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FOR IMMEDIATE RELEASE

B Academics Holds First Joint Research Seminar in Africa

Seminar aims to raise the awareness of B Corporations in Africa

March 2, 2023 – Durham, NC – In collaboration with Strathmore University in Nairobi, Kenya, B Academics steps onto the African continent.

“This first foray into Africa comes at an opportune time,” says Veronica Devenin, Chair of the Global Outreach and Engagement Committee of B Academics. “There is a growing movement toward business as a force for good in Africa, with more than 50 B Corporations on the continent.”

This joint research seminar aims to raise awareness of B Corporations in Africa, along with the role of academics in advancing teaching and research on B Corps and purpose-driven companies, and to provide a forum for PhD students and Early Career Researchers (ECRs) to present their research and receive feedback from the Global B Corp Academic Community. “This is a great opportunity to support researchers who are interested in understanding business sustainability in Africa,” says Mumbi Wachira, who participates in the B Academics Global Engagement Committee.

Our distinguished panel of researchers and speakers include Dr. Mumbi Wachira (Strathmore University), Prof. Jessica Yinka Thomas (North Carolina State University), Prof. Judy Muthuri (Nottingham University), Prof. Ralph Hamann (University of Cape Town), Prof. Amon Chizema (Loughborough University), and Prof. Emamdeen Fohim (University of Bern), on a range of topics from responsible management education, research opportunities and methodologies, and research results on purpose-driven organizations.

“The online event will be held on Thursday, March 9th. To serve our global audience, the event will be recorded and a link sent to all registrants,” says Devenin.

For more details and to register for this event, please visit: <https://bit.ly/2023AfricaEvent>

About B Academics

The vision of B Academics is to advance the state of academic study into business as a force for good. The Global B Corp Academic Community (B Academics) is a network of educators and researchers from around the world who are committed to accelerating the sustainable business movement by studying the global movement of B Corporation certification and benefit corporations. B Academics work with each other, the global B Lab network, and the B Corp

community to share best practices and identify opportunities for collaboration with regard to research, teaching, and experiential learning. Learn more about us at <https://bacademics.org/>

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