MISSISSIPPI’S DELTA REGION: BORROWING A NOVEL RURAL-BASED HEALTH HOUSES SYSTEM
Hengameh Hosseini

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BIG DATA AND HRIS USED BY HR PRACTITIONERS: EMPIRICAL EVIDENCE FROM A LONGITUDINAL STUDY
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THE PREDICTORS OF BUSINESS PERFORMANCE IN THE INVESTMENT MANAGEMENT INDUSTRY
Bongekile Mgxaji, Richard Chinomona, and Tinashe Chuchu
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<td>Abstract: Recently, health officials in the state of Mississippi, the nation’s poorest state and leader in ailments including diabetes and heart disease, decided to adopt the “health houses” healthcare model developed in Iran in the poverty-stricken Mississippi Delta region. These officials point to the success of the system in Iran, which in pre-1979 rural areas resembled Mississippi Delta region both economically and in terms of health outcomes. In this paper, we will discuss the pre- and post-1979 healthcare systems in Iran; the tremendous impact of Iran’s health houses system on closing the country’s rural-urban healthcare gap; and Mississippi’s motivations in adapting the rurally-created health houses system to its Delta region. Finally, we discuss multiple health organization partnerships that have formed to increase awareness and healthcare access for residents of the underserved Mississippi Delta region.</td>
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<td>Abstract: The paper proposes on the basis of literature review and empirical research an original management control system approach to assessment of innovation performance on a micro-level suitable for Czech business environment, called the Innovation Scorecard. Since only few recent studies provide an attempt to develop a balanced framework for innovation, the core of this conceptual framework is based specifically on project management, Balanced Scorecard, input–process–output–outcomes model and Stage Gate approach. First, the impact of innovation on corporate performance is highlighted. Then current situation in the field of innovation performance measurement and management control in the Czech manufacturing industry is presented. Initial research hypotheses are tested based on these results as well. Thereafter the basic structure of the Innovation Scorecard is presented and its phases are discussed. In addition, the Innovation Scorecard framework provides a set of inspiration metrics to choose from or be inspired by.</td>
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Rosemary Matikiti, Mornay Roberts-Lombard, Mercy Mpinganjira  
**DRIVERS OF THE USE OF SOCIAL NETWORKING SITES FOR TRAVEL ARRANGEMENTS IN SOUTH AFRICA: TEST OF THE SOCIAL EXCHANGE THEORY**  
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**Abstract:** The main objective of this study was to examine the key factors that motivate and prevent individuals to use social networking sites to make travel arrangement. The target population consisted of all travellers from the Gauteng province in South Africa who have used social networking sites to make their travel arrangements. A total of 325 responses were used for analysis after data screening through Structural Equation Modelling (SEM). The results revealed that enjoyment is the key factor that motivates the use of social networking sites when making travel arrangements. Perceived risk on the other hand was found to be the key factor that prevents the use of social networking sites when making travel arrangements. The service providers of social networking sites are recommended to increase their social presence features on their social networking walls, make their sites user-friendly and have security features in order to lure more people to them.

Andries J Du Plessis, Leon De Wet Fourie  
**BIG DATA AND HRIS USED BY HR PRACTITIONERS: EMPIRICAL EVIDENCE FROM A LONGITUDINAL STUDY**  
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**Abstract:** This article stems from a longitudinal research project over twenty years. The influence of ‘Big Data’ on the HR practitioner’s roles, goals and activities is huge in adding value to the organisation. HRM could increase its value add in more functions and areas of HR as well as the strategic influence within the organisation, by delivering predictive analytics. HR practitioners in New Zealand have been exposed to big data and the use thereof through their HRISs. The quantitative methodology adopted was an e-survey: a questionnaire containing structured closed questions. The target population was limited to 635 HRINZ members. Fundamental capabilities of the HRIS should be used to assist in delivering ultimate customer service and a good service to their employees. Recommendations are proposed for HR practitioners and managers in the use of big data such as to use analysts to analyse the big data to get usable knowledge to make wise decisions in future. Conclusions form the last section.

Bongekile Mgxaji, Richard Chinomona, Tinashe Chuchu  
**THE PREDICTORS OF BUSINESS PERFORMANCE IN THE INVESTMENT MANAGEMENT INDUSTRY**  
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**Abstract:** The current study aims to investigate the influence of internal marketing, relationship quality and continuity as predictors of business performance in the investment management industry in South Africa. The tested relationships produced satisfactory results consistent with how they were hypothesised. Specifically, it appears that internal marketing has a positive impact on business performance. These results will have a beneficial outcome on investment management companies and may prompt them to focus more on internal customers which are the employees. Data was collected from 150 investment managers based in Cape Town and Johannesburg. Smart PLS was used to analyse the data. Relationship quality is seen to have a positive effect on business performance and seems to have an encouraging effect on their relationships that are long-term orientated. However, what is evident is that through the alignment of business strategies, it would be advised that investment management companies focus on the quality of relationships that they have with their clients, as this has a favourable result as indicated by the findings of the study. Finally, relationship continuity has a good impact, but there is no significant influence on business performance as indicated by the findings.

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