



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 Final Programme

9th July 2025 – Online Only

9.30- 9.45 am **Conference introduction and welcome**

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

Session 1: 9.50-10.50 am **AI, algorithms and Digital Futures: perspectives from Africa**

Chair: Dr. Anthony Tibaingana, Makerere University

- Effiom Inameti, Federal University Otueke (NG)

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

- Daniel Dadzie, Media and Communication Professional

Visibility by Design? Afrobeats, Algorithmic Power, and Platform Governance in the Global Creative Economy

Session 2: 11.00-11.40 am **Focus on Nollywood**

Chair: Dr Cornelius Onyekaba, University of Lagos

- Godwin Simon, University of Toronto (CA)

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: 12.00-12.50 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

11th July 2025

9.30-9.45 am Conference introduction and welcome Prof Roberta Comunian and Prof. Eka Ikpe

Session 1: 9.45-11.00 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, CMCI, King's College London, UK.

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

11.00-11.30 Coffee Break

11:30 – 12:30 Keynote: Prof. Polo Moji African Literary Cities: Hubs, Maps and Urban Literary Ecologies

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

12:30 – 1.45pm Lunch

Session 2: 1.45-3.00 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

- Yossie Olaleye, King's College London

Literary Festivals and the City: Aké Arts and Book Festival as Reterritorialisation of 'African' Literature

- Salvatore Di Novo, CMCI, King's College London

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

3:00-3:30 Coffee Break

Session 3: 3.30-4.20 pm Digital and Creative Economy: historical and contemporary trends

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

- 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