



## **BOARD OF POSTGRADUATE STUDIES**

The Board of Postgraduate Studies (BPS) plays a critical role in the realization of the university's mandate through the provision of a supportive ecosystem that promotes postgraduate students' research excellence. *My Research Granary*101 is a series of simplified write-ups by Dr. Jackson Ndolo, that seek to build research capacity among KCA university postgraduate students, however, the information may be of help to any researcher who wishes to improve their academic writing skills with ease. This is in with the mantra, "BPS where students' research matters". This write-up provides information on; *Why Undertake Research in Africa for Postgraduate Students*.

### **"Why Undertake Research in Africa in Business, Technology, and Education"**

Undertaking research as a postgraduate student offers numerous benefits, including deepening expertise, developing research skills, contributing to knowledge, and enhancing career prospects. Research allows students to delve into a specific area of interest, explore it in depth, and develop advanced skills in data analysis and problem-solving. It also provides an opportunity to make original contributions to the field, potentially publishing findings and advancing academic and professional standing. If you're doing a Master's or PhD in business, technology, or education, here's something you should seriously think about: doing your research in Africa. Africa isn't just "emerging", it's already reshaping how the world works, especially in these three areas. As a researcher, you want to be where real change is happening for some of the following reasons;

#### **1. Business here moves differently and faster.**

Think about it: mobile money took off in Africa before it did in the U.S. or Europe. Platforms like M-Pesa in Kenya or MTN Mobile Money in Ghana didn't wait for traditional banks, they built new ways to do business, from the ground up (African Union Development Agency, 2021). Startups like Flutterwave and Jumia have gone global from Africa, proving that scaling a business in tough environments creates some of the smartest, leanest companies out there. If you're studying entrepreneurship, markets, digital business models; this is where you'll see innovation in action.

#### **2. Africa's tech scenes are exploding and not just in one city.**

Lagos, Nairobi, Kigali, Cape Town etc; they're buzzing with startups in fintech, agritech, healthtech, edtech. You have companies like Paystack, which was bought by Stripe, and Twiga

Foods, which is reinventing farm-to-market supply chains. You'll see ideas that don't just solve African problems, they offer blueprints for the future everywhere (UNDP, 2022). Studying Africa's tech boom means studying how people innovate with real resource constraints — skills the whole world needs now.

### **3. Education is another huge story.**

Africa has the youngest population in the world. Just imagine the pressure (and the opportunity) that creates for schools, universities, and governments. Programs like Rwanda's One Laptop per Child, platforms like uLesson making education mobile-first, and places like Ashesi University in Ghana they're all rethinking what it means to prepare young people for future jobs (UNESCO, 2022). KCA University has already established itself as one of the model entrepreneurial universities in the region with key research thematic areas (see <https://research.kcau.ac.ke/>). Researching education here isn't about tweaking old systems but it's about helping to build entirely new ones. It's not just about the "research topics. It's about doing work that feels real.

In conclusion, researching in Africa gives you the chance to: Dive into fast-moving, future-shaping challenges. Study topics that are underexplored and deeply needed. Build partnerships with startups, universities, and local communities. It is not just sitting in a library and recycling old knowledge in a dissertation or thesis. You have an opportunity to see the impact of your work beyond academic journals. African governments, universities, and research hubs are investing in partnerships more than ever (Nature Africa, 2022).

Dear young scholars, the doors are open. You just have to roll your sleeves, walk through and leave your footprints in the sands of the times. Besides achieving your academic dream you have the ability to positively impact the society through generation of new knowledge; New frameworks, practices, models, innovative products or service. You have the ultimate ability to make money out of your research. You can commercialize your research output (to be handled later in future series). KCA University, through the collaboration of BPS and the Division of Research, Innovation and Outreach (RIO) provides the necessary support to our students and staff, enabling them to commercialize their research. *Welcome to KCA University, where we advance knowledge and change lives.*

### **References**

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2. Nature Africa. (2022). Building research capacity in Africa: the next frontier. Nature Africa. <https://www.nature.com/articles/d44148-022-00007-2>.

3. United Nations Development Programme (UNDP). (2022). Africa Human Development Report 2022: Unleashing the Potential of Africa's Youth. <https://www.undp.org/africa/publications/africa-human-development-report-2022>.
4. United Nations Educational, Scientific and Cultural Organization (UNESCO). (2022). Knowledge-driven actions: Transforming research systems for sustainable development in Africa. <https://unesdoc.unesco.org/ark:/48223/pf0000380532>.

**NOTE:** *My Research Granary 101/03/2025 will present Crafting a fundable commercializable Research Title*

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