Wednesday, July 10 9:00 AM to 10:30 AM Room A

[FI1] INVESTMENT AND FINANCIAL PERFORMANCE STRATEGIES: SELECT CASES

Session Chair
Raida Abuizam
Purdue University Northwest, U.S.A.

Bilateral Foreign Direct Investment in India and the UK under Globalized Trade Regime
Nirmal Singh, University of Delhi, India

Estimating The Yield Curve For Tunisian Government Bond: A Dynamic Factor Approach
Nourhene Jayari, University of Tunis El Manar, Tunisia
Fatma Siala Guermezi, University of Tunis El Manar, Tunisia

Financial Crisis And Return Volatility Of The Jse General Mining Index: Garch Modelling Approach
Paul Francois Muzindutsi, University of Kwazulu Natal, South Africa

Exploring the Role of Financial Performance Measurements in the Sustainability of SMEs in Vanderbijlpark
Emmanuel Imuezerua, Vaal University of Technology, South Africa

Discussant
Yanran Cao, University of Edinburgh Business School, United Kingdom
Wednesday, July 10 9:00 AM to 10:30 AM  Room B

[IS1] TRENDS AFFECTING HIGHER EDUCATION

Session Chair
Samir R. Moussalli
Huntingdon College, U.S.A.

University Responsiveness Towards Decolonisation In The South African Higher Education
N.S. Matsiliza, Durban University of Technology, South Africa

The Mechanism of Corporate Social Responsibility and Job Choice Intentions
Wilson Ozuem, University of Cumbria, United Kingdom
Hussan Jakaria, University of the West of Scotland, United Kingdom

Learner Absenteeism In Rural Primary Schools: Why Are Their Numbers Increasing With Time?
Genesis T. Molepo, Tshwane University of Technology, South Africa
Andile Mji, Tshwane University of Technology, South Africa

Discussant
W. David Holford, University of Quebec at Montreal, Canada
Wednesday, July 10 9:00 AM to 10:30 AM  Room C

[IS2] TOPICS IN BUSINESS: ECLECTIC PERSPECTIVES

Session Chair
Kathleen Park
Boston University, U.S.A.

Ethics and Human Rights Beyond The Official Corporate History: The Case of Volkswagen During the Brazilian Civil-Military Dictatorship Period
Alessandra De Sá Mello Da Costa, Pontifical Catholic University of Rio de Janeiro, Brazil
Marcelo Almeida De Carvalho Silva, Pontifical Catholic University of Rio de Janeiro, Brazil

Strategic Learning Alliances in the Food Retail Industry in Bangladesh: Enhancing Organisational Performance
Md. Kamrul Islam, University of the West of Scotland, United Kingdom

Higher Education Branding in Emerging Markets: Evidence from Tvet Colleges
Siphiwe Dlamini, University of Cape Town, South Africa

Discussant
Ken Mathu, University of Pretoria, South Africa
[MG1] CONTEMPORARY TOPICS IN MANAGEMENT: EMPIRICAL ANALYSIS I

Session Chair
Juergen Muehlbacher
Vienna University of Economics and Business, Austria

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Idiosyncratic Deals And Psychological Contract Fulfilment For Older Workers: The Mediating Role Of Entitlement And Obligation

Tumo Kele, University of South Africa, South Africa
Gordon Von Sichart, University of Pretoria, South Africa

Demographic Factors Affecting Emotional Intelligence Levels: A Study On HR Managers In Turkey

Sevim Oztimurlenk, State University of New York Old Westbury, U.S.A.

Influences of Leadership on Employee Satisfaction, Commitment and Organizational Citizenship Behavior: Insights from Morocco

Abderrahman Hassi, Al Akhawayn University, Morocco

Organizational Climate, Lmx And Affective Commitment Of Pob: The Perception Of Employees In Not-For-Profit Organization

Wanlee Putsom, Mahasarakham University, Thailand

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Discussant
Gordon Bowen, Northumbria University, United Kingdom
[FI2] BANKING AND INVESTMENT: COUNTRY PERSPECTIVES

Session Chair
Yanran Cao
University of Edinburgh Business School, United Kingdom

Domestic versus Foreign Banks' Efficiency in South Africa Using Data Envelopment Analysis Method (DEA)
Gisele Mah, North-West University, South Africa
Pelontle Phildolia Lekomanyane, North-West University, South Africa

Bank External Exigencies and Customer Loyalty Nexus in Nigeria Retail Banking
Olubunmi Obioha, Sol Plaatje University, South Africa

Exploration Technologically Induced Practice of Online Banking: The Case of Bangladeshi Banking Sector
Mahmuda Begum, University of the West of Scotland, United Kingdom
Wilson Ozuem, University of Cumbria, United Kingdom

Discussant
Junmao Chiu, Yuan Ze University, Taiwan
[LA1] CONTEMPORARY TOPICS IN LAW AND REGULATIONS-I

Session Chair
Eugenio Lucas
Polytechnic Institute of Leiria, Portugal

An Embattled Relationship? Africa and the International Criminal Court Justice Deferred or Denied?

C.M. Van Der Bank, Vaal University of Technology, South Africa

An Exploration Of The Challenges Faced By Criminal Justice System In Combating Human Trafficking In South Africa

Morero Motseki, Tshwane University of Technology, South Africa
Jacob T. Mofokeng, Tshwane University of Technology, South Africa

The Consequences Of The Interim Relief: [minister Of Justice And Constitutional Development V Prince 2018 (10) Bclr 1220 (Cc)]

Ndivhuho Tshisevhe, Tshwane University of Technology, South Africa

Discussant
Sheri L. Mackey, Luminosity Global Consulting Group, U.S.A.
[MG2] CONTEMPORARY TOPICS IN MANAGEMENT: EMPIRICAL ANALYSIS IV

Session Chair
Ana Heloísa Da Costa Lemos
Pontifical Catholic University of Rio de Janeiro, Brazil

Alliance Performance: Autonomous And Cooperative Instruments Of Control
Helene Delerue, Université du Québec à Montréal, Canada

Work-Family Conflict And The Disruption To Women's Professional Career Development
Ana Heloísa Da Costa Lemos, Pontifical Catholic University of Rio de Janeiro, Brazil
Alane De Oliveira Barbosa, Pontifical Catholic University of Rio de Janeiro, Brazil
Filipe Augusto Silveira De Souza, Sao Paulo School of Business Administration, Brazil

Scrutinising Barriers to Green Entrepreneurship in the Expansion and Application of Renewable Energy Technologies: A Case of Kenya
Shaukat Ali, University of Wolverhampton, United Kingdom
Farhan Walli, University of Liverpool, United Kingdom

The Assessment Of Strategic Planning In The Tvet Sector. A Case Of A Selected Tvet College In South Africa
Viwe Mrwebi, Vaal University of Technology, South Africa

Discussant
Elizabeth Chinomona, Vaal University of Technology, South Africa
Wednesday, July 10
11:00 AM to 12:30 PM
Room D

[MK1] BRAND MANAGEMENT: STRATEGIC OUTLOOK I

Session Chair
Chantal Rootman
Nelson Mandela University, South Africa

Web Series as Branded Entertainment Channel; Do People Like the Web Series or the Brand?
Nuri Wulandari, Indonesia Banking School, Indonesia
Yusarifah Sulestarini, Indonesia Banking School, Indonesia
Reza Ashari Nasution, Institut Teknologi Bandung, Indonesia

The Evolutional Process of Private Brand Strategy in Japan
Hisao Fujimoto, Osaka University of Economics, Japan

The Influencers Of Brand Avoidance Behaviour In The Prepared Meats Category: A Case Of Generation Y
Norman Chiliya, University of the Witwatersrand, South Africa
Mpho Mogopodi, University of the Witwatersrand, South Africa
Ammar Siddiqui, University of the Witwatersrand, South Africa

Luxury Consumption Under Liquid Modernity Does Religiosity Levels in Islamic Market Affect Consumers Intentions to Purchase Luxury Brands? - A Study in Kuwait Luxury Market
Nermain A. Al-issa, American College of Middle East, Kuwait

Discussant
Osayuwamen Omoruyi, Vaal University of Technology, South Africa
Wednesday, July 10 1:30 PM to 3:00 PM  Room A

[CO1] RESEARCH IN COMMUNICATIONS MANAGEMENT: EFFECTS ON SOCIETY-I

Session Chair
Sheri L. Mackey
Luminosity Global Consulting Group, U.S.A.

Conflict Mediation In Portugal: What The News Is Telling Us?
Catia Marques Cebola, Polytechnic Institute of Leiria, Portugal
Rosa Sobreira, Polytechnic Institute of Coimbra, Portugal

Context Sensitive Violent-Crimes Survivor-Caregiver-Stakeholder Empowerment: Memorializing Thol'ulwazi Project Story
Cynthia Phiri, University of Venda, South Africa
Busi T. Phalatsi, Lungelo Women's Organization, South Africa

Evaluating the Effectiveness of Customer Experience Management at Transnet Freight Rail in Gauteng
Kirsty-Lee Sharp, Vaal University of Technology, South Africa
William Tsholedi Mokoena, Transnet Freight Rail Gauteng, South Africa

Discussant
Ferdinand Niyimbanira, University of Mpumalanga, South Africa
The Effects Of Financial Literacy On Financial Management Outcomes: Evidence From The South African Youths

Mulatu F. Zerihun, Tshwane University of Technology, South Africa
Makgwale Makgoo, Tshwane University of Technology, South Africa

How to Play the Lottery Stocks

Yanran Cao, University of Edinburgh Business School, United Kingdom
Ronan Gallagher, University of Edinburgh Business School, United Kingdom

Product Liability As A Catalyst For Investments Into Product Safety?

Heinz Eckart Klingelhöfer, Tshwane University of Technology, South Africa

Discussant

Junmao Chiu, Yuan Ze University, Taiwan
Wednesday, July 10  
1:30 PM to 3:00 PM  
Room C

[IS3] SUSTAINABILITY STUDIES: CROSS COUNTRY PERSPECTIVES

Session Chair
Alessandra De Sá Mello Da Costa  
Pontifical Catholic University of Rio de Janeiro, Brazil

Entrepreneurial Interest of Grade 12 Learners in a Rural Area in Limpopo Province, South Africa
Mamoloko F. Rachidi, University of Limpopo, South Africa  
Musa Mabunda, University of Limpopo, South Africa

The Nature of Transformation Challenges and Opportunities in a University in South Africa  
Bethuel Ngcamu, Walter Sisulu University (Buffalo City Campus), South Africa

The Strategic Role Of Non-Governmental Organisations In Meeting Sustainable Development Goals In Zimbabwe
N.S. Matsiliza, Durban University of Technology, South Africa  
Brian Chiwara, Durban University of Technology, South Africa

Discussant
Samir R. Moussalli, Huntingdon College, U.S.A.
Wednesday, July 10  1:30 PM to 3:00 PM  Room D

[TO1] MODEL AND TYPOLOGY DEVELOPMENT IN TOURISM AND HOSPITALITY MANAGEMENT

Session Chair
Susana Cristina Serrano Rodrigues
Polytechnic Institute of Leiria, Portugal

Service Encounters In The Restaurant Industry In Zimbabwe
Chantal Rootman, Nelson Mandela University, South Africa
P. Mukucha, Bindura University of Science Education, Zimbabwe
N.E. Mazibuko, Nelson Mandela University, South Africa

Marriott Corporation: The Emergence of Distinctive Capabilities
John Rice, Zayed University, United Arab Emirates

Richard G. McNeill, Northern Arizona University, U.S.A.
Hester Nienaber, University of South Africa, South Africa

Discussant
Shaukat Ali, University of Wolverhampton, United Kingdom
[SP1] PANEL: MEET THE EDITORS

Journal of Global Business and Technology (JGBAT)

N. Delener, Editor-in-Chief, U.S.A.
Pat Obi, Guest Editor, U.S.A.
Fabio Oliveira Paula, Guest Editor, Brazil
Luis Eduardo Rivera-Solis, Regional Editor, U.S.A.

Contemporary Issues in Business Government

Bruno Mascitelli, Associate Editor, Australia

Journal of Global Marketing

Dana Lascu, Associate Editor, U.S.A.
[CO2] RESEARCH IN COMMUNICATIONS MANAGEMENT: EFFECTS ON SOCIETY-II

Session Chair
Catia Marques Cebola
Polytechnic Institute of Leiria, Portugal

An Investigation Into the Effectiveness of the Customer Relationship Management (CRM) Tooling System of IBM South Africa
Kirsty-Lee Sharp, Vaal University of Technology, South Africa
Chantelle Narusha Govender, IBM South Africa, South Africa

Handicraft Small Enterprises as a Tool for Poverty Eradication and Rural Economic Growth
Oluwayemisi Adebola Oyekunle, Tshwane University of Technology, South Africa
Worku Zeleke, Tshwane University of Technology, South Africa
Mammo Muchie, Tshwane University of Technology, South Africa

Identification Of The Key Industries Among Selected Metropolitan Cities In South Africa: Application Of Location Quotient Analysis
Ferdinand Niyimbanira, University of Mpumalanga, South Africa
Maria Elizabeth Eggink, University of Mpumalanga, South Africa
Rachel Nishimwe-niyimbanira, University of Mpumalanga, South Africa

Discussant
Rosa Sobreira, Polytechnic Institute of Coimbra, Portugal
[IT1] TECHNOLOGY AND BUSINESS TRANSFORMATION-APPLICATIONS

Session Chair
Jayanthi Ranjan
Institute of Management Technology, Ghaziabad, India

Chiene Ike Orji, Sbs Swiss Business School, Switzerland

Heuristics or Algorithms? A Configurative Perspective on Adaptive Decision Process
Claire K. Wan, National Chung Hsing University, Taiwan (R.O.C.)
Mingchang Chih, National Chung Hsing University, Taiwan (R.O.C.)

Smart Cities In Uncertain Times
Anna N. Zhilkina, State University of Management, Russia
Oleg N. Zhilkin, Peoples' Friendship University of Russia, Russia

Discussant
Moipone Mashiloane, Vaal University of Technology, South Africa
Wednesday, July 10  
3:30 PM to 5:00 PM  
Room D

[MG3] CONTEMPORARY TOPICS IN MANAGEMENT: EMPIRICAL ANALYSIS III

Session Chair  
Helene Delerue  
Université du Québec à Montréal, Canada

Do Related Party Transactions Affect Auditor Independence?  
Guang-Zheng Chen, Feng Chia University, Taiwan (R.O.C.)  
Chin-Hua Huang, Hungkuang University, Taiwan (R.O.C.)

An Integrated Framework Of Job Satisfaction For A State-Owned Enterprise In South Africa  
Molefe Maleka, Tshwane University of Technology, South Africa  
Patrick Lekgothoane, Tshwane University of Technology, South Africa  
Zeleke Worku, Tshwane University of Technology, South Africa

Using Voluntary Severance Package (VSP) As A Downsizing Strategy In A Higher Education Institution: Ex-employees' Perspectives  
Nombeko Dwesini, Walter Sisulu University, South Africa

Bringing Women In: Gender Imbalances In The South African Engineering Sector  
Tumo Kele, University of South Africa, South Africa  
Rirhandzu Mukhwanazi, University of South Africa, South Africa

Discussant  
Franzelle Pertilla, Abraham Baldwin Agricultural College, U.S.A.
Thursday, July 11  9:00 AM to 10:30 AM  Room A

[LA2] CONTEMPORARY TOPICS IN LAW AND REGULATIONS-II

Session Chair
C.M. Van Der Bank
Vaal University of Technology, South Africa

Research On The Effect Of Cause-Related Marketing Attributes On Consumer Choice
Nan Bi, Northeast Normal University, China
Cheng-Yue Yin, Northeast Normal University, China
Hai-Ping Lan, Gannan Medical University, China

Internal Marketing in the Cybersecurity Environment
Gordon Bowen, Northumbria University, United Kingdom

Enforcement Of Mediation Settlements: An Overview Of The Singapore Convention
Catia Marques Cebola, Polytechnic Institute of Leiria, Portugal
Lurdes Mesquita, Polytechnic Institute of Leiria, Portugal

Olfactory Trademarks. A Possible Protection Of Smell At World Level?
Eugenio Lucas, Polytechnic Institute of Leiria, Portugal

An Examination Of The Nature Of Informed Consent In Clinical Research
Jamwell Maswanganyi, Tshwane University of Technology, South Africa

Discussant
Emeka E. Obioha, Walter Sisulu University, South Africa
[MG4] TOPICS IN MANAGEMENT: INDUSTRY PERSPECTIVES I

Session Chair
John Rice
Zayed University, United Arab Emirates

The Mediating Effects of Employee Turnover in the Hospitality Industry
Nadeeka Pitigala, University of the West of Scotland, United Kingdom

Service Delivery In Lepelle-Nkumpi Local Municipality: An Analysis Of Water Service Provision In A Selected Village
K.I. Makalela, University of Mpumalanga, South Africa

Leaders as Champions for Organizational Transformation
Priyanka Vallabh, Management Development Institute, India
Gourav Vallabh, XLri, Xavier School of Management, India

Assessing Antecedents Of Justice Climate In The South African Financial Service Industry
Viwe Mrwebi, Vaal University of Technology, South Africa

Discussant
Shu-Ling Chen, National Dong Hwa University, Taiwan
[TE1] IMPACT OF INNOVATION ON PERFORMANCE AND DEVELOPMENT

Session Chair
Vitor Hugo dos Santos Ferreira
Polytechnic Institute of Leiria, Portugal

The Impact Of Knowledge Flows Emerging Economies On The Performance Of Multinational Corporation

Chun-Yao Tseng, Tunghai University, Taiwan
Liang-Ru Siao, Tunghai University, Taiwan
Da-Chang Pai, Tunghai University, Taiwan

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

Md. Shoriful Haque, University of the West of Scotland, United Kingdom

The Mutually Beneficially Relationship of Technology and Sport

Keith Buckley, Rollins College, U.S.A.

Nexus Of Utility Model, Small And Medium Enterprise, Indigenous Technological And Scientific Capacity Development

Oladipo Ademola Olubayo, African Union Ecosocc, Nigeria
Asaolu Tunji, African Union Ecosocc, Nigeria

Discussant
Chiene Ike Orji, Sbs Swiss Business School, Switzerland
[TO2] SUSTAINABLE DEVELOPMENT AND TOURIST SATISFACTION: COUNTRY STUDIES I

Session Chair
Richard G. McNeill
Northern Arizona University, U.S.A.

Circular Economy: A Bibliometric Analysis And Its Application In The Hotel Industry
Susana Cristina Serrano Rodrigues, Polytechnic Institute of Leiria, Portugal
Berta José Fernandes Costa, Polytechnic Institute of Leiria, Portugal
Pilar Moreno Pacheco, University of Seville, Spain

A Critique of Ecotourism as Tool for Sustainable Development
Nsizwazikhona Chili, Durban University of Technology, South Africa

Factors Influencing Tourist Satisfaction: A Study Of Rural Tourism In South Africa
Felix Amoah, Nelson Mandela University, South Africa

Discussant
Ian Lee, Carleton University, Canada
[SP2] PLENARY SESSION

Session Chairs

N. Delener
GBATA, U.S.A.

Frederic Jallat
ESCP Europe, France

On the Attractiveness of Paris as a Global Business Hub
Carine Saloff-Coste, Director for Attractiveness and Employment, City of Paris, France

Source & Digital – Best of Breed for a Renewed Customer Experience
Pierre Lagrange, Director of Operations Franchise Paris Ile de France, AccorHotels, France

Discussants

Susana Cristina Serrano Rodrigues, Polytechnic Institute of Leiria, Portugal
Pat Obi, Purdue University Northwest, U.S.A.
[FI4] TOPICS IN INTERNATIONAL FINANCE: ECLECTIC ANALYSIS

Session Chair

Ian Lee
Carleton University, Canada

Determinants of the Slope of the Yield Curve: A Nonlinear Asymmetric Analysis with Structural Breaks

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

Joint Dynamics in Foreign Exchange and Domestic Financial Markets

Chih-Chiang Wu, Yuan Ze University, Taiwan
Nattawadee Korsakul, Yuan Ze University, Taiwan

Corporate Websites As Investor And Stakeholder Communication Channel: A Comparison Of Jse-Listed Companies' Websites Over Time

Leana Esterhuyse, University of South Africa, South Africa
George F. Nel, University of Stellenbosch, South Africa

Discussant

Olubunmi Obioha, Sol Plaatje University, South Africa
Thursday, July 11
1:30 PM to 3:00 PM
Room B

[HE1] HEALTHCARE INDUSTRY: CHALLENGES AND SOLUTIONS-II

Session Chair
M.I. Mokgobu
Tshwane University of Technology, South Africa

Heavy Metal Concentration in Drinking Water Samples in a South African Urban Area
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

The Business of Medical Futility
Vincent F. Maher, Iona College, U.S.A.
George V. Priovolos, Iona College, U.S.A.

A Qualitative Study of Consumers' Perceptions of Affordable Care Act
Ngoc Cindy Pham, Brooklyn College-CUNY, U.S.A.

Discussant
Lutendo Mudau, Tshwane University of Technology, South Africa
Thursday, July 11 
1:30 PM to 3:00 PM 
Room C

[IT2] SOCIAL MEDIA AND BIG DATA-PRESENT AND FUTURE

Session Chair
Claire K. Wan
National Chung Hsing University, Taiwan (R.O.C.)

Social Media in the Workplace: A Study of Zimbabwe's Revenue Authority, Bulawayo, Zimbabwe
Zenzo Lusaba Dube, National University of Science and Technology, Zimbabwe
Sikhonzile Makwelo, National University of Science and Technology, Zimbabwe

Non-Parametric Statistics: A Set of Statistical Techniques to Compare Two or More Independent Populations
Athanasios Vasilopoulos, St. John's University, U.S.A.

A Conceptual Framework for Pharma Industry Using 10 Vs of Big Data
Jayanthi Ranjan, Institute of Management Technology, Ghaziabad, India

A Synthesis on the University Academic Employees towards e-Learning in Public Universities in South Africa
Sandiso Mahlala, Walter Sisulu University, South Africa

Discussant
Anna N. Zhilkina, State University of Management, Russia
[MG5] CONTEMPORARY TOPICS IN MANAGEMENT: EMPIRICAL ANALYSIS I

Session Chair
Susana Cristina Serrano Rodrigues
Polytechnic Institute of Leiria, Portugal

Boreout-An Undiscovered Country?
Juergen Muehlbacher, Vienna University of Economics and Business, Austria

Perceived Managerial Skills And Competencies Needed In The Real World: A Comparative Analysis
Razali Bin Mat Zin, King Fahd University of Petroleum and Minerals, Saudi Arabia

The Impacts of Corporate Social Responsibility on Employee Quitting Intention: An Empirical Study
Mohammed Laid Ouakouak, Gulf University for Science and Technology, Kuwait
Bindu Arya, University of Missouri - St. Louis , U.S.A.
Michel Zaitouni, Gulf University for Science and Technology, Kuwait

Emphasizing Mètis Within the Digital Organization
W. David Holford, University of Quebec at Montreal , Canada

Leadership in Corporate Citizenship in Global Markets: Institutions, Actors and International Acquisitions
Kathleen Park, Boston University, U.S.A.
Frederick Wallace, Gulf University for Science and Technology, Kuwait

Discussant
Elizabeth Chinomona, Vaal University of Technology, South Africa
Thursday, July 11 3:30 PM to 5:00 PM Room A

[EC1] INTERNATIONAL TRADE POLICIES IN UNCERTAIN TIMES

Session Chair
Pat Obi
Purdue University Northwest, U.S.A.

Kghm-Internationalization by Fdi: From Polish Communist State Owned Firm to Multinational in Copper Mining

Ian Lee, Carleton University, Canada
Michel Librowicz, University of Quebec at Montreal, Canada

Trump Trade Policies: From NAFTA to Usmca

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

Exports-Led Growth Hypothesis versus Growth-Led Exports Hypothesis in Ssa Countries: An Empirical Investigation

Nicholas M. Odhiambo, University of South Africa, South Africa

The Legal Regime of International Trade and Economic Relations

Nkhangweni Jerry Malange, Tshwane University of Technology, South Africa

Discussant
Ken Mathu, University of Pretoria, South Africa
Thursday, July 11
3:30 PM to 5:00 PM
Room B

[EN1] ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT - CASES FROM EMERGING ECONOMIES

Session Chair
Rebecca Natrajan
Ulster University Partnership Programme, United Kingdom

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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, United Kingdom
Fredrick Agboma, University of Bolton, United Kingdom
Denis Hyams-Sekasi, University of Bolton, United Kingdom

The Impact of Livelihood Diversification on Household Income-Poverty Alleviation in Madumeleng Village, Limpopo Province

Maake Shadrack, University of Mpumalanga, South Africa

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

Collins Kodua-Agyekum, Walter Sisulu University, South Africa

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Discussant
Gordon Bowen, Northumbria University, United Kingdom
Thursday, July 11  
3:30 PM to 5:00 PM  
Room C  

[F15] CONTEMPORARY TOPIC IN FINANCE: EMPIRICAL APPROACH

Session Chair
Heinz Eckart Klingelhofer  
Tshwane University of Technology, South Africa

Erm, Reputation, and the Value Relevance of Proxy Disclosure Enhancements: An Analysis of Risk Management and Board Risk Oversight Disclosures  
James Barrese, St. John's University, U.S.A.  
David Pooser, St. John's University, U.S.A.  
Paul L. Walker, St. John's University, U.S.A.

Internal Controls As Factors Towards Acheiving A Clean Audit: The Case Of Municipalities In South Africa  
Sipho Kenneth Mokoena, University of Limpopo, South Africa

The Impact of a Cross-Border Conglomerate Merger on the Target Firm and Its Rivals - A Case Study of Foxconn's Acquisition of Sharp  
Junmao Chiu, Yuan Ze University, Taiwan  
Huimin Chung, National Chiao Tung University, Taiwan  
Shih-Chang Hung, National Chiao Tung University, Taiwan

Review of Factors Influencing Retail Investors' Investments Decisions in the Indian Stock Market: An Empirical Study  
Harpreet Singh, University of Delhi, India

Discussant  
Mulatu F. Zerihun, Tshwane University of Technology, South Africa
[TE2] TECHNOLOGY & INNOVATION MANAGEMENT: STRATEGIC APPROACH I

Session Chair
Chun-Yao Tseng
Tunghai University, Taiwan

Sustainable Business Model Innovation: Evidence From Latin America
Fabio Oliveira Paula, Pontifical Catholic University of Rio de Janeiro, Brazil
T. Diana L. van de Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil

Financial Bootstrapping: Source of Funding for Technology Based Startups in India
D.D. Chaturvedi, University of Delhi, India
Saumya Chaturvedi, Delhi University, India
Mohd. Ehtesham, Delhi University, India

Discussant
Chiene Ike Orji, Sbs Swiss Business School, Switzerland
[EN2] ENTREPRENEURSHIP STUDIES IN GLOBAL SETTING-I

Session Chair
Gordon Bowen
Northumbria University, United Kingdom

Role of Social Entrepreneurs in Promoting Non Profit Organisations/Social Enterprises-A Study of Social Entrepreneurship Initiatives Undertaken in Tamil Nadu (India) and London (U.K.)
Rebecca Natrajan, Ulster University Partnership Programme, United Kingdom

An Assessment Of The Use Of Corporate Entrepreneurship To Gain Competitive Advantage In A Small Manufacturing Company In An Emerging Economy
Elizabeth Chinomona, Vaal University of Technology, South Africa

Relationship Between Entrepreneurial Motivation Entrepreneurial Intention
MJ Malebana, Tshwane University of Technology, South Africa
Refilwe Matang, Tshwane University of Technology, South Africa

Discussant
Shaukat Ali, University of Wolverhampton, United Kingdom
[MK2] BRAND MANAGEMENT: STRATEGIC OUTLOOK II

Session Chair
Hisao Fujimoto
Osaka University of Economics, Japan

How To Enhance The Skin Care Brands' Consumers Satisfaction And Loyalty? A Study In Kuwait Market
Nermain A. Al-issa, American College of Middle East, Kuwait

Kuhle M. Zwakala, Cape Peninsula University of Technology, South Africa
Pieter Steenkamp, Cape Peninsula University of Technology, South Africa

The Effectiveness of Integrated Marketing Communications in Mid-Sized Recruitment Organisations in the UAE
Elana Anthony, University of the West of Scotland, United Kingdom

The Interactions between Country-of-Origin Effect And Product Categories' Evaluations: The Case of An Emerging Market
A. Ben Oumill, Western Connecticut State University, U.S.A.

Discussant
Norman Chiliya, University of The Witwatersrand, South Africa
[TE3] TECHNOLOGY & INNOVATION MANAGEMENT: STRATEGIC APPROACH II

Session Chair
D.D. Chaturvedi
University of Delhi, India

Leveraging R&D For National Development: The Mediating Role Of Patents
Fabio Oliveira Paula, Pontifical Catholic University of Rio de Janeiro, Brazil
Jorge Ferreira Silva, Pontifical Catholic Univ. Of Rio de Janeiro, Brazil

Extracting the Promising Technologies for Potential Users: Evaluation of Satisfaction and Suitability
Wooseok Jang, Seoul National University, Republic Of Korea
Hyeonju Seol, Chungnam National University, Republic Of Korea

IT Investment Decision Making: Case Studies on the Implementation of Contactless Payments in Commercial Banks of Kazakhstan
Symbat Moldabekova, The University of Edinburgh, United Kingdom
Jamie Fleck, The University of Edinburgh, United Kingdom

The Impact of Industry 4.0 on Business Models
Vitor Hugo dos Santos Ferreira, Polytechnic Institute of Leiria, Portugal

Discussant
Moipone Mashiloane, Vaal University of Technology, South Africa
[HE2] HEALTHCARE INDUSTRY: CHALLENGES AND SOLUTIONS-I

Session Chair
Vincent F. Maher
Iona College, U.S.A.

Cost Implications Of Antibiotic Prescribed To Children Under The Age Of Five: Case Study In Three Hospitals Of Limpopo Province, South Africa
Lutendo Mudau, Tshwane University of Technology, South Africa
N. Traore Afsatou, University of Venda, South Africa
G. Bernard Tobias, University of Johannesburg, South Africa
A. Makhado Mulatedzi, University of Western Cape, South Africa
Natasha Potgieter, University of Venda, South Africa

Consumer Attitude Towards Web Enabled Marketing In The Pharmaceutical Industry
Shubhra Nigam, University of the West of Scotland, United Kingdom

The Responsibility Of The Generators Of Solid Residue From Health Services (Rsss)
Alvaro Ferreira Junior, Centro de Estudos Avançados E de Tecnologia, Brazil

An Evaluation Of The Effects Of South Africa's National Health Insurance Planning On The Healthcare Management
Elizabeth Chinomona, Vaal University of Technology, South Africa

Discussant
MI Mokgobu, Tshwane University of Technology, South Africa
[MG6] TOPICS IN MANAGEMENT: INDUSTRY PERSPECTIVES I

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

A Risk Approach To The Analysis Of Supply Chain Management Policy Framework Implementation In Municipalities
Moipone Mashiloane, Vaal University of Technology, South Africa
Boineelo Morekisi, University of South Africa, South Africa
Ozias Ncube, University of South Africa, South Africa
Chengedzai Mafini, Vaal University of Technology, South Africa

Middle Managers Influence as Role Models Upon Employees Morale in the South African Police Service
Wendy A. Melwich, Tshwane University of Technology, South Africa
Jacob T. Mofokeng, Tshwane University of Technology, South Africa

Exploring Community Engagement In The Context Of Public Administration: The Case Of A Comprehensive University In South Africa
Nombeko Dwesini, Walter Sisulu University, South Africa
N.S. Matsiliza, Durban University of Technology, South Africa

Discussant
Claire K. Wan, National Chung Hsing University, Taiwan (R.O.C.)
[MK3] CONSUMER BEHAVIOR IN GLOBAL SETTING I

Session Chair
Nuri Wulandari
Indonesia Banking School, Indonesia

Affective Responses of Low-Income Consumers to Losses of Symbolic Possessions
Luciana Bellini, Pontifical Catholic University of Rio de Janeiro, Brazil
Luis F. Hor-Meyll, Pontifical Catholic Univ. Of Rio de Janeiro, Brazil
Diana Branisso, Pontifical Catholic University of Rio de Janeiro, Brazil

Building Work Engagement of Temporary Service Employees: A Multi-Level Examination of Job Demand-Resource Model
Shu-Ling Chen, National Dong Hwa University, Taiwan
Kuan-Yeh Tung, Southern Taiwan University of Science and Technology, Taiwan

Brand Switching: Background to a Contestable Customer-Brand Relationships
Dominic Appiah, Arden University, United Kingdom
Wilson Ozuem, Arden University, United Kingdom

The Role Of Traditional Leafy Vegetables In Household Food Security In Rural Areas: Case Of Mvuzi Magxeni A/A In The Eastern Cape
Vikelwa Nomnga, Walter Sisulu University, South Africa

Discussant
Norman Chiliya, University of The Witwatersrand, South Africa
[LA3] CONTEMPORARY TOPICS IN LAW AND REGULATIONS-III

Session Chair
Catia Marques Cebola
Polytechnic Institute of Leiria, Portugal

The Moderating Role of IIAs in FDI: Implications for Sustainable Development
Eun Sun Godwin, University of Wolverhampton, United Kingdom
Metka Potocnik, Wolverhampton Law School, United Kingdom

Predictors Of Employees' Recognition Of Employers' Rights In South Africa: A Study In Mthatha, Eastern Cape Province
Emeka E. Obioha, Walter Sisulu University, South Africa

The Privacy Of Public Figures: Should There Be Any?
Jamwell Maswanganyi, Tshwane University of Technology, South Africa

Analysis Of Police-Public- Partnership For Crime Prevention In Ethekwini Metropolitan Area, Kwazulu-Natal
Adewale Olutola, Tshwane University of Technology, South Africa
Tshiamo Mmitsi, Tshwane University of Technology, South Africa

Discussant
Sheri L. Mackey, Luminosity Global Consulting Group, U.S.A.
[MG7] TOPICS IN MANAGEMENT: INDUSTRY PERSPECTIVES II

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

Methodological Proposal For The Selection And Hierarchizing Of Support Projects For The Strategy In The Food And Beverage Sector In Colombia

John Miguel Diez, Universidad Eafit, Colombia

Disaster Planning in South Africa's Local Municipalities: Evidence from Integrated Development Planning (Idp) Processes in Ehlanzeni District, Mpumalanga Province, South Africa

Thanyani Madzivhandila, University of Mpumalanga, South Africa

Women In Leadership Positions In Metropolitan Police Departments In South Africa

D. Khosa, Tshwane University of Technology, South Africa

Employees' Perceptions About The Predictors Of The Living Wage In Tshwane Municipality

Molefe Jonathan Maleka, Tshwane University of Technology, South Africa

Discussant
Claire K. Wan, National Chung Hsing University, Taiwan (R.O.C.)
[MK4] CONSUMER BEHAVIOR IN GLOBAL SETTING II

Session Chair
Siphiwe Dlamini
University of the Witwatersrand, South Africa


Cheng-Yue Yin, Northeast Normal University, China
Nan Bi, Northeast Normal University, China

On the Nature and Consequences of Service Failure and Recovery Strategy

Wilson Ozuem, University of Cumbria, United Kingdom
Samuel Ayertey, University of Plymouth, United Kingdom

The Effect of Team Performance on the Perception and the Attitude of Members of a Soccer Club's Loyalty Program

Luís F. Hor-Meyll, Pontifical Catholic Univ. Of Rio de Janeiro, Brazil
Luiz Guilherme Pereira, Pontifical Catholic University of Rio de Janeiro, Brazil
Diana Branisso, Pontifical Catholic University of Rio de Janeiro, Brazil

Alcohol Use Risk Behaviour Among Selected Youths In South Africa

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

Discussant
Sipho Kenneth Mokoena, Tshwane University of Technology, South Africa
Human Resource Development Impact On Employees Performance In Nigerian University System

Timothy Olaosebikan, Joseph Ayo Babalola University, Nigeria
Festus Epetimehin, Joseph Ayo Babalola University, Nigeria

Performance Measurement Effects on Academic Employees' Effectiveness, Efficiency and Change in Organizational Culture: A Synthesis of the Literature

Bethuel Ngcamu, Walter Sisulu University (Buffalo City Campus), South Africa
Sindiswa Victoria Majova, Walter Sisulu University, South Africa

Briquetting Of Waste Biomass: A Potential Solution For Youth Unemployment 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

Discussant
Shu-Ling Chen, National Dong Hwa University, Taiwan
[MK5] CONTRIBUTIONS OF BRAND, LOYALTY AND UNETHICAL ADVERTISING ON PURCHASE BEHAVIOR

Session Chair
Elana Anthony
University of the West of Scotland, United Kingdom

A Study on Brand Contribution to Earnings or Revenues
D.D. Chaturvedi, University of Delhi, India
Upasana Diwan, Birla Institute of Technology, India

South African Consumer Beliefs about Unethical Advertising on Their Purchase Behaviour
Hilda Bongazana Dondolo, Tshwane University of Technology, South Africa
Nkosivile Welcome Madinga, University of Cape Town, South Africa

The Influence of Purchasing Capabilities on Supply Base Management and Purchasing Performance Within the Sedibeng Municipalities
Lydia Ntshingila, Vaal University of Technology, South Africa
Osayuwamen Omoruyi, Vaal University of Technology, South Africa

Overcoming Export Barriers: Multiple Approach to Business Cluster Internationalisation in Developing and Emerging Markets
Anthony Ayakwah, Koforidua Technical University, Ghana

Predicting The Outcomes Of Customer Loyalty In South African Leafy Vegetable Market
Phineas Mbango, University of South Africa, South Africa

Discussant
Hisao Fujimoto, Osaka University of Economics, Japan
[TO3] SUSTAINABLE DEVELOPMENT AND TOURIST SATISFACTION: COUNTRY STUDIES

Session Chair
John Rice
Zayed University, United Arab Emirates

The Implications of Project-Based Learning on Ecotourism Students' Entrepreneurial Inclination from the Durban University of Technology, South Africa
Thulile Promise Ndlovu, Durban University of Technology, South Africa

The Aftermath Of 2010 Fifa World Cup On Accommodation Establishments In South Africa: Post-event Business Viability
Marcia Lebambo, Tshwane University of Technology, South Africa

Are Marine Tourists All the Same? A Profile Comparison for Shark-Divers, Whale-Watchers and Visitors to Marine Protected Areas
Altouise G. Jonas, Nelson Mandela Metropolitan University, South Africa
Laetitia Radder, Nelson Mandela University, South Africa
Marlé Eyk, Nelson Mandela University, South Africa

Discussant
Mohammed Laid Ouakouak, Gulf University for Science and Technology, Kuwait
[EC2] SUSTAINABILITY IN GLOBAL SETTING: POLICY STUDIES

Session Chair
Luis Eduardo Rivera-Solis
Capella University, U.S.A.

Towards a Sustainable Old Age: How Far?
Aradhana Nanda, University of Delhi, India

Towards A Cleaner And More Sustainable Electricity Supply Chain In South Africa
Ken Mathu, University of Pretoria, South Africa

Rural Youth Empowerment Through National Rural Youth Service Corps (Narysec)-The Case Of Sedibeng District Municipality-Vaal Triangle: Gauteng Province, South Africa
Engeline Zwane, University of Limpopo, South Africa

Discussant
Oleg N. Zhilkin, Peoples' Friendship University of Russia, Russia
[MK6] COMMUNICATION TECHNOLOGY AND CUSTOMER SATISFACTION: EVIDENCE FROM EMERGING ECONOMIES

Session Chair
Nermain A. Al-issa
American College of Middle East, Kuwait

The Mediating Role of Information and Communication Technology on Supply Chain Networks, Supply Chain Flexibility and SMEs Performance

Osayuwamen Omoruyi, Vaal University of Technology, South Africa

Customer Satisfaction In SME Grocery Retailers: The Role Of Customer Interaction And Innovativeness

Valencia Melissa Zulu, University of the Witwatersrand, South Africa

Does Loyalty Programmes Lead To Customer Satisfaction, Trust, Commitment And Their Repeat Purchase? Evidence From South Africa

Richard Chinomona, University of the Witwatersrand, South Africa
Siphiwe Dlamini, University of the Witwatersrand, South Africa

Discussant
Nuri Wulandari, Indonesia Banking School, Indonesia
[EC3] CONSUMER CONFIDENCE AND FOOD PRICES: CROSS COUNTRY PERSPECTIVES

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

Determinants of Food Prices in South Asia
Harpreet Kaur, University of Delhi, India
Simrit Kaur, University of Delhi, India

The Fundamental Drivers of Consumer Confidence in South Africa
Gisele Mah, North-West University, South Africa

Struggle of Rural Women in Accessing Land and Its Impact on Food Security
Mfundo Mandla Masuku, University of Mpumalanga, South Africa

Discussant
Ken Mathu, University of Pretoria, South Africa
[IS4] EMERGING TOPICS IN BUSINESS: ECLECTIC PERSPECTIVES

Session Chair
Emeka E. Obioha
Walter Sisulu University, South Africa

The Economic Impact Of Poor Waste-Water Services Due To Urbanisation: A Case Study Of Diepsloot, South Africa

Michael Mokoena, Tshwane University of Technology, South Africa
Sylvia Mudau, Tshwane University of Technology, South Africa
M.I. Mokgobu, Tshwane University of Technology, South Africa
Stanley Mukhola, Tshwane University of Technology, South Africa

Consumer Experience of 3D Body Scanning Technology and Acceptance of Related e-Commerce Market Applications in Saudi Arabia

Moudi Almousa, King Saud University, Saudi Arabia

Transformation and Change in a Higher Education Institution: A Case of the University in South Africa

Bethuel Ngcamu, Walter Sisulu University (Buffalo City Campus), South Africa

Effective Teaching Strategies For Online Modules For Businesses

Keith Buckley, Rollins College, U.S.A.

Discussant
R. Rundora, Vaal University of Technology, South Africa
[EC4] DETERMINANTS OF ECONOMIC GROWTH: STRATEGIC PERSPECTIVES

Session Chair
Anna N. Zhilkina
State University of Management, Russia

The Nexus Between Exchange Rate, Unemployment And Inflation: A Case Of South Africa
Phetole Donald Semosa, University of Mpumalanga (Mbombela Campus), South Africa

Value Addition In Indian Agriculture-A Strategic Approach To Trajectory Growth
Parvez Khan, Bangalore University, India
Srinivasa C., Soundarya Institute of Management & Science, India
Irshad Nazeer, Presidency College, India

Empirical Analysis Of Macroeconomic Determinants Of Corporate Failure In South Africa:
Application Of Autoregressive Distributed Lag (Adrl) Model
Ferdinand Niyimbanira, University of Mpumalanga, South Africa
Rachel Nishimwe-niyimbanira, University of Mpumalanga, South Africa

The Gathering Storm: Trump's Tarrifs And Their Impact On The Us Economy
Luis Eduardo Rivera-Solis, Capella University, U.S.A.

Discussant
Oleg N. Zhilkin, Peoples' Friendship University of Russia, Russia
[IS5] CHALLENGES AFFECTING STUDENTS LEARNING AND ENGAGEMENT

Session Chair
Wilson Ozuem
University of Cumbria, United Kingdom

High-School Learner Teenage Pregnancy: Context-sensitive Issues In Mpumalanga And Limpopo Provinces, South Africa
Cynthia Phiri, University of Venda, South Africa
Andile Mji, Tshwane University of Technology, South Africa
Sipho Kenneth Mokoena, Tshwane University of Technology, South Africa
Antoinette Marais, Tshwane University of Technology, Nelspruit Campus, South Africa

The Impact of Tutorial System on Accounting Students and Students’ Attitudes to Tutorials at a University of Technology in South Africa
R. Rundora, Vaal University of Technology, South Africa
G.J. Maseko, Vaal University of Technology, South Africa

Students’ Perceptions On The Usefulness Of Business Simulation Training Challenge Towards Becoming Entrepreneurs
Onica Matsheke, Vaal University of Technology, South Africa

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