



MAKERERE UNIVERSITY BUSINESS SCHOOL



30TH ANNUAL INTERNATIONAL MANAGEMENT CONFERENCE (AIMC) 2026

**THEME: “The Knowledge Revolution:
Driving Innovation and Sustainable
Development in Africa.”**

Conference Programme

22nd - 25th September 2026 | Imperial Golf View Hotel- Entebbe Uganda

OUR SPONSORS



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MAKERERE UNIVERSITY BUSINESS SCHOOL



VISION

The benchmark for Business and Management Education, Research and Training in the region.



MISSION

To enable the future of our clients through creation and provision of knowledge.

Overview of the 30th MUBS Annual International Management Conference 2026

The Annual International Management Conference (AIMC) is one of the flagship events of Makerere University Business School (MUBS), held annually to provide a platform for scholars, practitioners, policymakers, students and other stakeholders to exchange knowledge and address contemporary business, management and development challenges. The 30th AIMC 2026, under the theme “The Knowledge Revolution: Driving Innovation and Sustainable Development in Africa,” showcases research, exhibitions, scholarly discussions and practical engagements on key issues critical to national and continental transformation. The conference provides opportunities for knowledge sharing, research collaboration, networking, innovation and the translation of research into policy and practice.

Day One - Tuesday, 22 September 2026:

The first day sets the tone for the conference through the official opening ceremony, featuring the keynote address by Associate Professor Ibrahim Mike Okumu and the Chief Guest, the Minister of Finance, Planning and Economic Development, Hon. Henry Musasizi. The day also provides a dedicated platform for emerging scholars through the Doctoral Colloquium, alongside research paper presentations. It therefore combines high-level reflections on the conference theme with mentorship, scholarly exchange and opportunities for doctoral researchers to receive feedback and strengthen their research.

Day Two - Wednesday, 23 September 2026:

The second day focuses strongly on knowledge generation and scholarly exchange, beginning with a keynote address by Professor Mush Sulaiman. The programme then moves into four parallel sessions, providing participants with opportunities to present and

discuss research across different areas of management, innovation and sustainable development. The parallel sessions are designed to facilitate deeper academic engagement, interdisciplinary dialogue and the development of potential research collaborations and networks.

Day Three - Thursday, 24 September 2026:

The third day broadens the conference dialogue through keynote addresses by Professor Andreas Brandner and Professor Tshediso Joseph Sekhampu, together with the NWU PhD Hub Session. Five parallel sessions in the afternoon provide an extensive platform for paper presentations and scholarly discussions. The day particularly emphasises international academic engagement, postgraduate research development, knowledge exchange and strengthening institutional and individual research networks.

Day Four - Friday, 25 September 2026:

The fourth and final day brings the conference to a close by connecting academic knowledge with practice, policy and national development. The day features a keynote address by Dr. Arinaitwe Rugyendo, with Ms. Olive Lumonya, MUBS Council Chairperson as Guests. This is followed by high-level panel discussions focusing on entrepreneurship; governance and inclusive development; knowledge management; and hospitality and tourism, providing a platform for practical insights, policy dialogue and cross-sector engagement. The conference concludes with a closing ceremony, officiated by the Chief Guest, the Speaker of Parliament of Uganda, Rt. Hon. Jacob Marksons Oboth, marking the culmination of four days of knowledge exchange, research dissemination, networking and collaboration.

FOREWORD: RT. HON. JACOB MARKSONS OBOTH - SPEAKER OF THE PARLIAMENT OF UGANDA



It is my great pleasure to welcome you to the Proceedings of the 30th Annual International Management Conference (AIMC 2026), organized by Makerere University Business School under the timely theme, “The Knowledge Revolution: Driving Innovation and Sustainable Development in Africa.”

This conference brings together scholars, policymakers, development partners, industry leaders, entrepreneurs, and practitioners from across Africa and beyond to exchange ideas and generate practical solutions on how knowledge can be harnessed to accelerate innovation, strengthen institutions, enhance productivity, and promote inclusive and sustainable development. The purpose of this conference is to advance the strategic use of knowledge as a catalyst for innovation, institutional resilience, and sustainable socio-economic transformation in Africa. Across the world, the most competitive economies are increasingly distinguished not by the abundance of natural resources alone, but by their ability to create, manage, share, and apply knowledge effectively. Knowledge management has become a strategic driver of economic growth, enabling governments, businesses, and institutions to make evidence-based decisions, improve public service delivery, stimulate entrepreneurship, strengthen industrial competitiveness, and accelerate digital transformation. For Africa, embracing knowledge as a strategic development resource presents an opportunity to

unlock productivity, create decent jobs, foster regional integration, and build resilient economies capable of responding to emerging global challenges. The conference is well aligned with Uganda’s national development aspirations, particularly the Fourth National Development Plan (NDP IV), which emphasizes innovation, industrialization, human capital development, digital transformation, and sustainable economic growth. It also complements the African Union’s Agenda 2063, the African Continental Free Trade Area (AfCFTA), and the United Nations Sustainable Development Goals, all of which recognize knowledge, science, technology, and innovation as indispensable foundations for inclusive prosperity and long-term development. The papers contained in this volume reflect the diversity of ideas, experiences, and innovations that will shape Africa’s knowledge future. They provide valuable evidence, policy insights, and practical recommendations that can inform decision-making across government, academia, industry, and civil society. I encourage participants to use this conference as a platform for meaningful dialogue, strategic partnerships, and collaborative action that will contribute to building knowledge-driven economies across the continent.

I commend Makerere University Business School for its continued leadership in advancing research, innovation, and policy engagement, and I congratulate all authors, reviewers, and organizers whose dedication has made this conference possible. I wish you fruitful deliberations and every success during the conference.

Rt. Hon. Jacob Marksons Oboth
Speaker of Parliament (Republic of Uganda)

FOREWORD: MINISTER OF FINANCE AND ECONOMIC DEVELOPMENT



It is my great pleasure to welcome you to the Proceedings of the 30th Annual International Management Conference (AIMC 2026), organized by Makerere University Business School under the timely theme, “The Knowledge Revolution: Driving Innovation and Sustainable Development in Africa.”

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Hon. Henry Musasizi

**Minister of Finance, Planning and Economic Development
Republic of Uganda**

WELCOME REMARKS FROM THE PRINCIPAL



It is my great pleasure to welcome you to the 30th Annual International Management Conference of Makerere University Business School (MUBS), held under the theme “The Knowledge Revolution: Driving Innovation and Sustainable Development in Africa.”

Makerere University Business School is committed to advancing excellence in teaching, research, innovation, and community engagement. As a research-led institution, we recognize that the generation, dissemination, and application of knowledge are fundamental to addressing the complex social, economic, environmental, and governance challenges facing Africa today. Conferences such as this provide an invaluable platform where research findings are shared, ideas are challenged, partnerships are formed, and practical solutions to development challenges are collectively developed.

The purpose of this conference is to advance the strategic use of knowledge as a catalyst for innovation, institutional resilience, and inclusive and sustainable development in Africa and beyond. By bringing together scholars, policymakers, industry leaders, development partners, entrepreneurs, and practitioners from across the world, the conference strengthens collaboration between academia and society while promoting evidence-based policy and practice.

I am confident that participants will benefit immensely from the rich exchange of ideas, presentation of cutting-edge research, professional networking, interdisciplinary collaboration, and opportunities to establish lasting partnerships. The discussions and recommendations emerging from this conference will contribute not only to academic scholarship but also to informing policy, strengthening institutions, supporting business innovation, and accelerating Africa’s transformation into a knowledge-driven economy.

On behalf of Makerere University Business School, I extend a warm welcome to all our distinguished keynote speakers, presenters, delegates, sponsors, partners, and guests. I recognise International Delegates who have come to this conference. Your participation enriches this conference and reinforces our shared commitment to harnessing knowledge for sustainable development.

I wish you fruitful deliberations, meaningful networking, and a memorable stay in Uganda.

Prof. Moses Muhwezi, PhD
Principal
Makerere University Business School

MESSAGE FROM THE DEPUTY PRINCIPAL



It gives me great pleasure to welcome all participants to the 30th Makerere University Business School Annual International Management Conference (AIMC 2026). The conference provides an important platform for scholars, researchers, practitioners, policymakers and students to come together, share knowledge and reflect on emerging issues that shape management and sustainable development in Africa.

Academic conferences such as AIMC are central to advancing academic achievement and scholarship. They provide opportunities for researchers to present their work, receive constructive feedback, refine their ideas and translate research findings into high-quality publications and impactful knowledge. For our postgraduate students and emerging scholars, the conference also offers an invaluable opportunity to develop their academic confidence, research skills and professional visibility.

Equally important is the opportunity to build and strengthen research networks and teams. The complex challenges facing Africa require interdisciplinary and collaborative approaches. AIMC creates space for participants to identify complementary expertise, initiate joint research projects, develop grant proposals, co-author publications and establish enduring partnerships across institutions and countries.

The conference also strengthens the connection between research, policy and practice. By bringing together academia, government, business and development actors, it encourages the generation and application of knowledge to address real-world challenges, promote innovation and contribute to sustainable national and continental transformation.

I therefore encourage all participants to use this conference not only as a forum for presenting papers, but also as an opportunity to learn, collaborate, mentor, build lasting professional relationships and create new possibilities for research and impact.

On behalf of Makerere University Business School, I warmly welcome you to AIMC 2026 and wish you fruitful deliberations, meaningful engagements and a memorable conference experience.

Assoc. Prof. Rachel Mindra Katoroogo, PhD
Deputy Principal
Makerere University Business School

REMARKS FROM THE CONFERENCE CHAIR



It is my great pleasure to welcome you to the 30th Annual International Management Conference of Makerere University Business School, held under the theme "The Knowledge Revolution: Driving Innovation and Sustainable Development in Africa."

This conference comes at a defining moment when knowledge, innovation, technology, and partnerships are increasingly recognized as critical drivers of economic transformation and sustainable development. Africa faces complex challenges, including climate change, technological disruption, unemployment, health emergencies, and inequality. Addressing these challenges requires knowledge-driven leadership, research, innovation, digital transformation, and collaborative action.

The conference theme therefore speaks directly to the global and continental development agenda, including the Sustainable Development Goals, African Union Agenda 2063, and national development priorities.

We are particularly pleased to host this conference in Uganda, a country renowned for its resilience, hospitality, strategic location, rich cultural heritage, and natural beauty. These attributes make Uganda an excellent destination for international conferences, academic exchange, research collaboration, and investment.

The conference brings together scholars, policymakers, practitioners, entrepreneurs, and development partners through fourteen thematic tracks covering leadership and governance, climate action, digital transformation, indigenous knowledge, health and wellbeing, South-South cooperation, entrepreneurship, education, doctoral research, gender and youth, knowledge industries, and strategic partnerships. Participants will also benefit from keynote presentations, panel discussions, exhibitions, policy dialogues, networking opportunities, and a doctoral colloquium.

We are honoured to host this landmark event at Imperial Golf View Hotel, Entebbe, providing an excellent environment for scholarly engagement, networking, and collaboration.

On behalf of the Organizing Committee, I sincerely appreciate our keynote speakers, authors, reviewers, partners, sponsors, exhibitors, and delegates for making this conference possible. I encourage all participants to engage actively, exchange ideas, build lasting partnerships, and contribute to practical solutions for Africa's transformation into a vibrant knowledge-driven economy.

Assoc. Prof. Joshua Mugambwa, PhD
Dean, Faculty of Management
Chairperson, 30th AIMC Organizing Committee 2026
Makerere University Business School

REMARKS BY THE CONFERENCE CO-CHAIR



Knowledge Management as a Driver of Innovation, Transformation, Resilience, and Sustainable Development in Africa

The theme of “African Knowledge Revolution” for the 30th Annual International Management Conference (AIMC 2026) signals a call for a deliberate shift in how Africa positions itself in the global development narrative, from a

continent that primarily consumes knowledge produced elsewhere to one that generates, manages, utilizes and exports knowledge on its own terms.

This call for a knowledge revolution rests on three claims: 1) Knowledge is Africa’s most under-leveraged asset despite the continent holding vast indigenous knowledge systems for instance in agriculture, medicine, education, culture and heritage, biodiversity, minerals etc.

Having a young and rapidly digitizing population, and a growing base of scientific knowledge, researchers, educationists, technologists, leaders, managers and entrepreneurs yet much of these knowledge assets remain disconnected, undocumented, underutilized and externally validated before they are locally trusted. 2) A revolution, not an evolution.

The “African knowledge revolution” demands urgency and structural change to move knowledge management (KM) from a peripheral administrative function to a central strategic driver of how institutions,

governments, and firms operate. 3) Sovereignty over the knowledge value chain. The ambition for all Africans should be to own the knowledge value chain from data generation to storage, analysis, and application, rather than exporting raw data or talent and re-importing finished insights, models or technology. Thus, the theme of the 30th AIMC 2026 positions knowledge management not as a technical support function, but as the central driver of innovation, digital transformation, entrepreneurship, institutional resilience, inclusive and sustainable development across the continent.

To bridge the gap between theory and practice, the conference will in addition to the research and doctoral symposium, convene panels of experts and practitioners drawn from different sectors and institutions who will present concrete and verifiable cases where knowledge management has driven entrepreneurship, innovation, digital transformation, institutional resilience, inclusive and sustainable development in Africa. The discussion will focus on the specific knowledge-management mechanisms that made these cases work, and what it will take for African countries and institutions to move from episodic knowledge gains to systems that capture, validate, and scale knowledge on the continent’s own terms.

Dr. Annet Kabugo Nabatanzi Muyimba, PhD
Director, Knowledge for Development Centre- MUBS
Co-Chairperson, 30th AIMC Organizing Committee

HARNESSING KNOWLEDGE LEADERSHIP, AND GOVERNANCE TO NAVIGATE UNCERTAINTY



As Makerere University Business School (MUBS) celebrates the milestone of its 30th Annual International Management Conference, hosted by the Faculty of Management, the global higher education and corporate landscapes stand at a critical crossroads. In an era defined by rapid technological disruption, economic volatility, and complex societal challenges, traditional

models of management are no longer sufficient. Sustainable success requires a paradigm shift rooted in knowledge leadership, robust governance, and deep institutional transformation.

At the heart of institutional transformation is knowledge leadership. The ability to create, absorb, disseminate, and ethically apply knowledge to drive strategic innovation. In the modern knowledge economy, intellectual capital is an organization's most valuable asset. Thus, knowledge leaders transcend traditional administrative management by fostering a culture of continuous learning, leveraging data and insights to move away from intuition-based decision-making to evidence-based decision making, and bridging the academia-industry divide through collaboration and partnerships that translate research into practical, and market-driven solutions that address pressing socio-economic challenges in Uganda and across the African continent.

However, knowledge generation alone cannot guarantee institutional longevity; it must be anchored in sound governance. Effective governance provides the structural integrity, ethical rails, performance standards and strategic direction required to navigate uncertainty.

For institutions to thrive over the next thirty years as per Africa's Agenda 2063, governance frameworks must evolve to embrace transparency and ethical stewardship, inclusive decision-making that engages diverse stakeholders, and adaptive regulation capable of accommodating emerging technologies without compromising core educational and ethical standards. When knowledge leadership and effective governance converge, they ignite institutional transformation. This is not merely about incremental change or cosmetic restructuring, but a fundamental reimagining of an institution's purpose, processes, technology, people and culture. Therefore, to achieve meaningful societal transformation requires education and training institutions in Africa to modernize curricula and pedagogies by shifting toward competency-based education, experiential learning, digitalisation to streamline operations and expand access, and align institutional performance metrics with broader developmental goals such as the United Nations Sustainable Development Goals, Africa's Agenda 2063 and the respective national development goals.

As MUBS reflects on the three decades of developing skilled workforce, entrepreneurs and leaders, championing knowledge leadership and governance in driving institutional transformation and sustainable development becomes a key strategic goal. Thus, the track on "Knowledge Leadership, Governance and Institutional Transformation" in the 30th AIMC marks a milestone towards that goal. Makerere University Business School in collaboration with its stakeholders will continue to shape the future of the knowledge society in Africa and beyond.

Dr. Regis Namuddu, PhD
Director, MUBS Leadership Centre

CONFERENCE VENUE: IMPERIAL GOLF VIEW HOTEL, ENTEBBE UGANDA

WHERE KNOWLEDGE MEETS NATURE

The 30th Annual International Management Conference warmly welcomes delegates to Uganda—the Pearl of Africa, a country renowned for its spectacular natural beauty, warm hospitality, rich cultural heritage, and growing reputation as a preferred destination for international conferences and academic exchange. Recently declared Ebola-free by the Ministry of Health, Uganda offers a safe, welcoming, and conducive environment for scholarly dialogue, innovation, and collaboration.

The conference is hosted at the prestigious Imperial Golf View Hotel, Entebbe, located only a few minutes from Entebbe International Airport. Overlooking the magnificent Lake Victoria—Africa's largest freshwater lake and the world's largest tropical lake—the venue provides an inspiring setting for intellectual engagement, professional networking, and meaningful partnerships that advance

knowledge for sustainable development. In line with leading international conferences, delegates are encouraged to complement the academic programme with optional leisure experiences.

These visits are entirely voluntary and will be undertaken at each participant's own cost. Entebbe offers a variety of attractions within easy reach of the conference venue. Delegates may enjoy a round of golf at the historic Entebbe Golf Club, one of East Africa's oldest and most scenic golf courses, or take a relaxing walk through the Entebbe Botanical Gardens, celebrated for their rich biodiversity and tranquil lakeside setting.

Participants may also visit the Uganda Wildlife Education Centre (UWEC), Uganda's leading wildlife conservation and education centre, home to many of the country's iconic animal species. Other recommended

excursions include relaxing on the beaches of Lake Victoria, enjoying a sunset boat cruise, birdwatching along the lakeshore, exploring local craft markets, or taking a guided trip to the internationally acclaimed Ngamba Island Chimpanzee Sanctuary. Entebbe's lakeside restaurants also offer an opportunity to savour Uganda's famous fresh Nile perch, tilapia, and other traditional cuisines prepared from locally sourced ingredients. These optional excursions provide delegates with an opportunity to experience Uganda's exceptional natural beauty, wildlife, culture, and hospitality while strengthening professional relationships beyond the conference sessions.

Together, the conference and these memorable experiences promise a rewarding visit to Uganda—where knowledge, collaboration, and discovery converge.



KEYNOTE SPEAKERS



Dr. Arinaitwe Rugyendo, PhD

Dr. Arinaitwe Rugyendo is the **Principal Press Secretary to the Speaker of the 12th Parliament of Uganda**, with 27 years of experience in journalism, media, academia, research communication and STEM education. He holds a PhD in Journalism and Communication from Makerere University, an MSc in Marketing from the University of Salford (UK), and other qualifications in mass communication and social sciences. His research interests include media transformation, research communication, artificial intelligence, implementation science and media viability. He is the founder and Editor-in-Chief of ResearchFinds News and founder of Young Engineers Uganda, a STEM initiative that has reached over 12,000 children and achieved international recognition in robotics competitions. He also serves as Board Chairman of the Uganda Premier League and Jada Coffee, and on the boards of NEMRA and CICD-Uganda. His leadership recognition includes being an Archbishop Desmond Tutu Leadership Fellow, Crans Montana Future Leader, and a 2024 UK Vitae ICE Award nominee for excellence in research communication.



Prof. Munshi Sulaiman, PhD

Professor | Research Director - BRAC Institute of Governance and Development (BIGD)

Prof. Munshi Sulaiman is Professor and Research Director at the **BRAC Institute of Governance and Development (BIGD), BRAC University**. His research focuses on poverty, inequality, social protection, climate adaptation, and evidence-informed public policy, with particular expertise in experimental and quasi-experimental impact evaluation. Throughout a 25-year journey of research, professional practice, and continuous learning, he has led and contributed to large-scale randomized controlled trials and long-term panel studies, including pioneering research on the Graduation approach to reducing extreme poverty. His work has been published in leading academic journals and has informed the design and scaling of development programs in Bangladesh and East Africa. He earned his PhD from the London School of Economics and Political Science (LSE) and was a Postdoctoral Fellow at Yale University.



Prof. Andreas Brandner, PhD

Prof. Andreas Brandner is an Austrian Knowledge Management pioneer, Executive Director of the **Knowledge for Development Partnership**. At MUBS, he is Co-Founder and Director of the Knowledge for Development Center and an Adjunct Professor. Since 2001, he has led KMA Knowledge Management Associates and founded major initiatives including the Knowledge Management Academy and the K4DP School of Knowledge Sciences. He advises international organizations, governments, and development actors on KM and Knowledge-based Development. His work spans Europe, Africa, Asia, and America, and a wide range of sectors, including public management, agricultural development, finance, and biodiversity among others. He is also an author, educator, consultant, and advocate for AI-enabled knowledge management.



Dr. Ibrahim Mike Okumu, PhD

Dr. Ibrahim Mike Okumu is an Associate Professor of Economics and Dean of the School of Economics at **Makerere University, Uganda**, and a World Bank Consultant. He is an Associate Researcher at the Economic Policy Research Center, the Centre for Dynamic Macroeconomic Analysis at the University of St Andrews, and the Centre for Basic Research in Kampala. His research focuses on economic growth and development, firm and household behaviour, public finance, corruption, and governance—areas central to evidence-based policymaking and sustainable development in Africa. Dr. Okumu has published extensively in leading journals, including the Review of Development Economics, Journal of International Development, Development Policy Review, European Journal of Development Research, African Development Review, and the South African Journal of Economics. He also serves as a reviewer for top journals such as World Development and the Journal of Economic Behavior and Organization. Dr. Okumu holds a PhD in Economics from the University of St Andrews (United Kingdom), an MA in Economics (Distinction) from McMaster University (Canada), and a BA in Economics (First Class Honours) from Makerere University.



Prof. Joseph Sekhampu

Chief Director, NWU Business School | North-West University, South Africa

Prof. Joseph Sekhampu is Chief Director of the **NWU Business School at North-West University, South Africa**. He is a distinguished economist and higher education leader with extensive experience in corporate banking, higher education management, economic development, public policy, institutional strategy, and executive education. His leadership is anchored in the concept of the “Developmental Business School,” which positions business education, research, and enterprise engagement as integrated drivers of local and regional economic transformation. His work focuses on advancing African scholarship, doctoral education, strategic partnerships, and the societal impact of business schools through research, teaching, leadership development, and enterprise, with a particular interest in strengthening local economies and promoting sustainable development across Africa.



Professor Ken Kamoche

Professor Ken Kamoche is Professor of Human Resource Management and Organization Studies and Complaints Officer, as well as Director of the Africa Research Group. He was educated at the University of Nairobi and St Catherine's College, University of Oxford, where he was a Rhodes Scholar. He has held academic positions at the **University of Birmingham, City University of Hong Kong, and Nottingham Trent University**, and has served as a Visiting Professor at universities across Portugal, France, China, Australia, Thailand, Kenya, Rwanda, Chile, and Hong Kong. He was appointed Honorary Professor at Linyi University, China, in 2013 and at Hong Kong Metropolitan University in 2019. Professor Kamoche is an internationally recognised scholar whose research has been published extensively in leading management and organisation studies journals. He is also the author of two books and co-editor of four others. His academic contributions have been recognised through several distinctions, including Academic of the Year 2011 by the Kenyan Community in Britain and the Outstanding Achievements in Education and Academia Award by the African Diaspora (UK) in 2013. In 2023, he was ranked among the world's top 2% of scientists in the Stanford University global rankings, placing him in the top 1.98% of scientists worldwide.

Day 1: Tuesday, September 22, 2026

DAY MANAGER: Dr. Geoffrey Nkuutu
VENUE: CRANE HALL
SESSION MANAGER: Mr. Peter Odoki
ONLINE MODERATOR: Dr. Shakila Nagujja/Mr. Duncan Kato
SIGN LANGUAGE INTERPRETER: Mr. Oguttu Philemon, Mr. Kisole Sezi

08.30 AM – 09:00 AM	Arrival & Registration
09.00 AM – 10:30 AM	OPENING SESSION ▪ Welcome Remarks: Assoc. Prof. Rachel Mindra Katoroogo, PhD, Deputy Principal (MUBS) ▪ Opening Remarks: Prof. Moses Muhwezi, PhD, Principal (MUBS) ▪ KEYNOTE ADDRESS: Assoc. Prof. Ibrahim Mike Okumu - Associate Professor of Economics and Dean/School of Economics, Makerere University, Kampala - Uganda ▪ CHIEF GUEST: Hon. Henry Musasizi - Minister of Finance, Planning & Economic Development ▪ GROUP PHOTO
10:30 AM – 10:55 AM	Health Break
DOCTORAL COLLOQUIUM	

11:00 AM – 12:30 PM	Mid Morning Session: PRESENTATIONS SESSION CHAIR: Assoc. Prof. Sulait Tumwine
	DISCUSSANTS: Prof. Vincent Bagire, Prof. Sheila Namagembe, Prof. J Ntayi, Prof. S. Nkundabanyanga, Assoc. Prof. Henry Mutebi
	<u>Paper 1:</u> Credit Rationing and the financial growth of enterprises in Uganda: Evidence from the World Bank Enterprise Survey 2025: JANET KASULE NABALIKA <u>Paper 2:</u> The moderating role of financial literacy in the relationship between FinTech adoption and inclusive growth among women in agribusiness in Central Uganda: NAMBI HELLEN MWASA
	<u>Paper 3:</u> Governance and Sustainability of Savings and Credits Co-operative Societies in Post-Conflict Contexts: Evidence from the Acholi Subregion of Uganda: FRANCIS OYAT OTOO <u>Paper 4:</u> Knowledge-Driven Brand Positioning of Uganda's NAROVAC within the Veterinary Biologics Commercialization Ecosystem in East Africa: ASHIRAF MIGADE, A. S. BOLATITTO
12.30 PM – 1:00 PM	Q & A Session

	POSTER EXHIBITION AND KNOWLEDGE ENGAGEMENT SESSION <u>Poster 1:</u> Why traditional value chains fail policy: KAMBA RAYMOND <u>Poster 2:</u> Leadership and capacity needs for sustainable energy transition agenda: SHARON NUWASIIMA <u>Poster 3:</u> Generative AI in Knowledge Work: Productivity & the Local Economy Presenter: SILVIA CASTRO & LUBEGA MICHAEL SSERUGA <u>Poster 4:</u> Generative AI & The Social Fabric of Firms Presenters: MAREN MICKELER & NURPERI NURDAN <u>Poster 5:</u> From Flexibility to Consistency: The Effect of Peer Interactions in Gig Work: CHINMAY BAJPAI
1:00 PM – 2:00 PM	Lunch

2:00 PM – 4:40 PM	Afternoon Session: PRESENTATIONS
	DISCUSSANTS: Prof. Bagire Vincent, Prof. Ntayi Joseph, Prof. L. Orobia, Prof. T. Kawaase, Prof. M. Moya
	SESSION CHAIR: Assoc. Prof. Samali Mlay ▪ <u>Paper 6:</u> When Structure Meets Meaning: Integrating the Excellence and Sensemaking Theories to Explain Strategic Communication Practices in a Ugandan University: YUNIA MUSASIZI ALELE ▪ <u>Paper 7:</u> The Role of Knowledge in Promoting Sustainable and Inclusive Development in Bulambuli District, Uganda: WONIALA JAMES ▪ <u>Paper 8:</u> Theoretical Foundations of Women’s Social Entrepreneurship in Contexts: PHILADELPHIA SEDIO ▪ <u>Paper 9:</u> Knowledge Gaps in Halal Tourism Development: Unlocking Uganda’s Sustainable Hospitality Potential: KARIBALA IBRAHIM ▪ <u>Paper 10:</u> Firm Heterogeneity, Statutory alignment and corporate income tax compliance in Uganda: Evidence from Administrative Tax Data: RICHARD ASIIMWE ▪ <u>Paper 11:</u> The Moderating Effect of Diversity Management Practices on the Relationship between Multigenerational Work Ethics and Performance of Public Agencies in Uganda: AGNES SANSA, PROF. FLORENCE MUINDI KAGENDO, MERCY GACHERI MUNJURI, STEPHEN ODOCK OCHIENG ▪ <u>Paper 12:</u> Employability on the African Continent:A Systematic Literature Review; MICHAEL, K. TIMUZIGU, JOSEPH M. NTAYI, ROGERS MWSIGWA, GIDEON NKURUNZIZA, SAMUEL MAFABI, FIONA MULIRA
4:40 PM – 5:00 PM	Q & A Session
5:00 PM	Departure at leisure

ACADEMIC CONFERENCE

Day 2: Wednesday, September 23, 2026

DAY MANAGER: Dr. Bob Ssekiziyivu
HALL: CRANE
SESSION CHAIR: Dr. Moses Onyoin
ONLINE MODERATOR: Dr. Shakila Nagujja/Mr. Duncan Kato
SIGN LANGUAGE INTERPRETER: Mr. Oguttu Philemon, Mr. Mwinganiza Joseph

08.00 am – 08:30 am	Arrival & Registration
08.30am – 10:30am	OPENING SESSION ▪ Welcome & Opening Remarks: Assoc. Prof. Joshua Mugambwa ▪ KEYNOTE ADDRESSES: Prof. Ken Kamwoche, Nottingham University ▪ Prof. Munshi Sulaiman, Research Director, BRAC Institute of Governance and Development (BIGD), India. ▪ Sponsors Message ▪ GROUP PHOTO
10:30 AM – 10:55 AM	Health Break
BREAK-AWAY INTO PARALLEL SESSIONS	

PARALLEL SESSION I

HALL:	CRANE
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SESSION CHAIR:	Dr. Regis Namuddu
DISCUSSANTS:	Prof. Kiiza Julius, Dr. Godwin Kwemalira, Prof. Joseph Sekhampu, Prof. E. Mutamba
ONLINE MODERATOR:	Dr. Shakila Nagujja/Mr. Duncan Kato
SIGN LANGUAGE INTERPRETER:	Mr. Mwinganiza Joseph
11:00 AM – 12:40 PM:	Mid-Morning Session: PRESENTATIONS
TRACK 1: Knowledge Leadership, Governance & Institutional Transformation	
• <u>Paper 1: Strategic Agility as a Driver of Organizational Performance in Public Sector Institutions: Evidence from Kenya Revenue Authority:</u> ROBIN MWIRA MUNYIRWA, EVANS AOSA • <u>Paper 2: Knowledge Leadership as a Catalyst for Governance Reform and Institutional Transformation in the 21st Century:</u> AINA-OBE SHAMSUDDIN BOLATITO, NABUKEERA MADINAH • <u>Paper 3: Relational Knowledge Governance: Reframing Africa's Knowledge Revolution through Ubuntu and Mohlomi:</u> KHALI MOFUOA • <u>Paper 4: The role of engendering good governance in addressing the security challenges in Northern Nigeria:</u> IMRANA AHMAD • <u>Paper 5: Expansion Strategy Implementation:</u> CENDRINE OTIENO, VINCENT MACHUKI & EVANS AOSA • <u>Paper 6: Turnaround Strategy as a Knowledge-Driven Instrument for Sustainable Performance in Public Sector Utilities: Evidence from Kenya Power & Lighting Company PLC:</u> – EVANS OCHIENG, EVANS AOSA	
12.40 PM – 1:00 PM	Q & A Session
1:00 PM – 2:00 PM	Lunch
2:00 PM – 4:00 PM	Afternoon Session: PRESENTATIONS
SESSION CHAIR:	Mr. George Mugerwa
DISCUSSANTS:	Dr. Isaac Kayongo, Dr. Tonny Kiggundu, Prof. Ken Kamoche

• <u>Paper 7: Responsible Leadership and Sustainability Performance of Health and Sanitation Projects</u>: The Mediating Role of Resilience: MAHADIH KYAMBADE • <u>Paper 8: Toward a theory of knowledge governance: Integrating rules, roles and routines for organization performance</u>: NDAVA CONSTANTINE MUPONDO • <u>Paper 9: Social entrepreneurship and economic growth in plateau state, Nigeria</u>: TIMOTHY CHRISTOPHER MAMDEN • <u>Paper 10: Knowledge-Driven Leadership and Governance Transformation in Private Educational Institutions</u>: Lessons from Makini Schools, Kenya: CENDRINE OTIENO • <u>Paper 11: Evaluating the impact of Ethics, Social and Governance (ESG) initiatives on the growth and sustainability of Small to Medium Enterprises (SMEs) agribusinesses</u>: EDWILL MTENGWA, JOSEPH NEMBO LEKUNZE • <u>Paper 12: Strategic Leadership, Governance Structures and Service Delivery in State Corporations in Kenya</u>: JEDIDAH WAMBUA	
4:40 PM – 5:00 PM	Q & A Session
5:00 PM	Departure at leisure

PARALLEL SESSION II

HALL:	Hippo
SESSION CHAIR:	Dr. Ronette Atukunda
DISCUSSANTS:	Assoc. Prof. Susan Watundu, Dr. Ruth Atuhair, Dr. Mukisa, Assoc. Prof. Ssekakubo Johnson
ONLINE MODERATOR:	Dr. Shakila Nagujja/Mr. Duncan Kato
SIGN LANGUAGE INTERPRETER:	Mr. Oguttu Philemon
11:00 AM – 12:40 PM:	Mid-Morning Session: PRESENTATIONS
TRACK 2: Knowledge Management for Resource Efficiency, Climate Action and Green Growth	

- Paper 1: **Morphological Evaluation and Water Uptake Performance of Sustainable Low-Density Polyethylene/Rice Husk Waste Composites:** IBRAHIM MODU
- Paper 2: **Gendered Impacts of Climate Change; Policy Gaps and Opportunities in Plateau State, Nigeria:** STEPHEN CHINMUK DAMULAK, NAZIRU MOHAMMED MUSALLI, BASSI J. YUSUF, JR. SEETKUK
- Paper 3: **Climate Change awareness and community development in Osun state, Nigeria: An empirical study:** HAMZAT FATAHI OWOLABI, AGBOOLA THEOPHILUS OLUMUNYIWA, AGBOOLA TEMITOPE DEBORAH
- Paper 4: **Green Finance, Carbon Emission Intensity and Financial Performance: Evidence from Eastern Africa:** POWEL MURUNGA PATRICK
- Paper 5: **Electricity Price Forecasting Approaches and Emerging Research Gaps: A Systematic Review:** ALEX MUGARURA
- Paper 6: **Knowledge absorptive capacity and sustainable energy management in manufacturing SMEs: A developing market context:** ALICE ARINAITWE

12.40 PM – 1:00 PM	Q & A Session
1:00 PM – 2:00 PM	Lunch
2:00 PM – 4:30 PM	Afternoon Session: PRESENTATIONS
SESSION CHAIR:	Dr. John Paul Kasse
DISCUSSANTS:	Dr Edward Kabaale, Dr. Abdallah Kasule

TRACK 3: Digital Knowledge Management and Inclusive Transformation

- Paper 1: **Artificial Intelligence and Urban Management: An Assessment of Traffic Lights in Jos City, Plateau State:** BASSI JEREMIAH YUSUF
- Paper 2: **Unlocking Nigeria's Digital Future: The Role of Public Administration in Technological Advancements:** JKJ OKONKWO
- Paper 3: **A Social Media Analytics Framework to support Self-Regulated Learning in Institutions of Higher Learning:** LOUIS AMWINE, DR. EDWARD KABAALE, ASSOC PROF. SONNY NYEKO
- Paper 4: **Digital Stewardship on the Rangeland:** LINDA OMUNDO, CENDRINE OTIENO, EVANS AOSA

• Paper 5: ICT Skills, Students' Perception, and Adoption of E-Learning among University Students in Developing Countries: SUMAYA KOGOYA, NAKIGUDE MARIAM, WALUGEMBE AHMED • Paper 6: Immersive Digital Knowledge Platforms in TVET Delivery; A Practitioner Case Study of AVR-Enhanced Instruction in a Ugandan ICT Institute: BRENDA NAKANJAKO • Paper 7: Knowledge, Technology, and Inclusion: A Systematic Review of FinTech Adoption among Persons with Disabilities in Sub-Saharan Africa: FATUMA NAKAWOYA, CATHERINE NYESIGA, BARBRA KAYONDO, TUHAME MOSES, MARIAM TAUBA. • Paper 8: Mitigating Middlemen Exploitative Behaviour in Agricultural Products through Blockchain Technology: JOHN SEETKUK REUBEN ZINGDUL KENNETH PONNAN	
4:30 PM – 5:00 PM	Q & A Session
5:00 PM	Departure at leisure

PARALLEL SESSION III

HALL:	ZEBRA
SESSION CHAIR:	Assoc. Prof. Milburga Atcero
DISCUSSANTS:	Dr. Abbey Mutumba, Dr. Celestine Katongole, Assoc. Prof. Samson Otengei
ONLINE MODERATOR:	Dr. Shakila Nagujja/Mr. Duncan Kato
SIGN LANGUAGE INTERPRETER:	Ms. Pacis Ainembabazi
11:00 AM – 12:40 PM:	Mid-Morning Session: PRESENTATIONS
TRACK 4: Managing Indigenous Knowledge, Hospitality and Cultural Heritage	

- Paper 1: **The contribution of Cultural Heritage Tourism Monument to Local Economic Development in Uganda: A Case of Fort-Baker, Gulu District:** WALTER KOMAKECH
- Paper 2: **Social Capital and Cultural authenticity of indigenous restaurants:** JACKIE NAKABUGA
- Paper 3: **Managing Indigenous Knowledge and Cultural Heritage for Inclusive Development: A Case Study of Maasai Hospitality Enterprises and Ceremonial Governance in Northern Tanzania:** NAKUROI PARKEPU; Tanzania
- Paper 4: **Tourism benefit-sharing as both empowering and disempowering: Evidence from host communities around Queen Elizabeth National Park, Uganda:** BWAMBALE DELIGHT
- Paper 5: **Beyond Entertainment: Cultural festivals as spaces for preserving indigenous knowledge and cultural heritage in Uganda:** PROVIA KESANDE
- Paper 6: **The Impact of Smart Kitchen Technologies on Food Waste Reduction in the Hospitality Industry of Uganda. A Case of Registered Hotels in Kampala Metropolitan Area:** ESTHER GRACE NABABI, SOPHIE NASAKA
- Paper 7: **Training and Performance of Tour guides in mountain tourist destinations; Mediating role of personality traits:** CELESTINE KATONGOLE
- Paper 8: **Driven by passion:Sustainability orientation among female owned hospitality ventures in Uganda:** PRISCILLA LWAMWAKA, MERCY ARINAITWE, SAMUEL DAWA, JACKIE NAKABUGA

12.40 PM – 1:00 PM	Q & A Session
1:00 PM – 2:00 PM	Lunch
2:00 PM – 4:30 PM	Afternoon Session: PRESENTATIONS
TRACK 5: Managing Knowledge for Health and Social Wellbeing	
SESSION CHAIR:	Assoc. Prof Roger Mwesigwa
DISCUSSANTS:	Dr. Hassan Bashir, Prof. David Katamba, Dr. Charles Kawalya, Prof. Nkanyiso Ndlovu, Prof. E. Mutamba

- Paper 1: **From Social Fatherhood to Genetic Truth: The Rise of DNA Testing in Uganda in the Age of Nanotechnology and Globalization:** JULIET JOY APIO
 - Paper 2: **Assessment of the Knowledge, Relationship and Application of Social Entrepreneurship on Environmental Sanitation of Selected Eatery Joints in Abakaliki Urban, Ebonyi State Nigeria:** EBERE FLORENCE OKORIE, L. IFEOMA, N.M. ONU, L.C. OKAFOR
 - Paper 3: **Knowledge management practices among health care professionals in Nigeria: A literature exploration:** K. N. IGWE, M.C. IGWE
 - Paper 4: **Education and Training for Knowledge Management in Nigerian Universities:** KINGSLEY N. IGWE
 - Paper 5: **Employee Involvement in decision-making as a predictor of employee retention in Public Tertiary Healthcare: A Case of Moi Teaching and Referral Hospital, Eldoret, Kenya:** CHISTOPHER YEGO, STELLAH AYIENGA, CALLEB AKUKU
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- Paper 6: **Beyond Data Collection: The Embeddedness of Knowledge Management Practices in Uganda's Poverty Alleviation Interventions:** ANNET K. NABATANZI-MUYIMBA, JANET KYOGABIIRWE BAGOROGOZA, FREDDIE LWANGA, FRED K. MUHUMUZA
 - Paper 7: **Multilevel Determinants of Sustainable Healthy Eating Practices among Youth Patrons near Universities in Kampala, Uganda: The Moderating Role of Attitudes:** KALUMIRA FRANCIS
 - Paper 8: **Bridging the Divide: A Bibliometric Review of Research Gaps in Healthcare Technology Adoption for Chronic Disease Management in Low- and Middle-Income Countries:** NYESIGA CATHERINE, MOTSI LOVEMORE, ALFRED KGOPA

PARALLEL SESSION IV	
HALL:	HIPPO 2
SESSION CHAIR:	Assoc. Prof. Ahmed Walugembe
DISCUSSANTS:	Dr. Denis Nuwagaba, Dr. Kiggwe Musa, Dr. Godwin Ahimbisibwe, Assoc. Prof. Aron Acel, Dr. K.V. Mofuoa
ONLINE MODERATOR:	Dr. Shakila Nagujja/Mr. Duncan Kato
SIGN LANGUAGE INTERPRETER:	Mr. Kisole Sezi
11:00 AM – 12:40 PM:	Mid-Morning Session: PRESENTATIONS
TRACK 6: Knowledge Industries, Services, and Global Market Competitiveness	
• <u>Paper 1: Import Demand, Supplier Concentration and Market Contestability in AfCFTA Prepared Foodstuffs Trade:</u> AARON ECEL • <u>Paper 2: Building sustainable competitiveness in road transport: A dynamic capabilities perspective:</u> BOB SSEKIZIYIVU, AARON ECEL, RASHID KISEKKA • <u>Paper 3: From Social Validation to Digital Transaction: Modelling the Mediating Effect of Payment Options on Youth Online Shopping Behaviour:</u> AHMAD WALUGEMBE, TOM TAMALE, OLIVIA NAKANWAGI • <u>Paper 4: Predicting Social Commerce Attitudes among Gen Z- TikTok Shoppers in Uganda: The Role of Privacy Concerns, Zero-Trust Tendencies, and Influencer Effect:</u> ZUHRA NANTEGE, I. KATO, JP KASSE • <u>Paper 5: Critical Analysis of Destination Image as a Cognitive-Affective Mechanism in the Formation of Tourist Ambassadorial Loyalty:</u> CHRIS MUHANGO, JOSEPH NTAYI, JOTHAM BYARUGABA, DENNIS NUWAGABA, AHMAD WALUGEMBE	
12.40 PM – 1:00 PM	Q & A Session
1:00 PM – 2:00 PM	Lunch

2:00 PM – 4:30 PM	Afternoon Session: PRESENTATIONS
SESSION CHAIR:	Dr. Musa Kiggwe
DISCUSSANTS:	Assoc. Prof. Ahmed Walugembe, Assoc. Prof. Aaron Ecel, Dr. Denis Nuwagaba
• <u>Paper 6:</u> Pedagogical Effectiveness in Marketing Education: Integrating Collaborative, Experiential Learning and Technology-Enhanced approaches: AHMAD WALUGEMBE, PATRICK MUDIDI, DOUGLAS SSENOGA, TIMOTHY ESEMU, TOM TAMALE • <u>Paper 7:</u> The Digital Paradox in Rural Kenya: A nuanced evaluation between Digital Adoption, Operation Efficiency and Market Performance among MSMEs: JACKLINE ZAINA JOHN, KESSEVEN D. PADACHI, D. MAUREE-NARRAINEN • <u>Paper 8:</u> Strategic Planning, Technical Management-Capacity and Service Delivery in Ministries in Kampala District: MWELU NOAH, KATUSIIME EDITH & KAYISE DENIS • <u>Paper 9:</u> The effects of Marketing Distribution Channels on SMEs Financial Performance in Tanzania: MBURA K. OMARY, KAGOYA M. SUMAYA • <u>Paper 10:</u> Social Media Marketing, Customer engagement and Purchase intention in quick service restaurants: PHILLIP MUBIRU, DOUGLAS SSENOGA, AHMED WALUGEMBE, MUSA KIGGWE	
4:40 PM – 5:00 PM	Q & A Session
5:00 PM	Departure at Leisure

PARALLEL SESSION V

HALL:	IMPALA
SESSION CHAIR:	Assoc. Prof. Isa Nsereko
DISCUSSANTS:	Dr. Christopher Kusemererwa, Dr. Isma Nkambwe, Prof. Earnest Abaho, Dr. Siraje Iga, Dr. S. AAarakit
ONLINE MODERATOR:	Dr. Shakila Nagujja/Mr. Duncan Kato
SIGN LANGUAGE INTERPRETER:	Mr. Oguttu Philemon, Mr. Mwinganiza Joseph
11:00 AM – 12:40 PM:	Mid-Morning Session: PRESENTATIONS
TRACK 7: Knowledge Entrepreneurship, and MSME Development	
• <u>Paper 1</u>: The Mediating Role of Entrepreneurial Competence in the Relationship Between Digital Tools Usage and Entrepreneurial Growth: Evidence from Entrepreneurs in Arua City, Uganda: AJIDIRU HOPE SALLY, LAWINO GIOVANNA, DEBO JULIUS • <u>Paper 2</u>: Knowledge Management Practices and SME Debt Financing Decisions: Comparative Insights from Uganda And Kenya: OKELLO APOLLO • <u>Paper 3</u>: Effects of Entrepreneurship Training on Youth Development in Plateau State Nigeria: ILIYA MICHAEL WABA • <u>Paper 4</u>: Human Capital, Innovation, And Sustainability Performance of Manufacturing Firms in The West Nile Sub- Region of Uganda: SEBI HUSSEN, MAHADIH KYAMBADE, ALICE ALINAITWE, VINCENT OBEDGIU • <u>Paper 5</u>: Knowledge Entrepreneurship and Micro, Small, and Medium Enterprises Development in Sub-Saharan Africa: A Panel Data Analysis: C. DAPULA, F. M. KAPINGURA	
12.40 PM – 1:00 PM	Q & A Session
1:00 PM – 2:00 PM	Lunch
2:00 PM – 4:30 PM	Afternoon Session: PRESENTATIONS

SESSION CHAIR:	Dr. Christopher Kusemererwa
DISCUSSANTS:	Dr. Ismael Nkambwe, Dr. Edith Basalirwa, Dr. Aarakit Slyvia, Prof. Forget Kapingura, Dr. T.H. Msimanga, Assoc. Prof. Sadat Nakyegwe Kimuli
▪ <u>Paper 6:</u> Creativity Practices, Financing Mechanisms and Growth of Small and Medium Enterprises: EPAPHRAS NIWAMANYA, JIMMY MUSISI, RUTH ATUHAIRE ▪ <u>Paper 7:</u> The Mediating Role of Entrepreneurial Skills in the Relationship between Outcome Expectations and Entrepreneurial Readiness among TVET Graduates in Uganda: AIKIRIZA APOFIA FIONA, ABAHO ERNEST, EDITH MWEBAZE BASALIRWA , ABBEY MUTUMBA. ▪ <u>Paper 8:</u> Debt Management Behavior and Perceived Business Continuity among SMES in Lira City, Uganda: An Interpretative Phenomenological Study: OKELLO APOLLO, PONYANGO-DELEWA, G. MOSES OWOT ▪ <u>Paper 9:</u> From Digital Adoption to Strategic Capability: A conceptual Framework for MSME Digital Maturity and Transformation: JACKLINE ZAINA JOHN ▪ <u>Paper 10:</u> Multi-level analysis of Academic Entrepreneurship in Uganda: The role of institutional factors: EPAPHRAS NIWAMANYA, ALEX MUGARURA, WILL KABERUKA	
4:30 PM – 5:00 PM	Q & A Session
5:00 PM	Departure at leisure

Day 3: Thursday, September 24, 2026

DAY MANAGER: Dr. Irene Namugenyi
HALL: CRANE
SESSION CHAIR: Prof. Janet Kyogabirwe Bagorogoza
ONLINE MODERATOR: Ms. Shakila Nagujja/ Mr. Duncan Kato
SIGN LANGUAGE INTERPRETER: Mr. Mwinganiza Joseph, Mr. Kisoile Sezi

08.30 am – 09:00 am	Arrival & Registration
09.300am – 10:30am	OPENING SESSION ▪ Welcome & Opening Remarks: Dr. Annet K. Nabatanzi Muyimba, Director, MUBS K4D Centre ▪ KEYNOTE ADDRESS: Prof. Andreas Brandner, Executive Director/ K4DP, Vienna, Austria ▪ KEYNOTE ADDRESS: Prof. Joseph Sekhampu, North-West University – South Africa ▪ GROUP PHOTO

SHOWCASING THE NORTH WEST BUSINESS SCHOOL PHD HUB, PROF. EMMANUEL MUTAMBARA

10:30 AM – 10:55 AM	Health Break
BREAK-AWAY INTO PARALLEL SESSIONS	

PARALLEL SESSION I

HALL:	ZEBRA
SESSION CHAIR:	Assoc. Prof. Gideon Nkurunziza
DISCUSSANTS:	Dr. Patsy Vincent Katutsi, Assoc. Prof. Sadat Kimuli N., Prof. Janat Kyogabirwe, Assoc. Prof. Sulait Tumwine.
ONLINE MODERATOR:	Dr. Shakila Nagujja/Mr. Duncan Kato
SIGN LANGUAGE INTERPRETER:	Mr. Oguttu Philemon, Mr. Mwinganiza Joseph, Mr. Kisoile Sezi
11:00 AM – 12:40 PM:	Mid-Morning Session: PRESENTATIONS
TRACK 8: Education, Vocationalisation, Lifelong Learning & Knowledge Societies	

- **Paper 1: Sharing Knowledge, Building Skills: Methods of Knowledge Sharing for Lifelong Learning and Professional Development in Higher Education:** HARRIET AYIORWOTH, DAVID ONEN
- **Paper 2: Social Media Adaptability, Message Strategy and Effective Public Relations in Institutions of Higher Learning in Kampala:** NINSIIMA ADAH, HASSAN BASHIR, YUNIA MUSASIZI, ALICE ARINAITWE, ALBERT ARINDA
- **Paper 3: Inclusive Pedagogies as Catalysts for the Knowledge Revolution in Higher Education:** SOPHIA NASAKA, MUTIIBWA ANGELA, JP KASSE
- **Paper 4: Challenges in Strategy implementation within Technical and Vocational Education and Training (TVET) Institutions in Nairobi, Kenya: A Knowledge Management perspective:** JUDITH KITUTO, CENDRINE OTIENO & EVANS AOSA
- **Paper 5: Redesigning Resilience: How Higher Education Institutions Can Thrive Amid Disruption, Digitalization, and Demographic Shifts:** FREDRICK GITHUI and CATHERINE GATARI
- **Paper 6: Integrating wisdom pedagogy into competency-based education implementation to develop innovation behavior for 21st century labour market:** MIIRO FAROOQ
- **Paper 7: Knowledge management as a catalyst for competency-based curriculum implementation in technical and vocational education and training institutions in Nairobi County, Kenya;** JUDITH MUENI KITUTO, CENDRINE AKINYI OTIENO, & PROF. EVANS AOSA
- **Paper 8: Digital Transformation, Artificial Intelligence, Industry–University Collaboration and Competence-Based Education in Ugandan Higher Education: An Integrated Framework for Graduate Competencies, Employability and National Transformation:** ROBINAH NABAFU, HAJARAH ALI NAMUWAYA, ROBERT KYEYUNE, ISMAEL KATO

12.40 PM – 1:00 PM	Q & A Session
1:00 PM – 2:00 PM	Lunch
2:00 PM – 4:30 PM	Afternoon Session: PRESENTATIONS
SESSION CHAIR:	Prof. Sheila Namagembe
DISCUSSANTS:	Dr. Bonny Bagenda, Assoc. Prof. Benjamin Tukamuhabwa, Dr. Hamida B. Nsereko
TRACK 9: Knowledge-Driven Procurement and Logistics for Sustainable Development	

- Paper 1: **Exploring the Experiences of the Civil Society Organisations with the Usage of the Contract Monitoring System in Public Procurement. A case of West Nile Uganda:** LAWINO GIOVANNA, AJIDIRU H. SALLY, OVONI FRANCIS XAVIER, OBEDGIU Vincent
- Paper 2: **Construal of The Thematic Analysis on Stakeholder's Perception of Waste Disposability in Bida, Niger State:** OJO KAYODE ABAYOMI, BOME JOHNSON
- Paper 3: **Knowledge-Driven Digital Procurement and Logistics Systems for Transparency, Accountability, and Sustainable Development:** A Case Study of Direct Aid Society, Uganda: TULYATUNGA TWALIK

4:30 PM – 5:00 PM	Q & A Session
5:00 PM	Departure at leisure

PARALLEL SESSION II

HALL:	IMPALA
SESSION CHAIR:	Assoc. Prof. Irene Nalukenge
DISCUSSANTS:	Dr. Eva Mpaata, Prof. Arthur Sserwanga, Prof. S. Nkundabanyanga, Prof. Twaha Kawaase, Dr. T. Inonge Lista
ONLINE MODERATOR:	Dr. Shakila Nagujja/Mr. Duncan Kato
SIGN LANGUAGE INTERPRETER:	Mr. Oguttu Philemon, Mr. Mwinganiza Joseph, Kisoile Sezi
11:00 AM – 12:40 PM:	Mid-Morning Session: PRESENTATIONS
Track 10: Knowledge management for Financial Governance, Accountability and Sustainable Value Creation.	
Paper 1: Assessing the Impact of Accounting-Based Financial Indicators in determining Cost Efficiency in the Nigerian Transportation Sector: A Data-Driven Assessment Approach: DIKK BELLO Paper 2: Does an asymmetric nexus exist between export and economic growth in Nigeria? Evidence from Nonlinear Ardl: MAHMUD SUNUSI SHEHU, ISAKU ADAMU, BABANGIDA DANLADI SAFIYANU, Y. MOHAMMAD SHARIFF Paper 3: Audit Committee Effectiveness, External Audit Quality and Financial Reporting Quality of Financial Services Firms in Uganda: WALUGO ARAFAT KADAALI, HENRY MUTEBI, KWARIJA ONESMUS Paper 4: Intellectual Capital and IFRS 17 Adoption Readiness: Evidence from Uganda's Insurance Sector During the 2023-2024 Transition Period: GORRETTIE NAKYEYUNE & PROSSY NAGUJJA Paper 5: Research Excellence in promoting Financial Inclusion and Poverty reduction in Serere District: OKELLO FRANCIS XAVIER Paper 6: Knowledge Capital and Financial Transformation in Africa: JOSEPH JAKISA OWOR Paper 7: Budget planning, implementation, control and accountability of non-governmental organisations in Uganda: A case of Nakawa Division; SHARON NUWASIIMA	
12.40 PM – 1:00 PM	Q & A Session

1:00 PM – 2:00 PM	Lunch
2:00 PM – 4:30 PM	Afternoon Session: PRESENTATIONS
SESSION CHAIR:	Dr. Fiona Muliira
DISCUSSANTS:	Dr. Charles Kawalya, Dr.Kassim Ssenyange, Dr. Mariam Nakate, Prof. Nkanyiso Ndlovu, Prof. Forget Kapingwa
TRACK 12: Knowledge Management for Youth, Gender & Inclusive Development	
▪ Paper 1: Gender Inequality, Female Unemployment and Inclusive Development in South Africa: A Knowledge-Based Policy Perspective: TEBELLO HILDA MSIMANGA ▪ Paper 2: Cash Transfer Intervention and Livelihood of Elderly people in Machakos County, Kenya: ERICK KIPKIRUI NGENO, ERICK KIPKIRUI ▪ Paper 3: Prohibition of Riba, Regulatory Framework and Financial Empowerment among Kibuli Slum residents in Uganda: HAKIMU BUYONDO, JAMILU SERWANGA ▪ Paper 4: Anti-racism Across Borders: Lessons from Uganda and Scotland: PHEONA MATOVU ▪ Paper 5: Land fraud practices in Wakiso District- An investigation of the major loopholes. ROGERS MATOVU	
4:30 PM – 5:00 PM	Q & A Session
5:00 PM	Departure at leisure

PARALLEL SESSION III

HALL:	CRANE
SESSION CHAIR:	Dr. Freddie Lwanga
DISCUSSANTS:	Professor Janat Kyogabirwe, Dr. Mariam Tauba, Dr. Bob Sekiziyivu, Dr. K.V. Mofuoa, Prof. E. Mutamba
ONLINE MODERATOR:	Dr. Shakila Nagujja/ Mr. Duncan Kato
SIGN LANGUAGE INTERPRETER:	Mr. Oguttu Philemon, Mr. Mwinganiza Joseph, Kisoile Sezi
11:00 AM – 12:40 PM:	Mid-Morning Session: PRESENTATIONS
TRACK 1: Knowledge Leadership, Governance & Institutional Transformation	
• <u>Paper 1: Infrastructural Development, Community Empowerment and Sustainable affordable housing: A Case of Newly created cities in Uganda:</u> KINATTA MOSES • <u>Paper 2: Institutional Governance, Resilience and Sustainability Performance in Health-Related Sanitation Systems:</u> MAHADIH KYAMBADE • <u>Paper 3: Finance Bill, Governance, And Generational Resistance: Analysing the Impact Of Kenya's 2024 Finance Bill, Social Media and Gen Z Civic:</u> ERICK KIPKIRUI NGENO • <u>Paper 4: Institutional Policy Incoherence and Informal Sector Livelihoods: Exploring the Effects of Uganda's New Trade Order among Parish Development Model-Supported MSMEs:</u> WILSON WILLIAMS MUTUMBA • <u>Paper 5: Making Help visible; Experiential evidence from a recognition program in the work place:</u> SILVIA CASTRO, HOA HO, MAREN MICKELER	
12.40 PM – 1:00 PM	Q & A Session
1:00 PM – 2:00 PM	Lunch
2:00 PM – 4:30 PM	Session III: PRESENTATIONS

SESSION CHAIR:	Dr. Grace Nalweyiso
DISCUSSANTS:	Dr. Tonny Kiggundu, Prof. Emmanuel Mutambara, Prof. Nkanyiso Ndlovu, Dr. Kawalya Charles
	▪ <u>Paper 6:</u> Do People Love the Dead More Than the Living? Ethical Governance, Knowledge Leadership, and Institutional transformation in Uganda: WILSON WILLIAMS MUTUMBA ▪ <u>Paper 7:</u> The Moderating Role of Organizational policies on Knowledge Sharing among Bulawayo City Council Employees: NTOMBIKHAYISE NKOMO & PETERSON DEWAH ▪ <u>Paper 8:</u> Governance of Traditional Knowledge in Africa: Challenges and Opportunities from a Scoping Review: DAVID ONEN ▪ <u>Paper 9:</u> Leadership, Culture and Knowledge Sharing: A Systematic Review of Performance Drivers in Manufacturing Firms: MONICA TUSHABE, ANDREW KIMWOLO, RONALD BONUKE ▪ <u>Paper 10:</u> Leadership that listens: The effects of supportive leadership training on bottom-up knowledge sharing: SILVIA CASTRO, DOMINIQUE GROTHE, SIMONE HAECKL, HOA HO, MAREN MICKELER
4:30 PM – 5:00 PM	Q & A Session
5:00 PM	Departure at leisure

PARALLEL SESSION IV

HALL:	HIPPO
SESSION CHAIR:	Dr. Edward Kabaale
DISCUSSANTS:	Assoc. Prof. Robert Kyeyune, Dr. Male Ssentumbwe, Dr. Babra Kayondo
ONLINE MODERATOR:	Dr. Shakila Nagujja/Mr. Duncan Kato
SIGN LANGUAGE INTERPRETER:	Mr. Kisoze Sezi

11:00 AM – 12:40 PM:	Mid-Morning Session: PRESENTATIONS
TRACK 3: Digital Knowledge Management and Inclusive Transformation	
▪ Paper 1: Information Protection Mechanisms and Information Security Management at MM Bekar CPA Uganda: KYALIMPA STELLA ▪ Paper 2: Model for Assessing Readiness to Implement IoT in Public Toilets of Kampala: MAKUBUYA ROGERS & DR. NAMATOVU HASIFAH KASUJJA ▪ Paper 3: Evaluating Virtual Reality Integration in Moodle-Based Courses for Student Engagement and Learning Outcomes: Evidence from Ugandan Higher Education: ANGELLA NASSIMBWA, PETER NABENDA & JAMES KISORO ▪ Paper 4: Transforming Institutional Data into a Knowledge Ecosystem; A Governance Framework for Inclusive Digital Transformation in Uganda: GASTERVAS GEOFFREY RUTWARA ▪ Paper 5: Reconceptualizing Software Engineering Capstones as work Integrated Learning Pathways; Insights from selected Universities in Uganda: ISMAEL KATO, DARALLE VAN GREUNEN	
12.40 PM – 1:00 PM	Q & A Session
1:00 PM – 2:00 PM	Lunch
2:00 PM – 4:30 PM	Afternoon Session: PRESENTATIONS
SESSION CHAIR:	Assoc. Prof. Earnest Abaho
DISCUSSANTS:	Dr. Silvia Aarakit, Dr. Siraje Yiga, Prof. Joseph Sekhampu, Dr. Gastervas G. Rutwara
TRACK 7: Knowledge Entrepreneurship and MSME Development	

• <u>Paper 1: Relational Market Intelligence and Ubuntu-Informed Knowledge Ecosystems for African MSME Competitiveness:</u> THERESA LISITA • <u>Paper 2: Does Scope Clarity Drive Project Success? Empirical Evidence from Urban Road Construction Projects in Kampala City, Uganda:</u> VICTOR BIRUNGI • <u>Paper 3: Evaluating the impact of Ethics, Social and Governance (ESG) initiatives on the growth and sustainability of Small to Medium Enterprises (SMEs) agribusinesses:</u> JOSEPH NEMBO LEKUNZE, EDWILL MTENGWA • <u>Paper 4: Knowledge Entrepreneurship and Micro, Small, and Medium Enterprises Development in Sub-Saharan Africa: A Panel Data Analysis:</u> FORGET MINGIRI KAPINGURA • <u>Paper 5: Family Resources and the Resilience of Family Businesses: The mediating role of Absorptive Capacity:</u> EUNICE KABAHINDA	
4:30 PM – 5:00 PM	Q & A Session
5:00 PM	Departure at leisure

PARALLEL SESSION V

HALL:	HIPPO 2
SESSION CHAIR:	Dr. Mary Suzan Abbo
ONLINE MODERATOR:	Dr. Shakila Nagujja/ Mr. Duncan Kato
SIGN LANGUAGE INTERPRETER:	Mr. Oguttu Philemon, Mr. Mwinganiza Joseph, Kisole Sezi
11:00 AM – 12:40 PM:	Mid-Morning Session: PRESENTATIONS
Track 13: Knowledge for Development Partnership Meeting	
Theme: Co-Creating Africa's Knowledge Future: Building Strategic Partnerships for a Continental Knowledge Agenda.	

▪ Presentation 1. Transforming Uganda into a Knowledge Economy, Mr. Joseph Enyimu, Commissioner Economic Development Policy & Research Department, Ministry of Finance, Planning and Economic Development ▪ Presentation 2. Knowledge Management at the African Union, Mr. Asmerom Girma, AUC (online, tbc) ▪ Presentation 3. Advancing Knowledge Societies in Africa: Dr. Sally Mabrouk, ICESCO (online) ▪ Presentation 4. The Global Knowledge Index, Learnings for Africa and Uganda: Ms. Stephanie Boustany, UNDP (online) ▪ Presentation 5. Knowledge Management in Kenya and KRA: Dr. Cosmas Kemboi, Kenya Revenue Authority ▪ Presentation 6. Knowledge Management in South Africa: Mr. Kholane Chauke (online) ▪ Presentation 7. Knowledge Management: The Uganda case: Dr. Annet K. Nabatanzi Muyimba, Director, MUBS Knowledge for Development Centre; Mr. George Wafula, Commissioner, Ministry of Public Service ▪ Presentation 8. The Greater Mekong Subregion Knowledge Network: A Benchmark for African Subregions. Antonio Ressano, Asian Development Bank (online), Prof. Andreas Brandner, K4DP	
12:40 PM – 1:00 PM	Discussion, Q&A
1:00 PM – 2:00 PM	Lunch
Afternoon Session	Presentations
SESSION CHAIR:	Prof. Janet Kyogabirwe Bagorogoza
2:00 PM – 4:00 PM	Advancing the Power for Food Knowledge Partnership ▪ Presentation 1. Introduction to the Power for Food Partnership and its KM Framework: Dr. Mary Suzan Abbo, Managing Director, Centre for Research in Energy and Energy Conservation (CREEC) ▪ Presentation 2. KM for Agricultural Development in Africa: Mr. Benjamin Abugri, Forum for Agricultural Researchers in Africa (FARA, online) ▪ Presentation 3. Knowledge Café: Towards a Power for Food Knowledge Agenda, facilitated by Prof. Andreas Brandner
4:00 PM – 4:30 PM	Networking Break

4:30 PM – 5:30 PM	Evening Session: KM4D Award
SESSION CHAIR:	Mr. George Wafula, Commissioner, HRD Ministry of Public Service.
▪ <u>Presentation 1. Introduction to the KM4D Award:</u> Prof. Andreas Brandner ▪ <u>Presentation 2. Keynote Speech: Knowledge Management for Inter-American Development,</u> Dr. Lorena Rodrigues, Division Chief for Knowledge and Learning at the Inter-American Development Bank (IDB) (online) ▪ <u>Presentation 3. KM4D Award Ceremony</u> ▪ <u>Presentation 4. Speeches of the Award Winners</u>	
5:00 PM	Departure at Leisure

BUSINESS FORUM

Day 4: Friday, September 25, 2026

DAY MANAGER:	Associate Professor Rogers Matama
HALL:	CRANE HALL
SESSION CHAIR:	Prof. Vincent Bagire
ONLINE MODERATOR:	Dr. Shakila Nagujja/ Mr. Duncan Kato
SIGN LANGUAGE INTERPRETER:	Mr. Oguttu Philemon, Mr. Mwinganiza Joseph, Mr. Kisoile Sezi
08.00 am – 08:30 am	Arrival & Registration
08.30am – 10:30am	OPENING SESSION - Welcome & Opening Remarks: Assoc. Prof. Rachel Mindra Katoroogo, PhD, Deputy Principal (MUBS) KEYNOTE ADDRESS: Dr. Arinaitwe Rugyendo, is the Principal Press Secretary (PPS) to The Speaker of the 12th Parliament of Uganda. Journalism Scholar, Makerere University & Managing Editor-Research Finds News & Science TV GUEST: Ms. Olive Lumonya, Chairperson, Makerere University Business School Council GROUP PHOTO
10:30 AM – 11:00 AM	Health Break

11:00 AM – 12:00 PM	PANEL I – ENTREPRENEURSHIP AND ECONOMIC GROWTH Panelists: 1. Mr. Bryan Mbasu, Senior Manager MTN Foundation 2. Mr. Alex Asiimwe, Commissioner, Labour and Productivity 3. Mr. John Peter Mujuni, Executive Director, Microfinance Support Centre 4. Mr. Richard Zulu, Principal, Outbox 5. Ms. Babra Kasekende, Uganda Development Bank 6. Mr. Tillmann I. Guenther, Adolescent Development Manager, UNICEF Uganda
MODERATOR:	Assoc. Prof Diana Ntamu
12:00 PM – 1:00 PM	PANEL II - GOVERNANCE AND INCLUSIVE DEVELOPMENT Panelists: 1. Nesta Paul, CEO Otic Foundation 2. Smith Matsiko, Commissioner, Ministry of Lands and Urban Development 3. Hon. Lenia Charity, Vurra County 4. Prof. Emmanuel Mutambara, Northwestern University 5. Hon. Gerald Nangoli, Elgon North County
MODERATOR:	Dr. Maureen Basuuta
1:00 PM – 2:00 PM	Lunch

2:00 PM – 3:00 PM	PANEL III - KNOWLEDGE MANAGEMENT AND SUSTAINABLE DEVELOPMENT Panelists: 1. Steven Paul Ojambo; Uganda Revenue Authority 2. Andrew Ssali; National Planning Authority 3. Victoria Mbigidde; National Agricultural Research Organisation/ FARA 4. Prof. Alice Lamwaka; Gulu University 5. Jude Rwamisisi; Uganda Management Institute 6. Dr. Andrew D. Kambugu; Infectious Disease Institute, Mckinnel Knowledge Centre, Makerere University
MODERATOR:	Dr. Annet K. Nabatanzi Muyimba
3:00 PM – 4:00 PM	PANEL IV - HOSPITALITY AND TOURISM FOR SUSTAINABLE DEVELOPMENT Panelists: 1. Mr. Kawere Richard, Principal Hotel and Tourism Training Institute 2. Ms. Lilly Ajarova, Conservationist and Senior Presidential Advisor 3. Mr. Boaz Tumwesigye, Project Manager, Enabel 4. Mrs. Yewagnesh Birigwa, President of Uganda Tourism Association 5. Prince Wasajja, University of Kigali
4:00 PM – 5:00 PM	OFFICIAL CLOSING CEREMONY
Venue:	CRANE HALL
Welcome & Opening Remarks: Prof Moses Muhwezi, Principal, Makerere University Business School	
Chief Guest:	Rt. Hon. Jacob Marksons Oboth, Speaker of the Parliament of Uganda
SESSION MANAGER:	Mr. Peter Odoki
5:00 PM	Departure at Leisure

ACKNOWLEDGEMENT

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We are deeply grateful to the **Conference Organising Committee**, particularly the Deans of Faculties and Heads of Departments, for mobilising scholarly contributions and providing leadership in chairing the various Conference tracks.

We warmly acknowledge our **Keynote Speakers, Panel DISCUSSANTS, Presenters, and Participants** for enriching the Conference through their knowledge, expertise, experiences, and active engagement. We also extend our sincere appreciation to our international participants and Heads of Delegations for their valuable presence and contribution to the Conference particularly; University of Fort Hare and North West University.

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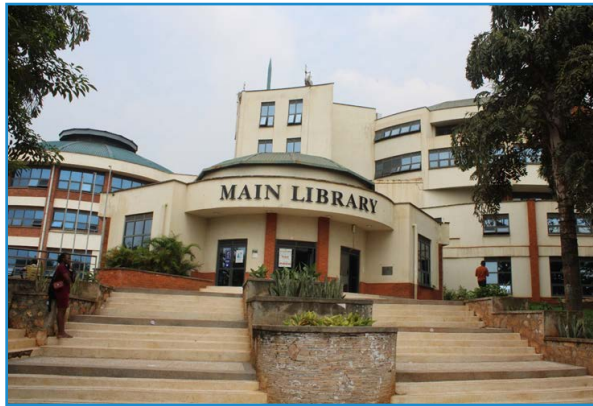
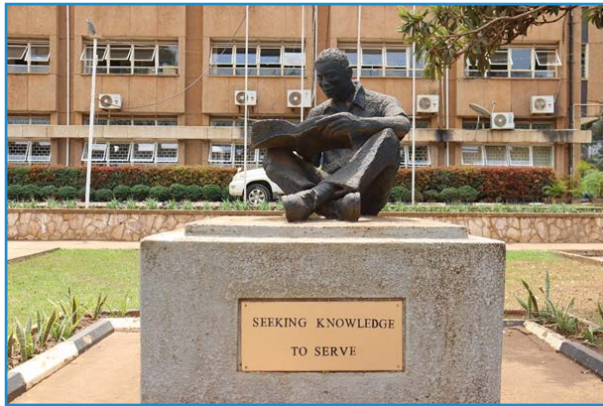
We are grateful for their dedication, professionalism, and tireless efforts in coordinating the planning, communication, logistics, publications, and overall execution of the Conference.

Finally, we extend our heartfelt appreciation to all **Individuals, Institutions, Partners, Sponsors** and **Stakeholders** who contributed in one way or another to the success of this Conference. Your support, commitment, and collaboration were instrumental in making the Conference a success.

We sincerely thank you all.

Assoc. Prof. Joshua Mugambwa
Dean, Faculty of Management
Conference Chair
30th MUBS Annual International Management Conference 2026

PICTORIAL



MOU signed between MUBS and URA to exploit Knowledge for Development.



Participants at the launch of Knowledge Management for Agricultural Development Uganda Project (KM4AgD) in 2021



The Acting Minister of Education and Sports, Uganda, Hon. Dr. John Chrysostom Musingo, at the Commissioning of the new classroom block at MUBS.



The Acting Minister of Education and Sports, Uganda, Hon. Dr. John Chrysostom Musingo, The chairperson of the Makerere University Business School (MUBS) Governing Council is Olive Birungi Lumonya, and Principal Prof. Moses Muhwezi at the Commissioning of the new classroom block at MUBS



Reflecting on the 29th Annual International Management Conference.



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