

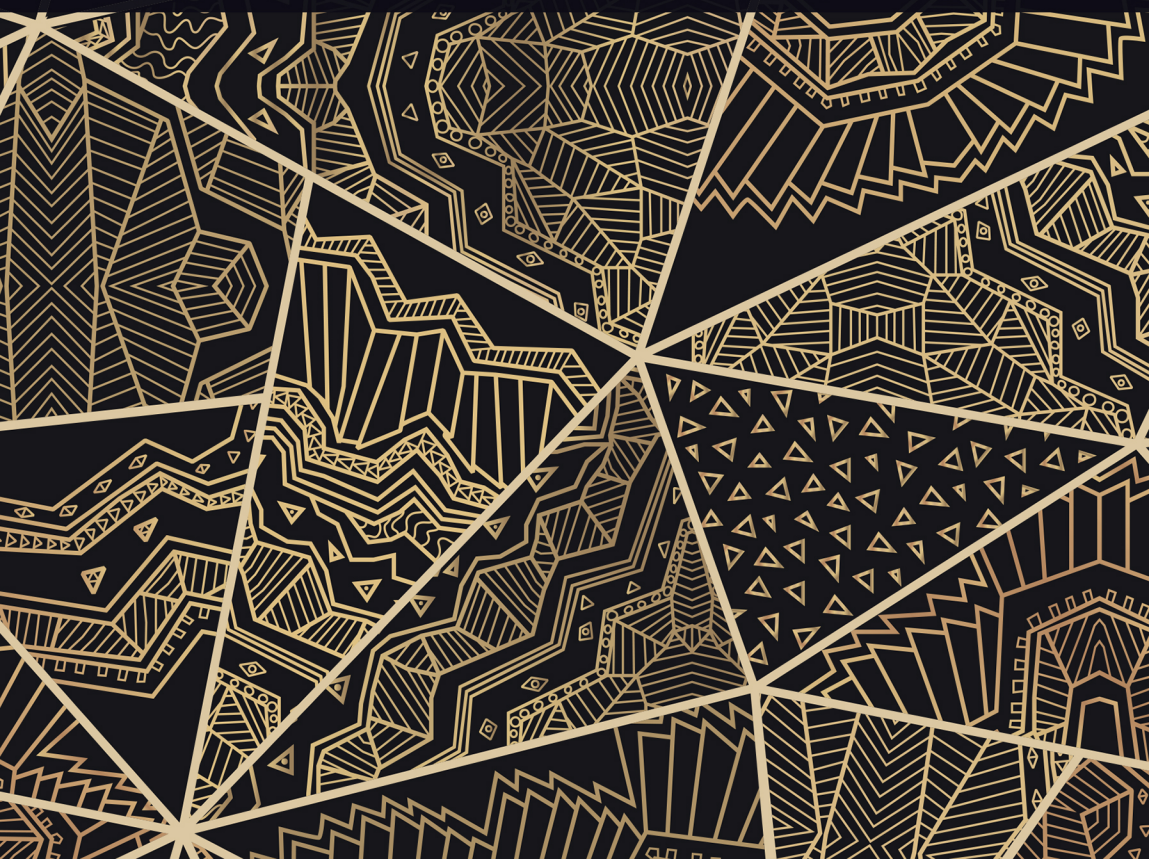
NEW FRONTIERS IN AFRICAN BUSINESS AND SOCIETY

EDITORS

**CHRISTIAN HARRISON
KINGSLEY OBI OMEIHE**

CONTEXTUALISING AFRICAN STUDIES

CHALLENGES AND THE WAY FORWARD



Contextualising African Studies

In this exceptional literary work, the authors delve into overlooked narratives within specific contexts. The book extensively explores uncharted territories that have only been touched upon by a select few. It provides numerous profound perspectives on the dynamic interaction between African actors and unique cultural establishments.

—*Olatunde Akande*, CBCA, Credit Access Wealth, West Africa

Prepare to embark on an extraordinary journey as these authors fearlessly delve into the uncharted depths of forgotten narratives within specific contexts. This volume fearlessly navigates unexplored contexts that have remained elusive and thus allows one to gain unparalleled insights into the intricate interplay between theory, policy and practice. It is an exciting read that challenges preconceptions and leaves an indelible mark on one's intellectual understanding.

—*Patrick Enin*, Co-Founder MoneySave and Senior Director Marcel Advisory

NEW FRONTIERS IN AFRICAN BUSINESS AND SOCIETY

Series Editors:

Christian Harrison – Professor of Leadership and Enterprise at the University of Bolton

Kingsley Obi Omeihe – Associate Professor of Marketing and Small Business at the University of the West of Scotland

The *New Frontiers in African Business and Society* series provides innovative reflections on the nature of business and society across parts of Africa. Here, distinguished scholars formulate important answers to problems within the continent, with the idea of consolidating and probing conventional knowledge.

Previous Title

The African Context of Business and Society edited by Kingsley Obi Omeihe and Christian Harrison

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Contextualising African Studies: Challenges and the Way Forward

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United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited
Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL.

First edition 2024

Editorial matter and selection © 2024 Christian Harrison and Kingsley Obi Omeihe.
Individual chapters © 2024 The authors.
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British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-80455-339-8 (Print)

ISBN: 978-1-80455-338-1 (Online)

ISBN: 978-1-80455-340-4 (Epub)



INVESTOR IN PEOPLE

The book is dedicated to the great people of Africa.

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List of Abbreviations

Chapter 1

SMEs	Small and micro enterprises
HPD	High-power distance
CDA	Critical discourse analysis

Chapter 2

MSME	Micro, small and medium-sized enterprise
SMEDAN	Small and medium enterprises development agency of Nigeria

Chapter 3

CG	Corporate governance
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Chapter 4

CSR	Corporate social responsibility
EITI	Extractive industries transparency initiative
EPA	Environmental protection agency
GNC	Ghana mining company

Chapter 5

SSA	Sub-Saharan Africa
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Chapter 6

GMA	Gautrain Management Agency
KM	Knowledge management
KS	Knowledge sharing
KST	Knowledge sharing and transfer
KT	Knowledge transfer

KTP	Knowledge transfer partnerships
NPM	New public management
PPP	Private–public partnerships
PRASA	Passenger rail agency of South Africa
TPCA	Trans positional cognition approach

Chapter 7

ADB	African Development Bank
CAMA	Company and Allied Matters Act
CITA	Company Income Tax Act
CPI	Consumers Price Index
CSR	Corporate social responsibility
EFCC	Economic financial crime commission
FAO	Food and agriculture organisation
FCT	Federal capital territory
FDI	Foreign direct investment
FPI	Food Production Index
GDP	Gross domestic product
GR	Green revolution
IASB	International Accounting Standard Board
ICPC	Independent Corrupt Practices Commission
ILO	International labour organisation
IMF	International monetary fund
NAIMS	National Agriculture Information Management System
NBS	National Bureau of Statistics
NSE	Nigerian stock exchange
OECD	Organisation for economic co-operation and development
PPP	Public–private partnership
ROCE	Return on capital employed
SAP	Structural adjustment programme
SEC	Security and exchange commission
TEV	Total economic value
UNFCCC	United Nation Framework Convention on Climate Change
WEI	World economic indicator
WTO	World trade organisation

Chapter 8

FCT Federal Capital Territory

Chapter 9

ABC Activity-based costing
BSC Balanced score card
EC European Commission
IPCC Intergovernmental Panel on Climate Change
KMO Kaiser–Meyer–Olkin
KPI Key performance indicators
NEMBA National Environmental Management Biodiversity Act
NTDC Nigeria Tourism Development Corporation
SEM Structural equation model
SPSS Statistical Package for the Social Sciences
UNWTO United Nations World Tourism Organization

Chapter 10

GDP Gross domestic product
GEM Global entrepreneurship monitoring

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About the Editors

Christian Harrison is a Professor of Leadership and Enterprise in the University of Bolton. Prior to joining University of Bolton, he was a Reader in Leadership in the University of the West of Scotland, UK. He graduated with a first-class degree in Pharmacy and practised as a Pharmacist, assuming managerial positions before moving into the field of Management. He has an MBA and was the Valedictorian of the University of Aberdeen Business School MBA class with a Distinction. In addition, he also possesses a PhD in Leadership and other post-graduate research and teaching qualifications in his repertoire.

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Foreword

In recent times, there have been intense debates surrounding the decolonisation of the African literature. This movement goes beyond eradicating the remnants of colonialism from the knowledge production and dissemination process. It aims to foster the development of organic content and teaching methodologies that generate African solutions to the political, economic and sociocultural challenges faced by the continent. The *New Frontier of African Business and Society* is an exceptional addition to the field of African Studies, particularly this current edition with its theme focused on solution-driven approaches. Rather than simply identifying existing challenges, this publication offers practical solutions to address them.

A notable example of such challenges is the decolonisation of trade within Africa, which has gained significant attention through the implementation of the African Continental Free Trade Area (AfCFTA). The African Union has designated the year 2023 as the year of accelerating its implementation. While it may be oversimplifying the continent's economic challenges to attribute them solely to one cause, it is undeniable that shifting economic power dynamics and achieving balanced, fair trade transactions are crucial for Africa's economic prosperity. This necessitates concerted efforts at the national, regional and continental levels to prioritise production over the current consumption-oriented approach, which heavily relies on finished products from outside the continent. However, it is vital to emphasise that the context of production should not be rooted in an idealised past where the West sustained its economies through Africa's raw materials and labour. Instead, it should be grounded in Africa's assertion of economic prowess through competitive products suitable for global consumption.

The relevance of this volume becomes immediately apparent in its title: 'Contextualising African Studies: Challenges and the Way Forward'. It effectively addresses a significant gap that exists between teaching and research, on the one hand, and policy making and implementation, on the other. It is not sufficient to uncritically replicate success stories from other parts of the world. Instead, we need introspection to identify and unpack the challenges unique to Africa and subsequently devise context-specific solutions. This volume accomplishes precisely that through empirical research and case studies from various countries. By aligning with the African Union's theme for 2023, which focuses on enabling the free movement of people, goods and services within a single African market, this publication aims to bridge gender gaps, promote inclusion and drive socioeconomic development. Achieving financial inclusion for marginalised groups is of

utmost importance to eradicate poverty and foster stable socioeconomic conditions. To institutionalise these efforts, collaboration between state and non-state actors is essential, requiring a thorough understanding of the operational logic that guides trade interactions within the African context.

Considering the growing advocacy for sustainable development in Africa, it is imperative to initiate economic growth and development by examining existing production practices. This examination should specifically address the exploration of fossil fuels and other raw materials, taking into account indicators such as environmental pollution, conflict, gentrification, impoverishment and exploitation. By doing so, Africa can adopt sustainable industrialisation guided by ethical principles derived from its traditional practices of nature preservation. Furthermore, it is essential to affirm African agency at the micro level, especially in the informal sector. This approach highlights the often-neglected dimension of people-to-people exchanges, which form the foundation of inter-state relations. Understanding local contexts at the individual and communal levels provides a sociocultural infrastructure for sustainable trade interventions.

One of the book's fascinating aspects is its emphasis on the nexus between policy making, inclusive of regulatory frameworks, and trade and entrepreneurship. It advocates for a bottom-up approach that promotes economic diversification as a blueprint for sustainable growth.

There is an undeniable truth that the future economic prosperity of Africa relies heavily on developing African solutions to African problems. This sentiment was emphasised by Her Excellency Dr Monique Nsanzabaganwa, Deputy Chairperson of the African Union, during her opening speech at the April 2023 AfCTA Business Forum in South Africa. It is high time for the African business community to take ownership of initiatives that foster economic growth. This ownership entails forging partnerships among individuals and groups from various sectors, ensuring equal opportunities for marginalized groups and leaving no one behind. As echoed by His Excellency Paul Mashatile, the South African Deputy President, in his closing remarks at the forum, such comprehensive continental progress can only be achieved through African unity and solidarity.

Thus, the true value of this text lies in the engagement of scholars and practitioners who establish clear connections between the theory and practice of context from an African perspective. If we are to succeed in the various efforts to decolonise the African academy, we must adopt methodological approaches like the ones presented here. It is essential to bridge the gap between academia and practical application, uniting both the academic and business communities to foster sustainable economic, political and sociocultural development across the African continent.

This is the gift this text offers.

Philip A. Oláyoku PhD
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Director Centre for Research on African Digital Policy and
Innovations (CRADPI)

Acknowledgements

This book is a result of the imagination and contributions of a great number of people. We take this opportunity to appreciate, all too briefly, everyone who have made the development possible. We acknowledge our major debt to Anu, Yemi, Christian, Jose, Lily, Zara, Tiffany and Neriah, who have helped us persevere to see the beauty and grace in the pursuit of this book. Our dreams will not have been achieved without their support.

Indeed, no list of acknowledgements can be complete. So many people have assisted in this project. Our colleagues from the University of Bolton and the University of the West of Scotland cannot go without mention. Your support and ideas made this project possible and we owe you all our biggest thanks.

Our sincere gratitude also goes to all the authors who have contributed chapters to this publication. We would like to record our thanks to Ayodele Adetuyi, Kwame Oduro Amoako, Isaac Oduro Amoako, Basse Ekanem, James Cunningham, Laura Galloway, Elizabeth Gammie, Kofi Owiredu-Ghorman, Gilbert Zana Naab, Donovan Nadison, Esinath Ndiweni, Ijeoma Jacklyn Okpanum, Obafemi O. Olekanma, Chioma Onoshakpor, Ibiyemi Omeihe, Rebecca Stirzaker, Heather Tarbert and James Tuffour.

We also acknowledge our significant debt to the institutions where we work, the University of Bolton and University of the West of Scotland. We are appreciative of the contributions of many senior colleagues including Professor George Holmes, Neil Shaw of the University of Bolton, Professor Milan Radosavljevic, Professor James Miller of the University of West of Scotland, and other colleagues too numerous to mention.

From the wider academic scene, we are particularly indebted to colleagues who have read our manuscripts in a very constructive way. Their numerous instructive comments have proven useful to the design of this work.

Finally, we would like to thank the people of Emerald who helped make this project possible. Special thanks go to Fiona and Lydia. They provided tremendous support through the writing and production phase of the book.