

VAA's strategic interest is the growth of value added business in Africa to build incomes, and to reduce the cycle of poverty and dependency.

Key areas: Business, Management, (Strategy, Marketing, Supply Chain, Entrepreneurship, Innovation, Systems, Operations)

Related studies: Economics, Finance, International Relations

Outline research topics	
Marketing:	Consumer perceptions / buying behaviour towards African products retailing in Europe
	Design and brand building in African SMEs to reach international / European markets
Supply Chain:	Role and impact of actors along the supply chain to support African companies reach international markets
Strategy:	Transforming behaviour in (western) business towards Africa
	Overcoming international trading barriers for African led companies
	The role of business in poverty reduction
Entrepreneurship / Social Entrepreneurship:	Building capacity and leadership in African businesses
Cross Cultural Management:	Interactions along the supply chain between European and African businesses
Sustainable Business:	Achieving growth, achieving scale in African SMEs
	Access to finance for African businesses

The above themes are indicative - we welcome discussions with anyone interested in engaging in mutually beneficial research in cooperation with us.

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