

Volume 13 Number 1

Spring 2017

ISSN: 1553-5495



Journal of Global Business and Technology

SELECTED CONTENTS

DETECTING CONTEMPORARY ISSUES OF THE ELECTRIC BUS INDUSTRY

Grace T. R. Lin, Yen-Chun Lee, Pang-Hsiang His, and Wu-Chi Ho

RELATIONSHIP INTENTION AND CUSTOMER SATISFACTION AS PREDICTORS OF SOUTH AFRICAN SEMS' LOYALTY TOWARDS A RISK FINANCIER

P.G. (Pierre) Mostert, T.F.J. (Derik) Steyn, and M. H. (Retha) Mentz

AN ENTREPRENEURIAL ENTITY'S EXPERIENCE WITH OPPORTUNITY REALISATION

Le-Roi Nel and Geoff Goldman

INVENTORIES CONTROL, THE INVENTORY MANAGER AND MATRIXES OF WITHING WITH MULTIPLICATIVE FACTORS (MOW_wM_f)

Maria J. Garcia G., Lucia M. Schwarz I., Trina M. Schwarz I., Gilberto J. Hernández G., and José G. Hernández R.

THE RELEVANCE OF SOCIAL MEDIA AS INFORMATION SOURCE WHEN SELECTING PRIVATE SCHOOLS IN SOUTH AFRICA

Mornay Roberts-Lombard and Reaan Immelman

*In Cooperation with
Global Business and Technology Association*



Journal of Global Business and Technology *Volume 13, Number 1, Spring 2017*

The Journal of Global Business and Technology

Volume 13, Number 1, Spring 2017

Publication Details

Two issues per volume

ISSN: 1553-5495

Published by the

Global Business and Technology Association

P.O. Box 8021 | New York, New York 10116 | U.S.A.

© Copyright

The copyright of all material published in the journal is held by the Global Business and Technology Association, Inc.

Website

Further information, including subscription details, are available on the Global Business and Technology Association website at: www.gbata.org

The Journal of Global Business and Technology, in cooperation with the Global Business and Technology Association is listed with [1] Cabell's Directory, [2] EBSCO's Academic Search and [3] ProQuest's database.

TABLE OF CONTENTS

<i>N. Delener</i>	Editorial	<i>iii</i>
<i>N. Delener</i> <i>Dana Lascu</i>	Notes from the Editor	<i>vii</i>
	Editorial Board and Reviewers	<i>viii</i>
<i>Grace T. R. Lin</i> <i>Yen-Chun Lee</i> <i>Pang-Hsiang His</i> <i>Wu-Chi Ho</i>	DETECTING CONTEMPORARY ISSUES OF THE ELECTRIC BUS INDUSTRY	1
<p><i>Abstract: For sustainable development of a green Earth, electric buses (e-buses) can save the planet from public transportation pollution. However, various issues affect the proliferation of e-buses. This study aimed to detect, analyse, and discuss contemporary issues in the global e-bus industry, as well as to investigate recent developments. Through the in-depth interview method, twelve experts were interviewed to ascertain deeper insights into contemporary issues in the e-bus industry. Power electronic systems and government policy are the two most critical issues. Two cases were also explored to see whether there are perspectives from which e-bus manufacturers can learn and issues to avoid. The results of this analysis may assist industry practitioners and government policymakers in directing R&D investments and allocating resources more strategically.</i></p>			
<i>P. G. (Pierre) Mostert</i> <i>T. F. J. (Derik) Steyn</i> <i>M. H. (Retha) Mentz</i>	RELATIONSHIP INTENTION AND CUSTOMER SATISFACTION AS PREDICTORS OF SOUTH AFRICAN SMES' LOYALTY TOWARDS A RISK FINANCIER	11
<p><i>Abstract: Despite organisations' efforts to build and maintain mutually beneficial long-term relationships with customers, not all customers want to reciprocate such relationship building efforts with supplier organisations. It is thus essential that organisations focus their relationship marketing efforts on those customers displaying the intention to build relationships. Organisations must also realise the importance of ensuring customer satisfaction, as there is a positive relationship between customer satisfaction and customer loyalty. The purpose of this study was to determine the extent to which SMEs' relationship intentions and customer satisfaction predict their loyalty to a South African risk financier. Results from hierarchical multiple regression indicate that SMEs' relationship intentions and their satisfaction predict their loyalty towards their risk financier. It was also established that SME customers' satisfaction fulfilled a mediating role between their relationship intentions and loyalty towards the risk financier. This study broadens the current understanding of customer loyalty, especially in B2B settings.</i></p>			

TABLE OF CONTENTS

<p><i>Le-Roi Nel</i> <i>Geoff Goldman</i></p>	<p>AN ENTREPRENEURIAL ENTITY’S EXPERIENCE WITH OPPORTUNITY REALISATION</p>	<p>..... 25</p>
<p><i>Abstract: Entrepreneurial activity is widely recognised as being a catalyst for booting economic growth. Prudence in recognising and successful pursuit of business opportunities that present themselves is a crucial part of the entrepreneurial endeavour. The formation of the Saxum Group is used in this paper as a qualitative case study to illustrate how an entrepreneurial entity engages with opportunity realisation. Data were collected through semi-structured interviews with key role players of the Saxum Group as an entrepreneurial entity, and analysed using Grounded Theory coding principles. Findings revealed that opportunity realisation is strongly linked to the prevailing market conditions as well as how the entrepreneurial entity is formed and behaves. Practical recommendations are presented to aspiring entrepreneurs that could be useful in the pursuit of new opportunities.</i></p>		
<p><i>María J. García G.</i> <i>Lucía M. Schwarz I.</i> <i>Trina M. Schwarz I.</i> <i>Gilberto J. Hernández G.</i> <i>José G. Hernández R.</i></p>	<p>INVENTORIES CONTROL, THE INVENOTRY MANAGER AND MATRIXES OF WEIGHING WTIH MULTIPLICATIVE FACTORS (MOWwMf)</p>	<p>..... 40</p>
<p><i>Abstract: In this paper were presented solutions to the negative influence on inventory control (IC), by externals interventions, particularly on the part of the state. A logistics vision was followed, from the Inventory manager (IM) of the Logistic Model Based on Positions (MoLoBaC) and the situation was analyzed with a Matrix Of Weighing with Multiplicative factors (MOWwMf). It has already been studied the influence that, restrictions on the inventories on the part of the state cause in society, for this has been used the MoLoBaC. In this work, the MoLoBaC was also used, through its IM and actions to take by organizations to alleviate this intervention of the state were studied. To analyze the alternatives a MOWwMf was used. From the above emerges the objective: Analyze through a Matrix Of Weighing with Multiplicative factors, the alternative that can take an Inventory manager and the organization as a whole, if it is subject to state restrictions, that affecting its control of inventories.</i></p>		
<p><i>Mornay Roberts-Lombard</i> <i>Reaan Immelman</i></p>	<p>THE RELEVANCE OF SOCIAL MEDIA AS INFORMATION SOURCE WHEN SELECTING PRIVATE SCHOOLS IN SOUTH AFRICA</p>	<p>..... 57</p>
<p><i>Abstract: Parents are considering many sources of information when selecting a private school in South Africa. The aim of this paper is to determine these sources of information and the relevant importance thereof. The research methodology was exploratory and quantitative in nature with respondents from thirty private schools surveyed in the study with a total of six hundred and sixty nine respondents. The analysis used was descriptive statistics as well as factor analysis. Nineteen (19) information sources were identified with social media indicated as a less preferred choice of information source. The opportunity however for private schools lies in social media as marketing tool.</i></p>		
	<p>Manuscript Guidelines</p>	<p>..... 67</p>
	<p>JGBAT Subscription Forms</p>	<p>..... 70</p>