

BAM 2026
CONFERENCE



African Studies Track

Track Chairs:

- [Dr King Omeihe, University of the West of Scotland](#)
- [Prof Christian Harrison, University of Bolton](#)

The African Studies Track invites submissions for the 40th BAM Conference, titled '*Thriving Together: Impact, Innovation, and Inclusion in Business and Management.*' Across Africa, business and management are changing in significant ways. We see new technologies and shifting social expectations influencing how people create value. As a result, this is an important moment for us to pause and examine how these changes are shaping African contexts.

For us, these developments bring a mix of challenges and opportunities. On the one hand, questions about access and inequality continue to grow. On the other hand, we see new chances for innovation and different ways for communities to move forward. For this reason, we believe it is important to explore how these changes affect the choices made across the continent.

The aim of this call is to support and strengthen African research within the academy. We want to bring together work that helps us understand what is changing and why it matters. In many cases, research on entrepreneurship, leadership and development has grown in isolation. We question the role of keeping these areas apart and call for a more heterodox strand. And we recognise that looking at these areas side by side helps build a more complete view of African business today.

Specifically, after reflecting on the above, we now invite contributions to the Track. We welcome full papers, developmental papers and workshop-style contributions. Possible topics include:

- Entrepreneurial processes across African settings
- AI, digital tools, and disruptive innovation
- Trust, culture, institutions, and indigenous networks
- Policy and practice in African development and SMEs
- African development finance, from informal systems to venture capital
- African leadership and leadership development

- Women's entrepreneurship and gender-focused research
- African research methods
- Broader Africanist work, including case and comparative studies

We welcome contributions that open new ways of thinking about African business and management.

We look forward to your submissions.