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Conference Proceedings

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2018 International Conference of Business and Management in Emerging Markets

Theme

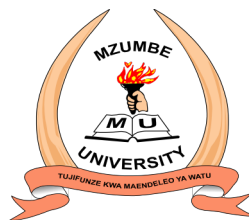
*Sustainable Industrial Economy of Emerging Markets: Exploring
Opportunities, Trends and Challenges*

Editor

Emmanuel Chao

Conference Organizers

Mzumbe University School of Business (SOB)



2018 International Conference of Business and Management in Emerging Markets

ICBMEM 2018 CONFERENCE SCHEDULE

Wednesday, September, 12, 2018	
10:00-1400	Registration
1230-1400	Session 1: PhD Colloquium CEOs-Scholars Forum Board Meeting
1400-1530	Opening Ceremony
	Opening Speeches <ul style="list-style-type: none"> ▪ Vice Chancellor/Representative- Mzumbe University ▪ Guest of honour(s) ▪ Launching of CEO-Scholars Forum
1530-1600	Coctail
1600-1700	Session 2 (Venue A) Key Note Speech 1

Thursday 13th, September, 2018			
SESSION 3 (VENUE A)			
08:30-1000	Crowdfunding Pannel session		
10:00-1030	Coffee break		
SESSION 4 (Venue A)			
1030-1115	Key Note Speech 2		
1115-1200	Key Note Speech 3		
1200-1300	LUNCH		
PARRALLEL SESSIONS			
1300-1430 (Session 5)	Venue A	Venue B	Venue C
1430-1445	Health Break		
1445-1615 (Session 6)	Venue A	Venue B	Venue C
1615-1630	Coffee Break		
SPECIAL PRESENTATION			
1630-1700 (Session 7)	Presentation on Crowdfunding Platform Technology		
1700-1745	Networking & ICBMEM meeting		
1800-2030	Closing Ceremony		

ICBMEM 2018 SESSIONS

SESSION 1 (Venue A)

PhD Colloquium

Session 2 (Venue A)

Key Note Speech 1

SESSION 3 (Venue A)

Crowdfunding and key note speeches (2,3)

PARALLEL SESSION 4 (Venues A,B&C)

Finance, Economics and corporate governance

Value Chains, Marketing and Entrepreneurship

Contemporary Management

PARALLEL SESSION 5 (Venues A, B & C)

Value Chains, Marketing and Entrepreneurship

Value Chains, Marketing and Entrepreneurship

Contemporary Management

SESSION 6 (Venues A, B &C)

Value Chains, Marketing and Entrepreneurship

Value Chains, Marketing and Entrepreneurship

Contemporary Management

SPECIAL SESSION 7 (Venue A)

Crowdfunding Platform Technology

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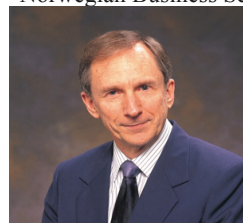
Prof. Ronald E. Berenbeim, New York School of Stern Management, USA



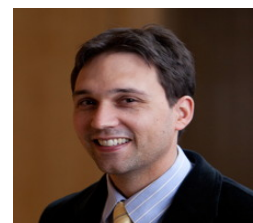
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1230-1400, Tuesday, September 12th, 2018

SESSION 1

Session [1] PhD Colloquim

Meeting Room A

SESSION 1

1230-1400/ Wednesday, September 12th, 2018/Meeting Room: A

PhD Colloquium

Session Chair: Dr. Gabriel Komba, Mzumbe University, Tanzania

Crowdfunding success: a systematic literature review complemented by a bibliometric analysis

Amy Ann Vik, Agder University, Norway

ABSTRACT

Crowdfunding is experiencing an exponential growth globally, however, majority of crowdfunding campaigns are failing by large margins. Accordingly, although limited yet majority of research has been on crowdfunding campaign success factors. Therefore, the aim of this Systematic Literature Review- SLR is to map existing research on factors that influence success of crowdfunding campaigns. In doing so, the authors consolidate the key knowledge, identify gaps and discover future direction of crowdfunding research. A total of 97 articles are included in this SLR. Considering the qualitative nature of SLR, the authors use Computer Assisted Qualitative Data Analysis Software (CAQDAS) - NVivo, to enhance transparency in coding and analytical techniques. Further, the authors complement this SLR by quantifying articles through co-word bibliometric analysis, using Bibliometrix: R-Tool. As such, the key strength of this SLR is its robust methodology that combines different methods and databases, thereby applying unified measures to achieve consistent results. The key findings of the SLR are 3 emergent success factors themes, namely; Social Capital, Fundraisers, and the Campaigns. In the light of these themes, many scholarly inconsistencies surface. These are discussed at length and based on the findings, 22 future research

questions are presented. The SLR is the first ever to map crowdfunding success factors existing knowledge, identify themes, highlights contradictions and consensus, and determine the future direction. In doing so, this SLR substantially contributes to both academic intellect and the crowdfunding industry at large.

KEYWORDS: *Crowdfunding Success, Systematic Literature Review, Bibliometrix: RTool, NVivo*

Rural entrepreneurship in Tanzania: Adaptation of a Collective Entrepreneurship Form and Business models

Jasinta Msamula, Mzumbe University, Tanzania

Hawa Tundui, Mzumbe University, Tanzania

Nicholaus Tutuba, Mzumbe University, Tanzania

Abstract

Rural entrepreneurship stimulates the economies of developing countries, including Tanzania. Stakeholders' initiatives that are meant to empower rural businesses require approaches which promote sustainable impacts. The orchestration of enterprise activities in a new way is one of the empowerment interventions. With a focus in the wood furniture manufacturing industry, the study analyses factors that are of influence in the adaptation of the way of enterprising in Micro and Small Enterprises (MSEs). More specifically, it involves business models and organization of the enterprise towards a collective form of entrepreneurship. The research questions are; In what ways rural MSEs are influenced by different factors in the adaptation of a collective form of entrepreneurship? In what ways rural MSEs are influenced by different factors in the adaptation of business models?

Dynamic capabilities framework and business model canvas are foundational theories to the study. Dynamic capabilities are of influence to business models which employ a particular organizational form. A change in the form of business organization is not the

same as a change in a business model; but signifies part of a business model changes. The change in organization form of an enterprise is the same as the change of a business model if such changes involve business model elements which involve new ways of value creation and value capture. Business model changes involve changes of separable elements of business models; however, certain capabilities are needed by business enterprises to undertake the changes. Therefore, adaptation of a form of collective entrepreneurship is meant to seize business opportunities; while, the adaptation of business model is meant to reconfigure existing capabilities of business enterprises.

Mvomero district, Tanzania is the location of this qualitative study which employed emancipatory action-research. This action research stimulates learning with a focus on the ongoing practices of participating units. Also, it permits action-related learning which is guided by theories which relates to the research in such a way that decisions of participant's practices are determined by both researchers and participants. In this study, action research began from January, 2015 to October, 2017 with an intention of establishing knowledge of factors that are of influence in the adaptation of collective entrepreneurship form and business models by focusing on practices of rural MSEs. Purposive sampling technique was employed in the study. The study consists of 10 participating rural MSEs which were engaged in the adaptation of collective form of entrepreneurship and business models.

More specifically, rural MSEs were required to adapt a form of enterprising within a period of 3 months starting from January 2015 to March 2015. After analysis of business plans of rural MSEs, adaptation of business models was required to be made from April 2015 to October, 2017. Primary data are used in the study that were obtained through interviews and observations. The gathered data are interpretatively analysed. Results show motivation, leadership, experience, mistakes tolerance, risk behaviours and flexibility are the factors of influence in the adaptation.

Some factors are found to have adaptation influence in many MSEs; but, it cannot be concluded that the adaptation is exclusively affected by such factors because some

factors are of influence to many MSEs but may be of less importance to the adaptation. It is vital to pay attention on the occurrence as well as the importance of adaptation influencing factors.

This research will be of importance to business enterprises and stakeholders who are in support of entrepreneurship development initiatives such as government, private sector, NGOs and international actors. It is of importance to academics as it provides the empirical insight which is related to the implementation of business model changes.

However, the study is limited to one form of collective entrepreneurship which is Community Based Organization (CBO). Also, it incorporates value creation elements of a business model rather than value capture.

Positive role of the Legal Framework in Strengthening Primary Saccos' Credit Advancement for Poverty Alleviation in Mainland Tanzania

Rosemary Mukama, Mzumbe University, Tanzania

Abstract

Notably, in 1991 during major financial reforms, Primary SACCOS were established as equity based micro-finance institutions and legally positioned as a remedy to financial exclusion, to serve low and middle income segment of the population. Principal objects of Primary SACCOS are inter alia to; advance credit that correspond with their members' needs, to improve living standards and economic growth of their members, and to alleviate poverty in their members' households. It is imperative therefore to ascertain positive role of the legal framework in strengthening Primary SACCOS' credit advancement for poverty alleviation. Through documentary review, it is evident the legal framework is partially designed to play the positive role in strengthening Primary SACCOS' credit advancement for poverty alleviation in Mainland Tanzania. Because, the legal framework embodies provisions to wit: sets cautionary procedures for formation, establishment, and management of Primary SACCOS; sets cooperative

principles and values for better functioning of Primary SACCOS; sets principles of good lending for prudential practice; allow creation of a charge on outstanding demands or dues payable to Primary SACCOS; exempts Primary SACCOS from compulsory registration of instruments relating to their shares; exempts Primary SACCOS from various tax liabilities; and protects Primary SACCOS from invalidity resulting from defect in the by-laws. But, due to the fact that, the legal framework is made up by multiplicity of laws, poses some risks to the positive role of the legal framework in strengthening Primary SACCOS' credit advancement for poverty alleviation. Because, multiplicity of laws forms complex, bureaucratic, costly, and restrictive legal framework, that may lead to disorder. Furthermore, multiplicity of laws creates multiplicity supervision over Primary SACCOS. Irrefutably, the legal framework shall be designed to effectively support and facilitate Primary SACCOS to achieve their principal objects.

Safeguarding mine-host communities' access to adequate food in AU member states: The Tanzanian perspectives

Ombella John, Mzumbe University, Tanzania

Abstract:

Food is essential for life. Without food ones' life is in jeopardy. Owing to its value in human life, right to food has a wide global recognition and protection. Notably, hunger is a threat to majority of population around the globe. While hunger might be caused by natural factors such as drought and earth quake; anthropogenic activities are increasingly exacerbating the same. Mining for example, despite of its potentials to contribute in socio-economic development; if unregulated, adversely impacts mine-host communities' access to adequate food. Arguably, mining impacts on the community are dependent on the strength and enforcement of the legal framework in place. African Union has established regional framework to safeguard the MHCs' right to adequate food. Tanzania being a member of AU, is either bound or influenced by such a

framework. Through a desktop review, this paper examines the extent to which Tanzania complies with the AU legal framework requirements aimed at safeguarding MHCs' access to adequate food. It is evident in this paper that Tanzania has partially complied with the AU principles aimed at safeguarding MHCs' access to adequate food.

Performance Of Small Businesses In Food Manufacturing In Tanzania: Effects Of Innovation Output Typologies

Yohana Jacob Sesabo, Mzumbe University, Tanzania

Abstract

Small businesses' performance increasingly became a policy agenda since 1980s following the realization of the crucial role they play in socio-economic development. As a result, numerous nations including Tanzania have been taking tremendous policy and institutional reforms in enhancing the performance of small businesses.

In particular, small businesses in the manufacturing sector are envisaged to play a critical role in the current Tanzanian industrialization strategy to becoming a middle-income country by 2025 because the manufacturing sector; has the highest linkage with other economic sectors, is the chief source of technological and innovation externalities and is historically the most reckoned predecessor of industrial development around the globe.

Intriguingly however, most small businesses in Tanzania and elsewhere have been performing poorly. Research on what can be done to improve the situation suggests among other things, innovation is essential in our currently ever-dynamic business environment. Nevertheless, innovation's effects on small business performance have been proven to depend on context and innovation output typologies. Importantly, existing findings on the topic are contradictory, mostly based on European and Asian countries contexts, and not accounting for interdependence among types of innovation

outputs. There is therefore a need to do analytical studies regarding the effects of types of innovation outputs in small businesses in the Tanzanian industry context.

This study proposes to analyze the effects of innovation output typologies on small business performance in manufacturing in Tanzania. It will determine the effects of product, process, organisation and marketing types of innovations on performance of small businesses in the food-products subsector. The subsector is the largest and topmost socio-economic development contributor in manufacturing. To achieve this end, about 380 small businesses in food-products manufacturing in Dar es Salaam, Arusha and Kagera will be sampled using cluster sampling and interviewed via a questionnaire. Subsequently, the results will be analysed using structural equation modeling, a powerful quantitative analytic technique for complex cause-effect relations such as those demonstrated among types of innovation outputs.

1600-1700, Wednesday, September 12th, 2018

SESSION 2

Key Note Speech One

Session Chair: Dr. Rotem Shneor, Agder University, Norway

Session [2] Crowdfunding Key Note speech1

Meeting Room A

0830-1000, Wednesday, September 13th, 2018

SESSION [3]

Crowdfunding panel session

Session Chair: Dr. Rotem Shneor, Agder University, Norway

Special Session [3] Crowdfunding Panel Session

Meeting Room A

1030-1200, Thursday, September 13th, 2018

SESSION 4

Key Note Speeches 2 &3

Session Chair: Prof. Trond Randøy, Agder University, Norway

Key Note Speeches 2&3

Meeting Room A

SESSION 4

1030-1200/ Thursday, September 13th, 2018/Meeting Room: A

Key Note speeches 2 &3

Session Chair: Prof Trond Randoy, Agder University, Norway

Developing Entrepreneurs and Businesses Through the Teaching Process: Practices and Experience, Mzumbe University Dar Es Salaam Campus College (MUDCC)

Honest Prosper Ngowi, Mzumbe University, Tanzania

Abstract

Whereas some entrepreneurs are born, others are made. Both two categories of entrepreneurs need to be developed. There are many ways in which entrepreneurs can be developed. They include formal and informal training, internships, apprenticeship, mentoring and coaching inter alia. The formal teaching, research, consultancy and outreach activities in various institutions are also among potential avenues for developing entrepreneurs. This paper presents experiences of this path of entrepreneurship development from Mzumbe University Dar Es Salaam Campus College (MUDCC).

The Case:

The case in question is one where students (over 350) studying BUS 5042: Theories of Entrepreneurship and Small Business Development are developing their own entrepreneurship and business skills and those of selected (74) enterprises through

classroom assignments. These are group assignments carrying 10% marks in continuous assessment and individual term paper carrying 30% in continuous assessment.

For the individual term paper in the past four years or so, students have been developing their own business plans based on business ideas of each one's choice. For the group assignments for semester two of the 2017/18 academic year they are solving practical, demand – driven business problems from about 74 enterprises and individual entrepreneurs. The entrepreneurs were invited to express interest in having their business problems solved by students as group assignments. The business problems were distributed to various students groups who are working with the entrepreneurs to solve the problems using both theoretical and practical knowledge. In this way students are learning various kinds of businesses in practice, challenges faced by them, the process and experience of interacting with these enterprises as well as challenges involved.

Whereas the entrepreneurs' business problems are reduced or even solved thereby contributing into their development and growth at no monetary cost for the students' services, students are getting marks, learning in practice, getting exposed to the real world of business as well as getting and increasing their appetite for starting and developing their own enterprises and businesses. The paper gives detailed description of the process and results of this innovative way of developing entrepreneurship in Tanzania.

How professors can enhance student entrepreneurship: A Scandinavian-Tanzanian safari”

Trond Randøy, Agder University, Norway

1300-1430/Thursday, September 13th, 2018

SESSION 5

[A1] Finance, Economics and Corporate governance **Room A**

[B1] Value Chains, Marketing and Entrepreneurship **Room B**

[C1] Contemporary Management **Room C**

Session 5 [A1]
1300-1430/ Thursday, September 13th, 2018/Meeting Room: A
Finance, Economics and Corporate Governance
Session Chair: Trondy Randoy, Agder University, Norway

**Households' willingness to pay for improved solid waste management
in Njombe Town Council, Tanzania**

Emma Lunojo, Mzumbe University, Tanzania

Jennifer Sesabo, Mzumbe University, Tanzania

Abstract

This study investigated household Willingness to Pay (WTP) for improved Sewage and Waste Management (SWM) services in Njombe TC, Njombe region in Tanzania. The production of solid wastes in Njombe TC has increased rapidly and hence creates a critical concerns regarding waste management in the council. Using cross-sectional data obtained from 110 households in 26 streets of Njombe TC, the study examined household's participation, their attitudes towards SWM action and their WTP for improved SWM services. The results showed that 77.3% of respondents were willing to pay for improved SWM whereas 57.3% of respondents were paying the current waste collection fee set by Njombe TC. The Probit model results showed that, age, level of education, household income, time spent walking to the disposal site, household satisfaction on the current SWM services, household location and trust to the government on SWM services provision have significant effects on the WTP. Moreover, the Tobit results showed that the maximum amount of money the households are willing to pay was influenced by their level of education, income, satisfaction, location and time spent walking to the disposal site. In addition, the result showed that

the mean WTP value is TZS 1581.82 per household per month. This amount was higher than the amount of garbage fee of TZS 1000 charged by the Town council in 2016. The findings indicated that there was an opportunity of increasing garbage fee between TZS 1000 and TZS 1581.82. However, with other factors, the additional charge should take into consideration of location of households. The mean WTP value may be a guide to Njombe TC authorities in determining appropriate garbage fee. It is further recommended that public awareness and private sector involvement in waste collection services in the council should be highly encouraged.

Determinants of financial sustainability of MFIS at growth stage: Evidence from rural MFIS in Tanzania

Ganka Nyamsogoro, Mzumbe University, Tanzania

Abstract

Financial sustainability of microfinance institutions is crucial if at all their benefits are to be enjoyed in long run. Previous studies have indicated determinants of financial sustainability of MFIs using indicators of sustainability at maturity stage. However, not all MFIs have managed to grow to maturity and therefore the findings might be misrepresenting conditions of the MFIs. Can indicators of financial sustainability at maturity stage explain financial sustainability at growth stage? Are factors influencing financial sustainability at maturity equally important at growth stage? What influence do lending terms and MFI type have on financial sustainability at growth stage? Using panel regression models and four-year survey data from 108 rural MFI in Tanzania this study attempts to fill this knowledge gap. Results show that indicators of sustainability at maturity stage can equally explain the financial sustainability at growth stage. We find that most factors influencing financial sustainability at maturity stage are equally important in influencing sustainability at growth stage. Moreover, lending terms, type of an MFI and their location matter in determining financial sustainability at growth stage

Factors influencing implementation of accrual based International public sector accounting standards (IPSAS) in the Local Government Authorities (LGAS): The Case of Dodoma Region

Charles Matekele, Mzumbe University, Tanzania

Abstract

Under the umbrella of New Public Management, government sectors transformed their financial reports to introduce accrual accounting. Implementation of accrual based IPSAS started at the end of 1990s. The LGAs in Tanzania adopted and implemented accrual based IPSAS in 2007/08. The purpose of this paper is to examine the factors that influence implementation of accrual based IPSAS in the LGAs. The study adopted a survey design. Based on extant literature, a structured questionnaire was developed. Then a drop-and-pick method was employed to administer the survey instrument to accountants and auditors from LGAs in Dodoma region. We successfully obtained 150 useful responses and applied factor analysis to determine the factors. Our results indicate that implementation of accrual based IPSAS is influenced by self-efficacy in terms of ability, capability and endurance of accountants and auditors. In addition, professionalism, top management support, external pressure, optimism, staff training, knowledge and experience appeared to be the main factors influencing implementation of accrual based IPSAS. The study recommends a further research to be conducted to establish the effect of the identified factors on the implementation of accrual based IPSAS by considering a large number of LGAs in Tanzania and abroad.

Financial Communication in Tanzania: the SMEs Practices and Challenges in the Emerging Market

Enock Ojwang', College of Business Education, Tanzania

Innocent Shau, College of Business Education, Tanzania

Abstract

Financial communication is an important vehicle toward SMEs growth in the emerging market areas, including Tanzania. Financial communication enables various units in the chain of development to understand the availability of financial opportunities either for investment or improving investments. SMEs in emerging markets need a proper financial information to foster goods, products and services delivering. From that ground, the study seeks to explore the financial communication practices and challenges used by SMEs in Tanzania. To meet that goal three specific objectives were employed: identify the availability of financial communication used by SMEs in Tanzania, explore the financial communication practices used by SMEs in Tanzania and examine the financial communication challenges for developing SMEs in Tanzania. Three case studies were selected based on classification of enterprises by MIT (2010) and examined by the researchers. The data obtained shows the availability of inadequate financial communication, the presence of both traditional and modern channels of disseminating financial information, limited financial education, cooking of financial records and absence of monthly and quarterly financial statements. All those short comings hinder SMEs development in Tanzania. Therefore, SMEs should be provided with an appropriate financial education which will help them to see the opportunities around them.

Labour market outcomes of Technical and Vocational Education and Training in Tanzania: Evidence from the 2014 Integrated Labour Force Survey

Longisho Tumaini, Mzumbe University, Tanzania

Jennifer Sesabo, Mzumbe University, Tanzania

Vincent Leyaro, Mzumbe University, Tanzania

Abstract

Using data from the 2014 Integrated Labour Force Survey (2014-ILFS) this paper seeks to assess and determine the labour market outcomes of Technical and Vocational Education and Training (TVET) in Tanzania compared to those of general education (GE). The three objectives of the study were first, estimates the general returns to education in Tanzania using the latest labour force surveys; second, determines whether TVET merits higher returns relative to GE; and third, determines whether individuals with TVET have better employment prospects relative to those with GE. Oaxaca-Blinder decomposition was used to decompose the returns to schooling while the Fairlie non-linear decomposition was used to estimate employment probabilities between TVET and GE. The returns to education in Tanzania are 11.4 percent on average, 12.3 percent for GE and 10.5 percent for TVET and they are statistically significant. The results are robust across zones, age, sectors, education levels as well as income deciles. On average those in TVET are earning more (574,323 TZS per month) than GE (402,719 TZS per month). However, one additional year of education is worth more returns for GE than for TVET. Furthermore, the results indicated that the returns are convex. These findings are inline with other studies' findings in other Sub Saharan Africa (SSA) countries. In terms of employment prospects, TVET has a greater probability of employment than GED. The findings of this study imply that the government has to put incentives to revitalize TVET to gain merit as one essential channel for skills development, addressing rising youth unemployment and attain structural transformation through industrialization.

Session B1

1300-1430/ Thursday, September 13th, 2018/Meeting Room: B

Value Chains, Marketing and Entrepreneurship

Session Chair: Prof. Gangappa Kuruba, University of Botswana

**Factors for Adoption of Green Procurement Practices; A Case Of
Public Procuring Entities In Dar Es Salaam, Tanzania**

Tina Tenyson, Mzumbe University, Tanzania

Geraldine Rasheli, Mzumbe University, Tanzania

Abstract

This study assessed factors for adoption of green procurement practices in public institutions in Tanzania. The study was guided by Institutional theory as well as Transaction cost theory. The study used survey design. Government officials performing procurement functions on daily basis were selected from Dar es Salaam. Questionnaires were distributed to 90 public institutions and only 68 institutions were able respond to the questionnaire. Collected data were analyzed using both descriptive and inferential statistics. Quantitative data were coded and analyzed using the Statistical Package for Social Sciences to generate information which was then presented using tables, frequencies and percentages. Binary regression was then used to establish the relationship between dependent variables and independent variables. The study findings revealed that procurement policies and regulations is a significant factor on adoption of green procurement in public institutions. Further the findings indicated that price and availability of green products in the market have no statistical significance towards adoption of green procurement practices in public institutions in Tanzania. The study

recommended that the government of the United Republic of Tanzania could put in place green procurement policy so as to facilitate the adoption and implementation of green procurement. Additionally, the government could create favourable conditions for adoption through capacity building and sensitization, emphasis on purchasing green products, works and services and provision of various incentives to investors in green procurement so as to ensure supply as well as minimize prices.

Analysis of the role of corporate social responsibility on business performance a case of tanzania national parks (TANAPA)

Winfrida Jackson, Mzumbe University, Tanzania

Abstract

Some scholars argue that corporate social responsibility contribute to firm's performance, while others are in the opinion that it has nothing to do with firm's performance. Therefore, this study aimed at assessing the role of corporate social responsibility on business performance by taking Tanzania National Parks as a case. The researcher utilized a case study design. Sample size of 40 respondents was selected using simple random and purposive sampling techniques. Data were collected from 40 employees of Tanzania National Parks. The researcher utilized questionnaire, interviews and documentary review as tools for collecting data. Data collected were processed and analyzed through SPSS using frequency counts and percentages.

The findings revealed that TANAPA incorporate CSR in its business activities for the purpose of addressing community needs. It was also found that CSR has no positive contribution on the organization's profit but rather it contributes through opening up the new market opportunities, enhance brand value and reputation, improve employee's morale, and enhance good public relation and customer satisfaction. However CSR contribute to the performance of the business.

It was found that there are some challenges that limit the implementation of CSR activities such as political interference, shortage of human resources, human population increase, poverty and illiteracy of the community members.

From the findings it was recommended that mass education should be given through increasing the number of TV programs so as to create awareness to the public on the importance of conserving the environment. Further, the information should be communicated to the public on the CSR projects supported by TANAPA as well as the mode of contribution. This will sensitize the community to contribute and hence create a sense of ownership of the projec

Streamlining E-Commerce Adoption In SMEs Supply Chains: A Survey Of Furniture Industry In Tanzania

Fatuma Kauli, Mzumbe University, Tanzania

Geraldine Rasheli, Mzumbe University, Tanzania

Abstract

The trending development of technology worldwide blustered by globalization has led to competitive strategy changes on how various businesses are conducted, thus the adoption of e-commerce has emerged as a new marketing and selling stratagem. This study aimed to streamline and understand factors for e-commerce adoption, challenges faced and prospective benefits for Tanzanian firms that are operating in furniture industry. Methodology employed by this study was questionnaire survey whereby researcher collected responses from three regions namely Dar-es-salaam, Morogoro, and Pwani.

Twenty (20 variables were proposed as the factors which were divided into six (6) groups of variables namely management support, firm size, competition, financial

resource, human and technical expertise, technological infrastructure. The study was designed to test six hypotheses on factors for e-commerce adoption. With the purpose to determine factors for e-commerce adoption researcher used factor analysis with varimax rotation to reduce the variables that were used to measure factors for e-commerce into fewer numbers of factors. The factors were categorized based on suitable factor loadings depending on the sample size. The grouping of variables into various factors was used to compare the factors categorized under the proposed conceptual model. Reliability analysis was also performed to examine whether the factors obtained above were reliable measures or not, and any factor with Cronbach's alpha less than 0.7 was considered unreliable and discarded, also in order to determine the benefits and challenges for e-commerce adoption descriptive statistics were used to evaluate SMEs responses surveyed in this research. Study findings revealed that technological infrastructures of the organization were identified as a major factor for the adoption of E-commerce by SME's, e-commerce adoption usually involves complex technologies showing that organizations with more IT infrastructure are more likely to engage successfully in E-Commerce activities, also the study revealed further that the competitive pressure within the industry has forced many firms to adopt e-commerce. Whilst factors including size of the firm, human resource and expertise, management support and financial capability of the firm had very little influence to the adoption of e-commerce. It was also established that the use of e-commerce has its benefits as well as its challenges. From the findings the key benefits were the increased sales, reduced transaction cost and speeding up processes. The key challenges are the slow internet speed, security and customer's preference to transact businesses offline.

Role of Strategic Procurement' For Business Success- A Case of Chain Store In Botswana

Gangappa Kuruba, Univesity of Botswana, Botswana

Abstract

The philosophy behind purchasing function and its different perceptions have brought immense value and importance for modern business organisations in the contemporary period. In the process, many factors played their best role in determining the success of business especially in developing economies. Of late purchasing is viewed as a 'profession' and making the career paths for many who choose to become specialists in the field of purchasing. While purchasing encompasses various sub-functions within its operations, procurement plays a very significant role in the successful operation of purchasing function in particular and the business in general.

It is in this context, the Chain stores,ie; 'Choppies' in Botswana was taken for a case study to examine the role of modern procurement methods that are followed in the industry for the expansion and success of business within a limited span of time. One of the surveys (Ernst& Young-2008) revealed that among various challenges within purchasing function, insufficient procurement skills/strategies topped the list of challenges. Since Botswana by its nature happened to be over reliant on trading activity, mushrooming of chain stores has been the order of the day and recently, the 'Choppies' chain stores has been dominating its role in the trading activity of domestic goods/groceries throughout the country and even in neighbouring countries like South Africa, Zambia, Namibia, Zimbabwe, Tanzania, Kenya, etc.. Hence the Case of 'Choppies' chain stores' is taken for purposeful evaluation of procurement strategies implemented in the industry.

The paper, while looking at the importance of modern procurement methods in business, analyses the following:

1. Growth of chain stores in Botswana
2. Importance of procurement in the business
3. Modern procurement methods and their role in 'Choppies' chain stores
4. Impact of strategic procurement on the growth of 'Choppies' chain stores
5. Way forward in the retention of talented procurement skills

The paper seeks a questionnaire method and meetings with successful procurement managers as support of arguments for the success of 'Choppies Chain stores' business in Botswana.

Consumer perspectives in marketing of Green Food Products: A survey of Food Sector in Tanga Municipality

Glory Uhagile, Mzumbe University, Tanzania

Abstract

Purpose - Literature argues that there is greater health and environmental consciousness in the present day society, yet there still exist a huge green gap. This study therefore aimed at examining the consumer perspectives in marketing of green food products and had specifically targeted to identify consumer self-perceptions in buying green food products, analyzing the consumer price perceptions in buying green food products, and analyzing consumer environment perceptions in buying green food products.

Methodology - This survey study was deductive in nature where theories of planned behavior and consumer perspectives were tested. Quantitative data was collected in a cross-sectional manner, using a well-structured questionnaire. Using Cochran's method a sample of 399 respondents was used. **Findings** - Study findings reveal that consumers' intention to buy is highly influenced by their health benefit perceptions on green food products. Food quality and its safety were also found to be good predictors of consumers' buying intention that affect it positively; contrary to price which influenced

the same negatively. On the other hand, environment perceptions showed no significance relationship to buyers' intention to buy. Value - This study identifies some relevant perceptions consumers have on green food products. The study findings can help marketers of green food products improve their markets through making right promotions. This can be by focusing on the most important factors proved to have more influence on buyers' intentions for example, focusing promotions on health benefits than environmental ones. Successful green campaigns can also be done by strategizing the focus on most influential factors for green food consumption.

Session C1

1300-1430/ Thursday, September 13th, 2018/Meeting Room: C

Contemporary Management

Session Chair: Dr. Andrew Mushi, Mzumbe University, Tanzania Fee-free Basic Education Policy: Challenges of its implementation in Tanzania

Gordon Mrema, Mzumbe University, Tanzania

Andrew Mushi, Mzumbe University, Tanzania

Abstract

There has been an increase number in enrolment in pre-primary schools from 1,069,823 in 2015 to 1,562,70 in 2016 which is an increase by 46.1% and an increase enrolment in primary schools from 8,222,667 pupils in 2014 to a total number of 8,639,202 pupils in 2016 which is an increase by 5.1%. At the same time in secondary schools the same trend that happened in primary schools was also witnessed as the number of students enrolled in form one, rose from 372,719 in 2015 to 538,826 which is an increase of about 44.6%. The trend continues to date. This increase is due to implementation of Education Policy of 2014. The purpose of this study was to go beyond the achievement which has been obtained from the free education policy to the challenges that have been hampering its smooth implementation in Tanzania and to be specific in the Ilala District schools in Dar es salaam. The objective of this study was to examine the status of Implementation, strategies adopted and challenges faced in the whole process of implementation of the fee- free basic education policy as stipulated in ETP 2014 and its subsequent circulars issued. The research was case study. Data collection was done

using interview, questionnaire and review of literature especially those related with free education in Tanzania. Key major findings include the challenges facing the implementation of the fee- free basic education policy in Tanzania revolves around the high increase pupils enrolment in the schools which is unmatched with the available human, financial and physical resources in the sectors. The study recommends for free education policy to succeed it needs constructive involvement and continues dialogue of all education stakeholders in all the stages of implementation the policy. That is been able to prepare a reasonable number of human resources capable of facing the challenges of a middle income status country.

The Application of e-Government for delivery of Public

Peter Wilson, Airtel Company, Tanzania

Andrew Mushi, Mzumbe University, Tanzania

Abstract

This study assessed the application of e-government in Tanzania LGAs, a case of Temeke Municipal. The study aimed at attaining three objectives; First, to identify how e-government has been adopted at Temeke Municipal; Second, to examine how e-government is used in delivery of public services at Temeke Municipal and; Third, to identify the challenges facing the application of e-government in Temeke Municipal. Respondents were obtained through purposeful and stratified sampling. Data was collected using questionnaires, supplemented by interview and documentary review. The findings indicate that e-government has been adopted in Temeke Municipal Council and a number of efforts have been made to ensure effectiveness of e-government at the centre. The findings indicate that Temeke Municipal has adopted various ICT infrastructures (systems) and facilities to support e-government. The ICT infrastructures include networking systems (LAN/WAN) like e-payment systems, electronic Human Resource Management, Financial Management System (EPICOR). For the case of e-government application, the Municipal provides variety of e-services

including e-payment through POS and EFDs, biometric attendance registration, electronic Human Resource Management, land rent payments. Despite the application of e-government, the findings indicate that the Municipal is facing some challenges towards e-government effectiveness including inadequate data computing infrastructures; technological gap; absence of ICT Policy for the Municipal; reluctance (poor culture) in using e-government services; insufficient funds to support e-government; limited internet connection; unreliable internet services; inadequate awareness on e-government; and digital divide. In order to address the observed challenges, it is recommended to enhance e-government awareness campaigns, develop specific ICT policy for the Municipal, improvement of e-government technologies (infrastructure design, improve budgeting to support e-government and enhancing the availability of e-government services to users.

Street level bureaucratic and the Performance of SMEs in Tanzania

Lameck Wilfred, Mzumbe University, Tanzania

Abstract

One of the goals of the current National Five year Development Plan 2016/2017-2020/2021 in Tanzania is interventions for improving business environment. This means that the conducive business environment and investment in the country is a key ingredient in achieving the desired transformation to industrial economy. In order to achieve this goal, effective government policies and regulations and their implementation is a condition variable. In Tanzania more than 95% of the businesses are under small and medium enterprises but their performance and contribution to GDP is still minimal. Nevertheless, little research has been done concerning the role of street level bureaucrats who implement SMEs policies in Tanzania. Therefore, the purpose of this study is examine the role of street level bureaucrats in implementing SMEs policies in Tanzania To establish, this relationship, the study will employ comparative case study of Kinondoni Municipal Council in dares salaam and Morogoro Municipality in

Tanzania. The unit of analysis will be 50 SMEs in Kinondoni and Morogoro Municipality and their interaction with government officials responsible for policy implementation.

Administrative Failures of the Emerging Tanzania's Water Markets: Experience from selected Irrigation Schemes

Saida Fundi, Mzumbe University, Tanzania

Lucy Masoi, Mzumbe University, Tanzania

Abstract

Basing on the Dublin Principles adopted in 1992, water has economic value in all its competing uses and should be recognized as an economic good. As a result of this principle, water has been regarded as a commodity just like any other commodity. Being a commodity, water can be regulated through markets. If well managed water markets can be effective institutions for control of access and utilization of the water resources. In addition, establishment of water markets will enable water users to sell their water rights and generate income from water. Despite their potentialities, markets have not been effective in water conservation or income generation. As a way to address market failures, some views have insisted government interventions. But the government also faces some administrative failures which threaten existence and functioning of water markets. This article argues that the administrative failures emanating from institutional multiplicity and poor irrigation infrastructures affect the emerging agricultural water markets in Tanzania. The article draws from empirical findings derived from qualitative study conducted through in-depth face to face interviews with small scale irrigators in Kiroka Irrigation Scheme in Morogoro rural District. To address the administrative failures and promote the emerging agricultural water markets, the article argues for improvement of institutional arrangements through reconciliation of competing institutional values and improvement of irrigation infrastructures.

Impact of the fifth phase Tanzanian Government Leadership in Promoting Integrity of Public Organizations

Sospeter Makubi, Mzumbe University, Tanzania

Faisal H. Issa, Mzumbe University, Tanzania

Abstract

For a number of years the Tanzania Revenue Authority (TRA) has been reported to condone various malpractices including fraud, bribery, conflict of interest, favoritism and other wrong doings which in turn impact effective revenue collection. Due to these problems, the Tanzanian government leadership, at different phases, has been striving to enhance integrity in TRA by taking a number of legal and administrative measures. This study assessed the impact of the Fifth Phase Tanzanian Government's Leadership in promoting integrity of employees in TRA - Temeke Tax Region in Dar es Salaam. Given various integrity malpractices reported in TRA, the study aimed at establishing the effect of the Fifth Phase Government in influencing integrity of employees by assessing the measures taken by the fifth phase government, the effectiveness of the measures and the challenges facing the fifth phase government in promoting integrity of employees in TRA. The study deployed mixed method approach of both qualitative and quantitative research whereby 130 respondents were involved; 94 being taxpayers and 36 TRA employees who were obtained through random, purposeful and snowball sampling. Data was collected through questionnaires, supplemented by documentary reviews and interviews. The findings revealed that the fifth phase government has improved integrity of TRA employees by reducing the level of corruption through various measures including leadership commitment and political will; automation; enforcement of ethics and anti-corruption laws and regulations; investigation; disciplinary actions against corrupt employees; and change of TRA leadership. Despite of the improved integrity, it was found that the government is still faced by some challenges in promoting integrity in TRA including: - high tax rates, low morale and

motivation by TRA employees, high monopoly and discretionary powers by tax officers, ignorance of tax laws by taxpayers and complexity of tax laws and procedures.

1445-1645/ Thursday, September 13th, 2018

SESSION 6

[A2] Finance, Economics and Corporate Governance **Room A**

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[C2] Contemporary Management **Room C**

Session 5[A2]

1445-1615/ Thursday, September 13th, 2018/Meeting Room: A

Finance, Economics and Corporate Governance

Session Chair: Dr Gabriel Komba, Mzumbe University, Tanzania

The effects of Taxation on Economic Growth in Tanzania: Time Series Analysis for the Period 1980- 2015

Felician Augustion, Mzumbe University, Tanzania

Jennifer Sesabo, Mzumbe University, Tanzania

Longisho, Mzumbe University, Tanzania

Abstract

The main objective of this paper is to determine the effects of tax revenue on economic growth in Tanzania. Specifically, the study seeks: to determine the effect of tax revenue on economic growth in Tanzania and to determine the long-run response of economic growth rate to changes in taxes. The time series data covering the period 1980-2015 were used and the five tax components as the proportion of the total tax revenues were used. The Augmented Dickey-Fuller (ADF) test was used to check for stationarity while the Vector Error Correction Model (VECM) was used to estimate the long-run relationship between taxation and economic growth. The results indicate that just as in other developing countries, there is little effect of taxation on economic growth both in the short-run and in the long-run. In the short-run, there is no statistically significant relationship between tax revenues and economic growth. In the long-run, there is a positive (though modest) relationship between taxation and economic growth for all tax components except PAYE. Further, there is a concave relationship between economic growth rate and the tax revenue in the long-run implying that the initial effects of tax

revenue on economic growth may be positive but over-time it becomes negative. The results of the VEC model imply stable relationship in the long-run as well as faster adjustment to the equilibrium, in the presence of disequilibrium. The implication of these results is that policymakers should focus more on how to widen the tax base that plays as a catalyst in promoting economic growth. Furthermore, the findings imply that in order to improve growth, alternative policies such as those aimed at improving education and skills should be used than relying entirely on tax revenue.

Employing persons with disabilities in Tanzania: The Banking Industry's Perspective

Evancia Nicodem, Mzumbe University, Tanzania

Mary Rutenge, Mzumbe University, Tanzania

Abstract

The Persons with Disability Act 2010 which followed another similar Act of 1982 recognize the need to put some measures to ensure that persons with disabilities are integrated into the economy via among other formal employment. This paper aims at exploring the applicability of the Act by exploring the perception of employers on employing people with disabilities and collects their views on the way forward. The general objective of the study was to understand the employers' perception towards employing persons with disabilities in Tanzania. It is based on a survey of 22 banks operating in Tanzania which was conducted in the year 2017. Questionnaires were distributed and filled mainly by heads of Human Resource departments of these banks. Data collected were analyzed using descriptive statistics. The findings show that employers are willing to employ persons with disabilities in their organizations however the cost associated with having employees with disabilities is a major obstacle. These employers were regarding disability types differently hence less hesitant to recruit people with certain type of disabilities. The employers were of the suggestion that the government could create an environment that can reduce the (perceived) cost associated

with employing persons with disabilities. The suggested strategies included tax exemptions, financial assistance and free provision of assistive devices to persons with disabilities. The paper concludes that employers in the banking industry are not fulfilling the obligation of employing persons with disabilities because there is neither a supportive environment for them to do so nor an effective mechanism to monitor whether or not employers are respecting and promoting the law

Female directors on Board and their influence on Firm Performance: Evidence from listed Companies in East Africa

Daudi Pascal, Mzumbe University, Tanzania

Milka Mgeta, Mzumbe University, Tanzania

Abstract

The study entitled The Effects of Female Directors on Board in Firm Financial Performance; a case of Kenya, Uganda and Tanzania was conducted to determine the effects of female directors on board in firm financial performance in the three countries Kenya, Uganda and Tanzania. The specific objectives of the study were to examine the difference in firm financial performance between firms with female directors on board and those firms with male directors on board and to examine if the presence of female directors on board influences firm financial performance. The study used Quantitative approach of investigation and explanatory research design was used in this study. It attempts to clarify why and how there is a relationship between two aspects of a situation or phenomenon. Data were collected through documentary review. The sample size of the study was 42 listed firms in the security exchanges of Tanzania, Kenya and Uganda out of the population of 109 firms. The sample was obtained through purposive sampling technique. Regression analysis revealed that female directors on board is found to be significantly and negatively associated with ROA. Hence, the result concludes that female directors on board influences less firm financial performance. Correlation analysis revealed that, female directors in board have a negative significant

association with ROA (at 5% significant level) in financial performance. This implies that female directors on boards contribute less in financial performance. Therefore it is concluded that there is a negative significant relationship between female directors on board and firm financial performance. This implies that female directors' influences firm performance at a low level and this negative effect is driven by companies with fewer takeover defenses. The study further recommends that commissions to provide a report on the recommendations for actions on improving women's access to board seats should be established. Also mandates for women directors should be considered as a strategy for addressing the lack of women in Africa's largest companies. Moreover women's groups, institutes of directors, and other professional associations can apply pressure to affect change in boardroom composition and lastly, women must be proactive in applying for board positions.

Financial literacy among University Students in Tanzania: A Case of National Institute of Transport

Benignus Otmar, National Institute of Transport, Tanzania

Daudi Katapola, National Institute of Transport, Tanzania

Daudi Kitomo, National Institute of Transport, Tanzania

Chacha Ryoba, National Institute of Transport, Tanzania

Abstract

Objectives: This study analysed the factors influencing the financial literacy among university students in Tanzania. The purpose of the study was to determine the level of financial literacy among university students, and to identify the relationship between financial knowledge and demographic characteristics of university students.

Methods: Data for this study was collected through self-administered questionnaire and distributed through convenient sampling method. A total of 315 completed and usable questionnaires have been collected. To determine the interrelation of different variables

in financial literacy Pearson Correlation analysis and multiple regression tables were employed in the study. Results: Results show that there is a significant relationship between independent variables of education and money attitude towards the dependent variable of financial literacy. Furthermore, the results indicate that male students, business major students, Masters students, those who live in a rental house, those whose parents have high level income, those who get advice on financial matters from their friends, those who took financial course before, and those who get financial information about financial issues from university education are more knowledgeable on personal finance. More financial courses should be provided in university education programmes, which could help more students, handle their finances better and improve their financial wellbeing.

Conclusions: This study is significant so as to understand how explained factors affect the literacy rate of young adults in the country. Education was proven to have the strongest influence on the financial knowledge of university students. However, it should be taken into consideration that in recent years, environmental and technological influences on financial literacy may be more important than parental influence. Moreover, efforts may be put to strengthen those variables in order increase the literacy rates of those university students.

Session B2

1445-1615/Thursday, September, 2018/Meeting Room: B

Value Chain, Marketing and Entrepreneurship

Session Chair: Prof Gaofetoge Gamamotse, University of Botswana

**An Assessment on the Impact of Advertising on Consumer Behaviour.
A Case Study of Tanzania Breweries Limited**

Adam Mwingira, Mzumbe University, Tanzania

Abstract

The main objective of the study based on an assessment of the impacts of advertising on consumer behaviour, with a case study of Tanzania Breweries Limited Dar es salaam office. On the other hand, 90 respondents were used to obtain the relevant information through descriptive and case study design. Moreover, the study through the primary and secondary sources collected the relevant information to meet the main objective of the research. Primary data was being collected by using questionnaires, observation and interview where by secondary data was being collected through documentation review. Furthermore, the study revealed that the majority of the 86.7% respondents from the TBL, Dar es salaam office who answered the questionnaires and interview questions agreed, the advertising impacts the consumer behaviour. In general, the study found impacts of TBL advertisements were the respondents said that, advertising created the awareness to the consumers regarding the beverage products of TBL. On the other hand, the respondents indicated that TBL advertisements mainly impact the consumer's behaviour by brought the motivation to the audiences to prefer mostly TBL products. Meanwhile, the study revealed changed of the minds of consumer's perceptions about

the TBL beverage products resulted on the impact of TBL advertisements. The TBL advertisements impacts, created the selection of brands to the audiences and built the trust between the TBL targeted audiences and its brands. On the other hand, the study found that TBL advertisements impact the consumer behaviour as created the consumers needs about the TBL beverage products and created the emotional responses for the customers. Based on the findings, the study concluded that due to the significant facts of advertisements for numerous companies. The TBL needs to spend additional expenses on advertising their beverage products to impacts the consumer's buying behaviour and stimulates the sales revenues and other benefits in the course of advertisements. In general, the study recommended that the TBL needs to conduct marketing research to understand their consumers well. On the other hand, needs to develop effective advertisements, moreover needs to conduct advertising agency training, furthermore needs to increase advertising campaigns and lastly for the subject matter the study recommended further study.

Business Accelerators' Moderating Impact on Opportunity Based Entrepreneurial Intention In A Cross-Cultural Context

Gaofetoge Gamamotse, University of Botswana, Botswana

Mikael Samuelsson, Stockholm School of Economics, Sweden

Ruth Abankwah, University of Namibia, Namibia

Anthony Tibaingana, Makerere University, Uganda

Abstract

Entrepreneurship has become an engine of economic development targeting small and medium enterprises globally. However, the extent to which entrepreneurship can contribute towards economic development largely depends, among others, on the individuals' propensity to start-up and grow enterprises. Business accelerators are some of the tools new start-ups use to ensure meaningful contribution to economic growth by

improving chances of survival for fledgling start-ups. This paper is based on a quantitative study of 638 respondents, that was conducted to examine the extent to which business accelerators could impact the intention of university students to start-up and grow their companies in three countries; Botswana, Namibia and Uganda. To this end, we conducted a semi-controlled experiment comparing students who had access to business accelerators with those who did not. The result of the study revealed that there was no significant difference between the control and non-control groups regarding intention to start a business. Overall findings show that university business accelerators positively stimulate business intentions but the challenge of viability of the business remains and precludes growth.

A Critique of Groups as a Prerequisite For Youth Enterprises Financial Assistance In Tanzania

Marry Rutenge, Mzumbe University, Tanzania

Frank Lekaba, Human Sciences Research Council, South Africa

Rodney Managa, Human Sciences Research Council, South Africa

Thokozani Simelane, Human Sciences Research Council, South Africa

Francis Mwaijande, Mzumbe University, Tanzania

Abstract

As a prerequisite to access financial support, in many countries, youth are required to organize themselves into groups. This paper explores this requirement as it overlooks the fact that, in some instances, society tends to stigmatize youth groups. It is against this social attitude that this paper queries the effectiveness of imposing group formation to young people as a prerequisite to access financial support from government funds and non-government agencies. Data collection included a review of Tanzania policy and programs on youth and interviews with youth and public officials from the Ministry responsible for youth development. Findings reveal that country policies on youth do

not elaborate on nature of youth groupings or formations, hence different programs intended for youth development through support tend to demand young people to organize themselves into groups as a key requirement to qualify for youth development fund (YDF). The study further revealed that in most cases youth find it difficult to form and maintain groups because of mistrust. It further serves as a hurdle that prevents youth from accessing support. The paper suggests that for youth to play effective roles in socio-economic development they should not be forced into groups, otherwise, groups approach serves as an indirect method of extending government control of this vulnerable group.

Contingency Adaptability: An International Comparative Analysis

Emmanuel Chao, Mzumbe University, Tanzania

Goril Hannas, Agder University, Norway

Nsubili Isaga, Mzumbe University, Tanzania

Abstract

Adaptation in inter-firm relationships has been characterized as the central problem in economic organization. By combining transaction cost analysis (TCA) and institutional theory, this paper discuss and compares driving forces of contingency adaptability in two emerging countries that are at different stages of transformation: Poland (the more advanced) and Tanzania (the less advanced). Our results indicate that asset specificity mainly has the same impact in the less and more advanced economies. The uncertainty dimensions have, however, different impact on contingency adaptability in the two economies.

**Session 6 [C2]
1445-1615/Thursday, September, 2018/Meeting Room: C**

Contemporary Management

Session Chair: Dr. Faisal Issa, Mzumbe University

Status and Institutional Mechanics for mitigating Human Wildlife Conflicts in Tanzania: A Case of Swagaswaga Game Reserve in Kondo"

Alex Choya, Mzumbe University, Tanzania

Andrew Mushi, Mzumbe University, Tanzania

Abstract

In Tanzania there is an increase of Human Wildlife Conflicts (HWC). The increase is the results of expansion of Protected Areas (PAs) network and rapid human population growth that accelerate natural resource utilization and in a way stimulate much land use conflicts. In some cases the establishment of PAs does not take into accounts the need of marginalized communities because government agencies are used to consults only selected village leaders and not the whole community. Thus local concerns tend to be ignored and trade off between conservation and development are not revealed to local communities but in the end when the truth is revealed conflicts with local communities cropped up and become unsettled. Community groups such as pastoralists, peasants and forest user groups are mostly condemned for bringing land use conflicts and destruction of the environmental resources. Despite the provision in National wildlife Policy of Tanzania of 1998 on community involvement in resource management, community

involvement in conservation of wildlife resources is rarely implemented. The paper aims understanding the existing institutional structure and mechanisms in place to deal with human wildlife conflicts in Swagaswaga Game Reserve In Kondo. And more attention will be paid at (i)examining the types and nature of human-wildlife conflicts the area. (ii) The extent to and participation of peoples in resolving HWC. (iii) Determine how these institutions mechanisms for mitigating human wildlife conflicts can be enhanced in order to be efficient and effectives.

The Significance of Job enlargement practice in Promoting Employees Motivation and Satisfaction in Public Organizations

Frida F. Byakuzana, Mzumbe University, Tanzania

Faisal, Issa, Mzumbe University, Tanzania

Abstract

Many organizations in Tanzania do not plan for job enlargement and organizations do not benefit from efforts to improve work performance through job enlargement because what is done is horizontal increase of the work of employees and not every organization provides incentives for the additional same level tasks, hence the efforts of individuals may remain unrecognized. Therefore, Job enlargement is often nothing more but the increase in the work of employees as a result it increases boredom, fatigue and more pressure and stress to employees. Employees end up being not motivated, dissatisfied and frustrated simply because increased activities do not result into a positive outcome to employees. Employees and union members may consider these as a bad practice and they might stand against the orders of the organization. It is therefore important for the organizations to plan for job enlargement so that employees are satisfied and motivated with the horizontal expansion of tasks. This study was conducted to examine the impact of job enlargement practice towards employees' motivation and satisfaction at LAPF-Headquarters in Dodoma so as to come up with the appropriate recommendations.

Implementation of eHealth Strategy for the Health Sector Delivery and Governance in Tanzania: Prospects and Challenges

Ernest Simon, Ministry of Health, Tanzania

Andrew Mushi, Mzumbe University, Tanzania

Abstract

The Ministry of Health, Community Development, Gender, Elderly, and Children developed eHealth Strategy to leverage the implementation of ICT in health service delivery. The strategy had promised various issues to be done by the Ministry in various capacities through its 16 Strategic Objectives (SO). Those promises were divided into four main categories of implementation which are eHealth Foundation with three SO, eHealth Solution with ten SO, Change and Adoption with one SO, and lastly eHealth Governance with one SO. The implementation of eHealth initiatives has contributed tremendously to the changes and awareness of ICT in health services delivery in various capacities due to well structured and adhering of the SO agreed on 2013. The Ministry has managed to facilitate the achievement of eHealth strategy implementation as follows; Improved information sharing through Health Information Systems Integration to various partners, Improved specialized health care services to patient in remote area using teleconsultation, Facilitate early detection, rapid reporting and response via mobile platform, Strengthened Electronic Health Management Information System, Improved resource management both human and financial and service delivery at health facilities, Tracking of Health Commodities from Medical Stores Department to the facilities, Establishment of one source of facility, Improved network infrastructures to various Health facilities. After five years of its implementation since 2013 to 2018 areas such as on eHealth Solution, Change and Adoption and eHealth Governance still remain to be challenge. The implementation of health intervention at the lower level whether clinical or nonclinical have been done with the little emphasis on linking them with existing Strategic Objective stipulated to the National eHealth Strategy 2013-2018

specifically on the four key areas. This paper recommends; to develop a well understood governance framework to support ICT implementation from the community level up to National, capacitate health practitioners in order for them to cope with the rapid change of technology and develop a clear and conducive mechanism to get feedback on the intervention done countrywide from the community level, District, and Regional level in order to have the proper handling of some geographical disparities.

Civic Space In Tanzania Political Context

Andrew Mushi, Mzumbe University

Abstract

This paper provides a political economy analysis of the Civil Society Organisation (CSO) sector in Tanzania with a particular focus on CSOs at the Local Government Authorities (LGA) level. To do this we explore both the political economy of CSOs in terms of their structures, resources, personnel and ways of operating, and the political economy for CSOs in terms of the attitude of government and donors towards the CSO sector. We seek to explore the role of both the formal institutional arrangements that are in place and the informal practices that operate both within and outside the formal institutional arrangements.

Government Regulations and Purchase Behaviour of Pirated Music CDs in Tanzania

Hellen Mohamed, Mzumbe University, Tanzania

Abstract

The music industry generally has experienced upsurge in the sales of pirated music CDs and especially in Tanzania. While this trend continues, very limited studies have been conducted in developing countries. Government regulation (government enforcement and government support) are proposed solutions to reduce music piracy. This study is therefore one of the few attempts to investigate moderating effects of government regulation on the relationship between intention and purchase behaviour of consumers in Tanzania. The casual model was empirically tested by using partial least-square structural equation modelling (PLS-SEM). A survey of 491 Generation Y consumers as the main music users in Tanzania was carried out. This study was conducted using an intercept survey method at selected malls in a former capital city of Tanzania (Dar-es-salaam). The result reveals that government regulation does not moderate the relationship between purchase intention and purchase behaviour of pirated music CDs among the selected respondents. Implications of the findings were presented.

1630-1700/ Thursday, September 13th, 2018

SESSION 7

Crowdfunding Platform Technology

Session Chair: Mwasapi Kihongasi

Session [7] Crowdfunding Platform Technology

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Ruth Abankwah		B2
Rodney Managa		B2
Rotem Shneor		Session 2, 3

S

Sospeter		C1
Saida Fundi		C1

V

Vincent Leyaro		A1
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W

Winfrida Jackson		B1
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Y

Yohana Sesabo		Session 1
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T

Thokozani Simelane		B2
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