

**[IS1] SOCIAL RESPONSIVITY AND BUSINESS ETHICS: CROSS CULTURAL PERSPECTIVES**

**Session Chair**

*Samir R. Moussalli  
Huntingdon College, U.S.A.*

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**The Intersection of Mergers and Acquisitions and Corporate Social Responsibility: Perspectives from the Arabian Gulf**

*Kathleen Park, Boston University, U.S.A.  
Olimpia Meglio, University of Sannio-Demm, Italy  
Svante Schriber, Stockholm University, Sweden*

**Corporate Social Responsibility and Business Ethics In Ukraine**

*Leonora Fuxman, St. John's University, U.S.A.*

**Exploring Best Practices towards Victims of Sexual Assault: The Case of Bishop Lavis Police Cluster**

*Jacob T. Mofokeng, Tshwane University of Technology, South Africa  
Zukiswa Magadlela, South African Police Service, South Africa*

**Youth Unemployment Problems and Education Challenges for Work in the 21st Century**

*Alka Obadic, University of Zagreb, Croatia*

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**Discussant**

*Robert Vambery, Pace University, U.S.A.*

**[LA1] MEDIATION AND UNETHICAL CONDUCT IN BUSINESS: CROSS COUNTRY STUDIES**

**Session Chair**

*Richard G. McNeill*

*Northern Arizona University, U.S.A.*

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**The Pros and Cons of Mediation in Insolvency Field: The Portuguese Framework**

*Catia Marques Cebola, Polytechnic Institute of Leiria, Portugal*

*Ana Filipa Conceicao, Polytechnic Institute of Leiria, Portugal*

**The Liability of Company Directors for Unethical Conduct in Business Negotiating and Deal Making: The South African Perspective**

*Nkhangweni Jerry Malange, Tshwane University of Technology, South Africa*

**A Non-Judgmental Appraisal of Sexual Assault in South Africa**

*Adewale Olutola, Tshwane University of Technology, South Africa*

*Paul O. Bello, University of Kwazulu-Natal, South Africa*

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**Discussant**

*Wilson Ozuem, University of Gloucestershire, U.K.*

**[MG1] APPLICATIONS OF MANAGEMENT STRATEGIES I**

**Session Chair**

*Ken Mathu*

*University of Pretoria, South Africa*

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**Train Schedule Delays Leading to Overcrowding, Injuries and Fatalities**

*Kenny Sobiyi, University of Johannesburg, South Africa*

*Mbali Myeni, University of Johannesburg, South Africa*

*Pule A. Kholopane, University of Johannesburg, South Africa*

**High-End Encroachment: The Affordability Effect on Disruptive Innovation**

*Mian Faisal Akbar, University of the West of Scotland, U.K.*

**Exogenous Factors That Could Negate Miners' Productivity Within the South African Mineral Exploration Industry**

*Luckyboy Makhubedu, University of Johannesburg, South Africa*

*Eveth Nwobodo-Anyadiegwu, University of Johannesburg, South Africa*

*Charles Mbohwa, University of Johannesburg, South Africa*

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**Discussant**

*John Rice, Zayed University, U.A.E.*

**[TE1] INNOVATION AND PERFORMANCE: STRATEGIC PERSPECTIVES I**

**Session Chair**

*Stanley Mukhola*

*Tshwane University of Technology, South Africa*

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**Assessing Industry 4.0. Readiness-the Case of Portugal**

*Vitor Hugo dos Santos Ferreira, Polytechnic Institute of Leiria, Portugal*

**Urbanisation and Renewable Energy: Opportunities for Small Scale Food Manufactures in Bangladesh**

*Md. Shoriful Haque, University of the West of Scotland, U.K.*

**Determinants Of Environmental Innovations: Evidence From The Brazilian Innovation Survey**

*Maria Fatima Ludovico De Almeida, Pontifical Catholic University of Rio de Janeiro, Brazil*

*José Eduardo De Oliveira Trindade, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Filippe Gustavo Reis, Brazilian Institute of Geography and Statistics, Brazil*

*Alex Sandro Freitas, Pontifical Catholic University of Rio de Janeiro, Brazil*

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**Discussant**

*Genesis T. Molepo, Tshwane University of Technology, South Africa*

**[SP1] SHAPING THE NEW WAVE OF GLOBALIZATION: THE ROLE OF  
TECHNOLOGY AND ECONOMIC INTEGRATION**

**Session Chair**

*N. Delener*  
*GBATA, U.S.A.*

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**Technology Erupts to The Future of ASEAN Industries**

*Apichai Somboonpakorn, Adviser, Ministry of Science and Technology Thailand, Thailand*

**Current Trends in Higher Education in South Africa**

*Stanley Mukhola, Deputy Vice Chancellor, Tshwane University of Technology, South Africa*

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**Discussants**

*Bruno Mascitelli, Swinburne University of Technology, Australia*

*Pat Obi, Purdue University Northwest, U.S.A.*

*Pensri Jaroenwanit, Khon Kaen University, Thailand*

**[EC1] CONTEMPORARY TRENDS IN WORLD ECONOMICS: POLICY PERSPECTIVES I**

**Session Chair**

*Raida Abuizam*

*Purdue University Northwest, U.S.A.*

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**Trade War? No, Just Squeaking After Decades Under the Trade Deficit Steamroller: A Quantitative Analysis**

*Robert Vambery, Pace University, U.S.A.*

**Climate Change Impact and Economic Opportunities: A Case Study of South Africa**

*Michael Mokoena, Tshwane University of Technology, South Africa*

*Stanley Mukhola, Tshwane University of Technology, South Africa*

**Tax Rates Effects on the Risk Level of Listed Vietnam Stock Investment Firms During Global Economic Crisis 2007-2009**

*Dinh Tran Ngoc Huy, Banking University Hcmc, Vietnam*

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**Discussants**

*Sona Sumbatyan, The State University of Management, Russia*

**[FI1] BANKING AND INVESTMENT: COUNTRY ANALYSIS**

**Session Chair**

*Anna N. Zhilkina*

*State University of Management, Russia*

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**Profitability of Nepalese Banks: What Matters?**

*Maria Varua, University of Western Sydney, Australia*

*Reema Tuladhar, University of Western Sydney, Australia*

**Bank External Exigencies and Customer Loyalty Nexus in Nigeria Retail Banking**

*Olubunmi Obioha, Sol Plaatje University, South Africa*

**The Relationship between Transparency and the Performance of Algerian Banks**

*Mohammed Bourikche, University of the West of Scotland, U.K.*

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**Discussants**

*Pat Obi, Purdue University Northwest, U.S.A.*

**[IS2] TOPICS IN HIGHER EDUCATION: ECLECTIC APPROACH I**

**Session Chair**

*Bruno Mascitelli*

*Swinburne University of Technology, Australia*

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**Computer-Assisted Structured Concept Mapping as a Tool for Flipped Classroom Teaching**

*Chei-Chang Chiou, National Changhua University of Education, China*

*Li-Chu Tien, Overseas Chinese University, China*

**Repositioning the Scholarship of Teaching and Learning in Public Administration**

*N.S. Matsiliza, Durban University of Technology, South Africa*

**Unethical Behaviour by Multinational Enterprises Operating in South Africa**

*Anoosha Makka, University of Johannesburg, South Africa*

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**Discussants**

*Stephen W. Mackey, University of Southern California, U.S.A.*



**[MG2] INNOVATION AND SUSTAINABILITY: STRATEGIC OVERVIEW**

**Session Chair**

*Samir R. Moussalli  
Huntingdon College, U.S.A.*

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**Innovation & Sustainability: Research Tendencies and Gaps**

*T. Diana L. van de Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil  
Fabio Oliveira Paula, Pontifical Catholic University of Rio de Janeiro, Brazil*

**Open Innovation Practices and Small and Medium Enterprises (SMEs)**

*Habibur Rahman, University of the West of Scotland, U.K.*

**Accelerating Development of Multiple Sources of Energy in South African Can Enhance Sustainability in Energy Supply Chain**

*Ken Mathu, University of Pretoria , South Africa*

**Sustaining Competitive Advantage through the Resource Based View in a Commercial Real Estate Broking Company**

*Shepherd Dhillwayo, University of Johannesburg , South Africa  
Ndibu Rachel Motaung, University of Johannesburg , South Africa*

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**Discussants**

*Richard Molelele, Tshwane University of Technology, South Africa*

**[SP2] PANEL: MEET THE EDITORS**

**Panelists**

*N. Delener*  
*Journal of Global Business at Technology (JGBAT), U.S.A.*

*Dana Lascu*  
*Journal of Global Marketing, U.S.A.*

*Bruno Mascitelli*  
*Contemporary Issues in Business and Government, Australia*

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**[DO1] DOCTORAL DISSERTATION/JUNIOR FACULTY & STUDENT PAPERS I**

**Session Chair**

*Fabio Oliveira Paula*

*Pontifical Catholic University of Rio de Janeiro, Brazil*

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**Online Brand Community on Consumer Purchase Intentions: A Theoretical Review**

*Moniruz Zaman, University of the West of Scotland, U.K.*

**Issues Facing Online Banking in Developing Countries**

*Mahmuda Begum, University of the West of Scotland, U.K.*

**The Mediating Role Of Smartphones On Consumer Purchase Intentions**

*Sawad Bahadur, University of Gloucestershire , U.K.*

**Emergent Marketing Opportunities: Viral Marketing and Consumer Purchase Intentions in the Fashion Industry**

*Manik Rabidas, University of Gloucestershire , U.K.*

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**Discussant**

*Frank Le Veness, St. John's University, U.S.A.*

**[FI2] CONTEMPORARY TOPICS IN FINANCE: SELECT CASES I**

**Session Chair**

*Job Dubihlela*

*Cape Peninsula University of Technology, South Africa*

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**Tick Size and Market Quality: Studies Based on an Agent-Based Artificial Stock Market**

*Jie Zhang, Xi'an Jiaotong-Liverpool University, China*

*Xinhui Yang, Xi'an Jiaotong-Liverpool University, China*

**Corporate Governance And Firm Performance: Insights From The Food Industry In The U.K.**

*Nouman Abbasi, University of the West of Scotland, U.K.*

**Financial Literacy and Students' Attitudes to Debt: A Diagnostic Review of the Influence of Gender on Personal Finance Concepts at South African Universities**

*Rosebud Rundora, Vaal University of Technology, South Africa*

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**Discussant**

*Alka Obadic, University of Zagreb, Croatia*

**[IT1] LEARNING AND CONSUMPTION EXPERIENCES IN GLOBAL SETTING**

**Session Chair**

*Norman Chiliya*

*University of The Witwatersrand, South Africa*

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**Predictors of Brand Loyalty with Technical and Vocational Education Training Colleges in Gauteng: Results of a Pilot Study**

*Hilda Bongazana Dondolo, Tshwane University of Technology, South Africa*

*Itani Ramuthivheli, Vaal University of Technology, South Africa*

*Kirsty-Lee Sharp, Vaal University of Technology, South Africa*

**The Moderating Effect of Consumption Experience on Intention to Leave Restaurant Reviews**

*Yu-Ching Lee, National Kaohsiung University of Science and Technology, Taiwan*

*Yu-Yang Lee, Tatung University, Taiwan*

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**Discussant**

*Stanley Mukhola, Tshwane University of Technology, South Africa*

**[EC2] ECONOMIC DEVELOPMENT: STRATEGIC ANALYSIS**

**Session Chair**

*Anoosha Makka*

*University of Johannesburg, South Africa*

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**Developmental Challenges Faced by the Zimbabwean Economy: The Link to the Economy Structures**

*Genius Katekwe, University of Venda, South Africa*

**Monetary Policy And Financial Dominance**

*Faik Celik, Kocaeli University, Turkey*

**Briquetting Of Waste Biomass For Sustainable Economic Development In South Africa**

*G.F. Molelekwa, Tshwane University of Technology, South Africa*

*MI Mokgobu, Tshwane University of Technology, South Africa*

*R. Sadiku, Tshwane University of Technology, South Africa*

*Stanley Mukhola, Tshwane University of Technology, South Africa*

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**Discussant**

*Julia L. James, Pace University, U.S.A.*

**[FI3] CONTEMPORARY TOPICS IN FINANCE: SELECT CASES II**

**Session Chair**

*Ken Mathu*

*University of Pretoria, South Africa*

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**The Role of Households Finance In The Economy Of Russia**

*Sona Sumbatyan, The State University of Management, Russia*

**Financial Literacy Among University Students in South African Universities**

*Rosebud Rundora, Vaal University of Technology, South Africa*

*Mabutho Sibanda, University of Kwazulu-Natal, South Africa*

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**Discussant**

*Job Dubihlela, Cape Peninsula University of Technology, South Africa*

**[MG3] APPLICATIONS OF MANAGEMENT STRATEGIES II**

**Session Chair**

*Oleg N. Zhilkin*

*Peoples' Friendship University of Russia, Russia*

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**The Relationship between Corporate Social Responsibility and Organisational Attractiveness**

*Hussan Jakaria, University of the West of Scotland, U.K.*

**Real Time Management for Passenger Train Scheduling: A Case Study in South Africa**

*Kenny Sobiyi, University of Johannesburg , South Africa*

*Mbali Myeni, University of Johannesburg , South Africa*

*Pule A. Kholopane, University of Johannesburg , South Africa*

**The Effect of Board Game Learning on Adult Learners' Mood States Towards Financial Training**

*Marius Wait, University of Johannesburg , South Africa*

*Mariette Frazer, University of Johannesburg , South Africa*

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**Discussant**

*Jael Gudiño Ruiz, University of Guayaquil, Ecuador*



**[MG4] TOPICS IN MANAGEMENT: ECLECTIC PERSPECTIVES**

**Session Chair**

*Anna Putnova*

*Brno University of Technology, Czech Republic*

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**Natural Resource Munificence, State Involvement, and Emnc Internationalization:  
Evidence from the Arabian Gulf**

*Kathleen Park, Boston University, U.S.A.*

*Olimpia Meglio, University of Sannio-dem, Italy*

*Florian Bauer, Innsbruck University, Austria*

*Shlomo Tarba, University of Birmingham , U.K.*

**Planning Activities, Financial Monitoring and Management Optimism: Evidence from  
Australian Firms**

*John Rice, Zayed University, U.A.E.*

**Sustainability Performance Assessment Of Multisectoral Groups: A Proposal Of A  
Conceptual Model For Selecting Indicators And Metrics**

*Maria Fatima Ludovico De Almeida, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Eduardo Augusto Machado, Pontifical Catholic University of Rio de Janeiro, Brazil*

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**Discussant**

*Nombeko Dwesini, Walter Sisulu University, South Africa*

**[EC3] TRUMP'S TRADE POLICIES: FUTURE OUTLOOK**

**Session Chair**

*Piotr Bula*

*Cracow University of Economics, Poland*

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**Trump Administration Trade Policies: New Directions for U.S. Trade**

*Frank Le Veness, St. John's University, U.S.A.*

**Trump's Controversial Trade Policy: Is Trump Causing A Trade War With China?**

*Anoosha Makka, University of Johannesburg , South Africa*

**Inflation And Problems Of Economic Growth**

*Anna N. Zhilkina, State University of Management, Russia*

*Vladimir K. Krylov, State University of Management, Russia*

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**Discussant**

*Felix Amoah, Nelson Mandela University, South Africa*

**[EC4] MACROECONOMICS CHALLENGES: CROSS COUNTRY CASES**

**Session Chair**

*Maria Reznakova*

*Brno University of Technology, Czech Republic*

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**Selecting Various Industrial Competitors Affect the Risk Level of Vietnam Natural Gas and Oil Industry**

*Dinh Tran Ngoc Huy, Banking University HCMC, Vietnam*

**Australian Housing Shortage Concern: The Fault of Chinese Investment in Australian Real Estate?**

*Mona Chung, Deakin University, Australia*

*Bruno Mascitelli, Swinburne University of Technology, Australia*

**Greece-The Economic Realities of The Eu's Adjustment Programmes**

*Julia L. James, Pace University, U.S.A.*

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**Discussant**

*Alba Caicedo Barreth, University of Guayaquil, Ecuador*

**[FI4] EMERGING TRENDS IN INTERNATIONAL FINANCE: EMPIRICAL ANALYSIS**

**Session Chair**

*Eric Girard  
Siena College, U.S.A.*

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**The Two-Stage Optimal Investment Strategy in Taiwan Real Estate Market**

*Yu-Hong Liu, National Cheng Kung University, Taiwan  
I-Ming Jiang, Yuan Ze University, Taiwan  
Ming-Yi Hong, National Cheng Kung University, Taiwan*

**Financial Indicators of Corporate Social Responsibility: A Binary Choice Analysis**

*Pat Obi, Purdue University Northwest, U.S.A.  
Raida Abuizam, Purdue University Northwest, U.S.A.*

**Time-Varying Payoffs of Return-Adjusted Momentum Strategies**

*Weifeng Hung, Feng Chia University, Taiwan  
J. Jimmy Yang, Oregon State University, U.S.A.  
Pai-Ta Shih, National Taiwan University, Taiwan  
Chin-Ho Chen, Feng Chia University, Taiwan*

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**Discussant**

*Maria Varua, University of Western Sydney, Australia*

**[IS3] CHANGES IN HIGHER EDUCATION: SUCCESS OR FAILURE**

**Session Chair**

*Anna Putnova*

*Brno University of Technology, Czech Republic*

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**Student Perceived E-Learning Satisfaction: A Case of Universities of Technology in South Africa**

*Elizabeth Chinomona, Vaal University of Technology, South Africa*

**The Critical Success Factors for the Effective Incorporation of Work-Integrated Learning (WIL) Into the Undergraduate Curriculum**

*Nombeko Dwesini, Walter Sisulu University, South Africa*

**Transdisciplinary Student Validation of a Multi-Stakeholder Work Integrated Learning Model**

*Marius Wait, University of Johannesburg, South Africa*  
*Cookie Govender, University of Johannesburg, South Africa*

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**Discussant**

*Franzelle Pertilla, Abraham Baldwin Agricultural College, U.S.A.*

**[FI5] MANAGERIAL ACCOUNTING: POLICY DECISIONS**

**Session Chair**

*Paweena Kongchan  
Khon Kaen University, Thailand*

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**Can Non-GAAP Reporting Affect Accounting Restatement?**

*Shin-Rong Shiah-Hou, Yuan Ze University, Taiwan*

**Material Flow Cost Accounting Model for Improved Water Accounting and Management Decisions in South Africa**

*Emmanuel Imuezerua, Vaal University of Technology, South Africa  
Michael Fakoya, Vaal University of Technology, South Africa*

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**Discussant**

*Anna N. Zhilkina, State University of Management, Russia*

**[HE1] TRENDS IN HEALTHCARE INDUSTRY: PRESENT AND FUTURE I**

**Session Chair**

*Easton Durbson Simenti-Phiri  
University of Bolton, U.K.*

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**Open Disclosure, Medical Errors, Patient Safety And Medico-Business Realities: The Inherent Advantages Of Healthcare Systems That Possess Full Risk Integration**

*Mark A. Cwiek, Central Michigan University, U.S.A.  
George Kikano, Central Michigan University, U.S.A.  
Jacob Klaus, Central Michigan University, U.S.A.*

**A Study on Digital Media Marketing in Form of Social Media and Its Effect on Consumers in Healthcare Industry**

*Shubhra Nigam, University of the West of Scotland, U.K.*

**Cancer and Non-Cancer Risks of Exposure to Heavy Metals in sub-2.5 m Particulate Matter in Pretoria West, South Africa**

*Oyewale Mayowa Morakinyo, Tshwane University of Technology, South Africa  
MI Mokgobu, Tshwane University of Technology, South Africa  
Stanley Mukhola, Tshwane University of Technology, South Africa*

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**Discussant**

*Andile Mji, Tshwane University of Technology, South Africa*

**[IS4] MANAGING PUBLIC SECTOR: ARE WE SUCCESSFUL?**

**Session Chair**

*Frank Le Veness*

*St. John's University, U.S.A.*

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**Role Models to Rural Areas Youth, Are There Enough Models for the Youth to Look Up to in Rural Areas? Views on the Subject by Stakeholders**

*Genesis T. Molepo, Tshwane University of Technology, South Africa*

**Evaluation Of The Performance Of Ratlou Local Municipality In The Provision Of Basic Services**

*David Mello, Tshwane University of Technology, South Africa*

*E.M. Chesa, North-West University, South Africa*

**Patterns of Graduate Underemployment in a Post-Apartheid South African City**

*Emeka E. Obioha, Walter Sisulu University, South Africa*

*Cwenga Mayekiso, Walter Sisulu University, South Africa*

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**Discussant**

*Maria Fatima Ludovico De Almeida, Pontifical Catholic University of Rio de Janeiro, Brazil*



**[MG5] CREATING VALUE THROUGH LEADERSHIP AND PERFORMANCE**

**Session Chair**

*T. Diana L. van de Macedo-Soares  
Pontifical Catholic University of Rio de Janeiro, Brazil*

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**Using Lean Tools To Create Value For Business Operations And Customers**

*Cookie Govender, University of Johannesburg , South Africa  
Cashandra C. Mara, University of Johannesburg , South Africa*

**Female Leaders' Experience Of Toxic Leadership In Higher Education Institutions In South Africa**

*Tessie Herbst, Tshwane University of Technology, South Africa*

**The Impact Of Quality Management System Of Contactor Quality Performance At A Local Power Station In South Africa**

*Sambil Charles Mukwakungu, University of Johannesburg, South Africa  
Sihle Mankazana, University of Johannesburg, South Africa  
Charles Mbohwa, University of Johannesburg, South Africa*

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**Discussant**

*Mona Chung, Deakin University, Australia*

**[HE2] TRENDS IN HEALTHCARE INDUSTRY: PRESENT AND FUTURE II**

**Session Chair**

*Mark A. Cwiek*

*Central Michigan University, U.S.A.*

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**Sitting for Long: A Threat to Human Health**

*Adejoke Christianah Olufemi, Tshwane University of Technology, South Africa*

*Andile Mji, Tshwane University of Technology, South Africa*

*Stanley Mukhola, Tshwane University of Technology, South Africa*

**How Social Dominance Orientation Affects Toward Abusive Supervision? A Case of Health Care Centre**

*Alia Malik, Bahria University Islamabad, Pakistan*

**A Review on The Impact of Leadership in Healthcare: South African Context**

*Sambil Charles Mukwakungu, University of Johannesburg, South Africa*

*Matimba Davis Mabasa, University of Johannesburg, South Africa*

*Charles Mbohwa, University of Johannesburg, South Africa*

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**Discussant**

*Yllka Azemi, Indiana University, U.S.A.*

**[IS5] STRATEGIC PLANNING AND LEADERSHIP: LESSONS LEARNED**

**Session Chair**

*Edward Rankhumise  
Tshwane University of Technology, South Africa*

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**Reorganising for Success: Opportunities in the Food Retail Industry in Bangladesh**

*Md. Kamrul Islam, University of the West of Scotland, U.K.*

**Preparing the Next Generation of Global Leaders: How University Endowments Facilitate Student Learning and Research**

*Stephen W. Mackey, University of Southern California, U.S.A.*

**A Decision-Making Based Approach for Reactive Planning**

*Hassen Gharbi, Manouba University, Tunisia  
Colette Merce, University of Toulouse, France  
Gerard Fontan, University of Toulouse, France  
Mohamed Moalla, Tunis El Manar University, Tunisia*

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**Discussant**

*Elizabeth Chinomona, Vaal University of Technology, South Africa*

**[MG6] CULTURAL DIVERSITY AND ORGANIZATIONAL COMMITMENT:  
STRATEGIC IMPLICATIONS**

**Session Chair**

*Alba Caicedo Barreth  
University of Guayaquil , Ecuador*

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**Think Globally, Act Locally-How International Corporations Adjust Their CSR Strategies  
To Local Markets**

*Monika Sady, Cracow University of Economics, Poland  
Piotr Bula, Cracow University of Economics, Poland*

**Cultural Diversity and Employee Motivation in Labour Markets**

*Wilson Ozuem, University of Gloucestershire , U.K.  
Khalid Hussaini, University of the West of Scotland, U.K.*

**Modelling Organizational Commitment Among Employees: Some Empirical Evidences  
Using Lisrel Analysis**

*Razali Bin Mat Zin, King Fahd University of Petroleum and Minerals, Saudi Arabia*

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**Discussant**

*Emeka E. Obioha, Walter Sisulu University, South Africa*

**[MK1] APPLICATIONS OF SOCIAL MEDIA IN MARKETING I**

**Session Chair**

*Felix Amoah*

*Nelson Mandela University, South Africa*

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**The Adoption of Google+ by South African Millennials and Its Impact on Future Marketing Communication Trends**

*Norman Chiliya, University of The Witwatersrand , South Africa*

*Daniela Cicoria, University of the Witwatersrand , South Africa*

*Tinashe Chuchu, University of the Witwatersrand , South Africa*

**Engaging Consumers through Social Media in the Luxury Fashion Brands**

*Jianqiong Xu, University of Gloucestershire , U.K.*

**Toward Understanding the Moderating Roles of Smartphones on Brand Switching**

*Samuel Ayertey, University of Plymouth , U.K.*

*Dominic Appiah, Arden University, U.K.*

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**Discussant**

*Edmir Kuazaqui, Escola Superior de Propaganda E Marketing, Brazil*

**[EC5] CONTEMPORARY TRENDS IN WORLD ECONOMICS: POLICY  
PERSPECTIVES II**

**Session Chair**

*Emeka E. Obioha*

*Walter Sisulu University, South Africa*

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**The Role Of Innovation For Leveraging Regional Development**

*Fabio Oliveira Paula, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Jorge Ferreira Silva, Pontifical Catholic Univ. Of Rio de Janeiro, Brazil*

**Investment Attractiveness of Latin America**

*Anna N. Zhilkina, State University of Management, Russia*

*Oleg N. Zhilkin, Peoples' Friendship University of Russia, Russia*

**"Arab Springs" and Its Impact on Migrant Remittance Flows in the Philippines**

*Maria Varua, University of Western Sydney, Australia*

*Arlene Ozanne, University of Otago, New Zealand*

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**Discussant**

*Ken Mathu, University of Pretoria, South Africa*

**[IS6] TOPICS IN HIGHER EDUCATION: ECLECTIC APPROACH II**

**Session Chair**

*Mona Chung*

*Deakin University, Australia*

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**Factors Affecting ICT Users' Intention to Continuously Use the Anti-Virus Software**

*Yu-Min Wang, National Chi Nan University, Taiwan*

*Jui-Yi Chen, National Chi Nan University, Taiwan*

**Work Engagement of Secondary Schools Teachers in the South African Context**

*Dumisani Mabasa, University of South Africa, South Africa*

**Experiences of Walter Sisulu Hospitality Students in Relation to Work Integrated Learning**

*Vikelwa Nomnga, Walter Sisulu University, South Africa*

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**Discussant**

*Cookie Govender, University of Johannesburg, South Africa*

**[MK2] APPLICATIONS OF SOCIAL MEDIA IN MARKETING II**

**Session Chair**

*Ashok Som*

*ESSEC Business School, France*

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**Service Failure and Recovery Strategy in Computer-Mediated Marketing Environments**

*Samuel Ayertey, University of Plymouth, U.K.*

*Dominic Appiah, Arden University, U.K.*

**The Emerging, Evolving Social Media Platforms and Social Identity: Implications for the Fashion Industry**

*Guida Helal, American University of Beirut, Lebanon*

**Investigating The Need For Uniqueness, Price And Past Orientation On Impulsive Buying Behaviour**

*Elizabeth Chinomona, Vaal University of Technology, South Africa*

*Mosidi Montso, Vaal University of Technology, South Africa*

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**Discussant**

*Norman Chiliya, University of The Witwatersrand, South Africa*



**[TO1] CONTEMPORARY TOPICS IN TOURISM AND HOSPITALITY  
MANAGEMENT: ISSUES AND SOLUTIONS I**

**Session Chair**

*Frank Le Veness  
St. John's University, U.S.A.*

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**Bridging The Academic-Practitioner Chasm: Towards A Model Of Hotel B2B Sales**

*Richard G. McNeill, Northern Arizona University, U.S.A.  
Hester Nienaber, Northern Arizona University, U.S.A.*

**Bicycle Touring In Via La Costa Of Ecuador, An Analysis Of The Tourism Potential**

*Alba Caicedo Barreth, University of Guayaquil, Ecuador  
Jael Gudiño Ruiz, University of Guayaquil, Ecuador  
Anabel Monserrate Gayas, University of Guayaquil, Ecuador*

**Community Perceptions on Corporate Social Responsibility (CSR) Initiatives of Casinos  
Around Gauteng**

*M.P. Shai, Tshwane University of Technology, South Africa  
I.C. Kleynhans, Tshwane University of Technology, South Africa  
J.R. Roberson, Tshwane University of Technology, South Africa*

**Malecón 2000 And Its Incidence In The Tourism Of The Guayaquil City Hall**

*Judith Genoveva Mora, University of Guayaquil, Ecuador  
Marlon Polo Fiallo Garces, University of Guayaquil, Ecuador*

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**Discussant**

*Samir R. Moussalli, Huntingdon College, U.S.A.*

**[MK3] CONSUMER BEHAVIOR IN GLOBAL SETTING I**

**Session Chair**

*Frederic Jallat  
ESCP Europe, France*

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**Students' Expectation of the Higher Education Experience in Public and Private Universities in Indonesia**

*Johan de Jager, Tshwane University of Technology, South Africa  
Nuri Wulandari, Indonesia Banking School, Indonesia*

**Political Marketing And Performance: At It Again: Where And How A New Political Party Won General Elections In 2009 And 2014; The Marketing Of The Democratic Progressive Party In Malawi**

*Easton Durbson Simenti-Phiri, University of Bolton, U.K.*

**The Impact of Green Marketing on Consumer Purchase Intentions**

*Pramod Thapa, University of the West of Scotland, U.K.*

**Hybridity And Music: Generational Insights From The British Sikh Community**

*Amandeep Takhar, De Montfort University, U.K.  
David Chitakunye, Bmpc Consulting, U.K.*

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**Discussant**

*Marius Wait, University of Johannesburg, South Africa*

**[MK4] CONSUMER BEHAVIOR AND MARKETING COMMUNICATION:  
STRATEGIC OUTLOOK**

**Session Chair**

*Yllka Azemi  
Indiana University, U.S.A.*

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**Assessing the Influence of Country of Origin Labelling (Cool) Initiatives on Boycotting  
Intention: Does a Boycotting Intention Expand to Linked Regions?**

*Hayiel Hino, Ariel University, Israel  
Israel D. Nebenzahl, College of Judea and Samaria, Israel*

**Strategic Integration of Marketing Communications in a Decentralised Organisational  
Structure**

*Wilson Ozuem, University of Gloucestershire, U.K.  
Enno Frehse, University of Gloucestershire, U.K.*

**Mobile Devices Are Friends-in- Hand: Exploring Youths' Resistance Behaviour**

*Takesure Zhoua, Tshwane University of Technology, South Africa  
Zelege Worku, Tshwane University of Technology, South Africa*

**New Product Development and Consumer Purchase Intentions: A Literature Review**

*Mahnaz Tabassum, University of the West of Scotland, U.K.*

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**Discussant**

*Ashok Som, ESSEC Business School, France*

**[TO2] CONTEMPORARY TOPICS IN TOURISM AND HOSPITALITY  
MANAGEMENT: ISSUES AND SOLUTIONS II**

**Session Chair**

*Hester Nienaber*

*Northern Arizona University, U.S.A.*

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**Experiential Tourism in the Countryside, a Case Study of the Tourist Profile**

*Jose Luis Proaño Moreira, University of Guayaquil, Ecuador*

*Alba Caicedo Barreth, University of Guayaquil, Ecuador*

*Juan Gustavo Urgilés Camacho, University of Guayaquil, Ecuador*

**Satisfiers and Dissatisfiers In The Destination Selection Process: A Cultural Demographic Approach**

*Sandra Perks, Nelson Mandela University, South Africa*

*Danie Ferreira, Nelson Mandela University, South Africa*

**Categorising the Customer Experience Dimensions Based on the 'Three-Factor Theory' of Satisfaction**

*Felix Amoah, Nelson Mandela University, South Africa*

*Laetitia Radder, Nelson Mandela University, South Africa*

*Marlé Eyk, Nelson Mandela University, South Africa*

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**Discussant**

*Richard G. McNeill, Northern Arizona University, U.S.A.*

**[IS7] HIGHER EDUCATION: CHALLENGES AND SOLUTIONS**

**Session Chair**

*Robert Vambery  
Pace University, U.S.A.*

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**Higher Education Enhancement and Privately Owned Institutions in the Developing Countries: The Case of Sri Lanka**

*Priyangani Ariyawansa, University of the West of Scotland, U.K.*

**Contextualising Transformational Leadership In Higher Education**

*N.S. Matsiliza, Durban University of Technology, South Africa*

**Prioritising the Maintenance of Infrastructure for Sustainable Learning Environment in South African Schools**

*Bongani Khumalo, Tshwane University of Technology, South Africa  
Genesis T. Molepo, Tshwane University of Technology, South Africa  
Andile Mji, Tshwane University of Technology, South Africa*

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**Discussant**

*Chei-Chang Chiou, National Changhua University of Education, China*

**[MG7] ORGANIZATIONAL BEHAVIOR: PROBLEMS AND SOLUTIONS**

**Session Chair**

*Elizabeth Chinomona  
Vaal University of Technology, South Africa*

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**Gender and General Satisfaction, Pay Satisfaction, and Stress Levels of Employees Working or Visiting Marabastad Mall**

*Molefe Maleka, Tshwane University of Technology, South Africa*

**Shaping the Next Wave of Globalization: The Case of Tasaki**

*Ashok Som, ESSEC Business School, France*

**The Impact Of Employee Empowerment On Organizational Performance In A Flavors And Fragrance Manufacturing Company In South Africa**

*Sambil Charles Mukwakungu, University of Johannesburg, South Africa  
Sihle Mankazana, University of Johannesburg, South Africa  
Charles Mbohwa, University of Johannesburg, South Africa*

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**Discussant**

*Monika Sady, Cracow University of Economics, Poland*

**[MK5] CONSUMER BEHAVIOR IN GLOBAL SETTING II**

**Session Chair**

*Norman Chiliya*

*University of The Witwatersrand , South Africa*

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**On the Visibility and Discoverability of Artists on Spotify: A Reflection on Power and Promotion in an Age of Streaming Platforms**

*Frederic Jallat, ESCP Europe, France*

**How Simplicity Influence Purchase Intention: A Moderated Mediation Model**

*Chien Lung Hsu, University of Kang Ning, Taiwan*

*Yi-Chuan Liao, Shandong University, China*

**The Relationship between Online Service Failure, Recovery Strategies and Customer Retention**

*Wilson Ozuem, University of Gloucestershire, U.K.*

*Dipen Rai, University of the West of Scotland, U.K.*

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**Discussant**

*Takesure Zhoua, Tshwane University of Technology, South Africa*

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Friday, July 6

1:30 PM to 3:00 PM

Room A

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**[FI6] RISK ANALYSIS: STRATEGIC APPROACH**

**Session Chair**

*Pat Obi*

*Purdue University Northwest, U.S.A.*

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**Constructing a Country Risk Premium Benchmark**

*Eric Girard, Siena College, U.S.A.*

**Impact of Effective Credit Risk Management on Business Performance of Selected Retail Chain Stores in Cape Town**

*Job Dubihlela, Cape Peninsula University of Technology, South Africa*  
*Anthony Ezeonwuka, Cape Peninsula University of Technology, South Africa*

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**Discussant**

*Paweena Kongchan, Khon Kaen University, Thailand*



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Friday, July 6

1:30 PM to 3:00 PM

Room B

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**[LA2] SELECT TOPICS IN LAW & REGULATORY ENVIRONMENT**

**Session Chair**

*N. Delener*  
*GBATA, U.S.A.*

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**A Typology Of Trust Inspiring Labour Relationship Behaviours**

*Lukas Ehlers, Tshwane University of Technology, South Africa*

**Freedom Of Association: Constitutionality Of Section 1 Of Parliamentary And Provincial Medical Aid Scheme Act 28 of 1975 (South Africa)**

*Ndivhuho Tshisevhe, Tshwane University of Technology, South Africa*

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**Discussant**

*Hester Nienaber, Northern Arizona University, U.S.A.*

**[MK6] EMERGING TOPICS IN CONSUMER BEHAVIOR: CROSS COUNTRY ANALYSIS**

**Session Chair**

*Felix Amoah*

*Nelson Mandela University, South Africa*

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**Exploring the Relationship between Social Media and Consumer Engagement**

*Wilson Ozuem, University of Gloucestershire, U.K.*

*Yllka Azemi, Indiana University, U.S.A.*

**Corporate Social Responsibility and Consumer Buying Behaviour in Developing Countries: A Signalling Theory Perspective**

*Akash Singh, University of the West of Scotland, U.K.*

**Impact of Perceived Risk on Consumption of Green Products in Pakistan**

*Sana Mumtaz, Szabist, Pakistan*

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**Discussant**

*Takesure Zhoua, Tshwane University of Technology, South Africa*

**[EN1] ENTREPRENEURSHIP IN GLOBAL BUSINESS SETTING: REQUIREMENTS FOR SUCCESS I**

**Session Chair**

*Leonora Fuxman  
St. John's University, U.S.A.*

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**Entrepreneurial Intentions and Their Antecedents of Finnish Vocational School Students and Graduates-A Panel Study**

*Elina Varamaki, Seinajoki University of Applied Sciences, Finland  
Sanna Joensuu-Salo, Seinajoki University of Applied Sciences, Finland  
Anmari Viljamaa, Seinajoki University of Applied Sciences, Finland*

**Exploration of the Impact of Social Networks on Entrepreneurial Self-Efficacy in the Course of the Entrepreneurial Process**

*Easton Durbson Simenti-Phiri, University of Bolton, U.K.  
Fredrick Agboma, University of Bolton, U.K.  
Denis Hyams-Ssekasi, University of Bolton, U.K.*

**Organizational Change And Resilience Strategies: A Phenomenology Study Of Managers In Multinational Enterprises**

*Franzelle Pertilla, Abraham Baldwin Agricultural College, U.S.A.*

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**Discussant**

*Collins Kodua-Agyekum, Walter Sisulu University, South Africa*

**[MG8] ORGANIZATIONAL BEHAVIOR: APPLICATIONS AND POLICY  
IMPLICATIONS I**

**Session Chair**

*Dumisani Mabasa*

*University of South Africa, South Africa*

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**A Critical Evaluation Of Job Satisfaction Levels In Public Sector Institutions Under  
Administration: A Case Of Limpopo Provincial Government**

*Irene Ntombentsha Carter, Tshwane University of Technology, South Africa*

**Human Resource Management and Labour Relations Management Variables Significantly  
Associated With Job Satisfaction At A State-Owned Company**

*Molefe Maleka, Tshwane University of Technology, South Africa*

*Patrick Lekgothoane, Tshwane University of Technology, South Africa*

*Zelege Worku, Tshwane University of Technology, South Africa*

**Assessing Team Performance: The Moderation of Justice**

*Chieh-Peng Lin, National Chiao Tung University, Taiwan*

*Jui-Yu Chen, National Chiao Tung University, China*

**An Evaluation of Human Capital Investment and Employee Motivation as Antecedents of  
Unskilled Mineworkers' Performance at South African Platinum Mine**

*Luckyboy Makhubedu, University of Johannesburg, South Africa*

*Eveth Nwobodo-Anyadiegwu, University of Johannesburg, South Africa*

*Charles Mbohwa, University of Johannesburg, South Africa*

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**Discussant**

*Teresinha Covas Lisboa, UNIP-Universidade Paulista, Brazil*

**[TE2] INNOVATION AND PERFORMANCE: STRATEGIC PERSPECTIVES II**

**Session Chair**

*Samir R. Moussalli*  
*Huntingdon College, U.S.A.*

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**The Effect Of Intra-Industry Collaboration, Innovation Spends And Knowledge Spillover On Firms' Performance**

*T. Diana L. van de Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil*  
*Luiz Fernando Caldas, Pontifical Catholic University of Rio de Janeiro, Brazil*  
*Fabio Oliveira Paula, Pontifical Catholic University of Rio de Janeiro, Brazil*

**Technical Education Innovations in the Czech Republic**

*Anna Putnova, Brno University of Technology, Czech Republic*  
*Martin Zaklasník, Brno University of Technology, Czech Republic*  
*Maria Reznakova, Brno University of Technology, Czech Republic*

**Organic Rice New Product Screening: Customers Preference Application**

*Butsakorn Pangprasert, Khon Kaen University, Thailand*  
*Pensri Jaroenwanit, Khon Kaen University, Thailand*  
*Supot Deeboonmee, Kalasin University, Thailand*

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**Discussant**

*Cookie Govender, University of Johannesburg, South Africa*

**[EN2] ENTREPRENEURSHIP IN GLOBAL BUSINESS SETTING: REQUIREMENTS FOR SUCCESS II**

**Session Chair**

*Elina Varamaki*

*Seinajoki University of Applied Sciences, Finland*

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**Constraints Facing the Small, Medium and Micro (SMMEs) in South Africa: The Case of Small Business Entrepreneurs in Khayelitsha, Cape Town**

*Bukelwa Mbinda, Durban University of Technology, South Africa*

**Small And Medium-Sized Enterprise Owners' Perspective Of The Effect Of Factors On Business Success**

*Edward Rankhumise, Tshwane University of Technology, South Africa*

*M.E. Letsoalo, Tshwane University of Technology, South Africa*

**The Transfer Of Technology To The Rural Poor: The Case Of Appropriate Technology Unit, Eastern Cape Province Of South Africa**

*Collins Kodua-Agyekum, Walter Sisulu University, South Africa*

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**Discussant**

*Kawpong Polyorat, Khon Kaen University, Thailand*

**[MG9] ORGANIZATIONAL BEHAVIOR: APPLICATIONS AND POLICY  
IMPLICATIONS II**

**Session Chair**

*John Rice*

*Zayed University, U.A.E.*

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**Path Traversed to Burnout and Stress On Teachers. Issues, Trends And Challenges**

*Richard Molelele, Tshwane University of Technology, South Africa*

**Methodological Proposal for The Selection and Jerarching Of Support Projects For The  
Strategy In The Food And Beverage Sector In Colombia**

*Jhon Miguel Diez Benjumea, Eafit University, Colombia*

**Using Voluntary Severance Package (VSP) as a Downsizing Strategy in a Higher Education  
Institution: Ex-employees' Perspectives**

*Nombeko Dwesini, Walter Sisulu University, South Africa*

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**Discussant**

*Piotr Bula, Cracow University of Economics, Poland*

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Saturday, July 7

11:00 AM to 12:30 PM

Room A

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**[EN3] ENTREPRENEURSHIP IN GLOBAL BUSINESS SETTING: REQUIREMENTS FOR SUCCESS III**

**Session Chair**

*Kawpong Polyorat  
Khon Kaen University, Thailand*

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**The Impact of Credit Facilities on the Development of SMMES in Rural Areas; South Africa**

*Itumeleng Judith Maome, Durban University of Technology, South Africa*

**Immigrant Entrepreneurial Education in South Africa**

*Vivence Kalitanyi, University of Johannesburg, South Africa*

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**Discussant**

*Mona Chung, Deakin University, Australia*



**[MG10] ROLE OF STAKEHOLDERS IN FIRMS' PERFORMANCE**

**Session Chair**

*Maria Fatima Ludovico De Almeida  
Pontifical Catholic University of Rio de Janeiro, Brazil*

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**Stakeholder Pressures and Corporate Green Practices: Evidence from China**

*Xubing Zhang, Hong Kong Polytechnic University, Hong Kong*

**Exploring the Perception of Stakeholders on the Implementation of Accountability Sessions as a Management Tool for Organizational Success**

*Genesis T. Molepo, Tshwane University of Technology, South Africa  
Bongani Khumalo, Tshwane University of Technology, South Africa  
Andile Mji, Tshwane University of Technology, South Africa*

**Lean, Green and Six Sigma (LG6 $\sigma$ ) for SMEs in the Leather Processing Industry in Bangladesh**

*Md. Mahabubur Rahman, University of the West of Scotland, U.K.*

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**Discussant**

*Luckyboy Makhubedu, University of Johannesburg, South Africa*

**[DO2] DOCTORAL DISSERTATION/JUNIOR FACULTY & STUDENT PAPERS II**

**Session Chair**

*Genesis T. Molepo*

*Tshwane University of Technology, South Africa*

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**The Mediating Role of Social Media in the Socially Responsible Activity**

*Md. Mahir Faisal, University of Gloucestershire , U.K.*

**The Impact of Social Media on Social Entrepreneurship in a Developing Country**

*Md. Nazmul Islam, University of the West of Scotland, U.K.*

**Social Media and Consumer Purchase Intentions: A View from Social Influence Theory**

*Ali Usman, University of the West of Scotland, U.K.*

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**Discussant**

*Vikelwa Nomnga, Walter Sisulu University, South Africa*

**[MG11] SCENARIOS ABOUT GLOBALIZATION: FUTURE OUTLOOK**

**Session Chair**

*Luckyboy Makhubedu  
University of Johannesburg, South Africa*

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**Impact of Team Coordination, Team Commitment, and Teamwork Quality on Project Success in Defense R&D Projects with Mediating Effect of Team Performance**

*Sana Mumtaz, SZABIST, Pakistan  
Khalid Majeed, SZABIST, Pakistan*

**Research On Knowledge Management In Global Scenarios**

*Edmir Kuazaqui, Escola Superior de Propaganda E Marketing, Brazil  
Teresinha Covas Lisboa, Unip - Universidade Paulista, Brazil*

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**Discussant**

*Molefe Maleka, Tshwane University of Technology, South Africa*