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

Discussant

Robert Vambery, Pace University, U.S.A.
Wednesday, July 4 9:00 AM to 10:30 AM  Room B

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

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

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

Discussant
Wilson Ozuem, University of Gloucestershire, U.K.
[MG1] APPLICATIONS OF MANAGEMENT STRATEGIES I

Session Chair
Ken Mathu
University of Pretoria, South Africa

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

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

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
Filipe Gustavo Reis, Brazilian Institute of Geography and Statistics, Brazil
Alex Sandro Freitas, Pontifical Catholic University of Rio de Janeiro, Brazil

Discussant
Genesis T. Molepo, Tshwane University of Technology, South Africa
Wednesday, July 4  11:00 AM to 12:30 PM  Plenary Session Room

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

Session Chair
N. Delener
GBATA, U.S.A.

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

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.

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

Discussants
Sona Sumbatyan, The State University of Management, Russia
Wednesday, July 4  1:30 PM to 3:00 PM  Room B

[FI1] BANKING AND INVESTMENT: COUNTRY ANALYSIS

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

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.

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

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

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.

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 Dhilwayo, University of Johannesburg, South Africa
Ndibu Rachel Motaung, University of Johannesburg, South Africa

Discussants
Richard Molelele, Tshwane University of Technology, South Africa
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*
[DO1] DOCTORAL DISSERTATION/JUNIOR FACULTY & STUDENT PAPERS I

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

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.

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

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

Discussant
Alka Obadic, University of Zagreb, Croatia
Wednesday, July 4 3:30 PM to 5:00 PM  Room D

[IT1] LEARNING AND CONSUMPTION EXPERIENCES IN GLOBAL SETTING

Session Chair
Norman Chiliya
University of The Witwatersrand, South Africa

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

Discussant
Stanley Mukhola, Tshwane University of Technology, South Africa
Wednesday, July 4  
5:15 PM to 6:45 PM  
Room A

[EC2] ECONOMIC DEVELOPMENT: STRATEGIC ANALYSIS

Session Chair  
Anoosha Makka  
University of Johannesburg, South Africa

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

Discussant  
Julia L. James, Pace University, U.S.A.
Wednesday, July 4
5:15 PM to 6:45 PM
Room B

[F13] CONTEMPORARY TOPICS IN FINANCE: SELECT CASES II

Session Chair
Ken Mathu
University of Pretoria, South Africa

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 Randora, Vaal University of Technology, South Africa
Mabutho Sibanda, University of Kwazulu-Natal, South Africa

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

Discussant

Jael Gudiño Ruiz, University of Guayaquil, Ecuador
Wednesday, July 4  5:15 PM to 6:45 PM  Room D

[MG4] TOPICS IN MANAGEMENT: ECLECTIC PERSPECTIVES

Session Chair
Anna Putnova
Brno University of Technology, Czech Republic

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-demm, 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

Discussant
Nombeko Dwesini, Walter Sisulu University, South Africa
Thursday, July 5  
9:00 AM to 10:30 AM  
Room A

[EC3] TRUMP’S TRADE POLICIES: FUTURE OUTLOOK

Session Chair  
Piotr Bula  
Cracow University of Economics, Poland

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

Discussant  
Felix Amoah, Nelson Mandela University, South Africa

GBATA 20th Annual International Conference, Bangkok, Thailand, July 3rd-7th, 2018
[EC4] MACROECONOMICS CHALLENGES: CROSS COUNTRY CASES

Session Chair
Maria Reznakova
Brno University of Technology, Czech Republic

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.

Discussant
Alba Caicedo Barreth, University of Guayaquil, Ecuador
Thursday, July 5 9:00 AM to 10:30 AM Room C

[FI4] EMERGING TRENDS IN INTERNATIONAL FINANCE: EMPIRICAL ANALYSIS

Session Chair
Eric Girard
Siena College, U.S.A.

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

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

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

Discussant
Franzelle Pertilla, Abraham Baldwin Agricultural College, U.S.A.
Thursday, July 5 11:00 AM to 12:30 PM Room A

[FI5] MANAGERIAL ACCOUNTING: POLICY DECISIONS

Session Chair
Paweena Kongchan
Khon Kaen University, Thailand

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

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.

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

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.

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

Discussant
Maria Fatima Ludovico De Almeida, Pontifical Catholic University of Rio de Janeiro, Brazil
Thursday, July 5 11:00 AM to 12:30 PM Room D

[MG5] CREATING VALUE THROUGH LEADERSHIP AND PERFORMANCE

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

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

Discussant
Mona Chung, Deakin University, Australia
Thursday, July 5 1:30 PM to 3:00 PM Room A

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

Session Chair
Mark A. Cwiek
Central Michigan University, U.S.A.

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

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

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

Discussant
Elizabeth Chinomona, Vaal University of Technology, South Africa
Thursday, July 5  
1:30 PM to 3:00 PM  
Room C

[MG6] CULTURAL DIVERSITY AND ORGANIZATIONAL COMMITMENT: STRATEGIC IMPLICATIONS

Session Chair  
Alba Caicedo Barreth  
University of Guayaquil, Ecuador

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

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

Discussant

Edmir Kuazaqui, Escola Superior de Propaganda E Marketing, Brazil
Thursday, July 5
3:30 PM to 5:00 PM
Room A

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

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

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

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

[IS6] TOPICS IN HIGHER EDUCATION: ECLECTIC APPROACH II

Session Chair
Mona Chung
Deakin University, Australia

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

Discussant
Cookie Govender, University of Johannesburg, South Africa
Thursday, July 5  3:30 PM to 5:00 PM  Room C

[MK2] APPLICATIONS OF SOCIAL MEDIA IN MARKETING II

Session Chair
Ashok Som
ESSEC Business School, France

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

Discussant
Norman Chiliya, University of The Witwatersrand, South Africa
Thursday, July 5
3:30 PM to 5:00 PM
Room D

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

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

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

Discussant
Samir R. Moussalli, Huntingdon College, U.S.A.
[MK3] CONSUMER BEHAVIOR IN GLOBAL SETTING I

Session Chair
Frederic Jallat
ESCP Europe, France

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.

Discussant
Marius Wait, University of Johannesburg, South Africa

*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.*


*Takesure Zhowa, Tshwane University of Technology, South Africa*
*Zeleke 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.*

**Discussant**

*Ashok Som, ESSEC Business School, France*
Friday, July 6 9:00 AM to 10:30 AM Room C

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

Session Chair
Hester Nienaber
Northern Arizona University, U.S.A.

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

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

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

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

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

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.

Discussant
Takesure Zhowa, Tshwane University of Technology, South Africa
Friday, July 6 1:30 PM to 3:00 PM Room A

[F16] RISK ANALYSIS: STRATEGIC APPROACH

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

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

Discussant
Paween Kongchan, Khon Kaen University, Thailand
Friday, July 6  
1:30 PM to 3:00 PM  
Room B

[LA2] SELECT TOPICS IN LAW & REGULATORY ENVIRONMENT

Session Chair
N. Delener
GBATA, U.S.A.

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

Discussant
Hester Nienaber, Northern Arizona University, U.S.A.
Friday, July 6
1:30 PM to 3:00 PM
Room C

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

Session Chair
Felix Amoah
Nelson Mandela University, South Africa

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

Discussant
Takesure Zhowa, 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.

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.

Discussant
Collins Kodua-Agyekum, Walter Sisulu University, South Africa
Friday, July 6  
3:30 PM to 5:00 PM  
Room B

[MG8] ORGANIZATIONAL BEHAVIOR: APPLICATIONS AND POLICY IMPLICATIONS I

Session Chair
Dumisani Mabasa
University of South Africa, South Africa

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
Zeleke 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

Discussant
Teresinha Covas Lisboa, UNIP-Universidade Paulista, Brazil
Friday, July 6
3:30 PM to 5:00 PM
Room C

[TE2] INNOVATION AND PERFORMANCE: STRATEGIC PERSPECTIVES II

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

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 Zaklasnik, 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

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

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

Discussant
Kawpong Polyorat, Khon Kaen University, Thailand
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

Discussant
Piotr Bula, Cracow University of Economics, Poland
[EN3] ENTREPRENEURSHIP IN GLOBAL BUSINESS SETTING: REQUIREMENTS FOR SUCCESS III

Session Chair
Kawpong Polyorat
Khon Kaen University, Thailand

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

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

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) for SMEs in the Leather Processing Industry in Bangladesh
Md. Mahabubur Rahman, University of the West of Scotland, U.K.

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

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.

Discussant
Vikelwa Nomnga, Walter Sisulu University, South Africa
[MG11] SCENARIOS ABOUT GLOBALIZATION: FUTURE OUTLOOK

Session Chair
Luckyboy Makhubedu
University of Johannesburg, South Africa

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

Discussant
Molefe Maleka, Tshwane University of Technology, South Africa