

African businesses and multiple value creation *Impact through technology and digitalization*

CALL FOR CHAPTER CONTRIBUTIONS

We invite chapter contributions to an edited volume on “African businesses and multiple value creation”

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BACKGROUND

Increasingly more businesses in Africa are involved in multiple value creation, i.e., contributing to the environment and community in addition to achieving economic objectives (Maseno & Wanyoike, 2022; Rivera-Santos et al., 2015; Sun et al., 2020). This trend is evident not only in social entrepreneurs with a blended value mission but also in “traditional” entrepreneurs who are encouraged to generate positive social or environmental impact alongside profit-making (Bhatt, 2022).

In pursuing multiple value creation, businesses contribute significantly to the sustainable development of environments and communities (Agarwal et al., 2020; Ramadani et al., 2022; Sun et al., 2020), thereby uplifting the welfare and wellbeing of many people. Technology and digitalization are excellent drivers of multiple value creation by entrepreneurs. For instance, the frugal innovation “mobile money” (e.g., M-Pesa in Tanzania, see Economides & Jeziorski, 2017) has enabled entrepreneurs to make convenient and no-frills financial transactions associated with their business (Igwe et al., 2020; Lange et al., 2023; Shahid et al., 2023). Other examples are digital education solutions to reach children and simple e-health apps on mobile phones to meet basic health needs in impoverished areas. Oftentimes such technologies—specifically frugal innovations—and digitalization are developed or used by entrepreneurs, whether they have social or environmental mission or not (Boutillier et al., 2024; Khadria & Mishra, 2023; Nilsson et al., 2022).

While many successful examples of technologies and digitalization have emerged as response to a pressing need or crisis (e.g., poverty, COVID-19 pandemic, natural disasters), much scholarship about this—especially in emerging African context—has dropped behind. Taking this research opportunity as the point of departure, this book combines theory and practice of entrepreneurship, multiple value creation, innovation and digitalization in Africa, in which many

contexts happen to be emerging markets. The main Research Question that binds all chapters is “*What is the role of technology and digitalization by African businesses that strive for multiple value creation*”? By addressing this question, the book aims to contribute significantly to the understanding of how African entrepreneurs are utilizing technology and digitalization to generate economic, social, and environmental impacts.

Contributors may contribute **case studies, quantitative and qualitative studies, conceptual studies, viewpoints and practitioners’ perspectives** of African businesses and multiple value creation. Empirical chapters must use rigorous research designs and describe methods, sampling and sample size, measures, and results. Conceptual chapters must pose specific and unanswered questions and/or make specific and novel predictions. Below, a list of illustrative chapter subjects is provide.

*****Chapter subjects are ILLUSTRATIVE*****

- Chapter 1: The use of M-Pesa by small business owners in Tanzania
- Chapter 2: Digital banking of social entrepreneurs in Kenya
- Chapter 3: Uganda’s Market Garden app – Connecting food vending entrepreneurs with customers: Sustainable marketing through mobile apps in Nigeria
- Chapter 4: Blended value through social media apps by social entrepreneurs in Ethiopia
- Chapter 5: Business growth through digital wallets in South Africa
- Chapter 6: Entrepreneurs scaling e-health applications in East Africa
- Chapter 7: Low-cost innovations during and after the COVID-19 pandemic in Africa: Sanitizers, test kits and thermal sensors
- Chapter 8: Entrepreneurial education – Digital teaching and learning in Zambia
- Chapter 9: Frugal innovations in hospitality and tourism – Lessons learnt from hotel owners in Zambia
- Chapter 10: SMEs’ involvement in digital marketing of handicrafts in Ghana

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We encourage chapter contributors to connect their work to one or more United Nations Sustainable Development Goals (SDGs) (especially Goal #1, #8, #10, #11, and #16: United Nations, 2024). Hereby, we ask contributing authors to critically think of how African businesses and multiple value creation relate to ending poverty, creating decent work and economic growth, reducing inequalities, contributing to sustainable cities and communities, and how their chapter is conducive for peace, justice, and strong institutions.

TIMELINE

- **1 January 2025:** Extended abstract submission (1000 – 1200 words; 5 key words) to be submitted to Dr Emiel L. Eijdenberg, emieli.eijdenberg@hu.nl
 - 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 multiple value creation by African businesses)

- **1 February 2025:** Notification of accepted abstracts.
- **1 April 2025:** Full paper submission (6000 – 7000 words, including references, tables, figures, and appendices).
- **1 May 2025:** Notification of review reports on full paper.
- **1 July 2025:** Revised and proofread full paper submission.
- **1 August 2025:** Delivery of final typescript to publisher.

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