

# **Contextualising African Studies**

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

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

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

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

# **NEW FRONTIERS IN AFRICAN BUSINESS AND SOCIETY**

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## **Previous Title**

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# **Contextualising African Studies: Challenges and the Way Forward**

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INVESTOR IN PEOPLE

*The book is dedicated to the great people of Africa.*

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# List of Abbreviations

## Chapter 1

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

## Chapter 2

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

## Chapter 3

CG	Corporate governance
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## Chapter 4

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

## Chapter 5

SSA	Sub-Saharan Africa
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## Chapter 6

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

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

## **Chapter 7**

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

## **Chapter 8**

FCT                      Federal Capital Territory

## **Chapter 9**

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

## **Chapter 10**

GDP                     Gross domestic product  
GEM                     Global entrepreneurship monitoring

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## About the Editors

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# Foreword

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

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

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

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

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

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

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

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

This is the gift this text offers.

Philip A. Oláyoku PhD  
Chair, West African Transitional Justice Centre (WATJ Centre)  
Director Centre for Research on African Digital Policy and  
Innovations (CRADPI)

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

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

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

## Chapter 1

# Introduction to Contextualising African Studies: Challenges and the Way Forward

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The study of Africa is inundated with inherent complexity. It has provoked a couple of questions. For example, how can we contextualise African studies, what are the best approaches to studying Africa, what are the challenges, and what does the future hold? Such questions remain prevalent and there is a clarion call to address them.

In the first book of the *New Frontiers of African Business and Society* Series titled *African Context of Business and Society* (Omeihe & Harrison, 2022a), we took stock of scholarly capital researched across the continent and focused on Business and Society. In this book, *Contextualising African Studies: Challenges and the Way Forward*, we go further to examine Africa in more detail and its challenges. Africa represents the youngest and fastest-growing population in the world. Its unparalleled eco-diversity and culture have made it a vital region with one of the fastest-growing economies across the globe. However, research within and about Africa is still limited compared to other continents. The preferable stance for scholars is to apply frameworks originating from the West which arguably may be ineffective within the African context. As a result, it is pertinent that more research in and about Africa is conducted to learn lessons rather than apply them. Through this book, we draw on empirical and conceptual evidence within Africa providing recommendations and ways forward, especially during such times of global uncertainty. The prevalent issues affecting the continent from the perspective of renowned authors in African research are discussed.

In this time of dynamism, the methodological approach applied in research is even more pertinent to produce comprehensive knowledge and avoiding methodological tension. Such methodological approaches designed for Western societies may require some modification before they can be effectively applied within the African context. The use of diverse and innovative methodologies and reviews is important to advance scholarship in Africa and challenge the status quo. The nine chapters in the book provide insights into Africa's economic, political, and

social realities and climate that enrich our perspectives. They produce knowledge, policy recommendations, and innovative methodologies that contribute to the scholarly capital of the continent.

## **Introducing the Chapters**

Chioma Onoshakpor, James Cunningham, and Elizabeth Gammie (Chapter 2) examine the access to finance and financial inclusion and how this impacts the development of female-run enterprises in Nigeria. While financial institutions and policymakers may assume a ‘one size fits all’ approach to financial inclusion through different programmes, the context of gender has implications for the nature of the business activity, particularly in a society characterised by patriarchy. In such a way, we can better understand the gendered context of entrepreneurship and the implications for business growth. By adopting an interpretivist paradigm and qualitative method via semi-structured interviews, the social reality of the entrepreneurs is explored.

Corporate governance has become a core topic in management research and business practice. Yet the management literature has been relatively silent on how various corporate governance models potentially shape trust relations within the organisation, especially in the African context. In the next chapter, Ijeoma Jacklyn Okpanum (Chapter 3) reviews the corporate governance models through the lens of the institutional logics perspective and develops a framework connecting three bedrock governance configurations to organisational trust. In so doing, provides new directions for those seeking to further develop research in corporate governance, institutional logics, and organisational trust with an African focus.

Kwame Oduro Amoako, Isaac Oduro Amoako, James Tuffour, Gilbert Zana Naab, and Kofi Owiredu-Ghorman (Chapter 4) examine the sustainability practices challenges encountered by a multinational mining company’s subsidiary operating in Ghana. A case study approach was employed using data collected through interviews and observations. The resolution of these identified challenges will help corporate managers conduct business activities ethically and mitigate potential sustainability implementation obstacles that can harm the organisation’s reputation and the welfare of the community and cause environmental degradation. They contribute to the literature on sustainability by demonstrating that both formal and informal institutions do influence mining industry sustainability development in Africa.

In Chapter 5, Laura Galloway, Esinath Ndiweni, and Rebecca Stirzaker examine informal self-employment in Bulawayo in Zimbabwe. Little is known about how informal sub-Saharan institutions mitigate formal ones or affect the experiences and outcomes of self-employment. The qualitative study reveals that efficient informal social systems were observable and did contribute to the business, particularly through the socio-cultural values and practices of *ubuntu* and *indaba*. The chapter proposes that economic development efforts might best serve communities by facilitating institutional development that converges with local socio-culturally informed practices.

A novel stance is taken by Obafemi O. Olekanma and Donovan Nadison (Chapter 6) who explores performance innovation enablers of knowledge sharing and transfer (KST) for effective public management in South African public-sector institutions. Enablers of KST were explored through the lens of lived experiences of managers working at Gautrain Management Agency, a rail transport public-sector operator in South Africa. A qualitative method was adopted using a Trans Positional Cognition Approach. This study contributes a new KST framework that helps business managers understand knowledge sharing and transfer from the South African public-sector practitioners' perspectives.

Ayodele Adetuyi, Heather Tarbert, and Christian Harrison in Chapter 7 examine the factors inhibiting the development of agricultural companies in Nigeria and how to overcome the developmental barriers in the agricultural sector in Nigeria. To date, the nation grapples with persistent challenges in adequately supplying food for its growing population, consequently leading to elevated levels of poverty. The findings from the review show that the bane of the agricultural sector in Nigeria is due to the lack of an agricultural regulatory framework and policy transmission mechanism and over-dependence on oil revenue. It is therefore imperative for the country to embark on the development of a reliable agricultural framework and model that will aid food sufficiency in the country.

In Chapter 8, Kingsley Obi Omeihe and Ibiyemi Omeihe undertake a review with the purpose of illuminating the less-explored facets of the beliefs that shape the market landscape in Nigeria. Their research reveals the existence of the complex issues surrounding African literature and highlights the indispensable role of markets and market authority. The authors establish that market authorities are crucial for maintaining trader relationships and enforcing sanctions. These findings hold great significance as they offer unprecedented insights into the origins and intricate nature of market authority, shedding light on this multifaceted phenomenon.

Obafemi O. Olekanma and Bassey Ekanem in Chapter 9 contribute to the literature on tourism regulation in developing economies. The study draws on the balanced scorecard's four dimensions; customer, financial, internal business, and learning and growth as a theoretical framework to examine the direct effect that tourism regulations have on hotel business performance. By adopting a quantitative approach via survey questionnaires, the impact of tourism regulation on hotel business performance was understood. This study contributes to hotel business performance measurement literature from the African perspective.

Finally, in Chapter 10, Christian Harrison makes a clarion call for more African scholarship and research in the field of entrepreneurship. The chapter contributes to the literature on entrepreneurship in developing economies by providing an extensive review of the various approaches that entrepreneurship has conceptualised. Nine themes are explored: the great person, economic perspective, psychological perspective, sociological perspective, behavioural perspective, management, intrapreneurship, cognitive perspective, and leadership perspective. This is followed by an examination of entrepreneurship as a process, as a new venture creation, and as an art of opportunity recognition and exploitation.

## **Taking Stock of African Studies – Institutional Logics**

As scholars of African Studies, it is our pleasure to reflect on the significance of the emergence of a new book titled ‘Contextualising African Studies’. This book presents a valuable opportunity to take stock of the scholarly capital researched across the field. Its aim is to help mark out the unique contours of African business and society by shifting from Western assumptions of Africa, which have often led to incorrect macro-theorisations, to novel indigenous viewpoints of African scholars. In drawing inspiration from [Omeihe and Harrison \(2022b\)](#), who advocate for an alternative analysis of uncovering rich contextual interpretations of Africa through the lens of indigenous scholars, it is expected that future studies may build on plausible narratives to contribute more robust insights.

It is acknowledged that it is difficult to pay attention to pertinent research issues without illuminating the role of context. The problem of context, for example, invariably involves ignoring more robust analysis, which better captures the increasing complexity of business phenomena and societal relations and thus constrains strong elements of real-world relevance. Equally, the uncertain, dynamic, and evolving conditions that businesses operate in require further exploration to aid understanding of specific contexts; hence, the researcher’s role is essential in developing additional insights ([Harrison et al., 2018, 2020](#)).

To further understand the context, we believe that we must place it within the theoretical frame of the ‘institutional logics’ perspective. The term institutional logics, as defined by [Thornton and Ocasio \(1999\)](#), describes how socially constructed assumptions, historical patterns, values, beliefs, and rules provide meaning to people’s social reality. By narrowing our focus to the African context, the institutional logic perspective provides a link between contextual structures and socially constructed institutional practices.

Throughout the chapters, the respective authors set out to examine the under-researched aspects of Africa’s unique context. While varying in their emphasis, the various chapters were underpinned by the institutional logic perspective to understand individual and organisational behaviour. This suggests that both must be in a social and institutional context, as institutional contexts regularise behaviour and may provide opportunities or constraints for business and society ([Omeihe, 2019, 2023](#)).

For instance, [Onoshakpor et al. \(Chapter 2\)](#) suggest that access to finance plays an important role in the development of Nigerian female-run enterprises in Nigeria. The authors acknowledge that while policymakers may assume a ‘one size fits all’ approach, the context of gender has implications, particularly in a society characterised by patriarchy. They acknowledged the uniqueness of the Nigerian institutional context and highlight the need for a better understanding of the gendered context of entrepreneurship.

Similarly, context and institutional logic is also present and reflected in how trust connects with corporate governance models. To some extent findings from the prior neglect of this admittedly exciting field reflects [Okpanum’s \(Chapter 3\)](#) emphasis on how corporate governance can shape trust, especially within an

African context. Given the importance which the author assigns to developing a framework, it is refreshing to find how the discussions on the interplay between corporate governance and institutional logic can shape organisational trust. Meanwhile, readers need to bear in mind that the framework, which is a necessary building tool, can help develop future research further.

In Chapter 4, Amoako et al.'s insights on the challenges to sustainability practices of a mining company provide helpful commentary into the nature of subsidiary operations in Ghana. It also offers some interesting comparisons between the perception of internal and external stakeholders. The outcome is a conclusive resolution which may serve as a baseline for stakeholders looking to resolve tensions within organisations. The authors prove to be remarkably committed to providing evidence that will allow multinational companies to distribute economic benefits fairly among the communities they serve.

An excellent illustration of informal self-employment in Bulawayo is highlighted in Chapter 5 by Galloway et al. The institutional differences and awareness of how sub-Saharan institutions shape the outcomes of self-employment reveal that a range of efficient informal social systems was observable and shaped by socio-cultural values and practices of *ubuntu* and *indaba*. The assessment which follows from Galloway et al.'s qualitative study appends to a broader observation as it proposes a way by which economic development efforts might best serve communities.

The role of performance innovation in facilitating knowledge sharing and transfer underscores the impact of socially constructed, historical patterns, and material values on the experiences of Gautrain agency managers, as highlighted in Chapter 6 by Olekanma and Nadison. By honing in on factors that aid an understanding of knowledge sharing and transfer in the South African context, the authors enhance the existing theoretical framework, which now encompasses strategy and change management antecedents, as well as key people and organisational enablers. These findings offer a basis for further research across different contexts.

In Chapter 7, Adetuyi et al. build on the previous chapter's findings to assess studies on various development narratives that have impeded the progress of Nigeria's agriculture sector. Their analysis identifies dysfunctional institutions as a significant challenge within the Nigerian context, which contributes to inadequate regulation frameworks and policy transmission mechanisms. To decrease the sector's reliance on oil, the authors propose the implementation of a dependable framework that can bolster its sustainability.

The decision made by Omeihe and Omeihe in Chapter 8 to focus on market authority in Nigeria has simplified the task of presenting proof of the neglect of an intriguing historico-anthropological field. Markets and market authority are of great significance, as emphasised by the authors, and it is captivating to discover indigenous market operations and the conditions that led to their establishment. In light of the need to comprehend institutional contexts, the authors prescribe the imperative to avoid making incorrect assumptions about the traditional functions of West African market authorities through the generalisation of all market types.

As observed in their study, Olekanma and Ekanem in Chapter 9 have highlighted the exceptional influence of institutional contexts on tourism regulations and hotel business performance in Nigeria. The results indicate that institutional

relations within the tourism sector have a favourable impact on business performance. In other words, there is an acknowledgement that despite the institutional hurdles, having an appropriate regulatory framework can enhance performance innovation within difficult contexts.

In Chapter 10, Harrison emphasises the significance of institutional contexts in influencing African entrepreneurship, shedding light on a crucial aspect of the field. Through a meticulous examination of existing literature, the author skilfully elucidates nine key themes that contribute to our knowledge of the entrepreneurship concept. The emergence of such a study marks a highly commendable progression in African scholarship. The author not only offers valuable insights into the existing discourse but also fosters a deeper and more nuanced understanding of Africa and the abundant opportunities it presents for entrepreneurship.

## **Methodological Heterogeneity**

In this volume, our aim is to contribute to the ongoing conversation on Africa by maintaining a balance between theory and methodological heterogeneity. We firmly believe that embracing a range of methodological conventions may help generate novel findings in a context where much remains to be uncovered. We invited authors to provide expositions that shed light on various aspects of the African context, with the intention of revealing the depth and complexity of applied research perspectives. All contributors demonstrated a willingness to interpret their investigations empirically and conceptually. Except for one chapter that adopts a quantitative approach, the remaining chapters employ qualitative or conceptual review approaches to situate their inquiries. The majority of authors seek to understand how the African social experience is developed and given meaning, in most cases, prioritising qualitative comprehension over measurement. Therefore, it was deemed necessary to adopt an approach that amplifies the ‘voice’ of local actors’ perspectives (Harrison et al., 2016, 2018; Omeihe, 2019).

We hope that this volume will contribute to the ongoing conversation on Africa by providing a range of methodological approaches and perspectives. The volume aims to stimulate more rigorous debate and investigation of African phenomena, with the goal of uncovering the richness and complexity of the African context. The chapters are methodologically organised, progressing from case study approaches, observations, and interviews to novel historical storytelling narratives. The utilisation of quantitative research through primary surveys and questionnaires is also captured. Upon examination, it becomes evident that further input from positivist scholars would be required to advance the African discourse.

First, in this book, Onoshakpor et al. (Chapter 2) purposefully demonstrate a qualitative study that gathers data from two different sectors: the real estate sector and the food/accommodation services sector. Their examination revolves around the perception of access to finance. The findings reveal discussions centred on two core themes: structural support and financing, as well as gender experiences. The study supports the suggestion that both male and female participants adapt to external funding demands, but the structural demands seem to confine female entrepreneurs to smaller scales due to financial exclusion.

The third chapter (Okpanum, Chapter 3) focuses on a conceptual study that aims to address how corporate governance shapes managers' trust relations. The study draws upon extensive literature to develop a framework connecting three fundamental corporate governance configurations to organisational trust through the lens of institutional logics. Its conceptual nature proves useful in offering new insights into how trust in corporate governance is determined by the interplay of logic and values, thereby shaping actors' goals, engagement and actions.

The next chapter by Amoako et al. (Chapter 4) employs a qualitative case study supported by observatory methods and interviews as complementary data collection techniques. Through engagement with multistakeholder groups, the findings underscore the importance of qualitative research in highlighting the management of stakeholder perceptions. As a valuable technique for exploring contemporary phenomena, the case study sheds light on the challenges faced by gold mining enterprises operating within an emerging economy set-up.

Galloway et al. (Chapter 5), for their part, adopt a qualitative study involving self-employed traders in Bulawayo. Through interviews with three key data sources, the authors find evidence of essential social welfare and business support based on ubuntu principles in the absence of effective formal institutions. The qualitative approach facilitates an opportunity for participants to express their experiences in their own words. It is interesting to note that these interviews were conducted in the vernacular (Ndebele/Zulu) and transcribed. The authors proceed to caution that formal institutional development plans may be best achieved through a hybrid, ubuntu-consistent approach to establish a compliant yet locally meaningful institutional model.

By embracing an interpretivist philosophical stance, Olekanma and Nadison's qualitative study (Chapter 6) facilitated the generation of the factors influencing knowledge sharing and transfer within the South African context. The authors substantiate their methodology by adopting a case study approach, which allows for a comprehensive exploration of the phenomenon in its natural context. Through this approach, the authors were able to enrich the existing theoretical framework, encompassing strategy and change management antecedents, as well as key individuals and organisational enablers. These findings provide a solid foundation for further research across diverse contexts.

Adetuyi et al. (Chapter 7) focus on a comprehensive review that demonstrates the challenges faced by the agricultural sector in Nigeria, primarily resulting from the absence of an agricultural regulatory framework and an over-reliance on oil revenue, among other factors. Through this review, the authors highlight the urgent need to develop a reliable agricultural framework that will contribute to food sufficiency in the country.

Omeihe and Omeihe (Chapter 8) present a review aimed at shedding light on lesser-known aspects of the beliefs that shape the market landscape in Nigeria. Drawing upon their previous qualitative study of Nigerian markets (Omeihe & Omeihe, 2022), the authors address the complex issue of how markets and market authority cannot be simply replaced or disregarded. Additionally, the authors showcase the rich historical roots of Nigerian markets, firmly established through the creation of market relationships through various means. In doing so, they

offer unique insights into the origins of market authority and the intricate nature of this concept.

In the penultimate chapter, Olekanma and Ekanem (Chapter 9) conduct a study that highlights the importance of quantitative research in examining the direct impact of tourism regulations on the performance of hotels in Nigeria. The authors rely on a quantitative survey involving 176 participants, including general managers and departmental heads. The data were analysed using the simple linear regression technique and the SPSS statistical analysis software tool. Their findings provide a comprehensive understanding of how tourism regulations significantly and positively correlated with the performance of Abuja hotels across four key dimensions.

Last, Harrison's study (Chapter 10) offers an extensive review of entrepreneurship literature. The study explores nine themes, including the great person, economic perspective, psychological perspective, sociological perspective, behavioural perspective, management, intrapreneurship, cognitive perspective, and leadership perspective. The review incorporates numerous definitions of entrepreneurship and addresses the continuous development of the concept, as well as key debates among scholars, from the early Industrial Revolution onwards. The author critically evaluates the various approaches and perspectives used to characterise the entrepreneur.

## **Outlook for Future African Studies**

As we have done on the first edition of this series (Omeihe & Harrison, 2022), we take immense pride in presenting this book as a substantial contribution to African research. Our primary objective is to provide a well-crafted volume that thoroughly examines the functioning of African contexts. The chapters within this book offer insightful and meticulously researched scholarship. It is important to acknowledge that the findings presented herein may not be flawless, as our practical knowledge of Africa remains incomplete. However, we firmly believe that future studies can build upon these limitations to further advance our contributions to the field.

Instead of solely emphasising the problems Africa confronts, we advocate for an approach that places greater emphasis on prescribing solutions to improve the functioning of African systems. Looking ahead, we recognise that studies on Africa will encounter challenges related to weak formal institutions. Nevertheless, we see potential in re-evaluating the absence of more developed institutions and understanding how context can serve as the foundation for economic growth and development across African societies. By acknowledging the significance of context, we can gain a better understanding of the variations that exist among different societies.

We are also intrigued by the potential of African societies as fertile grounds for future studies. While we believe that this book has made significant strides, the evidence presented in the chapters underscores the importance of conducting comparative analyses of African societies. Such analyses would compellingly argue for further investigations into the commonalities and differences across