

SCHOOL OF BUSINESS 4TH AIBUMA CONFERENCE DAY TWO (2) HIGHLIGHTS

Date and time:

Tue, 2013-07-16 11:11

Location / Venue:

New Lecture Theatre

The second day of the AIBUMA was characterised by intensive discussions over emerging global business challenges and contribution of sustainable solutions. Like the first day of the conference, it was formed to bring together local and international business practitioners from academia and professional sphere with the aim of providing an opportunity of brainstorming on and sharpening the students' experiences so as to develop them into successful future business leaders.

Information on the essence of corporate governance was given by CMA Chairman Mr. Kung'u Gatabaki. Being one of the revered keynote and motivational speakers invited, he took the opportunity to emphasize on the need for a bonding relationship between staffs and managers in an organization that should not be troubled by tribalism, nepotism and other negative elements that stall the development in business organizations.

Another keynote speaker was Dr. Xing Quan Zhang, Head, Centre for Cities, United Nations Human Settlements Programme. His talk put much prominence on the need for globalization in our businesses. Like the Chinese, Kenyans were motivated to be more innovative and productive so as to exploit their available limited resources and in turn achieve economic success. On the same tone, Hans Piet, Head of Practice Mobile Broadband Region Sub-Saharan Africa (RSSA), Ericsson, also supported that idea. In his speech, he advocated for digitization to facilitate entrepreneurship and business transactions since research on latest trends suggest that we are a network society.

Parallel research paper presentations were also conducted. In this occasion, the audience got a chance of sharing ideas on how to come up with a sustainable farming and irrigation systems that can support farmers in dry lands and thus enhance our agri-business sector. In addition, information on how to boost employee attitudes towards organizational diversity on business performance was given a substantial focus.