



**Second PhD and Early Career
Researchers Annual Conference**



Researching African Creative Economies: local and global perspectives

**9-10-11 July – 2025
King's College London and Online**



The conference is supported by the
African Journal of Creative
Economies



Conference Preliminary* Programme

*Please note the programme might still be subject to changes

Overview

9th of July. Online only

10th of July. In-person event only

11th of July. In-person and online

9th July 2025 – Online Only

All timings are intended for UK BST. To check local correspondence in your time zone, please use <https://www.timebie.com/std/britishsummer.php>

9.30-10.00 am Conference introduction and welcome

Prof Roberta Comunian, Prof. Eka Ikpe, Prof Duro Oni and Prof. Jen Snowball

Session 1: 10.00-11.00 am AI and Digital Futures: perspectives from Africa

Chair: Dr. Anthony Tibaingana, Makerere University

- Blessing Emeh, Federal University Otueke (NG)

AI and African Indigenous Knowledge Systems: Opportunities, Challenges, and Ethical Implications

- Effiom Inameti, Federal University Otueke (NG)

Digital Afrofuturism: Social media, E-commerce and the rise of African fashion Entrepreneurship in the global economy

- Khanyisa Twani, University of Zululand (SA)

Mapping out cultural identity in the digital age: A reflective analysis of Orature Studies and innovation in Digital Humanities.

Session 2: 11.00-11.40 am Focus on Nollywood

Chair: Dr Cornelius Onyekaba, University of Lagos

- Godwin Simon, Queensland University of Technology (AUS)

AI and Creative Work: Contested Creativity and Anticipated Precarity in Nollywood

- Longgul Makpring Dakwom, Department of Theatre and Film Arts, University of Jos

Accidental Nature of YouTube for Film Archiving In the 21st Century Nigeria

Session 3: 12.00-1.00 pm Africa fashion: trade, entrepreneurship, and cultures

Chair: Dr Ogake Mosomi, University of Nairobi

- Kenneth Appiah-Nimo, African Leadership Centre - King's College London (UK)

Navigating Sustainability Leadership and SME internationalisation: Case Studies of West African Fashion Brands.

- Mawuko Gyan, Economics Department, Rhodes University (SA)

Trade and value chain dynamics in the cultural and creative industries: The contribution of the jewellery value chain to South Africa's cultural creative industries and the role of regional integration.

Session 4: 2.30-3.30 pm Cultural intermediaries: between diplomacy and cultural opportunities

Chair Prof. Jen Snowball, Rhodes University

- Fiona Drummond, Rhodes University (SA)

The evolving role of cultural and creative intermediaries in times of crisis: Insights from South Africa

- Adeola Ajala, University of Ilorin, Ilorin (NG)

Festivals as Instruments of Cultural Diplomacy: A Study of Selected African Festivals and Their Impact on Global Relations

- Komal Thakran, Department of African Studies, University of Delhi (India)

Cultural Exchange and Economic Contributions: The Indian Community on the Swahili Coast in the Context of African Creative Economies

Session 5: 4.00-5.00 pm African women and creative and cultural work: challenges and opportunities

Chair: Dr Tamsyn Dent, King's College London

- Maryvian Owomugisha, Makerere University, School Of Business

A comparative study, examining the Influence of Cultural norms on Entrepreneurship Behavior of Women in Sub-Saharan Africa and European Countries: A survey of the Performing arts Industry.

- Madinatu Bello, University of Cape Coast

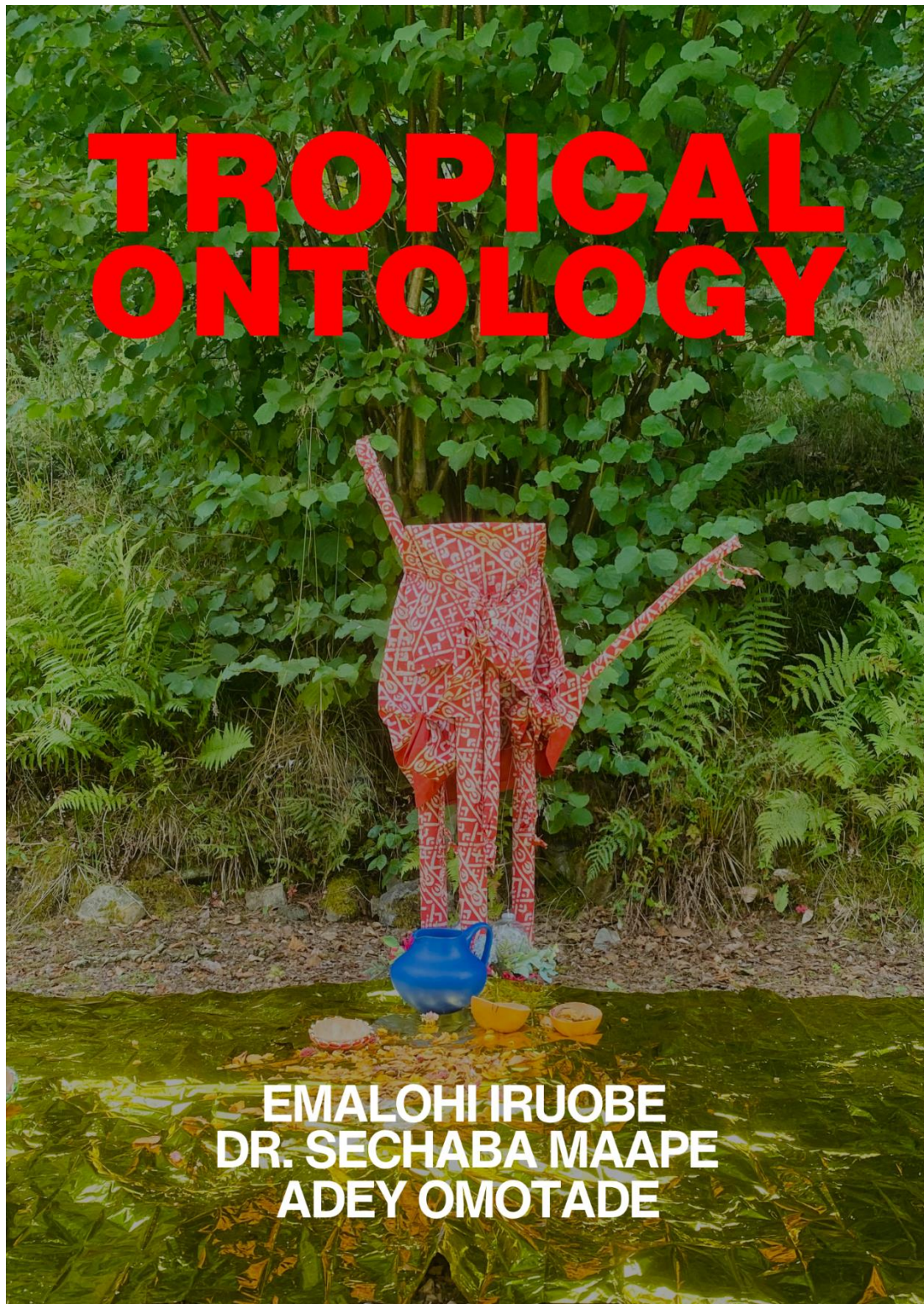
Gender and cultural regeneration in indigenous drumming in Ghana: Towards a gender-inclusive, regenerative cultural policy rethinking

- Bolaji Akanni, University of Ibadan, Ibadan Nigeria

African Women as Ethical Agents in Cultural Heritage: Reclaiming Voice in Local and Global Contexts.

10th July 2025 – In-person Only

Tropical Ontology by Emlohi Iruobe, Adey Omotade and Sechaba Maape explores the equator as humanity's original ontological home. Through AI-generated architectures, Yoruba-inspired soundscapes, and ritual video works, the project weaves together themes of climate, rhythm, and identity in a 4-part film series. It challenges colonial spatial logics and imagines a conceptual return to the warmth, breeze, and resonance of the tropics, offering mediation as its central intellectual contribution.



11th July 2025 – In-person and Online

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9.30-10.00 am Conference introduction and welcome

Prof Roberta Comunian and Prof. Eka Ikpe

Session 1: 10.00-11.15 am Fashion, accessories and textile: local trajectories and global dynamics

Chair: Eka Ikpe, African Leadership Centre, King's College London

- Aissa Mboup, Humboldt University of Berlin, Germany

Sunu Gaal Meets the World: Senegalese Fashion Bridges Local Heritage and Global Influence

- Lauren England, Department of Culture, Media & Creative Industries at King's College London, UK.

Sustainable Fashion & Textiles in Africa: The Maker-Manufacturing nexus as development pathway

- Abena Okyerewa Siaw, Department of Industrial Art, Kwame Nkrumah University of Science and Technology, Kumasi (Ghana)

Bridging the Sustainability Gap: A Mixed-Methods Study of Eco-Innovation in Ghana's Emerging Fashion Accessory Sector

11.15-11.45 Coffee Break

11:45 – 12:45 Keynote: Prof. Polo Moji African Literary Cities: Hubs, Maps and Urban Literary Ecologies

Chair: Prof. Susanne Gehrmann, Humboldt University of Berlin.

12:45 – 2pm Lunch

Session 2: 2.00-3.15 pm Cultural consumption, commodification and development

Chair: Teke Ngomba, Aarhus University.

- Kathrin Schmidt, Goldsmiths, University of London

Performing Sierra Leone: On the relationship between aesthetics, policy, globalisation and commodification

- Lilien Ezeugwu Chidera, CMCI, King's College London

Reclaiming Africa's Creative Geography: Mapping the Struggles and Trajectories of Africa's Creative Economy Through Historical and Contemporary Trends

3:15-3:45 Coffee Break

Session 3: 3.45-4.45 pm Digital Economy and local cultures

Chair: Dr Lauren England, King's College London

- Edna Olondo, Humboldt University of Berlin, Institute of Asian and African Studies

Queering Kenya's Digital Economy Through Content Creation

- Salvatore Di Novo and Jiahui Liao, CMCI, King's College London

Education and cultural consumption in Nigeria: exploring data 2010- 2019