

## Indigenous entrepreneurship in Sub-Saharan Africa *Implications for theory and practice*

### CALL FOR CHAPTER CONTRIBUTIONS

We invite chapter contributions to an edited volume on “Indigenous entrepreneurship in Sub-Saharan Africa”.

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The volume will be published with Palgrave Macmillan and will be part of the Book Series “Palgrave Studies in Equity, Diversity, Inclusion, and Indigenization in Business” (Series Editor: Prof Eddy S. Ng): <https://link.springer.com/series/17011>

### Background

*Africa Rising* was a term used after the early 2000s to point to the continent’s socio-economic potential (Frankema & Van Waijenburg, 2018; Mahajan, 2011). In this context, countless entrepreneurs across the African continent seize opportunities and provide solutions to local problems where government-led and institutional approaches are absent or hampering (Eijdenberg & Thompson, 2020; Khavul *et al.*, 2009; Khayesi *et al.*, 2014). In so doing, entrepreneurship can be seen as a vehicle to combat poverty and contribute to broader economic growth by providing people a sense of meaningful and valuable work (George *et al.*, 2016; Naudé, 2010; Ojong *et al.*, 2021; Rivera-Santos *et al.*, 2015), while proffering much needed solutions to local problems. Ideally this formative process leads to an upward socio-economic development of cities and communities (Bansal *et al.*, 2019), which in turn will uplift as a positive spiral many people’s welfare and wellbeing positions in a rapidly urbanizing sub-Saharan Africa (Asongu *et al.*, 2020; Sulemana *et al.*, 2019). As a result, overall inequalities could potentially be reduced (Crush & Skinner, 2015; Ncube *et al.*, 2021).

Despite the many studies that highlight the importance of entrepreneurship in sub-Saharan Africa, little awareness has been raised about indigenous entrepreneurship in this context (Onwuegbuzie & Mafimisebi, 2021), where tons of different types, forms and shapes of entrepreneurship take place (see: Dana, 2015). While being indigenous is colloquially termed as “Sons of the Soil” (Fearon & Laitin, 2011, p. 199), we understand indigenous entrepreneurship to be “the creation, management and development of new ventures by indigenous people for the benefit of indigenous people” (Hindle & Lansdowne, 2005, p. 9), as well as to the benefit of the broader environment (Hindle & Lansdowne, 2005). An example is Uganda’s prototypical *boda-boda* motorcycle taxi service entrepreneurs (see: Kisaalita & Sentongo-Kibalama, 2007), and also noted by BBC (2021) and CNN (2015).

It appears that we may be required to take a different, highly contextualized and indigenous lens when looking at entrepreneurship in sub-Saharan Africa. Why does this lens matter? It allows for viewing entrepreneurial activities as socially constructed in the respective context, thereby understanding what entrepreneurship of indigenous peoples (Hindle & Lansdowne, 2005) really means in sub-Saharan Africa.

This book presents much-needed case studies, quantitative and qualitative studies, conceptual studies, viewpoints and practitioners’ perspectives of indigenous entrepreneurship in sub-Saharan Africa. Empirical contributions should use rigorous research designs and describe methods, sampling

and sample size, measures, and results. Conceptual papers should pose specific and unanswered questions and/or make specific and novel predictions. In line with other scholars, we see entrepreneurship as an effective means to overcome certain societal ills (Esteves *et al.*, 2021; Hall *et al.*, 2010; Johnson & Schaltegger, 2020). Therefore, we challenge contributors to the book by not only following the illustrative chapter subjects, but also connect their work to one or more United Nations Sustainable Development Goals (especially Goal #1, #8, #10, #11, and #16: United Nations, 2022). Hereby, we encourage book chapters contributors to critically think of how indigenous entrepreneurship relates to ending poverty, creates decent work and economic growth, reduces inequalities, contributes to sustainable cities and communities, and is conducive for peace, justice, and strong institutions.

**Illustrative chapter subjects (the following is not an exhaustive list, but provides some examples of potential topics):**

*General perspectives*

- Indigenous world views from Africa: Critical perspectives and global applicability

*Indigenous entrepreneurship in East Africa*

- The route out of poverty: Enterprising individuals in the East African Community
- Doing business the Maasai way
- A look inside the fish tank: Entrepreneurial fishmongers around Lake Victoria
- Hustling entrepreneurs chasing shillings: Boda-boda drivers in Uganda

*Indigenous entrepreneurship in Southern Africa*

- Mind your business or mining business? Entrepreneurship in the Copperbelt region
- Indigenous entrepreneurial activities in KwaZulu-Natal
- Entrepreneurs in the sandbox: Stories from Namibia
- South Africa's Broad-based Black Economic Empowerment (BBBEE) enabling indigenous entrepreneurs

*Indigenous entrepreneurship in West Africa*

- Part of the show? Entrepreneurs near Nigeria's Nollywood
- Tales from Ghanaian women: How to achieve entrepreneurial success
- Lessons learnt from entrepreneurs in Côte d'Ivoire
- Going safari in The Gambia: Promoting indigenous practices in the tourism industry

**Timeline:**

- 1 April 2023: Extended abstract submission (1000 – 1200 words; 5 key words) to be submitted to Dr Emiel L. Eijdenberg, [emieli.eijdenberg@jcu.edu.au](mailto:emieli.eijdenberg@jcu.edu.au)
  - Please structure extended abstracts around the following headings:
    - Research objective; research design (e.g., review, conceptual, empirical methods applied); findings; and practical and theoretical implications (i.e., how the chapter contribution advances our understanding of indigenous entrepreneurship in sub-Saharan Africa).
- 1 June 2023: Notification of accepted abstracts.
- 1 September 2023: Full paper submission (6000 – 7000 words, including references, tables, figures, and appendices).
- 1 November 2023: Notification of review reports on full paper.
- 1 February 2024: Revised and proofread full paper submission.
- 1 April 2024: Delivery of final typescript.

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