

DOCTORAL SYMPOSIUM

Date: Tuesday, September 24, 2024

Day Manager: Dr. Geoffrey Nkuutu

Day 1: The Doctoral Symposium

The Doctoral Symposium brings together doctoral students to engage with other scholars on the latest theoretical developments in their respective fields of study. It aims at giving an opportunity to doctoral students, current and prospective, and those that have been involved in supervision of doctoral students, a forum to share their experiences on pursuing a PhD. It gives an opportunity to students to present their work, cause discussion on the process of undertaking a PhD mainly in the African setting, and be critiqued by others. It aims at enabling prospective students to understand the process of undertaking a PhD including selecting topics, areas of research and research methods.

The symposium benefits doctoral students, prospective students, researchers and professors who supervise doctoral students and gives them an opportunity to learn from one another.

CRANE PLENARY HALL: OFFICIAL OPENING		
Session Chair: Prof. Laura Orobia		
Online Moderator: Ms. Shakira Nagujja		
Sign Language Interpreter: Mr. Kisole Sezi		
8:30 – 9:00am	Arrival & Registration	Conference Secretariate
	Anthems & Prayer	Mr. Peter Odoki
9:00 – 9:05am	Welcome Remarks	Prof. Vincent Bagire – Dean/FGSR MUBS
9.05 – 9.10am	OPENING REMARKS	Prof. Moses Muhwezi – Principal/MUBS
9:10 – 9:30am	KEYNOTE ADDRESS	PhD Journey and Artificial Intelligence Prof. Buyinza Mukadasi – Ag. VC, Mak
9:30 – 10:00am	OFFICIAL OPENING	CHIEF GUEST - Hon. Dr. Chris Baryomunsi – Minister for ICT & National Guidance
10:00 – 10:30am BREAK TEA		
11:00 – 1:00pm	PRESENTATION: The PhD Journey in the Artificial Intelligence Era	
Session Chair: Assoc. Prof. Geoffrey Kituyi	Prof. Ifeoluwa Ogunrinola – School of Business, Conestoga College, Ontario - Canada	
Panelists:	<ul style="list-style-type: none"> ▪ Prof. Kaawaase Twaha ▪ Prof. Laura Orobia ▪ Dr. Sylvia Aarakit ▪ Prof. Rose Jennifer Aduwo ▪ Prof. Elizabeth Kukunda Bacwayo 	
	Paper 1: Financial sustainability in Higher Education Institutions in Uganda (<i>Ndazaano Kalimu</i>) Q&A	
	Paper 2: Credit Risk Management and Loan Repayment in selected Commercial Banks in Rwanda: a Structured Equation Analysis (<i>Dumba Arafat</i>) Q&A	
	Paper 3: Business Process re-engineer and organisational performance of SMEs in South Western Uganda (<i>Aturinda Joan</i>)	
1:00 – 2:00pm LUNCH BREAK		
2:00 – 4:00pm	Paper 4: Implementation of Sustainable public procurement practices in the procurement of works in Uganda's Central Government entities (<i>Olupot Simon Peter</i>) Q&A	
Session Chair: Assoc. Prof. Rogers Mwesigwa		
Panelists:	<ul style="list-style-type: none"> ▪ Prof. Kaawaase Twaha ▪ Prof. Laura Orobia ▪ Dr. Sylvia Aarakit ▪ Prof. Rose Jennifer Aduwo ▪ Prof. Elizabeth Kukunda Bacwayo 	
	Paper 5: Financial Technology (Fintech) adoption, Green Finance initiatives & sustainable performance of the financial service sector (<i>Oyebazibwe Avernus</i>) Q&A	
	Paper 6: Strategic Flexibility among tourism firms in Uganda (<i>Birungi Felister</i>) Q&A	
4:00 – 4:30pm	CLOSING Remarks: Assoc. Prof. Sonny Nyeko - MUBS	
5:00pm:	Refreshments & Departure at leisure	

Sponsors



PARALLEL ACADEMIC PRESENTATIONS

PARALLEL SESSION 1:

Academic Session

Hall: KOB Hall

Time: 10:30am – 1:00pm

Session Chair: Prof. James Muranga Njihia (Ph.D.)

Panellists: Dr. Innocent Baguma
Prof. Jennifer Rose Aduwo
Prof. Geoffrey Kituyi
Prof. Steven Nkundabanyanga

Paper 1: A Journey to an Outstanding PHD Thesis: Cendrine Akinyi Ofieno

Paper 2: Ethics and Doctoral Research Enterprise: Phoebe Ngari and Prof. Evans Aosa, University of Nairobi

Paper 3: A Framework for Accessibility of Digital Education Technologies for PWD's in Higher Education Institutions in Uganda: Engotoit Benard

Paper 4: Survival of PWDs owned SGs in Uganda: James Odongo

Paper 5: Household perceptions of transition communication on low carbon energy solutions: a cognitive mapping approach: Florence Nakajubi, Joseph Ntayi, Hassan Bashir, Livingstone Senyonga, Sam Adaramola, Ronnettee Atukunda,

Paper 6 Remote work for sustainable workplace mental health among university faculty: The strategic role of technology and personality differences: Asuman Matongolo, Prof. Han Ping (PhD), Vincent Obedgiu (PhD), Mellan Basemera

Q&A

PARALLEL SESSION 2:

Track 5: Tourism, Hospitality and Languages

Hall: Zebra Hall

Time: 10:30am – 1:00pm

Session Chair: Assoc. Prof. Milburga Atcero

Paper 1: Social media marketing and resilience of tourism

Enterprises in Kampala in covid-19 pandemic: Jackline Nakabuga, Muganga Fred, Assoc. Prof. Samuel Dawa (PhD) Mr. Richard Kawere

Paper 2: Profiling Community Based Tourism: Francis Okello

Paper 3: From Clicks to Memories: How Technology Adoption Transforms Smart Tourism Experiences at Kampala's Top Attractions: Dean Agaba: Provia Kesande: Milburga Atcero: Mercy Arinaitwe: John Paul Aporu:

Paper 4: Structural modelling of food safety knowledge, attitudes and practices of food handlers in highway tourist stop-over foodservice establishments in Uganda: Innocent Hope Tinka Mukama

Paper 5: Opportunities and challenges of digital competencies in the craft industry in Uganda: Voices from the field: Provia Kesande; David Kagwa Nabakira: Dean Agaba; Milburga Atcero: Celestine

Paper 6: The Influence of Protected Areas on Host Communities' Livelihoods in Rwanda: A Case Study of Gishwati-Mukura National Park: Kalulu Ronald

Q&A

1:00 – 2:00pm LUNCH (Venue:.....)

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PARALLEL SESSIONS

PARALLEL SESSION 3:

Track 1: Science, Technology and Innovation

Hall: Golf Hall

Time: 10:30am – 1:00pm

Session Chair: Assoc. Prof. Robert Kyeyune - MUBS

**Paper 1: Strategic Management Tools and Techniques:
Leveraging Artificial Intelligence to propel business
growth in Africa:** *Japheth Achola*

Paper 2: Digital Trade in Services and Inequality in Africa: *Beatrice
Mbinya*

**Paper 3: Students' Use of Generative AI tools in Undergraduate
Software Development Capstones: a case of selected
universities in Uganda:** *Ismael Kato, Abdal Kasule, Bashir
Mutebi, & Zuhra Nantege*

**Paper 4: A Framework for Adopting AI Usage in 3D Body Scanners
in E-Commerce Sites in Uganda:** *Sadat Bukoma*

**Paper 5: A Cyber Security Poverty Line Assessment Model for
Readiness of Corporate Organisations in Uganda:** *Hilda
Mpirirwe*

**Paper 6: Developing an artefact to support effective and efficient
collection and disposal of e-waste in Uganda:** *Abdallah
Ibrahim Nyero, Cosmas Ogen, Shamim Kemigisha, Sonny Nyeko*

Q & A

ABOUT MUBS

Makerere University Business School (MUBS) is a public institution set up by statutory order. It is a government tertiary institution of higher learning that is affiliated to Makerere University and conducts teaching for the award of Makerere University degrees. Its mandate is to develop business and management education in the country at all levels.

MUBS also offers certificate, diploma and post graduate diploma programs in various business disciplines. The School is at the forefront of research, business and management education in the country. Our strategic goal is to improve business management practices leading to the growth of the national economy.

MUBS currently has five (5) Campuses with one in Arua, Jinja, Mbale, Mbarara and the main campus at Nakawa. It also runs outreach programmes through the Leadership, ICT, and the Centres for Entrepreneurship and Innovation, Disability Resource, Energy Resource, Knowledge4Development, Executive Education Programmes and Career and Skills Development

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

1:00 – 2:00pm LUNCH (Venue:.....)

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PARALLEL SESSIONS

PARALLEL SESSION 4:

Track 7: Management Science, Energy and Economics

Hall: KOB Hall

Time: 2:00pm – 4:30pm

Session Chair: Assoc. Prof. Susan Watundu

Paper 1: Sustainable Energy Consumption in African Higher Institutions of Learning: The nexus of Top management commitment and Institutional pressures: *Dr. Alice Arinaitwe; Prof. Vincent Bagire; Mr. John Bosco Kakooza; Ms. Fiona Apophia Aikiriza*

Paper 2: Sustainable trading to the future: Academia, Government and industry relationship paradigm fit for green jobs in Uganda: *Ruth Atuhire, Prof. Adaramola, Dr. Wabukala, Mr. Elasu, Dr. Mukisa and Mr. Nduhuura*

Paper 3: Electricity trading in an integrated East Africa energy Market: *Ezra Muhumuza Rubanda, Livingstone Senyonga, Samuel Adaramola and Ronett Atukunda*

Paper 4: Electricity Price Convergence in East Africa Integrated Energy Market: *Santa Rubanda,*

Paper 5: Revealed comparative advantages and sustainable export competitiveness of firms in the EAC: *Dr. Olyanga Anthony Moni; Mukundane Proscovia*

Paper 6: Fuelwood collection and child schooling: An instrumental Variable-Probit analysis of rural households in Uganda: *Milly Kaddu, Livingstone Senyonga, John Sseruyange, Susan Watundu, Muhammed Ngoma, Dickson Turyareeba*

Q&A

PARALLEL SESSION 5:

Track 4: Governance. Leadership & Public Administration

Hall: Zebra Hall

Time: 2:00pm – 4:30pm

Session Chair: Dr. Joshua Mugambwa

Paper 1: Politics of managing NGOs And Corporate Governance Practices in Uganda: *Thomson Odoki Mangeni*

Paper 2: Effect of Surface Type on Latent Fingerprint Processing in Crime Investigations in Kenya: *Lucy Wamuyu Mwangi*

Paper 3: Socially Responsible Leadership and Employee's Work Passion in Public Universities in Uganda: The Mediating Effect of Psychological Safety: *Mahadih Kyambadde, Joshua Mugambwa, Regis Namuddu & Afulah Namatovu*

Paper 4:-Tools and Techniques in Strategic Management and Technology: *Cendrine A. Otieno, Monte Joel, Jedidah N. Wambua, Peninna M. Mwangangi, Nelia K. Monari & Prof. Evans Aosa*

Paper 5: Strategic Management Practices in Africa: *Cendrine Akinyi Otieno*

Paper 6: Strategic Management issues in the contemporary business environment: *Jedidah Ndanu Wambua, Monte Joel, Penina Akinyi Onyango, Peninna Mukeli Mwangangi, Prof. Evans Aosa*

Q&A

Closure, Refreshments & Departure at leisure

Sponsors



PARALLEL SESSIONS

PARALLEL SESSION 6:

Track 8: Procurement, Logistics and Supply Chain Management

Hall: Golf Hall

Time: 2:00pm – 4:30pm

Session Chair: Assoc. Prof. Sheila Namagembe

Paper 1: The role of Information technology capabilities and distribution management logistics performance of 3PLS in a developing country context: Benjamin Tukamuhabwa, Fred Kyagante, Joel Ngobi Makepu, Henry Mutebi, Henry Sekyole

Paper 2:-Project Governance, Benefit Realization Management and Project Success In Developing Countries: A Case Of The Uganda Government Intergovernmental Fiscal Transfer (Ugift) Project: Dickinson Dunstan Turinawe And Nassolo Irene Rita

Paper 3: Sourcing effectiveness, dynamic capabilities and humanitarian supply chain performance in Uganda: Caleb Tusiime, Bonny Bagenda, Sheila Namagembe, Juliet Namukasa

Paper 4: Mediating Effect of Stakeholder Involvement, in the Relationship between Project Implementation and Project Success in the Ministry of Education Projects in Uganda; Dickinson Dunstan Turinawe and Violet Kakyö

Paper 5: Supplier Evaluation, Supplier-Buyer Relationship Quality and Supplier Performance in Uganda: A Case of Save The Children Uganda: Maali Herbert and Tani Patrick

Paper 6: Artificial intelligence and Humanitarian supply chain resilience: Mediating effect of Localized logistics capacity: Henry Mutebi, Pamela Nagawa, Benjamin Tukamuhabwa, Samuel Mayanja Ssekajja, Kyomuhangi Diana, Allan Akashabaruhanga

Q&A

Closure, Refreshments & Departure at leisure

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Day 2: The Academic Conference

The MUBS Annual International Management Conference (AIMC) attracts a number of stakeholders ranging from advanced international researchers, policy makers, educationalists, postgraduate students, professionals, political leaders, business people, and other social entrepreneurs.

The conference is a multidisciplinary event and usually tackles business and management issues across sectoral and industrial perspectives. Because of the integrative nature of management, this conference attracts researchers from both local and international arenas who meet to share their policy and research works, and create a broader spectrum of sharing research findings and international intellectual networking opportunities

ACADEMIC CONFERENCE

Date: Wednesday, September 25, 2024

Day Manager: Assoc. Prof. Rogers Matama		
SESSION 1: OFFICIAL OPENING		
Venue: CRANE HALL (PLENARY)		
SESSION CHAIR: Prof. Moya Musa		
Online Moderator: Ms. Shakira Nagujja/Mr. Duncan Kato		
Sign Language Interpreter: Mr. Kisole Sezi		
9.00 – 9.10am	WELCOME REMARKS	Dr. Ronnette Atukunda
9.10 – 9.30am	OPENING REMARKS Prof. Moses Muhwezi Principal– Makerere University Business School (MUBS) Kampala - Uganda	
9.30 – 10.00am	CHIEF GUEST Prof. Foluso Ayeni Department of Management Information Systems College of Business Management Metropolitan State University USA	
GROUP PHOTO		
10.00-1030am	Health Break	

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PARALLEL SESSIONS

PARALLEL SESSION 1:

Track 1: Science, Technology and Innovation

Hall: Crane Plenary Hall

Time: 10:30am – 1:00pm

Session Chair: Assoc. Prof. Sonny Nyeko

Paper 1: Digital Marketing Adoption and SME Sales Performance in Uganda. A case study of Apparel and Shoe Shops in Kampala: *Engotoit Benard*

Paper 2: ICT-Based reskilling framework for empowering Knowledge Societies in Uganda: *Nabukwasi Prisca; Adam A. Alli; Lwembawo Ibrahim*

Paper 3: A machine-learning based IoT home system to detect and reduce urban insecurity in Uganda: A case of Kampala Metropolitan Area: *Edward Miiro; Ismael Kato*

Paper 4: Health Workers' Self-Efficacy and Compliance with the Data Protection and Privacy Act in Ugandan Hospital Settings: *Barbara Kayondo*

Paper 5: Forecasting Exchange Rates using Artificial Neural Networks: *Emmanuel Erem*

Paper 6: Requirements for a Career Selection Enhancement Model for Secondary School students; A perspective of Social Cognitive Career Theory; *Moses Tuhame, Barbara Kayondo, Annabella Habinka, Gilbert Maiga*
Q&A

PARALLEL SESSION 2:

Track 2: Finance Insurance, Financial Inclusion & Banking in Emerging Markets

Hall: KOB Hall

Time: 10:30am – 1:00pm

Session Chair: Assoc. Prof. Rachel Mindra Katoroogo

Paper 1: Harnessing Institutional Pressures as a mechanism for effective risk governance in financial institutions in Uganda: *John Bosco Kakooza*

Paper 2: Livelihood capital access and sustainable livelihood outcomes of park adjacent communities in Uganda: *Michelle Kiconco*

Paper 3: The story of the oak and the bamboo tree: Resilience as purpose in Ethiopian banking firms: *Betelhem Fikru Tekletsion*

Paper 4: Using Fintechs to improve the Financial Inclusion of Micro, Small and Medium Enterprises: Cases from Uganda; *Agnes Noelin Nassuna, Bridgette Mirembe Muyinda, Sam Mayanja, Soren Jeppesen and Faith Babirye*

Paper 5: Debt Financing, Financial Literacy and Financial Performance of Small and Medium Enterprises (SMES) in Jinja City: *Yasir Muchere, Juma Teko, Ibrahim Musisi, Hasifah Nakazzi, Godfrey Musobya, and Archillies Kiwanuka, Geofrey Nkuutu*

Q&A

1:00 – 2:00pm LUNCH (Venue:.....)

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PARALLEL SESSIONS

PARALLEL SESSION 3:

Track 3: Accounting, Taxation and Auditing

Hall: Zebra Hall

Time: 10:30am – 1:00pm

Session Chair: Prof. Arthur Serwanga

Paper 1: Board effectiveness, management accounting systems and tax management: *Zainabu Tumwebaza, Stephen Nkundabanyanga, Laura Orobia, Irene Nalukenge, Arthur Sserwanga, Agnes Nansuna*

Paper 2: Factors Influencing the Survival of Savings Groups: A Global Perspective. Systematic Literature Review of Evidence: *James Odongo, Twaha Kigongo Kaawaase, Laura Orobia, Irene Nalukenge, Gorrettie Nakyeeyune, Ismael Nkambwe*

Paper 3: Investor Engagement and Financial Sustainability of companies in Industrial Parks of Uganda; A Case Study of Namanve Industrial Park: *Faisal Kiweewa; Moses Munyami Kinatta; Elvis Khisa*

Paper 4: Contingent relationship between Internal Auditors' moral courage and Internal Auditors' effectiveness: Exploring the role of digital proficiency using insights from Uganda: *Nyamuyonjo David*

Paper 5: Weak governance, government accounting and accountability and persistent corruption: The role of the two pulics: *Stephen K. Nkundabanyanga*

Q&A

PARALLEL SESSION 4:

Track 6: Marketing and International Business

Hall: Golf Hall

Time: 10:30am – 1:00pm

Session Chair: Dr. Ahmed Walugembe

Paper 1: Evaluating Uganda's Preferential Market Access; Trade Intensity, Comparative Advantage and the potential for trade: *Aaron Ecel, Ph.D.; Godwin Ahimbisibwe, Ph.D.; Dennis Nuwagaba, Ph.D.; Nankya Mariah Nakintu, Ph.D.; Ms. Shareen Nahurira*

Paper 2: Internationalization of Ugandan Coffee Brand: Exploring the role of Firm Capabilities and Marketing Capabilities: *Ntende Julius, Ahmad Walugembe, Charles Omagor, Phillip Mubiru, Vincent Obedgiu, Docken Charles*

Paper 3: Innovation Capabilities and International Competitiveness of Agro-Processing Firms in Uganda: *Godwin, M. Ahimbisibwe; Aaron Ecel; Dennis Nuwagaba; Recheal Nakigude; Riinah Mpirirwe and Leonard Kiplagant*

Paper 4: Exploring the influence of role modelling on food consumption among the youth in Uganda: *Musa Kiggwe, Joseph Ntayi, Annet K. Nabatanzi-Muyimba, Jotham Byarugaba, Esemu Timothy, John C. Munene*

Paper 5: Commercialization in Africa: The case of football (with reference to Uganda and Kenya: *Prof. Jörg Wiegatz*

Q&A

1:00 – 2:00pm LUNCH (Venue:.....)

Sponsors



PARALLEL SESSIONS

PARALLEL SESSION 5:

Track 11: Entrepreneurship, Innovation, and New Firm Development

Hall: Crane Plenary Hall

Time: 2:00am – 4:30pm

Session Chair: Assoc. Prof. Isa Nsereko

Paper 1: Entrepreneurial Ecosystem Pillars and Performance of SMEs in the manufacturing sector of Uganda: *Birungi Hajira*

Paper 2: Resource Innovation and Performance of Pharmaceutical Manufacturing Firms in Kenya; Moderating role of Entrepreneurial Passion: *Kanyi Joseph Maina, Kenneth Lawrence Wanjau, Kyalo N. Teresia*

Paper 3: Social Interactions, Skills Gap, and Industrialization in Kenya: *Kefa Simiyu, Beatrice Mbinya, Peter Karisa*

Paper 4: The Role of Entrepreneurial Passion and Marketing Innovation on Performance of Pharmaceutical Manufacturing Firms in Kenya: *Kanyi Joseph Maina, Kenneth Lawrence Wanjau, Kyalo N. Teresia*

Paper 5: Requirements for a Career Selection Enhancement Model for Secondary School students; A perspective of Social Cognitive Career Theory: *Moses Tuhame, Barbara Kayondo, Annabella Habinka, Gilbert Maiga*

Paper 6: Disruptive Innovation, Strategic choice and Organizational Structure: *Mungai Peter*

Q&A

PARALLEL SESSION 6:

Track 9: Management

Hall: KOB Hall

Time: 2:00am – 4:30pm

Session Chair: Dr. Fiona Muliira

Paper 1: The Taxonomy of Critical Antecedents for Labour-Management Partnerships (LMP): A Systematic Review of Labour -Management Partnership Research: *Moses Onyoin, Ph.D and Mariam Tauba, Ph.D*

Paper 2: Remote work for sustainable workplace mental health among university faculty: The strategic role of technology and personality differences: *Asuman Matongolo, Prof. Han Ping, Vincent Obedgiu (PhD), Mellan Basemera*

Paper 3: The mediating role of individual adaptability in the relationship between personal initiative and psychological wellbeing: Evidence from Uganda's small enterprises: *Tabula Agnes*

Paper 4: Unlocking Effective Education Management: An Investigation into the Role of Data Analytics in Enhancing Teacher Performance and Student Success: *Eutyclus Ngotho Gichuru*

Paper 5: Revolutionizing African Business Strategy: AI and Knowledge in the Digital Age: *Alfred Keter, Christine Boore, George Nderitu, Jerry Wakhanu, Phoebe Ngari, Patrick Omulo, Stephen Lel, Joseph Gichuhi*

Paper 6: Exploring lived experiences of how generalized reciprocity fosters positive workplace relations in Micro and Small Enterprises: A Social Exchange Perspective: *Nalweyiso Grace, Mafabi Samuel, Kagaari James, Andabati David, Aarakit Sylvia, Munene John*

1:00 – 2:00pm LUNCH (Venue:.....)

Sponsors



PARALLEL SESSIONS

PARALLEL SESSION 7:

Track 1: Science, Technology and Innovation

Hall: Zebra Hall

Time: 2:00pm – 4:30pm

Session Chair: Dr. Samali Mlay

Paper 1: Social media engagement, social media adoption and small scale business transformation in Uganda. A case of Kikuubo traders in downtown Kampala: Mr. Amwine Louise, Mr. Engotoit Benard; Assoc. Prof. Kyeyune Robert

Paper 2: Implementation of the Voice Operated Support Assistant Chatbot Platform: Joseph Willrich Lutalo

Paper 3: Leveraging the Internet of Things in Monitoring Soil Productivity: A Case of Eastern Uganda: Benedict Ogot

Paper 4: 'MyParishGuard': A Parish Based Information Sharing Platform to enhance the effectiveness and efficiency of PDM monitoring: A case of Bundibugyo District Abdal Kasule, Godfrey Mujungu, Rogers Makubuya, Ali Balunywa, Bashir Mutebi

Paper 5: Investigating design science research framework to uncover decision making criteria: Judith Among

Q&A

PARALLEL SESSION 8:

Track 6: Marketing and International Business

Hall: Golf Hall

Time: 2:00pm – 4:30pm

Session Chair: Dr. Timothy Esemu

Paper 1: Exploring the influence of role modelling on food consumption among the youth in Uganda: Musa Kiggwe, Joseph Ntayi, Annet K. Nabatanzi-Muyimba, Jotham Byarugaba, Esemu Timothy, John C. Munene

Paper 2: Evaluating Tanzania's Overlapping regionalism, a comparison of trade relations between SADC & the EAC: Aaron Ecel, Racheal Nakigudde, Rubanga E. Udhec, PhD

Paper 3: Assessing the contribution of Social Media Marketing Adoption and Customer Orientation on Sales Performance: Evidence from SMEs in Nakawa Division Mpiriirwe Rinah, Douglas Senoga, Dr. Aaron Ecel, Fred Muganga

Paper 4: A review of the competencies of marketing graduates Post-Covid-19; A qualitative inquiry among employers in Uganda: Ahmad Walugembe, Jalia Naziwa, Timothy Esemu, Ronald Opwakroth, Isaac Banura

Paper 5: Celebrity Endorsement, Brand Equity and Sales Performance of Alcoholic Beverage Companies in Kampala, Uganda: Timothy Kimera, Charles Omagor, Phillip Mubiru

Q&A

Refreshments & Departure at leisure

Sponsors



Day 3: The Business Forum

The MUBS AIMC Business Forum is a key strategic platform that provides an opportunity for the academic and the practitioners to engage with a wide range of stakeholders in trending issues in business and management. This one-day event builds on an academic conference and serves to bridge the gap between theory and practice. The Forum attracts the industry leaders in management and business to highlight challenges and successes in their operations, with the academia providing a theoretical context to why and how these successes and challenges occur.

This fora demystifies theory from practice and provides insights into a broad array of knowledge areas which are useful in providing solutions to challenges and explaining successes in business and management.

This years' Business Forum will bring out the debate about the increased opportunities in the ICT sector and how the government can attract local investment to partake in the opportunities. It will also focus on the modern economics of the 5 helixes (subsystems) and their role in economic competitiveness, innovation, technology and business environment. These subsystems include a) academia, b) policy and national economic systems, c) natural environment, d) media (4th Estate) and culture/civil society and e) the political system. The discussion will focus on each of the subsystems affecting the economy, business practices and private sector competitiveness.

THE BUSINESS FORUM

Date: Thursday, September 26, 2024

Day Manager: Assoc. Prof. Ernest Abaho	
CRANE PLENARY HALL: OFFICIAL OPENING	
Session Chair: Dr. Diana Ntamu	
Online Moderator: Ms. Shakira Nagujja	
Sign Language Interpreter: Mr. Kisole Sezi	
9.00 – 9.05am	Welcome Remarks Prof. Moses Muhwezi – Principal/MUBS
9.05 – 9.10am	Opening Remarks Eng. Isaac Mubarak Ngobya MUBS Council Chairman
9.10 – 9.30am	KEYNOTE ADDRESS: Human Capital Development: Mr. Joseph Enyimu Commissioner/Economic Development Policy and Research – MoFPED Kampala - Uganda
9.30 – 10.00am	CHIEF GUEST Gen. Caleb Akandwanaho Salim Saleh Chief Coordinator Operation Wealth Creation and Senior Presidential Advisor
GROUP PHOTO	
10.00 – 10.30am	<i>Health Break</i>

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BUSINESS FORUM PANELS

10:30 – 10:50am – **Sponsors' Moment (@10mins presentation)**

- Deposit Protection Fund of Uganda
- Media Group
- RENU

PANEL 1

Topic: Investment opportunities and barriers in the Technology Sector

Venue: CRANE PLENARY HALL

Time: 10:50am – 1:00pm

Session Chair: Ms. Primera Muthoni – ED/Analytics Business Centre, Kampala - Uganda

This session brings out the debate about the increased opportunities in the ICT sector and how Government can attract local investment to partake in these opportunities

Panelists

1. Mr. James Beronda, Director UCUSAF, Uganda Communications Commission
2. Mr. Silaj Kanyesigye, Former Commissioner at Uganda Revenue Authority (URA)
3. Ms. Elizabeth Rumanyika Kasenene – Board Chairperson/UWEAL
4. Mr. John K Mukibi, Project Manager- Cyber School Technology Solutions
5. Mr. Richard Mubiru, Ministry of Finance, Planning & Economic Development (MoFPED) Private Sector Development Unit

2:00 – 2:20pm – **Sponsors' Moment (@10mins presentation)**

- HUAWEI
- Bank of Uganda
- UHTTI

PANEL 2

Topic: The Quintuple Helix Model. How feasible is it for Uganda?

Venue: CRANE PLENARY HALL

Time: 2:20pm – 4:30pm

Session Chair: Mr. Apollo Muyanja Mbazzira - Project Director Private Sector Foundation Uganda (PSFU)

This session focuses on the modern economics of the 5 helixes (subsystems) and their role in economic competitiveness, innovation, technology and business environment. These subsystems include a) academia, b) policy and national economic systems, c) natural environment, d) media (4th Estate) and culture/civil society and e) the political system. The discussion will focus on each of the subsystems affecting the economy, business practices and private sector competitiveness.

Panelists

1. Dr. Eng. James Kasigwa, ED UNBS- *Climate and Environment issues*
2. Mr. Trevor Bitatuure, Simba Group- *Private Sector Issues*
3. Mrs. Alice Kampire Muwonge, Director-Ortus Africa Capita
4. Mr. Naphtali Baguma, Uganda Red Cross- *Civil Society Issues*
5. Eng. Raymond Kamugisha, Director of Innovation, State House- *Political and Government issues*

4.00 – 4.30pm: **CLOSING CEREMONY:**

Chief Guest: Prof. George Ladaah Openjuru - Vice Chancellor/Gulu University

- COCKTAIL & Departure at Leisure

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