Stakeholder engagement in curriculum development
- Evidence-based policies for equity and inclusivity
- Teaching approaches for children and adults.

PH.D. SYMPOSIUM:

Ph.D. and Masters candidates are encouraged to submit papers from their Ph.D./Masters theses to be presented in the symposium.

POSTER AND OPINION PAPERS:

We also invite abstracts for poster and opinion presentations relevant to the above sub-themes.

SUBMISSION GUIDELINES:

- ABSTRACTS:** Submit an abstract of 300-500 words outlining the objectives, methodology, key findings, and relevance to the conference theme.
- FULL PAPERS:** Submit full papers, which should not exceed 7,000 words, including references.
- FORMATTING:** Papers should follow APA (7th Edition) formatting guidelines.
- SUBMISSION DEADLINE:** Abstracts must be submitted by 15th February 2025.
- NOTIFICATION OF ACCEPTANCE:** Authors will be notified of abstract acceptance by 1st March 2025.
- FULL PAPER DEADLINE:** Full papers are due by 30th April 2025.

CONFERENCE FEES (includes registration, breakfast and lunch for three days)

International participants	US\$300
Local participants	UGX. 500,000
International students (Postgraduate)	US\$ 200
Local students (Postgraduate)	UGX. 300,000
International students (Undergraduate)	US\$ 150
Local students (Undergraduate)	UGX. 200,000

SUBMISSION PROCESS:

All submissions should be sent via the conference submission portal accessible at <https://aimc.mubs.ac.ug/>.

PAPER PRESENTATIONS

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 physically. However, there will be a provision for online presentations for authors who will not be able to attend physically.

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.

CONFERENCE HIGHLIGHTS:

- Keynote speeches from renowned experts in skills-based education and socio-economic transformation.
- Panel discussions featuring industry leaders, academics, and policymakers.
- Networking opportunities for researchers and practitioners from around the world.

ACCOMMODATION

Delegates who wish to be residents are advised to secure accommodation with Crested Crane Hotel at discounted rates or within the conference venue proximity. The Organizing Committee can make accommodation arrangements for individuals on request.

LEISURE AND TOURISM ACTIVITIES

Jinja is a tourist city with many beautiful attractions. Will shall have one tour per evening to the following places:

- Source of the River Nile (with boat cruise);
- The Railways Museum;
- Busowoko Falls.
- Uganda museum

We look forward to your contributions and participation in making the 2025 Annual International Management Conference a success. Together, let's revolutionize skills-based education for a brighter future!

CONFERENCE CONTACTS

*For correspondence and enquiry, please contact the
Conference Chair or Coordinator
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PAY TO THE FOLLOWING BANK ACCOUNT:

Account Name : MUBS - DOS A/C
Account Number : 9030006349543
Bank Name : Stanbic Bank Uganda Limited
Branch Name : Lugogo
Swift Code : SBICUGKXXX

Please send payment details to the above email address.