

## **Makerere University Business School**

### **30<sup>th</sup> Annual International Management Conference**

September 22 – 25, 2026, Kampala – Uganda

*The African Knowledge Revolution*

### **CALL FOR PAPERS AND INNOVATIONS**

#### **Conference Theme:**

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

#### **1.0 Introduction**

In a world shaped by technological advancement, climate uncertainty, and socio-economic disparities, successful economies and societies thrive on strategic use of knowledge to build resilient institutions, drive innovation, promote inclusive growth and sustainable development. In particular, education and research institutions lie at the heart of the sustainable development process, serving as hubs for knowledge creation, exchange and transmission that bridge the gap between theory and practice. Through curriculum design, interdisciplinary research, university-industry partnership, quality assurance and knowledge standards, they nurture innovation ecosystems and entrepreneurship, generate evidence-based solutions, and advance skills, thereby shaping sustainable knowledge economies and societies. Moreover, countries and organizations that have successfully prioritized knowledge and embedded KM practices into their education, health, agriculture, biodiversity, governance, and industry systems provide valuable models and best practices for Africa. China, Singapore and South Korea, for example, have used KM to fuel innovation and economic growth. While Scandinavian countries have applied it in renewable energy and health to promote sustainability. In Africa, South Africa, Rwanda, and Kenya demonstrate how digital and open knowledge platforms can enhance entrepreneurship, financial inclusion, skills development, and institutional efficiency.

The 30th Annual International Management Conference (AIMC) hosted by Makerere University Business School (MUBS) in Kampala, Uganda will bring together global and African scholars, educators, leaders, policymakers, practitioners, entrepreneurs, and innovators to explore how knowledge can be harnessed for sustainable development. The conference is strategically aligned with major global and regional development frameworks, including the United Nations Sustainable Development Goals (SDGs) and Africa’s Agenda 2063, which envisions “*an integrated, prosperous, and peaceful Africa.*” The Conference aims to foster meaningful dialogue, strengthen collaboration, and generate actions on how knowledge can be effectively harnessed to build resilient institutions, drive innovation, and promote inclusive and sustainable development across Africa and beyond. This conference will thus serve as a learning, collaboration and exchange platform for participants. It is expected to generate new ideas, insights, practices and discourses on strengthening knowledge management and utilization for sustainable development, and highlight the critical role of education and research institutions in advancing and harnessing knowledge in Africa.

#### **2.0 Purpose of the Conference**

The purpose of the 30th Annual International Management Conference 2026 is to advance the strategic use of knowledge as a catalyst for innovation, institutional resilience, inclusive and sustainable development in Africa and beyond.

### **3.0 Specific Objectives**

1. Promote knowledge management and utilization in Africa.
2. Foster innovation and sustainable development in Africa and beyond through interdisciplinary research and dialogue.
3. Encourage knowledge collaboration and exchange among academia, industry, government, and civil society to address organizational, sectoral, national, regional, and global challenges.
4. Highlight best practices and emerging trends in knowledge management and utilization from around the world.

### **4.0 CONFERENCE TRACKS, SUB-THEMES, OBJECTIVES AND TOPICS**

#### **Track 1: Knowledge Leadership, Governance & Institutional Transformation**

**Sub-Theme:** Applying Knowledge Management to Strengthen Leadership and Governance.

**Objective:** Promote knowledge-driven strategies to enhance institutional efficiency, transparency, and sustainable governance.

**Topics:**

1. Knowledge Leadership and Strategic Decision-Making
2. Knowledge Governance Frameworks and Institutional Performance
3. Evidence-Based Policy and Decision Intelligence
4. Digital Governance and Knowledge-Enabled Institutions
5. Transparency, Accountability, and Anti-Corruption through Knowledge Systems
6. Organizational Learning and Institutional Transformation
7. Knowledge Risk Management and Institutional Memory

#### **Track 2: Knowledge Management for Resource Efficiency, Climate Action and Green Growth**

**Sub-Theme:** Leveraging Knowledge Systems for Climate Resilience, Circular Economy, and Inclusive Green Development.

**Objective:** Promote the application of knowledge management, data, and innovation in advancing resource efficiency, climate action, green growth, and inclusive sustainable development.

**Topics:**

1. KM for Climate Action and Resilience
2. KM for Circular Economy and Resource Efficiency
3. Knowledge Systems for Biodiversity Conservation and Natural Resource Governance
4. KM for Sustainable Agriculture and Food Security
5. Knowledge Management in Renewable Energy and Green Technologies
6. Data, Analytics, and Innovation for Green Growth
7. Renewable energy and Green growth
8. Knowledge-Based Strategies for Empowerment, Equality, and Social Inclusion
9. Policy Learning, Governance, and Financing for Green Transformation

#### **Track 3: Digital Knowledge Management and Inclusive Transformation**

**Sub-Theme:** Driving Digital Transformation and Inclusive Development through Knowledge Management and Emerging Technologies.

**Objective:** Explore how digital knowledge management, emerging technologies, and data-driven ecosystems can strengthen governance, foster innovation, enhance industrial capacity, and promote inclusive and sustainable development.

**Topics:**

1. Digital Government and Knowledge-Enabled Public Services
2. Data Governance, Analytics, and Evidence-Based Decision-Making
3. Cybersecurity, Privacy, and Trust in Digital Knowledge Systems
4. Digital Inclusion, Accessibility, and Equity
5. Technology, Innovation, and Knowledge Ecosystems
6. Digital Knowledge for Inclusive Development
7. Global Benchmarking and Best Practices in Knowledge-Driven Digital Transformation

**Track 4: Managing Indigenous Knowledge, Hospitality and Cultural Heritage**

**Sub-Theme:** Preserving, Integrating, and Leveraging Indigenous Knowledge for Sustainable Tourism, Cultural Heritage, and Community Empowerment

**Objective:** Promote the documentation, preservation, and integration of indigenous knowledge with scientific practices to enhance cultural heritage, tourism, and community development.

**Topics:**

1. Documentation and Preservation of Indigenous Knowledge
2. Integration of Indigenous and Scientific Knowledge
3. Intellectual Property Rights and Benefit-Sharing
4. Cultural Heritage and Tourism
5. Hospitality and Knowledge-Driven Visitor Experiences
6. Language, Knowledge Decolonization, and Localization
7. Equity, Inclusion, and Community Empowerment
8. Global Best Practices and Case Studies

**Track 5: Managing Knowledge for Health and Social Wellbeing**

**Sub-Theme:** Leveraging Knowledge Management to Enhance Health Systems, Social Protection, and Community Wellbeing.

**Objective:** Promote the use of knowledge management and digital health systems to improve healthcare delivery, social protection, mental wellbeing, and equitable access to health services.

**Topics:**

1. Health Information Systems and Knowledge Management
2. Knowledge Translation in Healthcare
3. Digital Health and Knowledge-Driven Innovation
4. Social Protection and Wellbeing Systems
5. Mental Health, Community Wellbeing, and Knowledge Sharing
6. Health Policy, Governance, and Capacity Building
7. Global Best Practices and Case Studies

**Track 6: Cross-Border Knowledge Networks and South-South Cooperation**

**Sub-Theme:** Leveraging Regional and Transnational Knowledge Partnerships for Sustainable Development

**Objective:** Explore how cross-border knowledge networks and South–South cooperation can strengthen regional development, innovation, and collaborative learning.

**Topics:**

1. Regional Knowledge Sharing Mechanisms

2. African Knowledge Partnerships
3. Cross-Sectoral Knowledge Partnerships
4. Lessons from Asia and Other Regions
5. Diaspora Knowledge Networks
6. Transnational Knowledge Partnerships and Innovation Networks
7. Global Best Practices and Case Studies

### **Track 7: Knowledge, Entrepreneurship, and MSME Development**

**Sub-Theme:** Leveraging Knowledge Management and Innovation for Inclusive Entrepreneurship and SME Growth.

**Objective:** Explore knowledge-driven approaches that enhance entrepreneurship, MSME competitiveness, and inclusive growth in trade, industry, and financial sectors.

**Topics:**

1. Knowledge-Based Entrepreneurship and Startup Ecosystems
2. Innovation, Marketing Intelligence, and Growth Strategies for MSMEs
3. Skills, Learning Systems, and Entrepreneurial Knowledge Capacity
4. Inclusive Entrepreneurship and Youth-Led Innovation
5. Leveraging Knowledge for Trade, Industry, and Financial Transformation
6. Digital Tools and Knowledge Platforms for Entrepreneurial Growth
7. Global Best Practices and International Case Studies

### **Track 8: Education, Vocationalisation, Lifelong Learning & Knowledge Societies**

**Sub-Theme:** Strengthening Education and Lifelong Learning through Knowledge Management and Quality Assurance Systems.

**Objective:** Advance knowledge societies and human capital development by promoting innovative education, robust quality assurance, and inclusive lifelong learning systems.

**Topics:**

1. Knowledge Management in Education and Human Capital Development
2. Vocational Education, Skills Development, and Employability
3. Lifelong Learning and Continuous Professional Development
4. Distance Education and Digital Learning Platforms
5. Quality Assurance, Accreditation, and Educational Governance
6. Knowledge Societies and Innovation in Education
7. Global Best Practices and Case Studies

### **Track 9: Knowledge-Driven Procurement and Logistics for Sustainable Development**

**Sub-Theme:** Leveraging Knowledge in the Transformation of Procurement and Logistics for Transparency and Sustainability.

**Objective:** Enhance procurement and logistics performance through knowledge-based practices and digital innovations that promote transparency, efficiency, and sustainability.

**Topics:**

1. Knowledge Management in Procurement and Supply Chain
2. Digital Procurement and Logistics Platforms
3. Sustainable Procurement and Green Supply Chains
4. Transparency, Accountability, and Risk Management
5. Capacity Building, Skills Development, and Organizational Learning
6. Cross-Sectoral and Global Best Practices
7. Innovation and Knowledge-Enabled Transformation

**Track 10: Doctoral Colloquium**

**Sub-Theme:** Advancing Research Excellence: Building Knowledge for Sustainable and Inclusive Development.

**Objective:** Provide a platform for doctoral students and early-career researchers to present, refine, and advance their research through feedback, mentorship, and engagement with leading scholars.

**Note:** All topics across the conference tracks are open to doctoral student submissions, encouraging participation across digital transformation, governance, MSME development, sustainability, health, and other areas.

**Track 11: Knowledge Economics and Accounting for Trade, Industry, and Financial Transformation**

**Sub-Theme:** Leveraging Knowledge Economics and Accounting Intelligence for Competitive Trade, Industrial Growth, and Financial Resilience

**Objective:** Promote the application of knowledge economics, accounting frameworks, and financial intelligence in enhancing trade competitiveness, industrial productivity, and financial transformation.

**Topics:**

1. Knowledge Economics and Value Creation
2. Accounting for Knowledge Assets and Intangibles
3. Trade, Industry, and Global Value Chains
4. Financial Transformation and Business Intelligence
5. Corporate Governance, Risk, and Compliance
6. MSME and Entrepreneurial Finance

**Track 12: Knowledge Management for Youth, Gender & Inclusive Development**

**Sub-Theme:** Empowering Women and Youth through Knowledge Management

**Objective:** Encourage knowledge-driven strategies for gender equality, youth empowerment, and social inclusion.

**Topics:**

1. Knowledge Management for Gender Equality and Social Inclusion
2. Youth Knowledge Ecosystems and Skills for the Future of Work
3. Digital Knowledge Platforms for Women and Youth Empowerment
4. Inclusive Innovation and MSME Development
5. Data, Evidence, and Impact Measurement for Inclusive Development

**Track 13: Knowledge Industries, Services, and Global Market Competitiveness**

**Sub-Theme:** Leveraging Knowledge, Branding, and Innovation for International Marketing and Trade

**Objective:** Advance knowledge-driven marketing and international business practices that enhance the competitiveness of products and services, strengthen global market engagement, and support trade and economic transformation.

**Topics:**

1. Knowledge-Intensive Industries and Services
2. International Marketing and Market Intelligence
3. Branding, Innovation, and Product Development
4. Services Marketing and Experience Management
5. Global Value Chains and Export Competitiveness

## 6. Digital Marketing and Global Platforms

### Track 14: Side Event - Knowledge for development partnership meeting

*Sub-theme:* Co-Creating Africa's Knowledge Future: Building Strategic Partnerships for a Continental Knowledge Agenda

Objective: To bring together key stakeholders to co-develop a continental Knowledge Agenda for Africa and lay the foundation for establishing the Knowledge Management Africa Association as a platform for sustained knowledge collaboration, capacity development, and innovation across the continent.

### 5.0 Submission Guidelines for Abstracts, Papers, and Innovations

a). The conference invites competitive scholarly papers, case studies, policy briefs, and innovation displays that advance the theme. Submissions should:

- i. Be in English, 300 - 500 words, and use MS Word
- ii. Demonstrate practical application of knowledge management for sustainable development.
- iii. Address local, regional, or global development challenges.
- iv. Highlight innovation, digital transformation, or inclusive growth solutions.
- v. Align with the conference tracks and sub-themes.

b) Selected submissions will be featured in oral presentations, panel discussions, poster exhibitions, and innovation showcases, following international best practices in peer review, knowledge dissemination, and interdisciplinary engagement.

c) Attendance will be hybrid, offering both on-site and virtual participation options to ensure global accessibility.

### 6.0 Important Dates:

	Activity	Deadlines
1	Submission of paper, exhibition, and innovation abstracts	2 <sup>nd</sup> April, 2026
	Abstract acceptance/ /non-acceptance	15 <sup>th</sup> April, 2026
2	Submission of Full Papers. Camera-ready, not exceed 7,000 words, APA (7th Edition) formatting guidelines.	20 <sup>th</sup> May, 2026
	Notification of paper acceptance	10 <sup>th</sup> June 2026
3	Confirmation of Attendance Final payment for registration	30 <sup>th</sup> June, 2026
4	Conference dates	Tuesday 22 <sup>nd</sup> – Friday 25 <sup>th</sup> September 2026, in Kampala, Uganda
5	Excursion at selected Uganda tourist sites	26 <sup>th</sup> September 2026

### **Submissions of Abstracts, Papers, and Innovations**

All Conference submission should be uploaded at the submission link on the conference website: <https://aimc.mubs.ac.ug>

**Publication Opportunity:** Papers presented at the conference may be published in the MUBS Journal subject to peer review.

### **For Further Information Visit:**

website: <https://aimc.mubs.ac.ug>

### **7.0 Conference Participant Fees (includes registration, breakfast and lunch)**

	<b>Category</b>	<b>Fees per delegate</b>
1	International Participants	US\$100
2	Local Participants=	UGX 400,000
3	International Students	US\$50
4	Local Students	UGX 200,000

Please note that this amount does not include accommodation. The booking and payment of accommodation is a (separate) responsibility of the delegate. Payment deadline **30<sup>th</sup> June 2026**

### **8.0 Leisure and Tourism Activities**

Uganda is a premier tourist destination, offering a rich variety of cultural, historical, and natural attractions. On 26<sup>th</sup> September 2026, an optional guided tour will be arranged for participants who confirm in advance. Highlights of the excursion include:

- Source of the River Nile (including a boat cruise)
- The Railways Museum
- Busowoko Falls
- Uganda Museum
- Equator
- National Parks

Note: This excursion is self-financed and is not included in the conference registration fee.

### **9.0 PAY TO THE FOLLOWING BANK ACCOUNT:**

Account Name : MUBS – DOS A/C

Account Number : 9030006349543

Bank Name : Stanbic Bank Uganda Limited

Branch Name : Lugogo

Swift Code : SBICUGKXXX

Please send payment details to the above email address.

Kindly scan and email proof of payment for the attention of AIMC Conference -2026 Chair at: [30aimc@mubs.ac.ug](mailto:30aimc@mubs.ac.ug) and copy [deanmanagement@mubs.ac.ug](mailto:deanmanagement@mubs.ac.ug) Or alternatively use our efficient EFT.

### **10.0 CONFERENCE CONTACTS**

For correspondence and enquiry, please contact;

**30 AIMC Conference -2026 Chair**

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