

## AN INVITATION TO NAIROBI, KENYA

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**Nairobi** the capital city of Kenya, is a vibrant and dynamic city that offers a unique blend of urban and wildlife experiences. It has one of the most diverse landscapes in the entire world, which is what makes this small but breathtaking city such a magical place to visit. It is home to a wide variety of rare wildlife species, many of which can only be found in the grassy plains, rain forests, and wooded savannas of Kenya, due to its wide variety of temperatures, habitats, and geography (<https://ole-sereni.com/>).

### Our 2026 EAM-I conference host

#### STRATHMORE UNIVERSITY

**Strathmore University** is a chartered university based in Nairobi, Kenya. It began as Strathmore College in 1961, as the first multi-racial, multi-religious advanced-level sixth form college offering science and arts subjects, by a group of professionals who formed a charitable educational trust (now the Strathmore Educational Trust). Saint Josemaría Escrivá, founder of Opus Dei, inspired and encouraged the start of the college. It is a secular university with a Christian identity. Strathmore has a particularly successful accounting program: 60% of Kenyan CPA finalists in the past ten years are graduates of the university.

#### PROGRAM COMMITTEE

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**Program Chair:** Rickie Moore, emlyon business school, Lyon, France

**Conference Coordinator:** Monika Hudson, University of San Francisco, USA

#### Host Coordination Team

Vincent Ogutu, Strathmore University, Kenya

Majid Twahir, Strathmore University, Kenya

Tom Kimani, Strathmore University, Kenya

#### EAM-I CONFERENCE DIRECTORS

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**Senior Director:** Shalei Simms, SUNY Old Westbury, USA

**Junior Director:** Holly Chiu, Brooklyn College, CUNY, USA

#### PUBLICATION OPPORTUNITIES

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EAM-I Outstanding Paper Award authors will be invited to submit their papers to the *Organization Management Journal*.

## ABOUT EAM-I

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A regional affiliate of the Academy of Management, the EAM sponsored the first Managing in a Global Economy conference in Tilberg, Netherlands in 1985. The success of the first EAM-I conference led to a series of biennial international conferences organized by EAM-I in partnership with local host universities in locations around the world. Conferences have been held in locations including Germany (Berlin), Singapore, South Africa (Cape Town), The Netherlands (Amsterdam), Brazil (Rio de Janeiro), India (Bangalore), Spain (Sevilla), Peru (Lima), Australia (Gold Coast), Croatia (Dubrovnik), France (Lyon), and most recently, in Taiwan (Taipei). The EAM-I Conferences are a source of international collaboration and learning among academics and practitioners.

#### INTERNATIONAL ADVISORY BOARD

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D. Anthony Butterfield, UMass Amherst, USA  
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Lorna Yes, NTUB, Taiwan

## EASTERN ACADEMY OF MANAGEMENT INTERNATIONAL

Managing in a Global Economy  
Conference  
**(21<sup>st</sup> Conference)**

**Theme: Leveraging Africa's Resources  
and Potential for The Future**

**June 15-19, 2026**



**In partnership with**



**Strathmore  
UNIVERSITY**

**Africa is home** to the world's youngest and fastest-growing population, burgeoning cities, and bold innovations in everything from fintech to clean energy. Its population is expected to nearly double to 2.5 billion people by 2050.

Despite the many challenges the continent faces, the diversity of resources in Africa is unparalleled. As such, the continent presents myriad opportunities for robust, inclusive growth that harness its rich natural resources and abundant human potential to increase prosperity not only in Africa but around the world (McKinsey Global Institute, 2023).

Leveraging Africa's vast talent and potential in a sustainable way, while developing its resilience, is key to empowering its economic transformation.

**The theme is meant to be interpreted broadly**, and papers not addressing the theme are also welcomed.

**Preference for conference presentations will be given to papers that address some aspect of international business, cross-cultural and/or comparative management, or global business perspectives.**

**Continuing in 2026: POSTER SESSIONS!**  
**(available in each track)**

## **SUBMISSION TRACKS**

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### **1. Theme Track : Unlocking Africa's Potential**

Focuses on issues such as Agricultural Development and Food Security, Economic Policies and Market Dynamics as well as diverse perspectives and innovative solutions that can contribute to a comprehensive understanding of how Africa's resources can be harnessed effectively.

### **2. Business Policy and Strategy**

Focuses on strategic management and policy issues that arise when engaged in international business in a global economy, as well as government-business interface.

### **3. Corporate Governance**

Focuses on theory and practice of corporate governance. This domain explores roles and responsibilities of primary participants who are owners, supervisory and management board members, and managers of the organization.

### **4. Diversity & Identity in the Workplace**

Focuses on individual differences that broadly include both surface and deep level aspects (e.g., gender, culture, personality) and the implications for work and business practices in organizations around the world.

### **5. Entrepreneurship**

Focuses on issues related to the creation, support, and growth of small businesses and entrepreneurial organizations to include innovative small business practices and supporting entrepreneurial ventures in developing countries.

### **6. Human Resources**

Focuses on aspects of human resource management including recruitment, selection, performance appraisal, compensation, socialization, training, and the development of human capital around the globe.

### **7. Management Education & Development**

Focuses on issues of pedagogy and learning across cultures (e.g., distance learning) and classroom teaching methods that facilitate the acquisition of skills for managing in a global economy.

### **8. Organizational Behavior and Theory**

Focuses on motivation, leadership, organizational learning, change, and the management of people in organizations across the globe.

### **9. Research Methods**

Focuses on methodologies that advance management research and practice. These include quantitative and qualitative methods, survey and archival methods, experimental and non-experimental methods, cross-cultural approaches, and statistical modeling approaches.

### **10. Social Issues in Management**

Focuses on the ways that organizations operating in a global environment fulfill their social responsibilities, create ethical cultures, and address issues surrounding sustainability.

### **11. Technology, Communication, and IS**

Focuses on the use of technology and IS to manage and increase efficiency and effectiveness of the firm in a global environment as well as explores communication within and across organizations and how technology interacts with human systems.

### **12. Developmental Papers and Posters**

Authors are invited to submit drafts of full manuscripts in need of additional work to make ready for conference or journal submission to this track. Authors of accepted papers must agree to review and provide feedback to others in their session and will, in turn, receive feedback about their own paper. At the discretion of the Program Chair, authors of some developmental papers that show promise may also be invited to present their work in a Poster Session.

## **SUBMISSION GUIDELINES**

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Submissions may take the form of either case studies in any domain, theoretical or empirical papers, symposia, panel discussions, or experiential learning sessions. All submissions must be written in English and follow the Academy of Management guidelines ([www.aomonline.edu](http://www.aomonline.edu))

If a proposed idea does not seem to fit any of the domains described above, authors should contact Program Chair Rickie Moore ([eami2026@em-lyon.com](mailto:eami2026@em-lyon.com)). Your submission will be directed to the most appropriate domain.

**Those submitting work to the conference are expected to serve as reviewers** and are invited to register as both an author and a reviewer on the conference website.

Once a submission is accepted, all panelists and at least one author in each co-authored paper must register for the conference. If authors/panelists do not register by the conference deadline, their submissions will not appear in the Conference Program or Proceedings.

**DEADLINE FOR SUBMISSIONS:**

**DECEMBER 12, 2025**

**[EAMconference.org](http://EAMconference.org)**