Monday, October 17  
8:30 AM to 10:00 AM  
Room A

[AC1] CONTEMPORARY TOPICS IN ACCOUNTING & ECONOMICS

Session Chair
Auke R. Leen
Leiden University, The Netherlands

An Assessment of the Recent Changes to and Implementation of General Anti-Avoidance Rules (GAARs) in Australia and the United Kingdom
Ken Devos, Monash University, Australia

Risk Perception and Valuation Techniques: Evidence from Investment Banks in the Wake of the 2008 Financial Crisis
Amira Annabi, Manhattan College, U.S.A.
Alicja Reuben, New York University Abu Dhabi, U.A.E.

Recycling of Aluminum in South Africa
Raisibe R. Pheme, Tshwane University of Technology, South Africa
Harold M. Campbell, Tshwane University of Technology, South Africa

Stagflation and Forms of Targeting Monetary Policy
Vladimir K. Krylov, State University of Management, Russia
Anna N. Zhilkina, State University of Management, Russia

Discussants
Stanley Mukhola, Tshwane University of Technology, South Africa (Papers 1 & 2)
Janusz Teczke, Cracow University of Economics, Poland (Papers 3 & 4)
Monday, October 17  
8:30 AM to 10:00 AM  
Room B

[F11] FOREIGN DIRECT INVESTMENTS-COUNTRY STUDIES

Session Chair
Mohamad Osman  
University of Dubai, U.A.E.

The Impact of Chinese Real Estate Investment in Australia  
Mona Chung, Deakin University, Australia  
Bruno Mascitelli, Swinburne University of Technology, Australia

The Attraction of Foreign Direct Investments: An Empirical Analysis of Foreign Investors' Reasons to Settle in Tunisia  
Awatef Gdairia, Tunis El Manar University, Tunisia  
Fethi Sellaouti, Tunis El Manar University, Tunisia

Discussants

Frank Le Veness, St. John's University, USA. (Paper 1)  
Noluthando Matsiliza, Cape Peninsula University of Technology, South Africa (Paper 2)
Monday, October 17 8:30 AM to 10:00 AM  Room C

[MK1] DIGITAL MARKETING STRATEGIES

Session Chair
Shamsulnarah Abdullah
University of Dubai, U.A.E.

Does Mobile Banking Affect Customer Satisfaction? Evidence from Turkey
Ceylan Onay, Bogazici University, Turkey
Aslihan Nasir, Bogazici University, Turkey
Abdullah S. Cetin, Bogazici University, Turkey

Determine Banking Preferences of Open and Distance Learning Students (ODL) at University of South Africa (UNISA)
Adefulu Adesoga, University of South Africa, South Africa

Link between Life Satisfaction and Emotional Attachment to Facebook amongst South African Generation Y Students
Ayesha L. Bevan-Dye, North-West University: Vaal Triangle Campus, South Africa

The Relevance of Information Sources in the Marketing of Independent Primary Schools in South Africa
Reaan Immelman, University of Johannesburg, South Africa
Mornay Roberts-Lombard, University of Johannesburg, South Africa

Discussants
Molefe Maleka, Tshwane University of Technology, South Africa (Papers 1 & 2)
Marcelo Zeuli, Pontifical Catholic University of Rio de Janeiro, Brazil (Papers 3 & 4)
Monday, October 17 10:30AM to Noon  Plenary Session Room

[SP1] PANEL: GLOBALIZATION AND TECHNOLOGY: INNOVATE, INTEGRATE AND MOTIVATE

Moderator

N. Delener
GBATA, U.S.A.

Panelists

Future Trends of ICT in Creating Smart Cities

Eesa Bastaki, President, University of Dubai, U.A.E.

Innovation and Sustainable Development

Belaid Rettab, Chief Economist & Senior Director, Dubai Chamber of Commerce, U.A.E.

Discussants

Leon de Wet Fourie, United Institute of Technology, New Zealand (Presentation 1)
Guy Callender, Curtin University, Australia (Presentation 2)
Monday, October 17 
1:30PM to 3:00 PM 
Room A

[EC1] PERSPECTIVES IN GLOBAL ECONOMY

Session Chair
Geoffrey Gacchino
University of Dubai, U.A.E.

Puerto Rico Travesty: Bankruptcy and Beyond
Frank Le Veness, St. John’s University, U.S.A.

Complexity and Entrepreneurship
Auke R. Leen, Leiden University, The Netherlands

African Cultural Ideologies and Economic Development: A Social Constructionist - Critical Realism Perspective
Mazanai Musara, Monash South Africa, South Africa
Caleb Gwaindepi, Productivity S A, South Africa

Discussants
Bruno Mascitelli, Swinburne University of Technology, Australia (Papers 1 & 2)
E.J. Van Rooyen, Management College of Southern Africa, South Africa (Paper 3)
Monday, October 17 1:30PM to 3:00 PM Room B

[IS1] COUNTRY-OF-ORIGIN & ENTERPRISES IN GLOBAL MARKETS

Session Chair
Hussain Rahim
University of Dubai, U.A.E.

Analyzing the Importance of Cross-Cultural Communication in Tourism Education Field
Alba Caicedo Barreth, University of Guayaquil, Ecuador
Karla Morán Narvaez, University of Guayaquil, Ecuador

Revolutionizing the Made in USA Model for Apparel Manufacturers
Nioka Wyatt, Philadelphia University, U.S.A.

The Role of Handicraft Micro-Enterprises as a Catalyst for Youth Employment
Oluwayemisi Adebola Oyekunle, Tshwane University of Technology, South Africa
Ian Fillis, University of Liverpool, United Kingdom

Online Quality Customer Service Factors and Online Customer Satisfaction – the Case of a French Company in Portugal
Susana Rodrigues, Polytechnic Institute of Leiria, Portugal
Sandrina Felix, Polytechnic Institute of Leiria, Portugal
Eulalia Santos, CIDMA and ISLA- Higher Institute of Leiria and Santarem, Portugal

Discussants
Mornay Roberts-Lombard, University of Johannesburg, South Africa (Papers 1 & 2)
Genesis T. Molepo, Tshwane University of Technology, South Africa (Paper 3 & 4)
[MK2] HOSPITALITY MANAGEMENT AND IMC STRATEGIES

Session Chair
Aslihan Nasir
Bogazici University, Turkey

The Interactive Effect of Advertising Appeals and Self-Esteem on Social Media Advertising Effectiveness: The Mediating Role of Self-Reward Focus
Mohammad Shadab Khalil, National Dong Hwa University, Taiwan

Service Failure and Recovery Strategies: The Mediating Effects of Social Media
Yllka Azemi, Cardiff Metropolitan University, U.K.
Wilson Ozuem, Regent’s University London, U.K.

Current Status of the Travel Industry in Japan and Necessity of Shifting Business Models
Masayuki Maruyama, Kansai University, Japan

Dining Needs of Middle of the Pyramid (M O P) Consumers in South Africa
E.H. Kleinhans, Tshwane University of Technology, South Africa
C.H. van Heerden, Tshwane University of Technology, South Africa
I.C. Kleynhans, Tshwane University of Technology, South Africa

Discussants
Mercy Mpinganjira, University of Johannesburg, South Africa (Papers 1 & 2)
Edmir Kuazaqui, Escola Superior de Propaganda E Marketing, Brazil (Papers 3 & 4)
Monday, October 17
3:15PM to 4:45 PM
Room A

[F12] CORPORATE GOVERNANCE AND RISK MANAGEMENT

Session Chair
Kamarul Zaman Bin Ahmad
University of Dubai, U.A.E

Backtesting Basel III: Evaluating the Market Risk of Past Crises through the Current Regulation
Marcelo Zeuli, Pontifical Catholic University of Rio de Janeiro, Brazil
Andre Carvalhal, Brazilian National Development Bank, Brazil

Risk Management and Corporate Governance in South Africa: The Case of State Owned Enterprises
Noluthando Matsiliza, Cape Peninsula University of Technology, South Africa

Discussant
Auke R. Leen, Leiden University, The Netherlands (Papers 1 & 2)
Monday, October 17  3:15PM to 4:45 PM  Room B

[MG1] QUALITY OF LIFE AND LABOR MANAGEMENT I

Session Chair
Piotr Bula
Cracow University of Economics, Poland

The Labour Relations Landscape of South Africa (1994-2008): A Historical Perspective and Understanding
Braam Rust, Cape Peninsula University of Technology, South Africa

Modelling the Influence of Quality of Work Life, Expectations towards Work, Perception of Work Life on Commitment to Long-Term Career of Employees in Gauteng Province, South Africa
Elizabeth Chinomona, Vaal University of Technology, South Africa

The Impact of the South African Labour Regulatory Regime on Leadership Development in the South African National Defence Force
E.J. Van Rooyen, Management College of Southern Africa, South Africa
M.A.W. Prinsloo, Tshwane University of Technology, South Africa

Something for Nothing in the Digital Age? Strategic Management and Manipulation of “free” in the Information Millennium
Kathleen Park, Massachusetts Institute of Technology, U.S.A
Anthony Morven Gould, Laval University, Canada
Guillaume Desjardins, Laval University, Canada

Discussants

Andries J. Du Plessis, Unitec Institute of Technology, New Zealand (Papers 1 & 2)
Mona Chung, Deakin University, Australia (Papers 3 & 4)
Monday, October 17  
3:15PM to 4:45 PM  
Room C

[MK3] DIGITAL MARKETING

Session Chair
Wilson Ozuem
Regent’s University London, U.K.

The Evolution of E-WOM: Is It the Pixie Dust of the Digital Age?
Elif Ozturk, Bogazici University, Turkey
Aslihan Nasir, Bogazici University, Turkey

Market Mavens in Online Customer Communities: Exploring eWOM Motivators
Mercy Mpinganjira, University of Johannesburg, South Africa

South African Generation Y Students’ Link-Sharing Motives on Facebook
Ayesha L. Bevan-Dye, North-West University: Vaal Triangle Campus, South Africa

The Impact of Online Reviews on the Consumer Purchasing Decision Making Process
and on the Firms Competitiveness
Desalegn Abraha, University of Skovde, Sweden

Discussants
Reaan Immelman, University of Johannesburg, South Africa (Papers 1 & 2)
Mohammad Shadab Khalil, National Dong Hwa University, Taiwan (Papers 3 & 4)
[FI3] CORPORATE PROFITABILITY: CROSS COUNTRY PERSPECTIVES

Session Chair
Noluthando Matsiliza
Cape Peninsula University of Technology, South Africa

The Effects of Working Capital Management on Corporate Profitability: Evidence from Nigerian Food and Beverages Industry
Jamilu Madaki, Jigawa State Polytechnic, Nigeria

Generalization of the Results of the Analysis: Synthetic Evaluation: Innovate, Integrate and Motivate
Anna N. Zhilkina, State University of Management, Russia

Discussants

Nabila El jed, Manouba University, Tunisia (Paper 1)
Norman Maliga, Tshwane University of Technology, South Africa (Paper 2)
Tuesday, October 18 8:30 AM to 10:00 AM  Room B

[IS2] EFFICIENCY IN HIGHER EDUCATION-CASES

Session Chair
Anna Puntova
Brno University of Technology, Czech Republic

Customer Service in Schools: Are Administration Assistants Capable of Satisfying This Obligation?

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

Employee Motivation and Its Influence on Productivity in the Education System in South Africa

Pule A. Kholopane, University of Johannesburg, South Africa

A Quality of Work Life Dimensions in South African Universities: A Systematic Review

Bethuel Ngcamu, Cape Peninsula University of Technology, South Africa

Discussants

Bruno Mascitelli, Swinburne University of Technology, Australia (Papers 1 & 2)
Rim Jallouli, Manouba University, Tunisia (Paper 3)
Tuesday, October 18  8:30 AM to 10:00 AM  Room C

[MG2] CRISIS AND COMMUNICATION MANAGEMENT
8:30AM to 10:00 AM

Session Chair
Gordon Bowen
Regent’s University London, U.K.

Immediate Refuges, for Members of the Organization, in Case of Disaster
Carlos Nieto S., Universidad Metropolitana, Venezuela
Jose G. Hernandez R., Minimax Consultores, Venezuela
Maria Garcia G., Minimax Consultores C.A., Venezuela
Gilberto J. Hernandez, Minimax Consultores C.A., Venezuela

The Culture of Continuous Improvement at a South African Short-Term Insurance Company - State of Affairs on the Extent of the Use of Lean’s Tools for Continuous Improvement
Sambil Charles Mukwakungu, University of Johannesburg, South Africa
Charles Mbohwa, University of Johannesburg, South Africa

System Approach in the Artisanal Mining and Small Scale Processing of Sandstones
Mokwalo Monareng, University of Johannesburg, South Africa
Antoine F. Mulaba-Bafubiandi, University of Johannesburg, South Africa
John Agwa-Ejon, University of Johannesburg, South Africa

Discussants
Piotr Bula, Cracow University of Economics, Poland (Papers 1 & 2)
Andries J. Du Plessis, Unitec Institute of Technology, New Zealand (Paper 3)
[SP3] PANEL: II: COULD UK ECONOMY SURVIVE? WHAT IT MEANS TO THE EU?

Moderator
Bruno Mascitelli
Swinburne University of Technology, Australia

Panelists
Gordon Bowen, Regent’s University London, U.K.
Catia Marques Cebola, Polytechnic Institute of Leiria, Portugal
N. Delener, GBATA, U.S.A.
Vitor Hugo dos Santos, Ferreira, Polytechnic Institute of Leiria, Portugal
Frank Le Veness, St. John’s University, U.S.A.
Auke R. Leen, Leiden University, The Netherlands
Wilson Ozuem, University of Gloucestershire, U.K.
Susana Rodrigues, Polytechnic Institute of Leiria, Portugal
Tuesday, October 18 10:30 AM to Noon  Room B

[FI4] FINANCIAL PROTECTION, COMPLIANCE: A RISK IN GLOBAL SETTING

Session Chair
Genesis T. Molepo
Tshwane University of Technology, South Africa

Consumer Financial Protection in Times of Crisis. The Portuguese Experience: A Model to U.E.?
Ana Filipa Conceicao, Polytechnic Institute of Lieira, Portugal
Catia Marques Cebola, Polytechnic Institute of Lieira, Portugal

Understanding Integrated Governance, Risk and Compliance: Stakeholder Perceptions
Norman Maliga, Tshwane University of Technology, South Africa
Alfred Thaga Kgopa, Tshwane University of Technology, South Africa

Migrants’ Remittances and Economic Growth in Africa: A Longitudinal Data Analysis
Andy Titus Okwu, University of South Africa, South Africa

Discussants
Marcelo Zeuli, Pontifical Catholic University of Rio de Janeiro, Brazil (Papers 1 & 2)
Janusz Teczke, Cracow University of Economics, Poland (Paper 3)
Tuesday, October 18 10:30 AM to Noon Room C

[MG3] SMALL - MEDIUM ENTERPRISES AND INNOVATION PERFORMANCE

Session Chair

Vitor Hugo dos Santos Ferreira
Polytechnic Institute of Leiria, Portugal

The Perception and Preparation in Terms of Risk Management of SMEs Owners in Laos toward the Joining of ASEAN Economic Community (AEC)

Andries J. Du Plessis, Unitec Institute of Technology, New Zealand
Kounjairthong Insiri, Unitec Institute of Technology, New Zealand
Leon de Wet Fourie, Unitec Institute of Technology, New Zealand
Daniel Mangalaraj, Unitec Institute of Technology, New Zealand

A Model for Analyzing from an Institutional Perspective Firm Alliance Portfolios' Implications for Innovation Performance: Focus on Multinationals in Emerging Countries in the Automotive Sector

Clarice B. Porto, Pontifical Catholic University of Rio de Janeiro, Brazil
T. Diana Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil

Entrepreneurial Environment and the Development of Arts Students' Entrepreneurial Intentions: A South African Framework

Patrick Ebewo, Tshwane University of Technology, South Africa
Richard Shambare, University of Venda, South Africa
Robert Rugimbana, Tshwane University of Technology, South Africa

Discussants

Samir R. Moussalli, Huntingdon College, U.S.A. (Papers 1 & 2)
Guy Callender, Curtin University, Australia (Paper 3)
Tuesday, October 18 1:30PM to 3:00 PM

[FI5] ISLAMIC BANKING: PRESENT AND FUTURE

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

The Determinants of Performance in Islamic and Conventional Banks: A Comparative Study
Mouna Moualhi, Tunis El Manar University, Tunisia

Trust Levels toward Islamic Banks in Tunisia: Users or Not Users It Does Matter?
Nabila El jed, Manouba University, Tunisia

The Liquidity Regulation versus the Lender of Last Resort: A Dichotomy? (Pricing Options for Capital Adequacy)
Marcelo Zeuli, Pontifical Catholic University of Rio de Janeiro, Brazil
Andre Carvalhal, Brazilian National Development Bank, Brazil

Discussants
Ken Devos, Monash University, Australia (Papers 1 & 2)
Noluthando Matsiliza, Cape Peninsula University of Technology, South Africa (Paper 3)
Tuesday, October 18 1:30PM to 3:00 PM Room B

[IS3] INNOVATION AND TECHNOLOGY: APPLICATIONS IN HIGHER EDUCATION

Session Chair
Rim Jallouli
Manouba University, Tunisia

Mobile Learning Adoption among Higher Education Instructors: Comparing Adopters and Non-Adopters
Fernanda Pina, Pontifical Catholic University of Rio de Janeiro, Brazil
Jorge B. Ferreira, Pontifical Catholic University of Rio de Janeiro, Brazil
Angilberto S. Freitas, Unigranrio University, Brazil
Renata Kurtz, Pontifical Catholic University of Rio de Janeiro, Brazil
Fernanda L. Ramos, Pontifical Catholic University of Rio de Janeiro, Brazil

The Use of Video Assignment as a Tool to Enhance Student Motivation in Course Work and Increase Module Pass Rate - Case of Operations Management 1:2015
Sambil Charles Mukwakungu, University of Johannesburg, South Africa
Charles Mbohwa, University of Johannesburg, South Africa

I.C.T. Innovation into Teaching of Business Education in Nigerian Universities
Franklin Ohiole Ohiwerei, Ambrose Alli University, Nigeria
Jane A. Onimawo, Ambrose Alli University, Nigeria

Explaining Non-Users’ Intention to use EBooks: An Empirical Investigation
Daniel Maduku, University of Johannesburg, South Africa

Discussants
Stanley Mukhola, Tshwane University of Technology, South Africa (Papers 1 & 2)
Ondrej Zizlavsky, Brno University of Technology, Czech Republic (Papers 3 & 4)
Tuesday, October 18 1:30PM to 3:00 PM Room C

[MG4] ECLECTIC PERSPECTIVES: PAST, PRESENT AND FUTURE

Session Chair
Mohamad Zain, University of Dubai, U.A.E.

Revisiting the Future of Work: A Fifty Year Retrospective
Guy Callender, Curtin University, Australia

Decolonization of the Curriculum: A South African Reality
Jessica Knight, University of Johannesburg, South Africa
Geoff A. Goldman, University of Johannesburg, South Africa

The Social Constructionist View in Entrepreneurship Research: A Meta-Analysis
Mazanai Musara, Monash South Africa, South Africa

Supply Chain Agility, Lean Supply Chain Management and Supply Chain Performance in SMEs
Chengedzai Mafini, Vaal University of Technology, South Africa
Welby Vandrys Loury-Okoumba, Vaal University of Technology, South Africa

Discussants
Kathleen Park, Massachusetts Institute of Technology, U.S.A. (Papers 1 & 2)
Andries J. Du Plessis, Unitec Institute of Technology, New Zealand (Papers 3 & 4)
Tuesday, October 18  
3:30PM to 5:00 PM  
Room A

[MG5] ENTREPRENEURIAL STUDIES

Session Chair
Susana Rodrigues  
Polytechnic Institute of Leiria, Portugal

Moving Through the Diversity of International Culture: The Expatriation of Professionals
Edmir Kuazaqui, Escola Superior de Propaganda E Marketing, Brazil  
Teresinha Covas Lisboa, Unip - Universidade Paulista, Brazil

Entrepreneurial Intentions of Tshwane University of Technology Arts Students
Patrick Ebewo, Tshwane University of Technology, South Africa

Rural Livelihoods in Communities with Demarcated Nature Conservation: A Case of DWESA-CWEBE
Zipho Xego, Walter Sisulu University, South Africa

Discussants
Geoff A. Goldman, University of Johannesburg, South Africa (Papers 1 & 2)  
Mazanai Musara, Monash South Africa, South Africa (Paper 3)
Tuesday, October 18  
3:30PM to 5:00 PM  
Room B

[MK4] SOCIAL MEDIA: APPLICATIONS

Session Chair
Ayesha L. Bevan-Dye
North-West University: Vaal Triangle Campus, South Africa

Towards a Sustainable Brand Loyalty: Attitudinal Loyalty Perspective
Dominic Appiah, University of Plymouth, U.K.
Kerry E. Howell, University of Plymouth, U.K.
Wilson Ozuem, Regent’s University London, U.K.

Perceived Emotional and Informational Support and Voluntary Performances in Online Health Communities
Mercy Mpinganjira, University of Johannesburg, South Africa

The Dynamics of Social Media in the Fashion Industry: The Case of the Millennial Generation
Guida Helal, American University of Beirut, Lebanon
Wilson Ozuem, University of Gloucestershire, U.K.

Classification of Tweets into Marketing Mix 4C Elements via Semi-Supervised Learning
Ahmet Onur Durahim, Bogazici University, Turkey
Gulsah Yilmaz, Bogazici University, Turkey

Discussants
Aslihan Nasir, Bogazici University, Turkey (Papers 1 & 2)
Bethuel Ngcamu, Cape Peninsula University of Technology, South Africa (Papers 3 & 4)
Tuesday, October 18  
3:30PM to 5:00 PM  
Room C

[MK5] FOOD CONSUMPTION: CULTURAL PERSPECTIVES

Session Chair
Mornay Roberts-Lombard  
University of Johannesburg, South Africa

How Different Levels of Food Scent Intensity Impact the Desire to Eat and Food Consumption
Yamen Koubaa, Brittany School of Management, France  
Rim Methamem Boudali, University of Tunis, Tunisia  
Amira Eleuch, Marketing Consultant, France

Assessing the Factors That Influence Consumers’ Attitudes and Beliefs towards Their Purchase Intentions of Organic Food Products in South Africa
Selisha Singh, University of The Witwatersrand, South Africa  
Norman Chiliya, University of The Witwatersrand, South Africa  
Christopher Tarisayi Chikandiwa, University of Kwazulu-Natal, South Africa  
Kudakwashe Chodokufa, University of South Africa, South Africa

Status Consumption among South African Township Youth Consumers
Hilda Bongazana Dondolo, Tshwane University of Technology, South Africa  
Nkosivile Welcome Madinga, Vaal University of Technology, South Africa

Discussants
Masayuki Maruyama, Kansai University, Japan (Papers 1 & 2)  
P.J. Schalkwyk, North-West University, South Africa (Paper 3)
Wednesday, October 19  
9:00AM to 10:30 AM  
Room A

[MG6] STRATEGIC ALLIANCES AND DECISIONS

Session Chair
Geoff A. Goldman  
University of Johannesburg, South Africa

Strategic Alliances of Leading Shopping Centers in Brazil  
Renata Maria Gomes, Pontifical Catholic University of Rio de Janeiro, Brazil  
T. Diana L. van Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil  
Fabio Oliveira Paula, Pontifical Catholic University of Rio de Janeiro, Brazil

Creating and Managing of Business Strategies to Enhance Brand Awareness for SME’s, in the Handicrafts Sector in Laos  
Andries J. Du Plessis, Unitec Institute of Technology, New Zealand  
Somchay Indavong, Unitec Institute of Technology, New Zealand  
Nitin Seth, Unitec Institute of Technology, New Zealand  
Leon de Wet Fourie, Unitec Institute of Technology, New Zealand

Strategic Decisions: Not for the Light-Hearted or the Light-Headed  
Gordon Bowen, Regent’s University London, U.K.  
Richard Bowen, Facebook Inc., U.S.A.

Assurance as Most Critical Dimension to Deliver Health Care Service Quality in a Developing Context  
Stanley Mukhola, Tshwane University of Technology, South Africa  
Johan W. de Jager, Tshwane University of Technology, South Africa  
Therese Roux, Tshwane University of Technology, South Africa

Discussants

Kamarul Zaman Bin Ahmad, University of Dubai, U.A.E. (Papers 1 & 2)  
Elizabeth Chinomona, Vaal University of Technology, South Africa (Papers 3 & 4)
Wednesday, October 19, 9:00AM to 10:30 AM

[T11] INNOVATION MANAGEMENT STRATEGIES I

Session Chair
Stanley Mukhola
Tshwane University of Technology, South Africa

Innovations Scorecard: Conceptual Framework of Innovation Management Control System
Ondrej Zizlavsky, Brno University of Technology, Czech Republic

Strategic Drivers: Cognitive and Affective Implications for the Innovation Process
Bianca Lopes Ferreira, Pontifical Catholic University of Rio de Janeiro, Brazil
Maria Angela Campelo de Melo, Pontifical Catholic University of Rio de Janeiro, Brazil

Eco-Innovation and Strategy at DELL
Vitor Hugo dos Santos Ferreira, Polytechnic Institute of Leiria, Portugal
Joao Paulo Nascimento, Polytechnic Institute of Leiria, Portugal

Discussants
Pule A. Kholopane, University of Johannesburg, South Africa (Papers 1 & 2)
C. Synodinos, North-West University: Vaal Triangle Campus, South Africa (Paper 3)
Wednesday, October 19  
9:00AM to 10:30 AM  
Room C

[T12] INNOVATION MANAGEMENT STRATEGIES II

Session Chair  
Anna Putnova  
Brno University of Technology, Czech Republic

The Innovation Theater - Towards a Conceptual Framework to Systemically Integrate an Idea in Context  
Lucas Novelino Abdala, Federal University of Santa Catarina, Brazil  
Tatiana Schreiner, Federal University of Santa Catarina, Brazil  
eAldrin Hamad, Federal University of Santa Catarina, Brazil  
Clarissa Stefani Teixeira, Federal University of Santa Catarina, Brazil  
Eduardo Moreira Da Costa, Federal University of Santa Catarina, Brazil  
Jadhi Vincki Gaspar, Federal University of Santa Catarina, Brazil

Technological Innovation and Network Status in Pollution Control: Based on Firm Level Analysis  
Chun-Yao Tseng, Tunghai University, Taiwan

Solar Energy Activated Microwave Mining Technologies in QWA-QWA Free State South Africa  
John Agwa-Ejon, University of Johannesburg, South Africa  
Antoine F. Mulaba-Bafubian, University of Johannesburg, South Africa  
Jan Harm C. Pretorius, University of Johannesburg, South Africa

Monitoring and Evaluating the Performance of Science and Technology Parks: An Action-Research Project  
Rafael Magalhaes Lyra, Pontifical Catholic University of Rio de Janeiro, Brazil  
Maria Fatima de Almeida, Pontifical Catholic University of Rio de Janeiro, Brazil

Discussants

Genesis T. Molepo, Tshwane University of Technology, South Africa (Papers 1 & 2)  
Emeka E. Obioha, Walter Sisulu University, South Africa (Paper 3)
Wednesday, October 19  11:00 AM to 12.30 PM  Room A

[SP2] PANEL: MEET THE EDITORS

Moderators

N. Delener, Editor-in-Chief, Journal of Global Business and Technology 
GBATA, U.S.A.

Bruno Mascitelli, Business Editor, Contemporary Issues in Business and Government 
Swinburne University of Technology, Australia

Halil Kiymaz, Editor, International Journal of Emerging Markets 
Rollins College, U.S.A.
[IS4] WOMEN EMPOWERMENT: SMALL - MEDIUM ENTERPRISES

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

Business Environment and Small-Medium Enterprise Sectors in Sub-Saharan Africa: A Benchmarking Assessment Relative to Selected Countries
Andy Titus Okwu, University of South Africa, South Africa

Success Variables in the Marketing of Women Empowerment: A Case Study of Ekiti State, Nigeria
Yemi Atijosan, The Federal Polytechnic Kaura Namoda, Nigeria
S.J. Akpan, The Federal Polytechnic Kaura Namoda, Nigeria

Race, Equality and Quality of Education in South African Universities: Perceptions of Students in a Historical Black University
Emeka E. Obioha, Walter Sisulu University, South Africa
Zipho Xego, Walter Sisulu University, South Africa

Discussants
Nioka Wyatt, Philadelphia University, U.S.A. (Papers 1 & 2)
Mercy Mpinganjira, University of Johannesburg, South Africa (Paper 3)
Wednesday, October 19 11:00AM to 12:30 PM Room C

[MG7] INNOVATION MANAGEMENT AND COMPETITIVENESS

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

Innovations for Industry 4 in the Czech Republic
Anna Putnova, Brno University of Technology, Czech Republic
Katerina Novotna, Brno University of Technology, Czech Republic
Michal Putna, Masaryk University, Czech Republic

Financing Mechanisms for Innovation in Micro, Small and Medium Enterprises in Brazil
Gabriela Teixeira Lopes de Paula, Iag/Puc - Rio, Brazil
Maria Angela Campelo de Melo, Pontifical Catholic University of Rio de Janeiro, Brazil

The Relative Impact of Best Practices on a Business Progress
Nelson Sizwe Madonsela, University of Johannesburg, South Africa
Bhekisipho Twala, University of Johannesburg, South Africa
Charles Mbohwa, University of Johannesburg, South Africa

Corporate Governance Codes of Good Practices in the World an in Poland
Piotr Bula, Cracow University of Economics, Poland
Janusz Teczke, Cracow University of Economics, Poland

Discussants
E.J. Van Rooyen, Management College of Southern Africa, South Africa (Papers 1 & 2)
Braam Rust, Cape Peninsula University of Technology, South Africa (Papers 3 & 4)
[T13] STRATEGY FOR TECHNOLOGY DOMAIN

Session Chair
Guy Callender
Curtin University, Australia

The Impact of Alliances and Internal R&D on the Firm's Innovation and Financial Performance: A Theoretical Model and a Research Proposal
Fabio Oliveira Paula, Pontifical Catholic University of Rio de Janeiro, Brazil
Jorge Ferreira Silva, Pontifical Catholic Univ. Of Rio de Janeiro, Brazil

The "Clever Leasing" as a Tool for Integration of Telematic Tools in the Activity of Leasing Companies
Oleg N. Zhilkin, Peoples’ Friendship University of Russia, Russia
Konstantin Mantsurov, University College London, U.K.

A Fuzzy AHP-TOPSIS Model for Measuring Innovative Capacity of Small and Medium Enterprises
José Eduardo de Oliveira Trindade, Pontifical Catholic University of Rio de Janeiro, Brazil
Maria Fatima de Almeida, Pontifical Catholic University of Rio de Janeiro, Brazil
Reinaldo Castro Souza, Pontifical Catholic University of Rio de Janeiro B, Brazil

Discussants
Stanley Mukhola, Tshwane University of Technology, South Africa (Papers 1 & 2)
Rim Jallouli, Manouba University, Tunisia (Paper 3)
[LA1] PUBLIC POLICY ISSUES I

Session Chair
Catia Marques Cebola
Polytechnic Institute of Leiria, Portugal


Omphemetse Sibanda, University of South Africa, South Africa

Learner Admissions Policy and Practice in South African Schools: A Dusty Road Forged by the Courts

Gladys M. Sibanda, Tshwane University of Technology, South Africa


Khangala Tshilidzi Knowles, Tshwane University of Technology, South Africa

Discussants

Samir R. Moussalli, Huntingdon College, U.S.A. (Papers 1 & 2)
Fabio Oliveira Paula, Pontifical Catholic University of Rio de Janeiro, Brazil (Paper 3)
Wednesday, October 19  
1:30PM to 3:00 PM

Room B

[MG8] QUALITY OF LIFE AND LABOR MANAGEMENT II

Session Chair
Mohamad Zain
University of Dubai, U.A.E.

Narratives of Employees Visiting Tshwane Mall Who Earn Above and Below an Estimated Living Wage
Molefe Maleka, Tshwane University of Technology, South Africa

Motivation through Non-Financial Strategies: The Case of University Health Workers
Chengedzai Mafini, Vaal University of Technology, South Africa
Charity Dhliwayo, University of Zimbabwe, Zimbabwe

Chronic Risk Assessment of Mass Concentration of Benzene, Toluene, and Xylene in an Urban Air
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

Discussants
Norman Chiliya, University of The Witwatersrand, South Africa (Papers 1 & 2)
Braam Rust, Cape Peninsula University of Technology, South Africa (Paper 3)
[MK6] BUYER BEHAVIOR IN GLOBAL MARKETING CONTEXT

Session Chair
Reaan Immelman
Barclays Africa (ABSA, South Africa)

Influence of Perceived Attractiveness and Perceived Enjoyment on Generation Y Students’ Adoption of Mobile Games
C. Synodinos, North-West University: Vaal Triangle Campus, South Africa
D.G. Price, North-West University: Vaal Triangle Campus, South Africa
Ayesha L. Bevan-Dye, North-West University: Vaal Triangle Campus, South Africa

Opinion Adoption in Online Tourism Communities
Jorge B. Ferreira, Pontifical Catholic University of Rio de Janeiro, Brazil
Eduardo Rocha Guarana, Pontifical Catholic University of Rio de Janeiro, Brazil
Angilberto S. Freitas, Unigranrio University, Brazil
Jorge Ferreira Silva, Pontifical Catholic Univ. Of Rio de Janeiro, Brazil
Louis Fernando Hor-Meyll Alvares, Pontifical Catholic University of Rio de Janeiro, Brazil

A Customer Satisfaction Study of Admission Process at a South African University
Yolanda Ketse, Cape Peninsula University of Technology, South Africa
Bethuel Ngcamu, Cape Peninsula University of Technology, South Africa

Discussants
Guida Helal, American University of Beirut, Lebanon (Papers 1 & 2)
Aslihan Nasir, Bogazici University, Turkey (Paper 3)
Thursday, October 20 8:30AM to 10:00 AM Room A

[IS5] ETHICS AND HUMAN RIGHTS: COUNTRY PERSPECTIVES

Session Chair
Guy Callender
Curtin University, Australia

Is It Poor Service Delivery or Violation of Law and Human Rights by South African Municipalities?
Khangala Tshilidzi Knowles, Tshwane University of Technology, South Africa

Traditions of Business Ethics in Ukraine
Leonora Fuxman, St. John's University, U.S.A.

Xenophobia and Human Rights: Strengthening the Spirit of "Ubuntu"
Elizabeth Chinomona, Vaal University of Technology, South Africa

Discussants
Mona Chung, Deakin University, Australia (Papers 1 & 2)
Sambil Charles Mukwakungu, University of Johannesburg, South Africa (Paper 3)
Thursday, October 20  
8:30AM to 10:00 AM  
Room B

[IS6] LIFESTYLE SERVICES

Session Chair
Nioka Wyatt
Philadelphia University, U.S.A.

Awareness of Health Risks of Tucking Cell Phones in Bras among South African Young Women: A Pilot Study
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 Plight of the Street Children in an Era of High Levels of HIV/AIDS
A.E. Sunday, Walter Sisulu University, South Africa

Water and Sanitation as Perceived by Educators on Learners' Performance 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

Recommendations towards Low-Cost Housing Delivery in the City of Johannesburg
E.J. Van Rooyen, Management College of Southern Africa, South Africa
Piet Sebola, Management College of Southern Africa, South Africa

Discussants
Maria Fatima de Almeida, Pontifical Catholic University of Rio de Janeiro, Brazil (Papers 1 & 2)
Emeka E. Obioha, Walter Sisulu University, South Africa (Papers 3 & 4)
Thursday, October 20 8:30AM to 10:00 AM  

Room C

[LA2] PUBLIC POLICY ISSUES II

Session Chair
Nabila El Jed  
Manouba University, Tunisia

Voluntary or Mandatory Mediation? Lessons from Italy, Canada and Portugal  
Catia Marques Cebola, Polytechnic Institute of Leiria, Portugal  
Catarina Barbosa, Polytechnic Institute of Leiria, Portugal  
Vanessa Batista, Polytechnic Institute of Leiria, Portugal

Consumer Credit Law and Debt Management in South Africa  
Olubunmi Obioha, Sol Plaatje University, South Africa

Sustainability Management of the Global Production of Platinum Group Metals (PGM) with Regard to Hydrogen Economy  
John Agwa-Ejon, University of Johannesburg, South Africa  
J. Mabiza, University of Johannesburg, South Africa  
Charles Mbohwa, University of Johannesburg, South Africa

Discussants
Molefe Maleka, Tshwane University of Technology, South Africa (Papers 1 & 2)  
Yllka Azemi, Cardiff Metropolitan University, U.K. (Paper 3)
Thursday, October 20 10:30AM to Noon  Room A

[IN1] TECHNOLOGY AND DATA MANAGEMENT

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

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**Managing Operations in Complex Economic Environments**  
*Nelson Sizwe Madonsela, University of Johannesburg, South Africa*  
*Bhekisipho Twala, University of Johannesburg, South Africa*  
*Charles Mbohwa, University of Johannesburg, South Africa*

**Resource-Based View Model of an Expert System for Knowledge Sharing in an SME in Gauteng**  
*Stevens Phaphadi Mamorobela, Tshwane University of Technology, South Africa*

**Impacts of Database Management System as a Cloud Service**  
*Hashimu Murtala, Federal Polytechnic Kaura Namoda, Nigeria*

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**Discussants**  
*Vitor Hugo dos Santos Ferreira, Polytechnic Institute of Leiria, Portugal (Papers 1 & 2)*  
*Andy Titus Okwu, University of South Africa, South Africa (Paper 3)*
Thursday, October 20
10:30AM to Noon
Room B

[MG9] STRATEGIC DEVELOPMENT: INDUSTRY APPLICATIONS

Session Chair
Olubunmi Obioha
Sol Plaatje University, South Africa

Strategic Groups of Multinational Automotive Firms in Brazil: Identifying Opportunities in the Midst of a Crisis
Clarice B. Porto, Pontifical Catholic University of Rio de Janeiro, Brazil
Maria L. Carvalh de Aguillar Pinho, Ibmec, Brazil, Brazil
T. Diana Macedo-Soares, Pontifical Catholic University of Rio de Janeiro, Brazil
Fabio Oliveira Paula, Pontifical Catholic University of Rio de Janeiro, Brazil

An Analysis of the South African Foundry
C. Mphasha, University of Johannesburg, South Africa
Pule A. Kholopane, University of Johannesburg, South Africa

The Industrial Safety and Internal Relations Manager and the Generation and Knowledge Management
Esther A. Barreto O., Universidad Metropolitana, Venezuela
Jose G. Hernandez R., Minimax Consultores, Venezuela
Maria Garcia G., Minimax Consultores C.A., Venezuela
Gilberto J. Hernandez, Minimax Consultores C.A., Venezuela

Discussants

Omphemetse Sibanda, University of South Africa, South Africa (Papers 1 & 2)
Gordon Bowen, Regent's University London, U.K. (Paper 3)
Thursday, October 20  
10:30AM to Noon  
Room C

**[MK7] INTEGRATED MARKETING COMMUNICATION STRATEGIES**

**Session Chair**

*Edmir Kuazaqui*

*Escola Superior de Propaganda E Marketing, Brazil*

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**Small Retailers' Attitude Towards and Knowledge of the Consumer Protection Act**

*P.J. Schalkwyk, North-West University, South Africa*

**How Independent Retailers in Johannesburg South Africa Select Their Suppliers**

*K.M. Makhitha, Vaal University of Technology, South Africa*

**Reexamination of the Relevance of Promotional Strategy: A Descriptive Method**

*Adefulu Adesoga, University of South Africa, South Africa*

**Gender Differences in African Generation Y Students' Environmental Beliefs Toward Environmental Attitude**

*C. Synodinos, North-West University: Vaal Triangle Campus, South Africa*

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**Discussants**

*Yllka Azemi, Cardiff Metropolitan University, U.K. (Papers 1 & 2)*

*Bethuel Ngcamu, Cape Peninsula University of Technology, South Africa (Papers 3 & 4)*