After the 1960 independence, successive governments of Somalia have not developed a comprehensive economy plan that accommodates private sector to take part in socio-economic development throughout the country. For instance, the first postcolonial government (1960-1969) adopted a free-market economy, where both local and foreign companies competed in the market equally. However, when the military regime of Siyad Barre came to power in 1969, the regime moved away from free market economy and thus nationalized the foreign companies, leaving very little growth in the private sector. This was followed with the growth of the private market in post-civil war Somalia. In the past two decades, private sector played a pivotal role in the economic development of the country.

SIMAD UNIVERSITY’S longtime goal is to become a research university. To realize that goal, the university planned to organize monthly, quarterly, biannual and annual academic conferences on various topics and disciplines in order to support the growth of our private sector as well as provide a timely information to planners and policy makers.

Scholars will be debating on more than 20 papers that address challenges facing private sector in terms of human resource, growth management among others.

This year will be having three great Keynote Speakers and professionally entrepreneurs Abdikarim Mohamed Kaarieg Hormuud Operations Manager, the second keynote Abdi Abshir Dhoore from The Director of Somali Chamber of commerce and industry, the third is Mohamed Abdi Martela from Chamber of commerce, we have also honorable guests Mursal Kadie, Mohamed farah said and Khadar Ismail they will share their experience of the entrepreneurship and Business development with the participants.

I thank both conference organizers and article contributors for their tireless effort to make this conference happen.

We wish you a successful academic conference
On behalf of the Organizing Committee, it is my great pleasure to welcome you to 3rd conference on Entrepreneurship and Business Development which is held annually by SIMAD University.

The Conference on Entrepreneurship and Business Development has been designed to provide a platform for all academicians, researchers, professionals, entrepreneurs and graduate students to exchange their latest research findings, new ideas and experience.

I would also like to take this opportunity to thank the organizing team of the conference for all their hard work. Having been on the organizing committees for two annual conferences, I know just how much time and effort goes into making such an event happen.

I hope that you will enjoy the great conference and that your interaction with your colleagues from many different universities will stimulate a creative exchange of ideas and will be personally rewarding.

Yours sincerely,

Mukhtar Hassan Mohamed

Chairperson
THE INFLUENCE OF USING BREAK-EVEN-POINT IN PLANNING, CONTROLLING, AND DECISION MAKING ON THE SMALL INDUSTRY MOGADISHU

Ali Ibrahim Mohamed Yusuf Hussein Mohamed
Faculty of Management Sciences
SIMAD University

ABSTRACT

This research study aimed to figure out the effect of using breakeven point in planning, controlling, and in the decision-making process, in the small industry Mogadishu Companies this research study shed the light on the reality of the use of the breakeven point in the planning, controlling and decision-making in industrial companies in Mogadishu. The study sample of the study was formed out of 80 employees in the accounting departments and manager in the Mogadishu industrial companies use correlation data analysis with SPSS. The study found out that, the most of the Mogadishu industrial companies are using break-even point Significant Moderate Relationship Between the planning, controlling and decision-making, breakeven point is important tool small industry, The study has recommended that, companies should use breakeven point as a main tool of decision-making and planning oversight because of its impact, efficiency and accuracy in the rationalization and control decisions, extend the knowledge of BEP for their Employee

Keywords: Break Even Pint, Decision making, Planning, Controlling
MEASURING SERVICE QUALITY IN THE BANKING SECTOR: AN EMPIRICAL STUDY FROM SOMALIA

Dr. Aliyasin Sheikh Ali
SIMAD University

ABSTRACT

The purpose of this study is to investigate the service quality provided by commercial Banks in Somalia.

This Study employs Service quality model in Banking firms in Mogadishu, Somalia. This study conducted through Quantitative research design. The target population of this study was customers of Bank firms in Mogadishu city include PREMIER BANK, SALAM and DAHABSHIIL.

The Model five dimensions which include tangibility, assurance, Empathy, Reliability factor and responsiveness, the sample size consisted of 67 respondents. The data was collected through questionnaire and the data was analyzed by SPSS24. The study found that service quality plays an important role on banking customers in Mogadishu, Somalia; that means service quality contributes the banking sector development in Mogadishu, Somalia.

Keywords: Service quality, customer satisfaction, customer loyalty, Banking sectors
Should We Expect Real Estate Price in Mogadishu to End up Financial Bubble

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ABSTRACT

Financial bubbles lead to market crashes because investors invest too much by expecting high return in the future. In Somalia it seems a new phenomenon that may hurt real estate investors and the economy of the country. Bubble may occur in real estate of Somalia because land prices are sold too high, investors and businesses invest too much, and people think they are wealthier than they are and spend too much, until they realize the prices are too far away from intrinsic value of the lands. The possibilities of real estate bubble can be figured out for the existing red flags in land prices of capital city of Mogadishu. The city was becoming too populated since it the centre of businesses in Somalia. Some districts in the city are booming for business activities and residents that derived prices of lands and house rents for implausible range. Some districts, the price of the lands are not burst. In this research land prices and house rents were specifically focused since all real estate are not combined in single study. House rents and price of land was extremely volatile and increasing quit widely based on data collected during five years that is why we picked up.

House rents and price of land was extremely volatile and increasing quit widely, data collect from individual brokerages and brokerage firms with a period between 2013 up to 2017 indicated the city is at risk of price bubble. An average it costs $170,000. The price earnings ratio of the city is 377.78; that is to say, it takes 377.78 years for skilled workers to buy a house in Mogadishu without consuming single dollar of his/her income ignoring the expected inflation. While buying house in the city center of Nairobi is $149,231.87 and Addis Ababa is $109,542.68. The economy of both countries is better than Somalia for example per capita income of Ethiopia is $1,900 and Kenya is $3,130. I belief we are in risk of bubble which will evaporate years from now.

KEY WORDS: Real estate, Bubble, District, House price, Rent price.
The Influence of Entrepreneurial Leadership style on Organizational Performance in Electronic Enterprises in Mogadishu

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SIMAD University

ABSTRACT

Entrepreneur’s behavior as leader has an impact to the organizational performance and the institutional progression. Researchers combine the concept of the leadership and the entrepreneurship in once concept referred to the entrepreneurial leadership (Gupta et al. 2004) core concept turns to be leadership style and its sway to the institutional success. Different types of the entrepreneurs has various characteristics of risk taking, behaving with people, passion and the talent that market place requires.

There are different types of the leadership styles, some are democratic, others are authoritarians, while are other participative. There is no one best leadership style that is operative in all the time, implying leadership style is situational and is tied to the currency business issues. The purpose of this study is measure the influence of the entrepreneurial leadership style on organizational performance in selected electronic enterprises in Mogadishu.

Study employed descriptive statistics to present location and the shape of the data. Variation of the data is also studied used coefficient variation. Statistical inference was applied to test hypothesis in terms of difference and the association. Leadership style is divided into three categories and the difference between them is examined using analysis of variance (ANOVA). Partial correlation was used to measure relationship between the leadership style and the organizational performance. Hypothesis of no relationship was rejected at 5% of significance level. Leadership coefficient came to 47% indicating that half of the performance is resultant from the leadership style. Reliability of the study is tested by cronbach alpha as the validity was measured to conformity factor analysis.

Study found that transformational leadership is the style of the leadership that boosts organizational performance. Hypothesis of there is difference between the groups was rejected meaning the difference styles have a difference contribution to the organizational performance. Both validity and the reliability of the data was also were accepted, which means that study result is valid and the reliable.

Key words: entrepreneurial leadership, transformational leadership, Organizational performance.
Tax Evasion Determinants in Banadir Region, Somalia

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ABSTRACT
Tax evasion is one of the biggest societal issues restraining improvement in developing nations, literature uncovered that tax evasion also takes part of the challenges in increasing revenue in Somalia. This study evaluated the determinants of tax evasion in Banadir Region (a region in Somalia). The study was led by a survey research design. A questionnaire was used to collect information from 303 randomly selected automobile taxpayers in Banadir region. The outcome of the study demonstrates that tax system has a significant negative relationship with tax evasion. On the other hand, tax rate, corruption, income level and education level have a positive significant relationship with tax evasion. This study suggests that essential measures ought to be taken by the tax authorities to enhance income collection and decrease tax evasion. It is additionally recommended that crusade against corruption, public enlightens on tax issues and correction of tax procedures should be embraced.

Keywords: Tax Evasion, Tax System, Income level, education level, tax rate, corruption, Banadir State, Somalia.
Factors affecting Somali banks’ credit, investment availability and accessibility to SMEs in Mogadishu- Somalia

Ali Nur Dirie
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ABSTRACT

In this study, the researcher studied factors affecting Somali banks’ credit, investment availability and accessibility to SMEs in Mogadishu- Somalia. With the objectives of the examine the level investment availability and accessibility to SMEs, assess factors affecting Somali Banks credit and investment availability and accessibility to SMEs. Using purposive sampling, the research team selected 60 respondents with the use of questionnaire as instrument; Data was analyzed using descriptive statistics of mean and standard deviation. The study found that the assess factors affecting Somali Banks Credit and investment availability and accessibility to SMEs is agree banks to like group lending and guarantor. Also, the study found the level investment availability and accessibility to SMEs. It is positive significant to the banks credit.

Based on the findings, the researcher suggests that: factors affecting Somali banks’ credit, investment availability and accessibility to SMEs in Mogadishu- Somalia, to think and aware practice to maintain and implement entrepreneur’s techniques in order to meet start business and assure the result after repayment day. Also, the study recommended to establishing assessing department who responsible implementing group lending and guarantor credit history.

Key Words- Banks’ Credit, investment accessibility, small, and medium enterprises
ABSTRACT
The general objective of this study was to investigate the service quality management on competitive advantage on mobile telephone providers in Somalia with specific focus of the industrial mobile providers in Somalia. Specifically, this study investigated the effects service quality on competitive advantage on mobile providers in Somalia. The study employed a survey research design in data collection. This research employed quantitative data collection method whereby data was gathered by the use of closed ended questionnaires which were self administered. Factor analysis was used to assess the validity and Cronbach alpha to assess reliability of the questionnaire. Multiple regression analysis (standard and step wise) were conducted to determine the effects between the service quality determinants and competitive advantage. Results confirm the varying importance of service quality determinants in the telephone providers processing in Somalia. In general, the results reveal that customer loyalty, price fairness and brand image have significant and positive effects on competitive advantage in the mobile providers in Somalia. The study recommends that to improve customer satisfaction in the mobile providers in Somalia, managers of the industrial mobile providers in Somalia should nurture and develop market competition and customer satisfaction. The general objective of the study is to investigate the effects service quality management on competitive advantage mobile providers in Mogadishu. Specifically, this study investigated to ascertain how customer loyalty mgmt affects, price fairness affects and brand image on competitive advantage mobile providers in Mogadishu Somalia. The study employed a survey research design in data collection. This research employed quantitative data collection method whereby data was gathered by the use of closed ended questionnaires which were self administered. Factor analysis was used to assess the validity and Cronbach alpha to assess reliability of the questionnaire. Multiple regression analysis was performed.
to assess the relationship between the dependent variable (value addition) and the independent variables (customer loyalty mgt, price fairness and brand image) and to test the research hypotheses on the service quality mgt determinants of competitive advantage in the mobile providers in Somalia with specific focus on Mogadishu The study recommends that to improve competitive advantage in mobile industry Mogadishu Somalia, managers of mobile industry Somalia in Mogadishu should nurture and develop customer loyalty and price fairness

Keywords: service quality mgt, customer loyalty, brand image, price fairness and competitive advantage
ABSTRACT

This study explored the challenges and success factors faced by Somali Women Entrepreneurs in Mogadishu-Somalia. Data collection method used was questionnaires which were distributed to 150 women entrepreneurs in Mogadishu.

The findings from the study have shown that women entrepreneurs who meet these success factors mostly succeed to run their businesses and these success factors are: Family Support, Work experience & Training, Internal motivation & Personal Attributes and Financial & fund Support. It is also discovered that they can meet challenges that every women entrepreneur may face such: Work-family conflict, Lack of access to information, Lack of financial support and Lack of education.

The study therefore recommends government to promote entrepreneurial education and financial institutions to provide the necessary support for women entrepreneurs in Mogadishu-Somalia. On the basis of this study some suggestions are also given to encourage spirit of women entrepreneurs to become a successful entrepreneur.

Keywords: Challenges, Success Factors, women Entrepreneurs.
THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN MOGADISHU RESTAURANTS

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ABSTRACT

The study shows that there is a substantial effect that service quality on customer satisfaction in Mogadishu restaurants, our objective of this study was to identify, assurance, and tangibility of service quality on customer satisfaction. We used quantitative method to accomplish goals of the study. It also used descriptive and inferential statistics in analyzing data and interpreting actual result in details to identify the effect of service quality on customer satisfaction in Mogadishu restaurants.

The sample of our research study was one hundred twenty questionnaires (120). These questionnaires were relevant to the study topic. The main findings of this research study according to the objectives indicate that there is a strong relationship between the two variables of our research study.

This study recommended to be made further research to the food quality and customer satisfaction in future to get information about that topic to be useful our society.

Keywords: service quality, customer satisfaction, food quality and SERVQUAL mode
THE IMPACT OF EMPLOYEE REWARDS ON ORGANISATIONAL PERFORMANCE, A CASE STUDY OF PREMIER BANK IN MOGADISHU-SOMALIA
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Mogadishu-Somalia

ABSTRACT

This research study focused on the impact of employee rewards on organizational performance in the work environments in Somalia. Researchers particularly collected the data by using questionnaires from 100 employees and managers of Premier Bank in Mogadishu-Somalia to find out whether rewards can lead to higher performance and better job satisfaction. Based on a critical review of published literature, the research also investigated how different types of reward systems affect the performance and attempt to establish which type of reward systems are more beneficial to the company in question and in the current business climate it operates.

The research found that majority of employees strongly agreed that reward and performance depend on each other and it is important to establish a rewarding system to enhance the overall organizational performance.

Keyword: Employee rewards, organizational performance.
THE IMPACT OF STRATEGIC HUMAN RESOURCE MANAGEMENT ON ORGANIZATIONAL PERFORMANCE

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ABSTRACT

The subject of this study is to examine the impact of Strategic Human Resource Management on Organizational Performance. The researchers selected some Private Hospitals such as Mogadishu Voluntary Hospital, Somali Sudanese Specialist Hospital, Dar Al-Shifa Specialist Hospital, Sulub General Hospital, Al-Huda Specialist Hospital and Guleed Hospital in Mogadishu-Somalia.

The objectives of the study included the impact of strategic Human Resource Management on Organizational performance and to examine the factors that determine employee recruitment and retention. The researchers established the study using quantitative research methods and also the study used descriptive design to understand the impact between variables specifically non-probability sampling area purposive sampling. A questionnaire was asked 150 include employees and managers at some private Hospitals in Mogadishu Somalia. The response rate of return was 149 participants who answered questionnaire.

Findings were significantly positive impact of strategic Human Resource Management on Organizational Performance. The recommendation of this study was to provide that some private Hospitals should reinforce the strategic plan of employees which would give them the chance to use their HRM and techniques available in helping their institutions in making more effective decisions.

Keywords: Strategic human resource management, Organizational performance.
ABSTRACT

The main purpose of this study was to investigate the Effect of Microfinance on poverty in Mogadishu: case study Dahabshiil Bank and international Bank of Somalia (IBS). The objective of study was to find out the effect of microcredit on poverty reduction and to determine the influence micro-saving on poverty reduction. This because many have hailed microfinance as an effect means of assisting the poor people especially farmers by providing them with the credit faculties to start economic enterprises as well as improving their livelihoods however, there are several positive ways as follows owning valuable assets household expenditure on basic needs incomes from farm and off-farm activities and house ownership toilets and utilities the research design studies was descriptive deign it was described this studied uses quantitative approach such as a questionnaire and data analysis procedure such as statistic and the target population of this study was sixty employees of Dahabshiil Bank International (DBI) and International Bank of Somalia (IBS) in Mogadishu, Somalia by using the non-probability sampling also technique to participate in this study The researchers used Slovene’s formula, and also frequencies analysis was made using Statistical Package for social science SPSS version 20.0 to present the data analyses. The researcher found that the two types of microfinance play a vital role on poverty reduction, the level of Micro-credit on poverty reduction was A good as indicated the mean is 3.47. And also the level of micro saving on poverty reduction was a good as indicated the mean is 3.41.

Keywords: Microfinance, Microcredit, Poverty Reduction
THE RELATIONSHIP BETWEEN SERVICE INNOVATION AND CUSTOMER SATISFACTION OF BANKS IN MOGDISHO

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ABSTRACT

This study empirically examines the relationship between service innovation and customer satisfaction. Customers of three banks (International bank of Somalia, Dahabshiil, and Premier bank) in Mogadishu Somalia were taken as sample of the study. Self-designed questionnaire was used for data collection. 100 questionnaires were distributed and 81 were returned. The data was analyzed using the techniques of rank correlation coefficient and multiple regression analysis. All the findings were tested at 0.34 and 0.50 level of non-significance.

Accepted the Null hypothesis which means that the service innovation has a positive relationship with the customer satisfaction in selected banks in Mogadishu, Somalia and rejected the alternative hypothesis, but this relationship is not significant meaning that the researchers could not conclude that the higher level in service innovation gives higher level of customer satisfaction. Thus, the results suggested that the higher service innovation does not mean the higher customer satisfaction of the banks in Mogadishu, Somalia.

Keywords: Service Innovation, Customer Satisfaction.
THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON COMPANIES REPUTATION: A CASE STUDY ON HORMUUD TELECOM SOMALIA

Mohamed Osman Abdi Egale, Nor Ahmed Dirie Abtidon, Abdinor Osman Abdi Egale, Abdiaziz Ahmed Ibrahim

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ABSTRACT

The study applies a customer theory and explores the impact of social responsibility on companies’ reputation. Particularly the study will focus on the level of impact of social responsibility on companies’ reputation by studying a local telecommunication company. One of the objectives of this study is to analyze how that local company reacted the social responsibility needed by its customers and the whole community it gives service with the return of charges. The study sampled one hundred respondents, which are selected randomly, from the different community parts and asked some questions to evaluate the impact of social responsibility on companies’ reputation. In addition, the result shows that even the less social responsibility a company pays to its society brings a reputation to that company. Finally, the researchers suggested in the recommendation that the companies should develop the current reputational competences by leveraging on past and present social responsibility activities.

Keywords: Social responsibility, company reputation, corporate social responsibility
INCENTIVES AND THEIR EFFECT ON WORK MOTIVATION
A CASE STUDY ON COCA-COLA COMPANY
Hassan Warsme Habad, Mahad Dahir Afrah
Mohamed Abukar Mohamed, Abdi Aziz Ahmed Ibrahim
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JAMHURIYA University of Science and Technology

ABSTRACT
This study was conducted to find out the effect of incentives on employee motivation. In these research incentives is characterized as financial and non-financial incentives, whereas motivation refers to employee performance. The research is particularly intended to investigate and recommend the proper incentives. The study was conducted through observational survey design and data was collected during May, 2016. Five departmental managers, 9 supervisors, and 16 employees were selected from the accessible population of Coca Cola Company. The researchers used purposive sampling technique to select all 5 departmental managers and all 9 Companies from employees. The collected data were organized and analyzed using both qualitative and quantitative methods. The Statistical Package for Social Sciences (SPSS) was used to tabulate the results from which the analysis was done and presented in tables. The research found that there was a modern relationship of ($r = 0.586$) between incentives and employee motivation.

KEY WORDS: Incentives, Motivation, Financial incentives, Non-financial incentives, Performance, Employees, Coca-Cola Company.
TELEVISION COMMERCIALS AND THEIR IMPACT ON CONSUMER PURCHASING DECISION
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JAMHURIYA University of Science and Technology

ABSTRACT
The purpose of this study is to examine the impact of television commercials on consumer purchasing decision in Mogadishu city. The researchers employed questionnaire to collect the data from sample of population and used simple random sampling to select a sample. Our target population was the entire population of Mogadishu city. We distributed 300 questionnaires to the sample, 296 were returned back, while 46 of them become unsuitable to analysis.

The TV commercials have little impact on consumer purchasing decision. The result of this study showed that TV commercials define the goods and services to the consumers but it can’t influence their purchasing decision. The majority of the respondent are depend on other sources rather than TV commercials and they see the information provided by TV commercial are not sufficient but it is useful.

After testing hypotheses, all assumptions become incorrect and invalid. And consumers’ view toward the role of TV Commercials on their purchasing decisions was unique in terms of level of education, Age and Marital status, but they were different in terms of Gender and occupation according to differences in their Gender and Occupation. In terms of the extent to which consumers depend on TV Commercials when they take purchasing decisions, the consumers view were unique in terms of Level of education, gender, Age, Occupation of the respondent, but they were not unique in terms of Marital Status. In term of the benefit and usefulness of the information provided by TV Commercials, consumer view was unique regardless of their demographic difference.

Keywords: TV commercials, impact, consumers, purchasing decision
THE IMPACT OF PETROLEUM EXPLORATION ON SOMALI ECONOMY AND ITS FUTURE IMPLICATIONS

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ABSTRACT

The purpose of the study was to investigate the impact of petroleum production on economy of Somalia and its future implication. The main objectives of the study were to examine the relationship between petroleum production and economic growth. And to find out if the potential revenue from oil production will reduce or eradicate economic problems such as unemployment and inflation. The study was conducted using both quantitative and qualitative research designs in order to present a holistic picture of the area. An initial sample of 100 was obtained and then reduced to 80 for quality assurance and feasibility purposes. The methodology used to conduct this study was exploratory and included the use of various data collection tools such as; questionnaires, observation, interviews and documentation to meet the objectives of the research. The study used primary data collection methods such as; observation, interviews and questionnaires. The study found that a majority of the respondents believed in the potential and the ability of working petroleum industry to change the current economic condition of the country and reduce poverty by creating jobs and eliminating unemployment and inflation thus improving the quality of life. The study recommends that further researches be conducted about the challenges facing exploration and production of petroleum in Somalia.

Keywords: Petroleum Exploration, Economic Growth, Economic Development.
Foreign Trade Performance and Economic Growth in Somalia: A Co-integration Analysis

Mohamed Saney Dalmar

SIMAD University, Graduate Studies

ABSTRACT

The study examined the impact of foreign trade performance on economic growth in Somalia, using imports and exports as proxies for foreign trade while Gross Domestic Product represent economic growth by using annual data from 1970-1991. Unit root test was used to check the stationary of the variables by applying Augmented Dickey-Fuller (ADF) and Phillip-Perron (PP) and employed Ordinary least squares (OLS) regression method. The study applied Johansen co-integration technique to determine long run relationship between the variable and Granger causality was used to test bidirectional and unidirectional relationships among the variables. The results of the study indicated that after unit root test the variables showed to be integrated of the order one $I(1)$ at first difference. Pairwise Granger Causality test was carried out to determine the direction of causality among the variables and showed that economic growth does not Granger Cause Export but it was found that export Granger Cause GDP which means there is unidirectional causality between exports and economic growth. While there is directional Granger Causality between import and export Finally, the findings indicated that Somalia’s economic growth demands export-led growth strategy. So imports and exports are the main causes of economic growth in Somalia.

Keywords: Imports, Exports, Economic
BARRIERS TO E-COMMERCE DEVELOPMENT OF SMEs IN MOGADISHU, SOMALIA

Yahye Mohamed Ali, Abdisalam Ahmed, Mohamed Ahmed Hussein, Bashir Omar

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ABSTRACT

As the world turns to go digital in every aspect of life, the purchasing means of people have dramatically changed. That is why the internet-based business known as e-commerce is the future market and hence our community should be part of that growing business world. The aim of this study is to find and identify why Somali businesses are out in the picture of e-commerce and what are the factors holding SMEs from pursuing e-commerce.

The methodology used was quantitative research technique to extend our understanding of existing barriers as we conduct a primary data using questionnaire as a method of data collecting. As the results of hundred respondents to our questionnaire shows, 42% say that is very important to implement e-commerce in their businesses because they see it as an opportunity to grow their businesses and also will help them go international market because when you go online, you go global. And also 72% of our respondents say that they are planning to join the e-commerce world.

The overall result of the research shows that there is a growing need of e-commerce for businesses in Somalia especially in Mogadishu, as it is an opportunity for them to increase the customer base of their products/services and a greater method to generate more revenue.

Keywords: Barriers, e-commerce development, e-commerce in Mogadishu.
THE EFFECT OF BILLBOARD ADVERTISING ON SALES VOLUME IN MOGADISHU-SOMALIA

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SIMAD University

ABSTRACT
This study investigated the effect of billboard advertising on the sales volume in Mogadishu companies. The objectives of this study are three. The first objective is to determine whether the immobility nature of billboard advertising doubts their ability to create customer interest for the product, While the second objective is to determine whether their locations and traffic controls doubt their ability to capture customer intention, and the last or finally objective are to investigate whether their limited size which transfers limited information doubts their ability to push customers to action. The purpose of this study is to investigate the effect of billboard advertising on sales volume in Mogadishu Somalia. This study conducted through Quantitative research design. The target population of this study was customers in Mogadishu city. The sample size consisted of 120 respondents. The data was based on three objective of the study. The questionnaire and the data was analyzed by SPSS version 16 and also uses correlation analysis. The study found the relationship between billboard advertising and sales volume in Mogadishu business. The study found that there is positive relationship between billboard advertising and sales volume. The study recommends to the business people to put their billboards at a strategic location that makes easy to see many customers.

Keywords: Billboard, Advertisement, Seles and Somalia
The role of internal reward on business development in Mogadishu, Somalia

Abdisalan Ahmed Hussein Hussein Fidow

Faculty of Management Sciences

SIMAD University

ABSTRACT

The purpose of this study is to investigate the role of internal reward on business development in Somali. The study used domestic theory, and data was collected by questionnaire the sample size is 35 employees who worked some business in Mogadishu, so analysis data used by statistical package of social science (SPSS version 20), special correlation. The main objective my study is to explore the role internal reward in business development, to understanding types of reward, also to investigate the factor that determines business development in Somali. The major findings of the study e role of internal reward on business development in Somali there is high significance, and strong positive relationship while R =0.7%. And this paper will discuss rewards and business development

KEYWORDS: Internal Reward, Business Development & Satisfaction
Relationship Between Of Budgetary Control and Entrepreneur Decision Making At Some Selected Small and Medium Enterprises

In Mogadishu

Hussein Dahir Nor

Faculty of Management Sciences

SIMAD University

ABSTRACT

The purpose of this study is to investigate the relationship between of budgetary control and entrepreneur decision making at some selected small and medium enterprises in Mogadishu. Study specifically scrutinized the relationship between budgetary control and entrepreneur decision making some selected small and medium enterprises in Mogadishu.

The target population of this study is small and medium enterprises and the sample size consisted of 40 respondents. The collection of questionnaire is 38 responses and error is 2 responses. The data is extracted from the small and medium enterprises in Mogadishu- Somalia through questionnaire, and descriptive and inferential statistics was applied.

The major findings of study the budgetary control has impact on the entrepreneurs’ decision making, this means if there is good budgetary control the entrepreneurship can take effective decisions. The study recommended that a professional accountant should be employed by the company in order to provide valuable information and keep accurate record of the company’s account and effective entrepreneurship decision making.

Keywords: budgetary control, entrepreneurs’ decision making and small and medium enterprises

Dr. Bashir Abdisamad Hared*

*Faculty of Management Science, SIMAD University, Mogadishu, Somalia,

Abstract

Purpose- The main purpose of the paper is to identify and report the use of the management accounting systems (MAS) by the Small and Medium-Sized enterprises (SMEs) in Somalia. Specifically, the study aims to identify and understand the MAS tools that are employed for the business governance of the SMEs in the services industry.

Design/methodology/approach- A qualitative multiple cases research of the services sector was adopted to gather both primary and secondary data. Document review, semi-structured interviews and participant observations were undertaken with the operation and financial officers of the cases studied. A multiple data sources were also used for data collection triangulations.

Findings- The findings of the study reveal that although informal, and sometimes indirectly, MAS traditional techniques are commonly employed by the Somali SMEs. For instance, the mostly practiced MAS techniques include: costing, basic budgeting techniques, performance evaluation, incentive and reward systems and compensation control system. However, the MAS techniques of planning (both short term and strategic), productivity measurement, quality control, market share analysis, customer satisfaction analysis, managerial reporting and the other financial performance measurements (e.g. ROI, ROE, EVA & profitability analysis) are rarely practiced by the Somali SMEs that are researched.

Originality/value- The paper adds to the literature of MAS techniques employed by the SMEs in general and specifically that operates in Somalia-like business environments. Furthermore, the paper offers an insight to the scholars and practitioners about the MAS practices by SMEs. Finally, the results of the study call for further researches, particularly in the Somalia-like social settings in the less developed countries.

Keywords: management accounting systems, Small-Medium-Sized Enterprises, Somalia.

Paper type- Research paper
### CONFERENCE PRESENTATION SCHEDULE

**Parallel session Venue: Hall 1**  
**Business and Entrepreneurship Track 1**

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<tbody>
<tr>
<td>1</td>
<td>Dr. Ali Yassin Sheikh Ali</td>
<td>MEASURING SERVICE QUALITY IN THE BANKING SECTOR: AN EMPIRICAL STUDY FROM SOMALIA</td>
<td>10.10 - 10.25</td>
</tr>
<tr>
<td>2</td>
<td>Mohamed Hussein Mohamed</td>
<td>THE INFLUENCE OF ENTREPRENEURIAL LEADERSHIP STYLE ONORGANIZATIONAL PERFORMANCE IN ELECTRONIC ENTERPRISES IN MOGADISHU</td>
<td>10.30 - 10.45</td>
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| 3  | Hussein Hajji*  
Abdukadir Mohamed  
Mohamed Abdirahman  
Jamal Mohamud | THE IMPACT OF STRATEGIC HUMAN RESOURCE MANAGEMENT ON ORGANIZATIONAL PERFORMANCE | 10.50 - 11.05 |
| 4  | Mohamad Bashiir, Hanad Abdi*Hassan Abdulkadir, Farhan Mohamud, Mohamed Ahmed | CHALLENGES AND SUCCESS FACTORS FACED BY SOMALI WOMEN ENTREPRENEURS IN MOGADISHU | 11.10 - 11.25 |
| 5  | Mohamed Ali Mohamed*  
Rahma hajji Ali,  
Madiino Ali Culusow | THE RELATIONSHIP BETWEEN SERVICE INNOVATION AND CUSTOMER SATISFACTION OF BANKS IN MOGADISHU | 11.30 - 11.45 |
| 6  | Abdullahi Ali Allasow*  
Sayid Omar Mohamud Ahmed, | THE IMPACT OF PETROLEUM EXPLORATION ON SOMALI ECONOMY AND ITS FUTURE IMPLICATIONS | 11.50 - 12.05 |
| 7  | Mohamed SaneyDalmar | FOREIGN TRADE PERFORMANCE AND ECONOMIC GROWTH IN SOMALIA: A CO-INTEGRATION ANALYSIS | |
| 8  | Yahye Mohamed Ali*  
Abdisalam Ahmed  
Mohamed Ahmed Hussein  
Bashir Omar | BARRIERS TO E-COMMERCE DEVELOPMENT OF SMEs IN MOGADISHU, SOMALIA | 12.30 - 12.45 |
| 9  | Abdinor Ali Abtidon | THE EFFECT OF BILLBOARD ADVERTISING ON SALES VOLUME IN MOGADISHU-SOMALIA | |
| 10 | Abdisalan Ahmed Hussein Fidow | THE ROLE OF INTERNAL REWARD ON BUSINESS DEVELOPMENT IN MOGADISHU, SOMALIA | 2.40 - 2.55 |
| 11 | Hassan WarsmeHabad*  
Mahad Dahir Afrah  
Mohamed Abukar Mohamed | INCENTIVES AND THEIR EFFECT ON WORK MOTIVATION A CASE STUDY ON COCA-COLA COMPANY | |

**Lunch and Salad Break (12:45-)**

**Group Photo and closing (4:30)**
# CONFERENCE PRESENTATION SCHEDULE

**Parallel session Venue: Hall 2**  
**Business and Entrepreneurship Track 2**

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<th>N</th>
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<tbody>
<tr>
<td>1</td>
<td>Ali Ibrahim Mohamed</td>
<td>THE INFLUENCE OF USING BREAK-EVEN-POINT IN PLANNING, CONTROLLING, AND DECISION MAKING ON THE SMALL INDUSTRY MOGADISHU</td>
<td>10.10 - 10.25</td>
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<tr>
<td>2</td>
<td>Isse Abdikadir Mohamud</td>
<td>SHOULD WE EXPECT REAL ESTATE PRICE IN MOGADISHU TO END UP FINANCIAL BUBBLE</td>
<td>10.30 - 10.45</td>
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<tr>
<td>3</td>
<td>Zakarie Ahmednor Ali</td>
<td>TAX EVASION DETERMINANTS IN BANADIR REGION, SOMALIA</td>
<td>10.50 - 11.05</td>
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<td>4</td>
<td>Ali Nur Dirie</td>
<td>FACTORS AFFECTING SOMALI BANKS’ CREDIT, INVESTMENT AVAILABILITY AND ACCESSIBILITY TO SMES IN MOGADISHU: SOMALIA</td>
<td>11.10 - 11.25</td>
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<tr>
<td>5</td>
<td>Hussein Hassan Yusuf</td>
<td>EFFECTS OF SERVICE QUALITY MANAGEMENT ON COMPETITIVE ADVANTAGE OF TELECOMMUNICATION INDUSTRY IN MOGADISHU SOMALIA</td>
<td>11.30 - 11.45</td>
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<td>6</td>
<td>Abdiaziz Ahmed Ibrahim*, Isse Abdirahman Ali Muktar Mohamed Farah Abdirizak Hashi Hassan</td>
<td>THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN MOGADISHU RESTAURANTS</td>
<td>11.50 - 12.05</td>
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<td>7</td>
<td>Mowlid Aden*, Muktar Salah Mohamed, Ifrah Hassan Mohamed, Zuhur Esse Farah</td>
<td>THE IMPACT OF EMPLOYEE REWARDS ON ORGANISATIONAL PERFORMANCE, A CASE STUDY OF PREMIER BANK IN MOGADISHU-SOMALIA</td>
<td>12.10 - 12.25</td>
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<td><strong>8</strong></td>
<td>Jamaal Mohamed*, Mohamed Omar Abdifatah Mohamed Najmo Adan</td>
<td>THE EFFECT OF MICROFINANCE ON POVERTY REDUCTION: CASE STUDY DAHABSHIL BANK AND INTERNATIONAL BANK OF SOMALIA IN MOGADISHU SOMAMALIA</td>
<td>2.00 - 2.15</td>
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<tr>
<td>9</td>
<td>Mohamed Osman Abdi Egale*, Nor Ahmed Dirie Abtidon, Abdinor Osman Abdi Egale, Abdiaziz Ahmed Ibrahim</td>
<td>THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON COMPANIES REPUTATION: A CASE STUDY ON HORMUUD TELECOM SOMALIA</td>
<td>2.20 - 2.35</td>
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<tr>
<td>10</td>
<td>Hussein Dahir Nor</td>
<td>RELATIONSHIP BETWEEN OF BUDGETARY CONTROL AND ENTREPRENEUR DECISION MAKING AT SOME SELECTED SMALL AND MEDIUM ENTERPRISES</td>
<td>2.40 - 2.55</td>
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<tr>
<td>11</td>
<td>Farhan Hussein Hersi, Awil Ahmed Ali, Mohamed Omar Hassan, Bashir Abdulkhadir Moalim</td>
<td>TELEVISION COMMERCIALS AND THEIR IMPACT ON CONSUMER PURCHASING DECISION</td>
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### Lunch and Salad Break (12:45-2:00)

**Group Photo and closing (4:30)**