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*2. Book Review:*

DIGITAL ECONOMIES AT GLOBAL MARGINS, EDITED BY MARK GRAHAM, THE MIT PRESS,  
CAMBRIDGE, 2019. ISBN: 978-0-262-53589-2 (HARD COPY); ISBN:  
978-1-55250-600-4 (E-BOOK), 378PP

**Reviewer: Mangasini Katundu**

PROCUREMENT RISK: SHORT GUIDE TO BUSINESS RISK BY RICHARD RUSSELL. ASHGATE  
PUBLISHING LIMITED, FARNHAM – ENGLAND, 2010. ISBN: 978-0566-09218-3.  
132PP

**Reviewer: Alban D. Mchopa**

## Editor's Note

Our previous Issue comprehensively covered social and applied sciences research works from authors all across East Africa. The issue was full of novel experiences from competent researchers with a great contribution in the academic arena. This edition of EAJ-SAS has sixteen papers and two book review discussing issues ranging from co-operatives, business management, marketing, fishing, environmental management aspects, youth, and community developmental issues. The Issue is enriched with researchers' works from all around Africa and outside the continent. In summary, the following are the articles and book reviews that make the Issue:



Dr. Nyanjige Mbembela Mayala

### Articles:

The first paper by **Zoppi** touches on Illegal, Unreported and Unregulated fishing (IUU) in West Africa. His paper sheds light on the risks that the massive presence of Chinese and European trawlers entails for biodiversity and for the livelihood of local artisanal fishermen. Description of some recent cases of IUU fishing in the area and the challenges faced by local authorities are presented through literature evidence and information collected through interviews. The goal was to provide an update view on the issue yet with a look also at the historical foundation of the investigated phenomenon.

**Mwita** presents a new phenomenon of Green Human Resource Management (HRM) on how recently is attracting the attention of academic researchers and practitioners. In his paper, Mwita explains that, regardless the importance of green human resource management in various aspects, the literature shows that a broad process frame of reference for Green HRM has yet to emerge. The paper contributes towards a better understanding of green human resource management and related concepts by reviewing the five Green HRM practices.

**Machimu and Kayunze** looks at the impact of sugarcane contract farming arrangements for smallholder farmers' livelihood. The authors present the livelihood outcomes by showing that contract farming arrangements variables such as price negotiations made by farmers' association leaders, sugarcane harvesting arrangements and credits by farmers. Others include payments follow up made by farmers' association leaders for the sugarcane sold.

**Kumburu** and colleagues exalt the significance of local and imported furniture in Dar es Salaam and Arusha, Tanzania. Findings indicate that, furniture business was more profitable in Dar es Salaam, but local furniture industries, generate slightly higher profit in Arusha. The paper concludes that policy actions should be directed towards enabling SIDO supported small-scale furniture manufacturers to adopt modern production practices and improve their performance and become competitive.

**Ngaga and Jeckoniah** dwell on the gender dynamics and success of small and medium family businesses in Morogoro, Tanzania. While looking at the gender roles like ownership, decision making and control of business, they found that these were the factors mostly dominated by men. Women were found to dominate in the selling and record keeping. The study concludes that gender inequalities exist in family businesses and it affects the success of family business by creating inadequate cooperation by the family members. In turn it creates inappropriate decisions and practices toward working for the business.

**Ringo** comes up with aspects of health seeking behaviour and its influence on households' incidences of under-five mortality among agro-pastoralists. The findings showed that the variables tested influenced individual households to seek treatment from traditional sources rather than from modern health facilities. Therefore, it was recommended that Healthcare Officials and Community Development Officers should create awareness, seek and promote health services from reliable sources among agro-pastoralists.

**Rwekaza** and colleagues investigated members' views on factors influencing Agricultural Marketing Co-operative Societies (AMCOS) sustainability. As member based organisations, the sustainability of democracy in co-operatives plays a key social function to promote economic and social relations among members. Findings indicate that membership has decreased over the previous ten years (prior to 2015). Authors recommend that, the sustainability of democratic governance of the primary AMCOS will be achieved if members fully participate in creating solutions to common challenges.

**Nkilijiwa** ventures on the youth participation in Agricultural Marketing Co-operative Societies (AMCOS). The study aimed at assessing the issues relating to youth preferences and youth economic benefits in AMCOS in Kishapu, Tanzania. It was established that youth farmers are not motivated to join AMCOS because of their traditional ways in delivering their services. The author recommends that AMCOS and the government should make sure that AMCOS activities are helpful to youth and they address youths' needs.

**Lyatuu and Urassa** investigated the impact of livelihood strategies on household wellbeing in land shortage villages of Mvomero District, Tanzania. The study found out that a combination of on and off-farm livelihood strategies confirmed to have positive significant influence for a household to be well-off, whilst sole farming demonstrated a negative influence. Tanzania's development agencies are advised to encourage livelihood strategies diversification, relocation to land abundant areas while paying special attention to female headed households.

**Shilingi** investigated the influence of top management support on execution of strategic plans in Tanzania's executive agencies. The study found that there was strong positive relationship between top management and execution of strategies that significantly influence execution of strategies in Tanzania's executive agencies.

It was recommended that, top management should make sure resources required for strategy implementation are available as planned in order to avoid failures.

**Magumula and Ndiege** explored the role of members' participation in the sustainability of Savings and Credit Co-operative Societies (SACCOS). It was found that members' participation and the way SACCOS was formed are crucial in their sustainability. Furthermore, participation is determined by the way SACCOS was formed and commitments of members in SACCOS' activities. It was recommended that sustainability in SACCOS should focus on strengthening member's participation through promoting closed membership which will enhance the democratic process in SACCOS.

**Babune** discusses the socio-economic and environmental impacts associated with copper mining development using a case of Wildlife Management Areas (WMA) in Meatu District. Babune declares that, the potential positive impacts involve employment creation and income generation to the government. It is recommended that the negative impacts of the development can be mitigated while enhancing the potential positive impacts as well.

**David** examined the influence of psychological contract on customers' brand loyalty when mediated with brand commitment. Findings indicated that psychological contract influences Customers' Brand Loyalty when mediated with brand commitment. The study recommends that, a brand should be built while incorporating features that can depict the brand as a social tie that connects the banks and their customers.

**Maziku** ventures in access to markets among livestock smallholder farmers in Dodoma Region, Tanzania. Findings indicated that, the number of livestock owned, price, education, and access to market information have positive and significant influence on decision and extent of market participation among rural farmers. Contrary, distance to nearest market displayed a negative relationship with the decision of farmers to participate in the market. It is recommended that, responsible Ministries provide more education and improvement on rural roads and market infrastructures.

**Mtasigazya** examined the influence of respondents' socio-economic characteristics on outsourced revenue collection in Kinondoni Municipal Council (KMC) and Morogoro Municipal Council (MMC) in Tanzania. The findings reveal that socio-economic characteristics such as gender, age of respondents, level of education and working experience undermined some of the outsourced revenue collection. Mtasigazya recommends that the local governments should educate the tax collectors, councillors, local government staff payers and revenue collectors with regard to revenue collection laws and efficient tax collection.

**Ismail and Changalima** exalt on Postharvest Losses (PHL) in maize by analysing the determinants and effects on profitability of processing agribusiness enterprises in Tanzania. Findings revealed that postharvest training, mode of transportation, storage facility, duration for storing maize produce, methods for processing, quantity of maize

transported as determinants of PHL influenced agribusiness managers to have an increased profit over constant or decreased profits.

The study recommends the government and private organisations to develop models for postharvest handling system.

**Book Reviews:**

**Katundu** reviewed a book on Digital Economies at Global Margins. The book is edited by Mark Graham, the MIT Press, Cambridge, 2019. The author narrates that, while the poorest and economically marginalized ones in the Global South have not joined the digital networks until recently, developed economies in the Global North have been digitally connected long time ago. Consequently, contributions of the new technologies to poverty reduction especially within poor countries in the Global South remain relatively unknown. Katundu acknowledged that, the book has contributed new knowledge on understanding of the digital technologies and digitized modes of communication both in the Global North and South. The main weakness of the book is its failure to discuss negative consequences of the new digital technology.

**Mchopa** reviewed a book titled Procurement Risk: Short Guide to Business Risk, by Richard Russill published by Ashgate Publishing Limited, Farnham – England, 2010. The author acknowledges that, organisational procurement like any other functional dimensions are not immune to risks. There are a variety of risk factors that arise from external and internal sources that must be rigorously assessed, prevented and/or controlled. Mchopa put forward that, the book is very valid and useful to professionals, suppliers, managers, researchers and consultants who are involved with procurement and supply management. However, despite the remarkable discussions, the book has failed to provide rigorous discussions on the risks manifesting from global supply chains, contract management, and cyber-attacks. Also, a thorough discussion on the risk analysis techniques and tools is missing which could have provided more guidance to practitioners and managers.



Dr. Nyanjige Mbembela Mayala  
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