



THE AMERICAN UNIVERSITY IN CAIRO

الجامعة الأمريكية بالقاهرة

*AUC International Conference on Research in African Challenges (ICRAC)*

*Track B: Trade, Responsible Business and Labor Market for Poverty Reduction*

SUB-TRACK B3: RESPONSIBLE BUSINESS AND POVERTY REDUCTION

**Chair: Dr. Dr. Rania Hussein**

**Co-chair: Dr. Francois Lenfant**

Business in Africa is increasing. Entrepreneurship, innovation and an educated workforce can lead the continent toward growth and prosperity. African countries need to ensure that growth is responsible and it paves the road toward market stability and sustainable development. Responsible business is thus an ongoing quest for Africa. Poverty reduction is a direct outcome of responsible business. This theme incorporates studies focused on how can African countries attempt to achieve equitable and prosperous future through sustainable business. Research papers focused on fostering economic development, addressing inequalities, improving energy access, food security, as well as new ways to create fair and reasonable work environment, among others, are welcomed.

**Biographies**

**Rania S. Hussein** is an Assistant Professor of Marketing at the Business School in The American University in Cairo. She was awarded her MBA degree from Georgia State University, USA in 2001 and her PhD degree from The University of Nottingham, UK in 2010. She is a Fulbright scholar and has conducted joint research with George Washington University in 2014. Her research interests include internet marketing, social media and innovation adoption. She has published a book on Adoption of Web based Marketing in the travel industry with Lambert Academic Publishing in 2011. Her research appears in journals such as Journal of Business and Industrial Marketing, Online Information Review, the International Journal of Marketing and Management Research and the International Journal of Customer Relationship Marketing and Management. Besides teaching marketing core courses, she is particularly specialized in teaching Internet Marketing. She provides consultation and advice to online start-ups on how to manage their online businesses.

**Dr. Francois Lenfant** is researcher at the University of Amsterdam Business School, and lecturer at the Centre for International Conflict Analysis and Management at the Radboud University in Nijmegen, The Netherlands. His areas of expertise are in multi-stakeholder partnerships in Africa, corporate social responsibility, sustainable development, and the economic dimensions of peace processes. His PhD thesis "On business, conflict and peace: Interaction and collaboration in Central Africa" explored business interaction with peace and conflict in Central Africa, mostly Rwanda and the Democratic Republic of Congo. He has published articles in different journals ranging from Journal of Business Ethics to Development in Practice. François also carries out research and evaluation assignments in Africa for governments, NGOs and multilateral institutions such as UNICEF. François holds a M.A. in International Development from the American University in Washington, DC, and a PhD from the University of Amsterdam. For more information and an overview of his publications, see [www.lenfant-research.com](http://www.lenfant-research.com).