



## **Message from the Conference Chairperson**

Dear Esteemed Delegates, Scholars, and Industry Practitioners,

It is with great pleasure that I welcome you to the 29th Annual International Management Conference (AIMC), hosted by Makerere University Business School (MUBS) in collaboration with the Uganda Hotel and Tourism Training Institute. Set against the scenic backdrop of Jinja, Uganda, from September 23 to 26, 2025, this conference promises to be an intellectually stimulating and impactful event.

The theme for this year's conference, "*Revolutionizing Skills-Based Education for Socio-Economic Transformation and Employability*," underscores the critical role of practical education in fostering sustainable development, innovation, and global competitiveness. As we navigate an era of rapid technological advancements and shifting economic landscapes, it is imperative that academia, industry, and policymakers collaborate to redefine educational frameworks that equip learners with relevant and adaptable skills.

This conference provides a platform for researchers, educators, and industry leaders to engage in insightful discussions, share groundbreaking research, and explore practical solutions to address the evolving demands of the workforce. Through keynote speeches, panel discussions, paper presentations, and networking opportunities, we aim to generate actionable strategies that will shape the future of skills-based education.

I invite you to actively participate, contribute your expertise, and engage with thought leaders from around the world. Let us work together to drive meaningful change and empower future generations with the skills they need to thrive in a dynamic global economy.

I look forward to welcoming you to Jinja for what promises to be a memorable and transformative conference.

Prof. Kituyi Mayoka, Ph.D.

**Conference Chair, AIMC 2025**

Dean, Faculty of Vocational and Distance Education

Makerere University Business School