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## 9<sup>TH</sup> ABEM 2025 CONFERENCE

on

*Business and Technology in Emerging Markets*

August 5-6, 2025

Graduate School of Business  
University of Zambia, Lusaka, Zambia  
(Great East Road Campus, Lusaka)

### Program Schedule

Conference Chair

Dr Satyendra Singh, University of Winnipeg, Canada

Conference Co-Chairs

Dr Bupe Getrude Mutono-Mwanza, University of Zambia, Zambia

Dr Darina Saxunova, Comenius University Bratislava, Slovakia

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# Welcome!



I am delighted to welcome you to the ABEM 2025 International Conference, co-hosted by the Academy of Business and Emerging Markets (ABEM), Canada, and the Graduate School of Business at the University of Zambia. This year, we convene under the pertinent and revolutionary theme: Business and Technology in Emerging Markets. Amidst the ongoing rapid digital change, climate problems, and socio-economic shocks, emerging markets are positioned at the forefront of innovation, resilience, and inclusive growth. This conference provides a dynamic venue for the dissemination of innovative research, practical case studies, and critical analyses about the influence of technology on business ecosystems in emerging economies. We will examine the theme from several perspectives, including entrepreneurship, sustainability, supply chain innovation, digital transformation, governance, and the future of work. We are particularly eager to receive comments from PhD students, early-career researchers, and established academics, as their views are essential for defining the forthcoming wave of thought leadership.

We cordially invite all participants to participate profoundly, connect significantly, and collaborate assertively. Your participation, whether as a presenter, session leader, or attendee, enhances the collective experience and fosters the progress of knowledge and practice in emerging market situations. On behalf of the organizing committee, I express my gratitude for your participation and wish you a fruitful, exciting, and unforgettable conference experience.

*Dr Bupe Getrude Mutono-Mwanza, Conference Co-Chair  
Associate Director, Graduate School of Business  
University of Zambia, Lusaka, Zambia*



A very warm welcome to you to the 9<sup>th</sup> ABEM 2025 conference. Organizing an international conference in an emerging market is a monumental task. It could not be achieved without your support, contribution and participation. We are immensely grateful to Vice-Chancellor Dr Mundia Muya, Director Dr Lubina Haabazoka and Associate Director Dr Bupe Getrude Mutono-Mwanza, Zambia University for the sponsorship and support for hosting the conference. We are also very thankful to University of Winnipeg, Comenius University

Bratislava, North-West University and the organizing committee, program and awards committee, keynote speakers, proceedings editors, regional chairs, session chairs, discussion chairs, reviewers, presenters, typesetters, and the professionals at the University of Zambia who worked hard for the last few months to ensure a smooth, pleasant and successful conference at the University of Zambia. We have 32 authors from 14 countries. It is truly an international conference dedicated to issues relating to emerging markets.

We do hope that you will have long lasting memories and enriching experience at the Conference and in Lusaka.

*Dr Satyendra Singh, Professor and Conference Chair  
University of Winnipeg, Canada*



Welcome to ABEM 2025!

This international gathering of minds and ideas is in a city that reflects the spirit of innovation and resilience. We are delighted to have you join ABEM 2025 conference. We would like you to be informed by inviting you to follow the 9th International Scientific Conference ABEM 2025 program, focused on Business and Technology in Emerging Markets.

Emerging markets have been recently shaken by economic or political instability. Risks related to political instability cannot be eliminated; however, multinational enterprises, as well as large domestic or SMEs can take measures to diminish the potential negative consequences on their operations. The conference aims to present scientific studies of experienced or starting researchers, academicians or practitioners and to evoke a fruitful debate among researchers. The variety of international participants sharing their research dealing with diverse themes enables us to analyze and discuss the matter presented from various perspectives.

We would like to thank all who contributed to the conference's success and all authors for their contributions emphasizing challenges and opportunities faced by emerging markets.

May this conference be a catalyst for impactful partnerships and sustainable growth. Best wishes for enjoying the conference and your stay in Lusaka!

*Dr Darina Saxunova. Professor and Conference Co-Chair  
Comenius University Bratislava, Slovakia*

## Conference Committees

### Conference Chair

Dr Satyendra Singh, University of Winnipeg, Canada

### Conference Co-Chairs

Dr Bupe Getrude Mutono-Mwanza, University of Zambia, Zambia

Dr Darina Saxunova, Comenius University Bratislava, Slovakia

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Dr Austin Mwanze, University of Zambia, Zambia

Dr Joseph Mwanza, University of Johannesburg, South Africa

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Dr Lerato Mdaka, North-West University, South Africa

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Dr Guido Rojer, Jr., University of Curaçao, Curaçao

### Europe

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Dr Ven Sriram, University of Baltimore, USA

### South and Central America

Dr Velia Govaere, Universidad Estatal a Distancia (UNED), Costa Rica

## Keynote Speaker



### **Dr Lubinda Haabazoka**

University of Zambia  
Zambia

Dr Lubinda Haabazoka is a Director at the University of Zambia's Graduate School of Business and an immediate past President of the Economics Association of Zambia. He is the author of several academic books and research papers in international peer-reviewed journals. He has facilitated and presented papers at international conferences, including high-level side meetings at the United Nations General Assembly, Atom Expos, and International Atomic Agency events in Europe and Africa. Dr Haabazoka is also the founder of the National Economic Summit in Zambia.

### **Artificial Intelligence and Economic development in African Countries: Challenges and Prospects**

Artificial Intelligence (AI) has emerged as a transformative force in global economic development, redefining productivity, innovation, and competitiveness across both advanced and emerging economies. While high-income countries are rapidly integrating AI into industrial policy and strategic national development agendas, African nations face a more complex landscape characterized by both vast potential and structural limitations. This keynote critically examines the role of AI in fostering economic development in African countries, with a particular focus on Zambia as a representative case study. The keynote begins by exploring global trends in AI deployment where AI integration has boosted efficiency in sectors such as manufacturing, healthcare, finance, and agriculture.

The keynote concludes by offering policy recommendations aimed at fostering a sustainable AI-driven development model in Zambia and other African countries. These include strengthening AI education and research capacity, developing ethical and inclusive data governance frameworks, promoting innovation through targeted investments, and leveraging international partnerships to build AI infrastructure. The keynote contributes to the growing discourse on technology-driven development in the Global South and underscores the need for context-sensitive, inclusive AI strategies that align with Africa's broader socio-economic priorities.

## Keynote Speaker



### **Dr Guido Rojer, Jr.**

University of Curaçao  
Curaçao

Dr. Guido Rojer, Jr. is a Curaçaoan author, scholar, founder, pundit, tech advocate, and all-around professional troublemaker. Dr Rojer is an Associate Professor at the University of Curaçao Business School and researches Islanders, Island-Based Firms, Island Economies through a broad Evolutionary Economics lens. He draws his contributions from executive and supervisory experience in both the profit and not-for-profit sectors. He has also fulfilled roles as an advisor to governments and multilateral organizations in the region. Dr Rojer is a renowned researcher with a grant of over €1million.

### **Floating Futures: Islands, Innovation, and the Art of Navigating the In-Between tides and trade**

Islands have long occupied a paradoxical position in the global imagination—seen as both isolated outposts and vibrant crossroads, as paradises and peripheries. Yet, in the 21st century, it is precisely this liminality—their constant positioning in between—that makes islands vital to rethinking the trajectories of emerging markets. This keynote examines how small island states serve as dynamic transitional spaces, where economic, ecological, and cultural thresholds are crossed daily. Islands are not static or insular—they are in motion, shaped by tides of trade, migration, tourism, climate change, and digital flows.

Drawing on insights from Caribbean, Pacific, and Indian Ocean islands, this presentation argues that islands are not exceptions—they are exemplars. They are frontlines of disruption and innovation, where resilience is not a luxury but a necessity. These communities are making what this keynote calls “liminal leaps”—purposeful acts of transformation through constraint.

In sum, this keynote invites policymakers, scholars, and practitioners to look to islands not as footnotes to global history, but as field notes for global futures—models of how liminality, when embraced, can become a source of strength. For emerging markets navigating their transitions, the island condition offers urgent lessons in adaptive capacity, plural sovereignty, and the art of becoming otherwise.

## Program Schedule

### August 5, 2025

<i>Conference Room</i>	<i>Room no 3</i>
9:00 – 12:30	Registration
9:00 – 9:30	Opening by Vice-Chancellor Prof Dr Mundia Muya
9:30 – 10:30	Introduction by Dr. Satyendra Singh, Canada <u>Session 1</u> (Keynote): Dr Lubina Haabazoka, Director Grad School of Business, University of Zambia <u>Group Picture</u>
10:30 – 11:00	<i>Coffee: Library</i>
11:00 – 12:30	<u>Session 2</u> : Paper Presentations
12:30 – 14:00	<i>Lunch: Library</i>
14:00 – 15:30	<u>Session 3</u> : Paper Presentations
15:30 – 16:00	<i>Coffee: Library</i>
16:00 – 17:30	<u>Session 4</u> : Workshop on Fulbright USA

### August 6, 2025

9:00 – 10:30	Introduction by Dr. Darina Saxunová, Slovakia <u>Session 5</u> (Keynote): Dr Guido Rojer, Jr. University of Curaçao, Curaçao
10:30 – 11:00	<i>Coffee: Library</i>
11:00 – 12:30	<u>Session 6</u> : Paper Presentations
12:30 – 14:00	<i>Lunch: Library</i>
14:00 – 15:30	<u>Session 7</u> : Doctoral seminar
15:30 – 16:00	<i>Coffee: Library</i>
16:00 – 17:30	<u>Session 8</u> : Networking and collaboration
17:30 – 18:00	<u>Session 9</u> : Award & Closing Professor Trywell Kalusopa Deputy Vice-Chancellor University of Zambia, Zambia

## Tuesday, August 5, 2025

9:00 – 12:30 Registration

### Room no 3

#### **Session 1**

- 9:00 – 9:10 Opening remarks by Prof Dr Mundia Muya  
Vice-Chancellor, University of Zambia, Lusaka
- 9:10 – 9:15 Dr Lubina Haabazoka, Director  
Graduate School of Business, University of Zambia
- 9:15 – 9:20 Dr Satyendra Singh, Conference Chair  
Professor, University of Winnipeg, Canada
- 9:20 – 9:25 Dr Bupe Getrude Mutono-Mwanza, Conference Co-Chair  
Associate Director, Grad School of Bus, U Zambia, Lusaka
- 9:25 – 9:30 Dr Darina Saxunova, Conference Co-Chair  
Professor, Comenius University Bratislava, Slovakia
- 9:30 – 10:30 Plenary Keynote: *Artificial intelligence and economic development in African countries: challenges and prospects*  
Dr Lubinda Haabazoka, University of Zambia, Zambia  
Dr Satyendra Singh, University of Winnipeg, Canada

#### **Introduction**

### Group Picture

10:30 – 11:00 Coffee — Library

11:00 – 12:30

**Session 2** *Business in Emerging Markets*

**Session Chair** Darina Saxunova, Comenius U Bratislava, Slovakia

*Lessons for emerging markets from small islands: a research agenda*

Guido Rojer, Jr., University of Curaçao, Curaçao

*Formal institutions and the governance of equity-based subsidiary investments established by foreign-investing SMEs in emerging markets*

Michael A. Sartor, Queen's University, Canada

*Defining African luxury: challenges and opportunities for South African luxury brands in an emerging market*

Lerato E. Mdaka, North-West University, South Africa

Iman Mkhwanazi, University of Witwatersrand, South Africa

*Modeling the effects of value-congruence on employee retention and human resource costs in Eswatini entities*

Aaron Siboniso Gwebu, Eswatini National Administration, Eswatini

Austin Musundire, University of Limpopo, South Africa

Md. Humayun Kabir, Sol Plaatje University, South Africa

*Discussion Chair:* Mpumelelo Longweni, North-West U, South Africa

12:30 – 14:00 Lunch — Library

14:00 – 15:30

**Session 3** *Corporate Social Responsibility*

**Session Chair** Prince Baah-Peprah, University of Agder, Norway

*Reducing gender-based violence through social interventions: a cross-country across the African continent*

Krishanu Rakshit, ICN Creative Business School, France

*Exploring corporate social responsibility in South African tertiary institutions*

Phetole Ramatsoma, Sol Plaatje University, South Africa

Md. Humayun Kabir, Sol Plaatje University, South Africa

*Exploring the Einstellung effect: how education shapes managers' thinking skills in creative problem-solving*

Mpumelelo Longweni, North-West University, South Africa

*Relationships among pricing strategies and customer's purchase intentions: Chinese and African environment in the context of CSR*

Darina Saxunova, Comenius University Bratislava, Slovakia

Manuel Vilar Dos Santos, CSJ Ltd. Portugal

Qian Jia, Comenius University Bratislava, Slovakia

Rita Szalai, Comenius University Bratislava, Slovakia

*Discussion Chair:* Lerato E. Mdaka, North-West University, South Africa

15:30 – 16:00 Coffee — Library

16:00 – 17:30

**Session 4**

*Workshop*

**Moderators**

Bupe Getrude Mutono-Mwanza, U of Zambia, Zambia

*Fulbright Specialist Program (FSP) for host country universities and institutions*

Herbert J. Davis, George Washington University, USA

Dinner on your own

Wednesday, August 6, 2025

Room no 3

9:00 – 10:30

**Session 5**

*Plenary Keynote: Floating Futures: Islands, Innovation, and the Art of Navigating the In-Between tides and trade*

Dr Guido Rojer, Jr. University of Curaçao, Curaçao

**Introduction**

Dr Darina Saxunová, Comenius University, Slovakia

10:30 – 11:00

Coffee — Library

11:00 – 12:30

**Session 6**

*Business Sustainability*

**Session Chair**

*Guido Rojer, Jr., University of Curaçao, Curaçao*

*On the keys to unlocking crowdfunding awareness and adoption in Africa*

Prince Baah-Peprah, University of Agder, Norway

Rotem Shneor, University of Agder, Norway

Eliran Solodoha, Peres Academic Centre, Israel

Johari Twaha Abdallah, Nord University, Norway

Hibat-Allah Ezzahid, Hassan First University, Morocco

Kwasi Poku, Kwame Nkrumah U of Science and Technology, Ghana

*ESG Trends in the banking sector as a shaping tool of clients' and investors' professional behavior not only in emerging markets*

Qian Jia, Comenius University Bratislava, Slovakia

Rita Szalai, Comenius University Bratislava, Slovakia

Darina Saxunova, Comenius University Bratislava, Slovakia

*Collaboration strategy and the performance of small businesses in Lagos, Nigeria*

Olufemi A. Ogunkoya, Olabisi Onabanjo University, Nigeria

Adeyemi A. A., Olabisi Onabanjo University, Nigeria

Tolu Akinniyi, Olabisi Onabanjo University, Nigeria

Sowemimo Zacheus, Olabisi Onabanjo University, Nigeria

*The evolution and emerging opportunities of digital assets: a focus on Zambia*

Darina Saxunova, Comenius University, Bratislava, Slovakia

Qian Jia, Comenius University, Bratislava, Slovakia

Rita Szalai, Comenius University, Bratislava, Slovakia

*Discussion Chair:* Md. Humayun Kabir, Sol Plaatje University, South Africa

12:30 – 14:00 Lunch — Library

14:00 – 15:30

**Session 7** *Doctoral Seminar*

**Session Chair** Michael A. Sartor, Queen's University, Canada

*Strategic thinking and planning for innovation in resource governance: insights from Zambia's mining sector*

Pamela Nakombe, University of Zambia, Zambia

Bupe Getrude Mutono-Mwanza, University of Zambia, Zambia

Romeo Yohane, University of Zambia, Zambia

*Strategic Africa: leveraging demographics, trade, and innovation for the future*

Monte Joel, University of Nairobi, Kenya

*Public procurement challenges in emerging markets: insights from Zambia's Ministry of Health*

Memory Mawini Ntaimo, University of Zambia, Zambia

Bupe Getrude Mutono-Mwanza, University of Zambia, Zambia

Chikusela Sikazwe, University of Zambia, Zambia

*Cross-cultural perspectives on employee engagement: comparing South African and European workplaces*

Nelechurai Nancy Cathy, University of Nairobi, Kenya

*Discussion Chair:* Krishanu Rakshit, ICN Creative Business School, France

15:30 – 16:00	Coffee — Library
16:00 – 17:30	
<b>Session 8</b>	<i>Networking and Collaborations</i>
<b>Moderators</b>	Mpumelelo Longweni, North-West U, South Africa Bupe Getrude Mutono-Mwanza, U of Zambia, Zambia
<b>Session 9</b>	Award and Closing
<b>Ceremony Chairs</b>	Dr Darina Saxunová Dr Bupe Getrude Mutono-Mwanza
17:30 – 18:00	Award declaration by Professor Trywell Kalusopa Deputy Vice-Chancellor University of Zambia, Zambia
	Closing remarks by Dr Satyendra Singh Dr Bupe Getrude Mutono-Mwanza Dr Darina Saxunová and participants
	...

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# Notes

## Contacts

Dr Satyendra Singh, *Conference Chair*  
University of Winnipeg, Winnipeg, CANADA  
T: +1.204.786.9424 E: [s.singh@uwinnipeg.ca](mailto:s.singh@uwinnipeg.ca)

Dr Bupe Getrude Mutono-Mwanza, *Conference Co-Chair*  
University of Zambia, Lusaka, ZAMBIA  
T: +260.97.5821846 E: [getrude.mutono-mwanza@unza.zm](mailto:getrude.mutono-mwanza@unza.zm)

Dr Darina Saxunova, *Conference Co-Chair*  
Comenius University Bratislava, SLOVAKIA  
T: +421.2.9021.2094 E: [darina.saxunova@fm.uniba.sk](mailto:darina.saxunova@fm.uniba.sk)



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