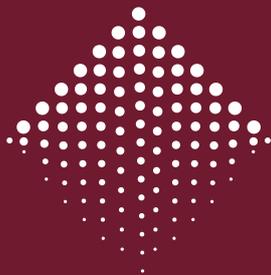




INTERNATIONAL CONFERENCE ON

GREEN AND SUSTAINABLE DEVELOPMENT



Conference Programme

Kigali Serena Hotel, Rwanda

9 - 13 March 2025

Co-organised by:



University of Fort Hare
Together in Excellence



CONFERENCE CHAIRPERSON



Dr Ronald Kwena

Director, Research and
Innovation,
University of Kigali



CO-CHAIRPERSONS



**Prof Felix
Maringe**

DVC: Institutional
Development, Research
& Innovation, University
of Kigali



**Prof Richardson
Shambare**

Dean of the Faculty of
Management and
Commerce, University of
Fort Hare



**Prof Joseph
Lekunze**

Deputy-Director,
Research & Innovation,
North-West University
Business School





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- 2. Key Focus Areas:** Sustainable Development, Green Technologies, Artificial Intelligence, and Economic Empowerment through Innovation.
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WELCOME MESSAGE FROM CONFERENCE CHAIRPERSON



It is with great pleasure that I welcome you all to the International Conference on Green and Sustainable Development. This conference provides a platform for scholars, practitioners, and policymakers to engage in meaningful discussions on the critical issues of sustainability, environmental conservation, and green innovation.

As we navigate the complexities of climate change, resource management, and economic growth, we must embrace interdisciplinary research and collaborative strategies to drive impactful solutions.

The challenges we face are global in nature, requiring innovative approaches, policy reforms, and sustainable business practices that prioritize both people and the planet.

This conference is more than just an exchange of ideas—it is an opportunity to inspire action, foster cross-sector partnerships, and accelerate progress toward achieving the United Nations Sustainable Development Goals (SDGs). I encourage you to actively participate, share your insights, and forge meaningful connections that will shape a more sustainable future.

Welcome to an engaging, thought-provoking, and transformative conference! Let us seize this moment to drive real change and leave a lasting impact on the world.

Warm Regards,

Dr Ronald Kwena

**Director, Research and Innovation
University of Kigali**



MESSAGES FROM CONFERENCE CO-CHAIRPERSONS



Sustainability is no longer an option; it's an imperative for our collective future. This conference brings together leading experts and emerging scholars to exchange knowledge on innovative approaches to sustainable development. The diversity of perspectives represented here is a testament to the commitment of the academic community and

industry stakeholders to creating long-term solutions that balance environmental, social, and economic priorities. Let us seize this opportunity to explore pioneering ideas and strengthen our commitment to a greener and more resilient world. I look forward to thought-provoking discussions and groundbreaking insights.

Prof. Felix Maringe

DVC: Institutional Development, Research & Innovation: University of Kigali

It is an honor to welcome you to this esteemed gathering of thought leaders, researchers, and professionals dedicated to advancing sustainable development. This conference serves as a bridge between research and practice, bringing innovative solutions to the forefront of policy and industry. The challenges we face in environmental degradation, climate



change, and economic sustainability require a collective effort, and I am confident that the discussions and collaborations formed here will have a lasting impact. Thank you for being part of this crucial dialogue, and I look forward to a fruitful exchange of ideas.

Prof. Richardson Shambare

Dean of the Faculty of Management and Commerce: University of Fort Hare



MESSAGES FROM CONFERENCE CO-CHAIRPERSONS



Green and sustainable development is a global priority, and this conference plays a pivotal role in shaping strategies that will lead to a more sustainable future. As we deliberate on key issues such as renewable energy, circular economy models, and sustainable urbanization, we must remain committed to actionable research and policy

recommendations that can drive real change. I urge all participants to engage fully, network with like-minded professionals, and contribute to the rich discussions that will take place. Together, we can create a roadmap for sustainability that benefits future generations. Welcome!

Prof Joseph Lekunze

Deputy-Director, Research & Innovation, North-West University Business School





EMPOWERING FUTURE LEADERS

At the NWU Business School, our mission is to provide transformative business and management education that equips our students with the competencies necessary to become responsible and dynamic leaders. We want our students to become manager-leaders and to walk away with real-world skills from an internationally accredited institution.

Our formal programmes include a Post Graduate Diploma in Management (PGDM), a master's in business administration (MBA), and a PhD in Economic and Management Sciences with Business Administration. We also offer Executive Education training and a wide range of short courses. Making our mark on the African continent is a priority for us. Through our curriculum, research, and community engagement initiatives, we strive to instil in our students a strong sense of social responsibility and ethical leadership. Our programmes integrate sustainability, corporate social responsibility, and ethical considerations, empowering students to become agents of positive change in their careers.

Introducing the PhD Hub & Research Bridging Courses

Aligned with the Business School's vision of Shaping Executive Minds in Africa, we are proud to introduce our PhD Hub – a strategic project to establish and develop PhD students and increase PhD supervisory capacity across Africa. This PhD Hub will target industry leaders and students in Africa who wish to study for a doctoral degree in business management and scholars who aspire to pursue a PhD in Business Administration. Additionally, it will provide a platform for promoters and supervisors from African universities to enhance their skills in PhD supervision. This initiative represents a significant step towards fostering academic excellence and leadership throughout Africa. By providing these critical resources, we aim to strengthen the quality and impact of doctoral research and advance Africa's academic standing in the global business arena. The PhD Hub is more than just a project; it is a movement that will shape Africa's leadership landscape for generations to come.



The International Conference on **Green and Sustainable Development** aims to raising awareness on the following UN Sustainable Development Goals:

- Quality Education
- Gender Equality
- Decent work and Economic growth
- Industry, Innovation and infrastructure
- Climate Action
- Partnership for the Goals



Conference Green Initiatives

- **Zero Waste:** Encourage reusable or compostable materials and reduce plastic use.
- **Green Transportation:** Promote the use of public transportation, bicycles, and electric vehicles for conference.
- **Eco-Friendly Materials:** Use recycled paper for conference materials.
- **Sustainable Catering:** Provide locally sourced, organic, and vegetarian/vegan meal options.
- **Energy Efficiency:** Utilize energy-efficient lighting and equipment throughout the venue.



INTERNATIONAL CONFERENCE ON
**GREEN AND
SUSTAINABLE
DEVELOPMENT**





10 MARCH 2025



Amb. Prof Peter Ngunjiri

Kenya's Ambassador to UNESCO, France

The Intersection of the UN Sustainable Development Goals, Climate Change and Youth

11 MARCH 2025



Dr Thierry M. Kalisa

**Chief Economist & Executive
Director
National Bank of Rwanda (BNR)**

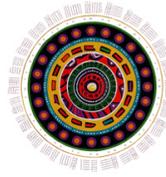
Sustainable Finance and
Investment for Climate
Resilience: Driving Green
Innovation in Rwanda



Prof Joseph Sekhampu

**Chief Director
North-West University
Business School**

The role of Business Schools in
Advancing Sustainability and
Responsible Management in
Africa



12 MARCH 2025



Prof Gabriele Schäfer

New Kempten University, Germany
Green Entrepreneurship and Innovation



Prof. Edward Marinov

**New Bulgarian University,
Bulgaria**

The Economic Relations between
the Balkan Countries and Rwanda
(with a Focus on Bulgaria):
Current Trends and Future
Opportunities



Prof Janet Bagorogoza

**Makerere University Business
School, Uganda**

Knowledge Management and
Performance of Poverty
Alleviation Interventions in
Uganda



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- 60011 Bachelor of Commerce in Information Systems (EL)

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- 84500 Master of Nursing
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Conference Outline

- > 9 March 2025
 - Pre-Conference welcoming cocktail
Venue: Serena Hotel Pool Area
- > 10 March 2025
 - **CONFERENCE DAY 1**
 - Paper Presentations from 14:00
- > 11 March 2025
 - **CONFERENCE DAY 2**
 - Paper presentations from 11:00
 - NWU Business School Innovation Showcase
 - Sustainable Supply Chain Management Workshop by Kuhne Foundation
- > 12 March 2025
 - **CONFERENCE DAY 3**
 - Paper Presentations from 11:00
 - Conference Gala dinner by NWU Business School
- > 13 March 2025
 - Leisure day with guided tours around Kigali.



INTERNATIONAL CONFERENCE ON
**GREEN AND
SUSTAINABLE
DEVELOPMENT**





Monday, 10 March 2025: Morning Session

8:00 - 9:00	Arrival of participants and visits to the exhibition stands
9:00 - 9:10	Welcome Address Prof George Kimathi: Vice Chancellor, University of Kigali Mr. Philbert Afrika: Chairman University Governing Body, University of Kigali
9:15 – 9:30	Music Performance
9:30 - 9:40	Chief Guest Opening Prof Manasseh Nshuti – Chairman Board of Promoters, University of Kigali
9:45 – 10:20	Keynote Address: “The Intersection of the UN Sustainable Development Goals, Climate Change and Youth Entrepreneurship” Amb. Prof Peter Ngure: Kenyan Ambassador to UNESCO, Paris France
10:25 - 11:15	Conference Co-Chairs’ Address: “Role of Higher Learning Institutions in Fostering Sustainable Development” - Moderated by Prof Juliet Townes Prof Felix Maringe: University of Kigali, Rwanda Prof Richardson Shambare: University of Fort Hare, South Africa Prof Joseph Lekunze: North-West University Business School, South Africa
11:15 – 11:40	Morning Refreshment and Comfort Break
11:45 - 12:30	PhD Hub in Africa – Shaping Executive Minds in Africa Prof Yvonne du Plessis, Prof Emmanuel Mutambara, and Prof Joseph Lekunze: North-West University Business School
12:35 – 13:10	Panel Discussion: “Driving Green Innovation and Sustainable Business Growth: Policies, Technologies, and Global Partnerships” - Moderated by Prof Ogechi Adeola <ul style="list-style-type: none"> • Mrs Doreen Ntawebasa, Director General, Trade and Investment-MINICOM Rwanda (Ministry of Trade and Industry). • Mrs Dukuze Marie Dalie, Director of Advocacy and Multilateral Environment Agreement Monitoring, REMA Rwanda. • Eng Dominique Mvunabandi, Director of Science, Technology and Innovation (STI Unit), National Focal Person, Rwanda National Commission for UNESCO • Prof Joseph Sekhampu, Chief Director, North-West University Business School
13:10 - 14:00	Lunch Break



Monday, 10 March 2025: Paper Presentations Sessions

	Main Ballroom	Side Ballroom	Kivu
	Climate Change Mitigation and Adaptation Systems	Sustainable Business, Management, and Economics	Social Equity and Sustainable Development
	Session Chair: Prof Ogechi Adeola	Session Chair: Dr Mpumelelo Longweni	Session Chair: Prof Chimucheka
14:00 – 14:15	<p>Drivers of Green Energy Consumption in the East African Community: A Fully Modified Ordinary Least Squares and Canonical</p> <p>Francis Muhire</p> <p>Makerere University Business School, Uganda</p>	<p>Proactive Strategy and Firm Performance: The Moderating Role of Environment</p> <p>Muhammad Sanusi Magaji</p> <p>Federal Polytechnic Kabo, Nigeria</p>	<p>Gender Dynamics and the Just Transition in South Africa</p> <p>Philani Moyo</p> <p>University of Fort Hare, South Africa</p>
14:25 – 14:40	<p>Towards Sustainable Urban Transport: Mass Public Transport Electrification in the Greater Kampala Metropolitan Area</p> <p>Judith Flavia Nakirijja</p> <p>Makerere University Business School, Uganda</p>	<p>Centre for Global Change: Driving Sustainable Innovation</p> <p>Leocadia Zhou</p> <p>University of Fort Hare, South Africa</p>	<p>Advancing Gender-Inclusive Employment Policies for Sustainable Development in African Townships</p> <p>Tebello Msimanga</p> <p>North-West University Business School, South Africa</p>
14:50 – 15:05	<p>A Sustainable Supply Chain Framework to Enhance the Environmental Performance in the Cleaning Detergents Manufacturing Industry: Case of Zimbabwe</p> <p>Tongesai Mpfu</p> <p>University of Zimbabwe, Zimbabwe</p>	<p>A Global Outlook of Green Entrepreneurship Research</p> <p>Juliet Townes</p> <p>University of Fort Hare, South Africa</p>	<p>Electricity Access, Energy Consumption and The Welfare of Ugandan Households</p> <p>Robert Wamulimah</p> <p>Makerere University Business School, Uganda</p>



Monday, 10 March 2025: Paper Presentations Sessions (Cont.)

	Main Ballroom	Side Ballroom	Kivu
	<p>Climate Change Mitigation and Adaptation Systems</p> <p>Session Chair: Prof Ogechi Adeola</p>	<p>Sustainable Business, Management, and Economics</p> <p>Session Chair: Dr Mpumelelo Longweni</p>	<p>Social Equity and Sustainable Development</p> <p>Session Chair: Prof Chimucheka</p>
15:15 – 15:30	<p>Rethinking Macroeconomic Fundamentals and Climate Change Nexus: Evidence from Sub-Saharan Africa</p> <p>Anthony O. Onah Richard O. Umeokwob Chinwendu I. Onuzo Orafiri C. Ogan Kelechi C. Nnamdi</p> <p>Central Bank of Nigeria, Nigeria</p>	<p>The Effect of Stakeholder Orientation on Business Sustainability of Small, Medium, and Micro Enterprises in the Eastern Cape Province of South Africa</p> <p>Tendai Chimucheka Winile Daza</p> <p>University of Fort Hare, South Africa</p>	<p>Promoting Social Equity in Sustainable Development Initiatives: A Case Study of Local Economic Development Agencies in South Africa</p> <p>Mthuthuzeli Swartz Yamkela Majikijela Willie Chinyamurindi</p> <p>University of Fort Hare, South Africa</p>
15:40 – 15:55	<p>Interactive Effect of Rainfall Intensity, Soil Erodibility, and Slope Gradient as Causative Factors of Ecological Infrastructure Degradation</p> <p>Alen Manyevere Adornis Nciizah Mohammed M Abd Elbasit</p> <p>University of Fort Hare Sol Plaatje University, South Africa Agricultural Research Council, South Africa</p>	<p>Quantitative Assessment of Farmer-Herder Conflict's Impact on Sustainable Crop Production in Barkin Ladi</p> <p>Adebanji A.W. Ayeni</p> <p>North-West University Business School, South Africa</p>	<p>The Intersectionality of Gender and Ethnicity in Shaping Sexual and Reproductive Health Access in Zimbabwe</p> <p>Mavis Soko Rosemary Masaire Forbes Makudza</p> <p>University of Free State, South Africa University of Zimbabwe, Zimbabwe</p>
16:00 – 16:20	Afternoon Refreshment and Comfort Break		
16:20 – 17:30	Networking Poster Presentations		
END OF CONFERENCE DAY 1			



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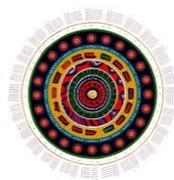
Tuesday, 11 March 2025: Morning Session

8:00 - 9:00	Arrival of participants and visits to the exhibition stands
9:00 - 9:15	Keynote Speech: “Sustainable Finance and Investment for Climate Resilience: Driving Green Innovation in Rwanda” Dr Thierry M. Kalisa: National Bank of Rwanda (BNR), Rwanda
9:20 - 9:35	Keynote Speech: “The role of Business Schools in Advancing Sustainability and Responsible Management in Africa” Prof Joseph Sekhampu: Chief Director – North-West University Business School, South Africa
9:30 – 10:05	Panel Discussions: “International Cooperation for Sustainable Development” - Moderated by Dorcas Kamau <ul style="list-style-type: none"> • Dr Willy Mugenzi: Chief Operations Officer, Rwanda Cooperation-Rwanda Cooperation • Mr. Mushakindi Jean Damascene: Executive Director - Charity Mission Strives for Sustainable Peace and Development, Rwanda • Mr. Eddie Chambers: CEO/ Founder Savvy Developers LLC - USA • Prof. Georgi Gochev: Vice-Rector International Affairs - New Bulgarian University
10:10 – 11:00	Morning Refreshment and Comfort Break

Tuesday, 11 March 2025: Side Showcases

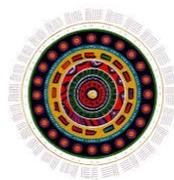
Kivu	
11 :00 – 16:00	<p>Innovation Showcase hosted by NWU BUSINESS SCHOOL</p> <p><i>Session Facilitator: Dr Theresa Lisita</i></p> 

Side Ballroom	
11:00 – 16:00	<p>Sustainable supply Chain Management Session hosted by LEARN LOGISTICS by Kuhne Foundation with</p> <p><i>Dr Martin Gachukia Prof Alfonso Duran Dr Julia Kleineidam Dr Joseph Akumuntu</i></p> 



Tuesday, 11 March 2025: Paper Presentations

	Main Ballroom
	Sustainable Agriculture and Food Systems
	Session Chair: Prof Joseph Lekunze
11:00 – 11:15	Empowering Women & Youth in Communal Feedlots to Address Climate Change and Enhance Food Security in SA Mhlangabezi Slayi Leocadia Zhou University of Fort Hare, South Africa
11:25 – 11:40	Effectiveness of Disposal Instructions in Reducing Post-Consumer Waste Tonny Kiggundu Makerere University Business School, Uganda.
11:50 – 12:05	Grazing and changing rainfall regime in a Kenyan savanna influence carbon fluxes and productivity of herbaceous layer Joseph Ondier Kabarak University, Kenya
12:15 – 12:30	Evaluating Nitrogen and Phosphorus Dynamics Influenced by Animal Manure Biochar in Eutric Cambisol Admire R. Dzvene Cornelius Chiduzza Pearson N.S. Mnkeni University of Fort Hare, South Africa
12:30 - 14:00	Lunch Break
	Main Ballroom
	Environmental Policy and Governance
	Session Chair: Mrs. Blen Sahilu
14:00 – 14:15	Investigating Institutional Policies and Research Collaborations with Students and Study Leaders Sophy Mogorosi Joseph Lekunze Adebajji A.W. Ayeni Magdalene Grobler Enoima Emmanuel Abraham Adesanjo Matthew Olugbemi North-West University Business School, South Africa Topfaith University, Nigeria Anjola Consulting, South Africa



Tuesday, 11 March 2025: Paper Presentations (Cont.)

	Main Ballroom
	Environmental Policy and Governance
	Session Chair: Mrs. Blen Sahilu
14:25 – 14:40	<p>EAC Policies Influencing One Health and Sustainable Green Development: A Scoping Review and Framework</p> <p>Arnaud Michel Nibaruta Jack Bwalya</p> <p>African Leadership University, Rwanda University College Dublin, Ireland</p>
14:50 – 15:05	<p>A Synopsis of Green Energy Technology Implementation in South Africa</p> <p>Sifiso Vilakazi Lerato Mzenzi</p> <p>North-West University, South Africa University of Pretoria, South Africa</p>
15:15 – 15:30	<p>The Abuja-Kaduna Railway’s Impact on Local Businesses in Igabi Local Government.</p> <p>Edidiong Ayeni Joseph Sekhampu Kanyinsola Adewumi Adebanji A.W. Ayeni</p> <p>Landmark University, Nigeria North-West University Business School, South Africa</p>
15:40 – 15:55	<p>Sustainability in Public Health: Causes of the Section 100 Administration in NWDoH</p> <p>Philadelphia Sedio</p> <p>North-West University Business School, South Africa</p>
16:00 – 16:20	Afternoon Refreshment and Comfort Break
16:20 – 17:30	Networking Poster Presentations
END OF CONFERENCE DAY 2	



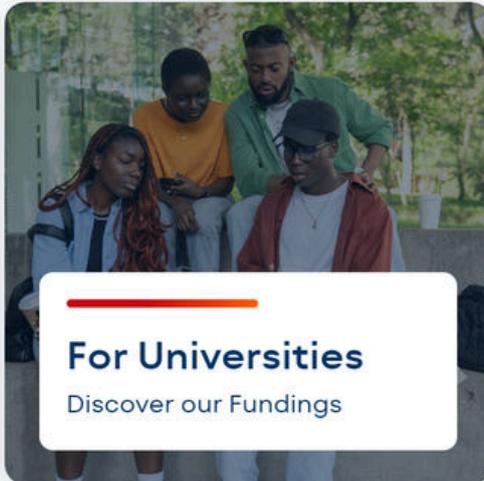
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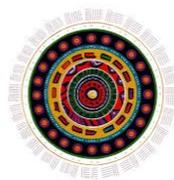
LEARN Logistics

by Kühne Foundation

Capacity building in Logistics Education for Economic Development

LEARN Logistics is a subsidiary of the Kühne Foundation, which supports capacity building in logistics and supply chain management (LSCM) in low- and middle-income countries. We target geographic areas in which public or private funding and local resources are not capable of delivering the necessary LSCM education and/or satisfy international quality standards.





Wednesday, 12 March 2025: Morning Session

8:00 - 9:00	Arrival of participants and visits to the exhibition stands
9:00 - 9:15	Keynote Speaker: Green Entrepreneurship and Innovation Prof Gabriele Schäfer: New Kempten University, Germany
9:20 – 9:35	Guest speaker: “The Economic Relations between the Balkan Countries and Rwanda (with a Focus on Bulgaria): Current Trends and Future Opportunities” Prof. Edward Marinov: New Bulgarian University, Bulgaria
9:40– 9:55	Guest speaker: “Knowledge Management and Performance of Poverty Alleviation Interventions in Uganda” Prof Janet Bagorogoza: Makerere University Business School, Uganda
10:00 - 10:45	Morning Refreshment and Comfort Break

Wednesday, 12 March 2025: Paper Presentations

	Main Ballroom	Ballroom Side room	Kivu
	Sustainable Business, Management, and Economics Session Chair: Dr Ronald Kwena	Social Equity and Sustainable Development Session Chair: Prof Juliet Townes	Green Technologies and Innovation Session Chair: Dr Willson Musoni
11:00 – 11:15	Contribution of Tourism-Based Microenterprises to Job Creation at a Local Level: An application of Exploratory Factor Analysis in South Africa Joseph Lekunze Lungile Ntsizwane North-West University Business School, South Africa.	Nuanced Perspectives on the Challenges, Prospects, and Opportunities Confronting Sustainable Access to Portable Water and Sanitary Services in South Africa Shadreck Muchaku Leocadia Zhou University of Fort Hare, South Africa	Green technology and sustainability practices: How new technologies contribute to sustainable business practices. Rosemary Farayi Masaire Mavis Soko University of Zimbabwe, Zimbabwe



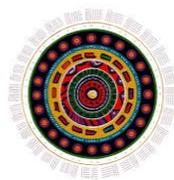
Wednesday, 12 March 2025: Paper Presentations (Cont.)

	Main Ballroom	Ballroom Side room	Kivu
	<p>Sustainable Business, Management, and Economics</p> <p>Session Chair: Dr Ronald Kwena</p>	<p>Social Equity and Sustainable Development</p> <p>Session Chair: Prof Juliet Townes</p>	<p>Green Technologies and Innovation</p> <p>Session Chair: Dr Willson Musoni</p>
11:25 – 11:40	<p>Application of AHP in Decision-Making: Case Studies and Practical Implementation</p> <p>Emmanuel Bugingo</p> <p>University of Kigali</p>	<p>Green & Sustainable Alternative Learning Approaches for Students with Disabilities: A Case Study of Makerere University Business School</p> <p>Fiona Mulira</p> <p>Makerere University Business School</p>	<p>Exploring Integrated Development Strategies for Sustainable Growth: A Case Study of Eastern Cape Development Agencies</p> <p>Mthuthuzeli Swartz Yamkela Majikijela Willie Chinyamurindi</p> <p>University of Fort Hare, South Africa</p>
11:50 – 12:05	<p>Sustainable People Management in Zimbabwe: A Strategic Imperative for Enhancing Sustainable Development</p> <p>Tendai Chazuza,</p> <p>University of Zimbabwe, Zimbabwe</p>	<p>Social Equity and Sustainable Development</p> <p>James Chitopo,</p> <p>University of Zimbabwe, Zimbabwe</p>	<p>Institutional Quality and Artificial Intelligence Readiness: A Twin Catalyst for Growth in Sub-Saharan Africa</p> <p>Placide Kwizera</p> <p>National Bank of Rwanda, Rwanda</p>
12:15 – 12:30	<p>Nigerian Cybercrime: Implication on Employability of Nigerian Students in the U.S</p> <p>Edidiong Ayeni</p> <p>North-West University Business School, South Africa</p>	<p>Promoting Social Inclusion through Sustainable Hospitality Education: Strategies and Outcomes</p> <p>Isaac Alando Ouma</p> <p>University of Kigali, Rwanda</p>	<p>Humanitarian aid green technology innovations, Climate financing and sustainable development in Kenya</p> <p>Catherine Nyambura</p> <p>Uganda Technology and Management University, Uganda.</p>
12:30 - 14:00	Lunch Break		



Wednesday, 12 March 2025: Paper Presentations (Cont.)

	Main Ballroom	Ballroom Side room	Kivu
	Multidisciplinary Session Chair: Prof Wasajja Kiwanuka	Green Technologies and Innovation Session Chair: Prof Yvonne Du Plessis	Multidisciplinary Session Chair: Prof Chimucheka
14:00 – 14:15	Statistical Analysis of Road Traffic Accidents in Rwanda Samuel Sindyigaya Christian Habimana Geoffrey Twesigye Wilson Musoni University of Kigali, Rwanda Hasselt University, Belgium	Clean Energy Transition for the Green Economy: A Pathway to a Sustainable Green Economy Chinedu Ndigwe, Ihunanya Erundu, Kelechi Nnamdi Enameguono Ekpemuaka Anthony Onah Central Bank of Nigeria, Nigeria	Amplifying Sustainable Domestic Tourism Uptake Through an Innovative Fear Of Missing Out (Fomo) Marketing Framework In Zimbabwe Forbes Makudza University of Zimbabwe, Zimbabwe
14:25 – 14:40	Economic Motivation and Future Intention: Mediating Role of Behavioral Control in Informal Entrepreneurial Transitioning Adebanji A.W. Ayeni North-West University Business School, South Africa	Linking green entrepreneurship to green innovation: the mediating role of green entrepreneurial self-efficacy. William Makumbe North-West University Business School, South Africa	A Model for Enhancing Franchisee Effectiveness in the Fast-Food Industry Inonge Theresa Listia, Reneezsha Mascouleane Jantjies North-West University Business School, South Africa
14:50 – 15:05	Assessing the Impact of AI on Library User Engagement and Satisfaction Godwins Osimbo University of Kigali, Rwanda	Leveraging AI and IoT for Smart Green Sustainable Building Innovations: Case Study of Kigali City Goffrey Twesigye University of Kigali, Rwanda	



Wednesday, 12 March 2025: Paper Presentations (Cont.)

	Main Ballroom	Ballroom Side room	Kivu
	Multidisciplinary Session Chair: Prof Wasajja Kiwanuka	Green Technologies and Innovation Session Chair: Prof Yvonne Du Plessis	Multidisciplinary Session Chair: Prof Chimucheka
15:15 – 15:30	Sustainable Development and Smallholder Agriculture: Understanding Farmers' Views on Privatized Extension Services in Collins and Thulamela Municipality, South Africa Rudzani Mudzielwana University of Fort Hare, South Africa	The Mediating Role of Green Knowledge Sharing on the Relationship Between Green Transformational Leadership and Green Innovation in the SADC Manufacturing Landscape William Makumbe John Marumbwa North-West University Business School, South Africa Great Zimbabwe University, Masvingo. Zimbabwe	Managerial Insights for Sustainable Training: Revitalizing Orientation and Initiative Training Strategies Temidayo Abimbola Christo A. Bisschoff Adebanji A.W. Ayeni Enoima Emmanuel Abraham North-West University Business School, South Africa University of Hull, United Kingdom Topfaith University, Nigeria
15:30 – 16:00	Afternoon Refreshment and Comfort Break		
18:30– 20:30	Gala Dinner Hosted by NWU Business School Venue: Serena Hotel Main ballroom		
END OF CONFERENCE			

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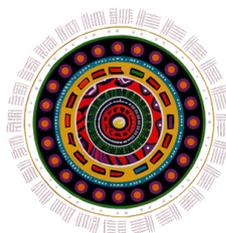
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