

---

---

**WEDNESDAY, JULY 8<sup>TH</sup> 2015**  
**8:30AM**

---

---

**[AC1] AUDITING AND TAXING**

*8:30 AM to 10:00 AM*

*Room A*

**Session Chair**

*Jose Luis Pereira*  
*Coimbra University, Portugal*

---

---

Accounting for Citizenship: The Role of Auditor

*Rute Abreu, Guarda Polytechnic Institute, Portugal*

Environmental Accounting Disclosures for Selected Large Manufacturers in South Africa: An Integrated Reporting Evaluation

*R. Rundora, Vaal University of Technology, South Africa*  
*Job Dubihlela, Nelson Mandela Metropolitan University, South Africa*

The Immorality of Taxing Business

*Auke R. Leen, Leiden University, The Netherlands*

---

---

**Discussants**

*Leonie Jooste, University of Wollongong in Dubai , U.A.E. (Papers 1 & 2)*  
*William Brent Carper, Gordon State College, U.S.A. (Paper 3)*

**[MG1] ORGANIZATIONAL CHANGE**

8:30 AM to 10:00 AM

Room B

**Session Chair**

*Leon de Wet Fourie*  
*Unitec Institute of Technology, New Zealand*

---

---

Employee Resistance to Organizational Change: Individual Perceptions on Change Processes during a Merger in the Airline Industry

*Georg Kodydek, WU Vienna University of Economics, Austria*  
*Ronald Hochreiter, Vienna University of Economics and Business, Austria*

Creating and Sustaining Customer Value through Sertivization

*Walter Duschek, University of Gloucestershire , U.K.*  
*Wilson Ozuem, Regent's University London, U.K.*

Impact of Inventory Management Policies on Customers' Needs in Manufacturing Industries' Logistics in Gauteng Province, South Africa

*Musenga Francis Mpwanya, Tshwane University of Technology, South Africa*  
*C.H. van Heerden, Tshwane University of Technology, South Africa*

---

---

**Discussants**

*Gordon Bowen, Regent's University London, U.K. (Papers 1 & 2)*  
*Georg Kodydek, WU Vienna University of Economics, Austria (Paper 3)*

**[MK1] CROSS-CULTURAL PERSPECTIVES**

8:30 AM to 10:00 AM

Room C

**Session Chair**

*Vincent F. Maher*  
*Iona College, U.S.A.*

---

---

Non-Flight Related Paid and Auxiliary Services in the Air Transportation Industry of South Africa and Malaysia-A Confirmatory Approach

*Johan de Jager, Tshwane University of Technology, South Africa*  
*Muhammad Jan, International Islamic University Malaysia, Malaysia*

Top-Line Revenue Frustration: Why Traditional Sales/Marketing Methods Are Failing and What Rethinking is Needed

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

Household Budget of Low-Income Families in Rio De Janeiro: A Segmentation Study

*Luis F. Hor-Meyll, Pontifical Catholic Univ. Of Rio de Janeiro, Brazil*  
*Luisa Grilo Abreu, Pontifical Catholic University of Rio de Janeiro, Brazil*  
*Elisa M.C. Nogueira, Pontifical Catholic University of Rio de Janeiro, Brazil*

---

---

**Discussants**

*Desalegn Abraha, Skovde University, Sweden (Papers 1 & 2)*  
*Shaukat Ali, University of Wolverhampton , U.K. (Paper 3)*

**[MK2] MARKET ORIENTATION: COUNTRY PERSPECTIVE**

8:30 AM to 10:00 AM

Room D

**Session Chair**

*Amani Boussaada*  
*Universite de Tunis El Manar, Tunisia*

---

---

The Influence of Internal Marketing on Graduate Employee Satisfaction Within Retail Banks in South Africa

*Mornay Roberts-Lombard, University of Johannesburg , South Africa*  
*Leigh de Bruin-Reynolds, University of Johannesburg , South Africa*  
*Christine de Meyer, University of Johannesburg , South Africa*

Impact of Market Orientation and Marketing Capability on Performance in Finnish SME Growth Firms

*Sanna Joensuu, Seinajoki University of Applied Sciences, Finland*  
*Anmari Viljamaa, Seinajoki University of Applied Sciences, Finland*

Possibilities for Sustainable Growth and Technology Management: Are American-Style Campaigns the Model for Other Countries? A Case Study of Emerging Democracies in Southern Africa (Malawi and the Republic of South Africa)

*Easton Durbson Simenti-Phiri, University of Bolton , U.K.*  
*Phil Harris, University of Chester , U.K.*  
*David Perrin, University of Chester , U.K.*

---

---

**Discussants**

*Hilda H. Mahlangu, Vaal University of Technology, South Africa (Papers 1 & 2)*  
*Zenzo Lusaba Dube, National University of Science and Technology, Zimbabwe (Paper 3)*

**Session Chair**

*Ashok Som*  
*Essec Business School, France*

---

---

Towards an Intersectional Understanding of Online Service Failure and Recovery Strategies

*Yllka Azemi, Cardiff Metropolitan University, U.K.*  
*Wilson Ozuem, Regent's University London, U.K.*

Credit Usage Intentions among Generation Y Students: Pilot Study Results

*P.J. van Schalkwyk, Vaal University of Technology, South Africa*  
*Ayesha L. Bevan-Dye, North-West University: Vaal Triangle Campus, South Africa*

Utilisation of Payment Instruments at a Retail Chain in Gauteng, South Africa

*Seugnet Bronkhorst, University of Johannesburg, South Africa*  
*Adriaan M. Bester, University of Johannesburg, South Africa*

---

---

**Discussants**

*George V. Priovolos, Iona College, U.S.A. (Papers 1 & 2)*  
*Edmir Kuazaqui, Escola Superior de Propaganda E Marketing, Brazil (Paper 3)*

---

---

**10:30AM**

---

---

**[SP1] PLENARY SESSION 1 - RESEARCH OPPORTUNITIES AND CHALLENGES IN  
TOURISM AND MARITIME I**

*10:30AM to 12:30 PM*

*Plenary Session Room*

**Session Chairs**

*N.J. Delener*

*GBATA, U.S.A.*

*Susana Rodrigues*

*Polytechnic Institute of Leiria, Portugal*

---

---

Future Trends of ICT in Creating Smart Cities

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

Portugal - A Land Bathed by the Atlantic Ocean: Research and Sea Opportunities

*Helena Vieira, Executive Director of BLUEBIO ALLIANCE- The Portuguese Marine  
Bioresources Network, Portugal*

Portugal as a Tourism Destination – Tourism 2020: Priorities and Challenges

*Nuno Fazenda, Director at Tourism of Portugal, Portugal*

The "Pousadas" of Portugal - Heritage and Exquisite to the Wellbeing

*Jose Theotonio, CEO of the Pestana Hotel Group, Portugal*

---

---

**Moderators**

*Leon de Wet Fourie, Unitec Institute of Technology, New Zealand(Presentations 1 &2)*

*Bruno Mascitelli, Swinburne University of Technology, Australia (Presentation 3)*

*T. Diana Macedo-Soares, Pontifical Catholic Univ. of Rio de Janeiro, Brazil (Presentation 4)*

---

---

**1:30PM**

---

---

**[SP2] MEET THE EDITORS**

*1:30PM to 3:00 PM*

*Room A*

**Moderator**

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

**Panelists**

*James Barrese, Editor, Journal of Insurance Issues  
St. John`s University, U.S.A.*

*Halil Kiyamaz, International Journal of Emerging Markets  
Rollins College, U.S.A*

*Bruno Mascitelli, Editor -in -Chief,  
Contemporary Issues in Business & Government, Swinburne University of Technology, Australia  
Luis Rivera, Regional Editor, Journal of Global Business Technology  
Capella University, USA*

*Mornay Roberts-Lombard, Guest Editor, Journal of Global Business Technology  
University of Johannesburg South Africa*

**[EC1] ECONOMIC SUSTAINABILITY AND GROWTH**

*1:30PM to 3:00 PM*

*Room B*

**Session Chair**

*Auke R. Leen  
Leiden University, The Netherlands*

---

---

Do We Need to Cut Back Governments' Forecasts: Optimism as the Rule of Thumb?

*Ozana Nadoveza, University of Zagreb, Croatia  
Marija Penava, University of Zagreb, Croatia*

The Role of Monetary Policy in the Sustainable Future Growth

*Vladimir K. Krylov, State University of Management, Russia  
Anna N. Zhilkina, State University of Management, Russia*

South Africa's Competitive Advantage as an Emerging Brics Partner

*Noluthando Matsiliza, Cape Peninsula University of Technology, South Africa*

Creative Industries Development: Towards Economy Growth and Sustainable Livelihood

*Oluwayemisi Adebola Oyekunle, Tshwane University of Technology, South Africa*

---

---

**Discussants**

*Luiz Felipe Jac Motta, Pontifical Catholic University of Rio de Janeiro, Brazil (Papers 1 & 2)  
Ken Mathu, University of Pretoria, South Africa (Papers 3 & 4)*



**Session Chair**

*Geoff A. Goldman  
University of Johannesburg , South Africa*

---

---

Mapping the Intellectual Capital of Cities and Regions

*Florinda Matos, Intellectual Capital Accreditation Association, Portugal*

*Susana Rodrigues, Polytechnic Institute of Leiria, Portugal*

*Valter Vairinhos, Icaa - Santarem, Portugal*

Sales Dilemma in a Small Enterprise: A Commercial Challenge

*D. Watters, University of Johannesburg , South Africa*

*M. Bounds, University of Johannesburg , South Africa*

Factors Contributing to Managers' Job Satisfaction at a South African State-Owned Company

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

The Moderating Role of Technology and Intermediation in the Relation between  
Internationalization and Firm Productivity: The Case of Latin American SMEs

*Ferran Vendrell-Herrero, University of Birmingham , U.K.*

*Emanuel Gomes, University of Birmingham , U.K.*

*John Child, University of Birmingham , U.K.*

*Kamel Mellahi, University of Warwick, U.K.*

---

---

**Discussants**

*Gordon Bowen, Regent's University London, U.K. (Papers 1 & 2)*

*Betty E. Carper, Gordon State College, U.S.A. (Papers 3 & 4)*

**[MG3] STRATEGIC ALLIANCES, FAILURES AND SOLUTIONS I**

*1:30PM to 3:00 PM*

*Room D*

**Session Chair**

*Kathleen Park*

*Massachusetts University of Technology, U.S.A.*

---

---

Strategic Failures: Business Failure Case's Analysis in the Ceramic Industry in Portugal

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

*Ana Rita Antunes Mendes, Polytechnic Institute of Lieira, Portugal*

Business Process Orientation in Croatian Companies

*Ljubica Milanovic Glavan, University of Zagreb, Croatia*

Risk Management - Fundamental Questions

*T.N. van der Linde, University of Johannesburg , South Africa*

*F.J. Frankel, University of Johannesburg , South Africa*

---

---

**Discussants**

*T.N. van der Linde, University of Johannesburg , South Africa (Papers 1 & 2)*

*Ondrej Zizlavsky, Brno University of Technology, Czech Republic (Paper 3)*

**[TO1] TRAVEL MOTIVATIONS: ECLECTIC PERSPECTIVES**

*1:30PM to 3:00 PM*

*Room E*

**Session Chair**

*Zenzo Lusaba Dube  
National University of Science and Technology, Zimbabwe*

---

---

Erasmus Student Travel Motivations: A Factor-Cluster Segmentation Approach

*Anabela Figueired Machado Monteiro, Instituto Politecnico Leiria, Portugal  
Alexandra Matos Pereira, Coimbra University, Portugal*

The Impact of the Built Environment on the Physical Activity and BMI Values of High-School Pupils in a Semi-Urban Area

*Liandi van den Berg, North-West University, Vaal Triangle Campus, South Africa  
W.C.J. Grobler, North-West University (Vaal Triangle Campus), South Africa*

Gender Testing Connected to Sporting Events: An Examination of Some Legal and Ethical Issues

*Jamwell Maswanganyi, Tshwane University of Technology, South Africa*

---

---

**Discussants**

*Bianca Els, North-West University, South Africa (Papers 1 & 2)  
Anabela Almeida, Polytechnic Institute of Leiria, Portugal (Paper 3)*

---

---

**3:15PM**

---

---

**[IS1] GOVERNANCE IN HIGHER EDUCATION INSTITUTIONS**

*3:15 PM to 4:45 PM*

*Room A*

**Session Chair**

*Bruno Mascitelli*  
*Swinburne University of Technology, Australia*

---

---

School Facilities as Choice Factor Considered by Parents Selecting Independent Primary Schools in South Africa

*Reann Immelman, University of Johannesburg , South Africa*  
*Mornay Roberts-Lombard, University of Johannesburg , South Africa*

Sustainable Development and Education: A Tunisian Case Study

*Nabila Eljed, Manouba University, Tunisia*

Management of School Projects by Department of Basic Education in the North West Province South Africa: Views of School Stake Holders on the Subject

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

---

---

**Discussants**

*Mona Chung, Deakin University, Australia (Papers 1 & 2)*  
*Ljubica Milanovic Glavan, University of Zagreb, Croatia (Paper 3)*

**[MK4] DOCTORAL DISSERTATIONS AND RESEARCH METHODOLOGY**

3:15 PM to 4:45 PM

Room B

**Session Chair**

*Anna N. Zhilkina*

*State University of Management, Russia*

---

---

A Guiding Framework for Conducting Focus Group Research Sampling in South Africa

*Mornay Roberts-Lombard, University of Johannesburg , South Africa*

*Busani Dube, University of Johannesburg , South Africa*

Linear and Non-Linear Regression: Powerful and Very Important Forecasting Methods

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

Homelessness Constructions in Johannesburg Inner City, South Africa: Social Workers' Perspectives

*Cynthia M. Phiri, Lund University, Sweden*

**Discussants**

*Desalegn Abraha, Skovde University, Sweden (Papers 1 & 2)*

*Maria Fatima de Almeida, Pontifical Catholic University of Rio de Janeiro, Brazil (Paper 3)*

**[TI1] BUSINESS INNOVATION**

3:15 PM to 4:45 PM

Room C

**Session Chair**

*Ana M.B. Pires*

*Universidade Federal de Bahia, Brazil*

---

---

The Determinants of Innovation Performance in MNE R&D Subsidiaries: The Extended Perspective of Dunning's Eclectic Paradigm

*Ting-Lin Lee, National University of Kaohsiung, Taiwan*

*Yuan-Chieh Chang, National Tsing Hua University, Taiwan*

*Wen-Chiang Chieng, Institute for Information Industry, Taiwan*

Absorptive Capacity- A Critical Moderating Factor for Firms That Leverage Innovation through Strategic Alliance Portfolios? Initial Results of a Bibliographic and Bibliometric Study

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

*Tania da Silva Barboza, Petrobras, Brazil*

Work in Progress: A Proposed Framework of Non-Linear Value Creation

*Francios Crafford, University of South Africa , South Africa*

*Hester Nienaber, University of South Africa , South Africa*

---

---

**Discussants**

*Leonel Cezar Rodrigues, Nove de Julho University, Brazil (Papers 1 & 2)*

*Vitor Hugo dos Santos Ferreira, Polytechnic Institute of Leiria, Portugal (Paper 3)*

**Session Chair**

*Anabela Almeida  
Polytechnic Institute of Leiria, Portugal*

---

---

Effect of Actions of International Tourism Promotion on Sales of Tourism Destination

*Patricia de Cassia Gomez, Universidade Fumec , Brazil  
Mariana Regina Silva Linhares, Universidade Fumec , Brazil  
Kleinia Anjos Viana, Universidade Fumec , Brazil  
Jose Marcos Carvalho de Mesquita, Universidade Federal de Lavras , Brazil*

From 2014 FIFA World Cup Towards The Olympic Games Rio 2016: The Residents' Expectations

*Deborah Zouain, Getulio Vargas Foundation (Fgv), Brazil  
Paola B. Lohmann, Getulio Vargas Foundation (Fgv), Brazil  
Kaarina B. Virkki, Getulio Vargas Foundation (Fgv), Brazil  
Gabriela de Laurentis Cardoso, Getulio Vargas Foundation (Fgv), Brazil*

The Hospitality Supervisor's Perceived Importance of the Performance Dimensions to Deliver Quality Service

*Antoinette Roeloffze, Tshwane University of Technology, South Africa  
Carina Kleynhans, Tshwane University of Technology, South Africa  
Ilse Swarts, Tshwane University of Technology, South Africa*

---

---

**Discussants**

*Liandi van den Berg, North-West University, South Africa (Papers 1 & 2)  
Luis Lima Santos, Polytechnic Institute of Lieira, Portugal, Brazil (Paper 3)*

---

---

**4:45PM**

---

---

**[SP3] PANEL: ENTREPRENEURSHIP: SHARING THE EXPERIENCE**

*4:45PM to 6:45 PM*

*Plenary Session Room*

*Cale - Algue Bread*  
*Emanha - Algue Ice Cream*  
*Doce Lourinha Bonbons Aguardente - Chocolates of Licor*  
*Rocim - Wines*  
*Queijo Saloio - Cheese Company*

**Moderator**

*Susana Rodrigues*  
*Polytechnic Institute of Leiria, Portugal*



**THURSDAY, JULY 9<sup>TH</sup>, 2015**

**[AC2] ETHICAL PERSPECTIVES IN ACCOUNTING**

*8:30 AM to 10:00 AM*

*Room A*

**Session Chair**

*Auke R. Leen  
Leiden University, The Netherlands*

---

---

Ethical Constructs in Accounting Disclosure: Application of an Underlying Sustainability Focus  
*A.J. Stagliano, Saint Joseph's University, U.S.A.*

Transparency and Sustainability: The Role of Global Ethics  
*William Brent Carper, Gordon State College, U.S.A.*

Comparing Ethical Perceptions of Accounting Students  
*Leonie Jooste, University of Wollongong in Dubai, U.A.E.*

---

---

**Discussants**

*Job Dubihlela, Nelson Mandela Metropolitan University, South Africa (Papers 1 & 2)  
Rute Abreu, Guarda Polytechnic Institute, Portugal (Paper 3)*

## **[MG4] INNOVATION AND KNOWLEDGE SHARING**

8:30 AM to 10:00 AM

Room B

### **Session Chair**

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

---

---

Importance of Integrated Logistics Support and Maintenance Management in Supporting High-Technology Systems during Periods of Extended Life Cycles

*K.R. Lambert, Tshwane University of Technology, South Africa*

Generation and Knowledge Management through the System Information and Networks Manager

*Alexander Jeney, Universidad Metropolitana, Venezuela  
Jose G. Hernandez, Universidad Metropolitana, Venezuela  
Maria J. Garcia, Minimax Consultores C.A., Venezuela  
Gilberto J. Hernandez, Minimax Consultores C.A., Venezuela*

Innovation, Internationalization and Knowledge Exchange in Global High-Tech Mergers and Acquisitions

*Kathleen Park, Gulf University for Science and Technology, Kuwait*

---

---

### **Discussants**

*Christina Schweikert, St. John's University, U.S.A. (Papers 1 & 2)  
Teresinha Covas Lisboa, Inesp College, Brazil (Paper 3)*

**[MG5] CROSS-CULTURAL MANAGEMENT**

8:30 AM to 10:00 AM

Room C

**Session Chair**

*Sanna Joensuu*

*Seinajoki University of Applied Sciences, Finland.*

---

---

National Culture in International Companies - An Empirical Study on the Impact of Chinese Societal Values and Practices on the Organizational Cultures of Foreign Subsidiaries in the People's Republic of China

*Stefan Schilcher, WU Vienna University of Economics, Austria*

*Helmut Kasper, WU Vienna University of Economics, Austria*

*Georg Kodydek, WU Vienna University of Economics, Austria*

Cross-Cultural Integration as a Strategic Tool for Corporate Growth and Sustainability

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

The Use of Big Data and HRIS by HR Practitioners in New Zealand: Empirical Evidence From A Longitudinal Study

*Andries J. du Plessis, Unitec Institute of Technology, New Zealand*

*Leon De W Fourie, Unitec Institute of Technology, New Zealand*

---

---

**Discussants**

*Samir R. Moussalli, Huntingdon College, U.S.A. (Papers 1 & 2)*

*Fariz Ismailzade, ADA University, Azerbaijan (Paper 3)*

**Session Chair**

*Gordon Bowen  
Regent's University London, U.K.*

---

---

Sustainable Management in Centers for Diffusion of Science, Education and Culture: An Organizational Innovation Implemented by Rio Planetarium

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

*Thiago Quintella Castro, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Irlaine Alvarenga Cidaderasil, (No Affiliation in Address), Brazil*

*Celso Cunha, (No Affiliation in Address), Brazil*

Management of Change as Perceived by Secondary School Educators in Amajuba District

*Bongani Khumalo, Tshwane University of Technology, South Africa*

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

*Genesis Molapo, Tshwane University of Technology, South Africa*

Change Management in Schools: Was Enough Done to Allay Fears of All Schools Stakeholders during the Merging and Closing Down of Schools That Are Seen Not to Be Viable?

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

---

---

**Discussants**

*Anita Lennox, North-West University: Vaal Triangle Campus, South Africa (Papers 1 & 2)*

*Emanuel Gomes, University of Birmingham, U.K. (Paper 3)*

**[T12] CORPORATE ENTREPRENEURSHIP AND INNOVATION**

8:30 AM to 10:00 AM

Room E

**Session Chair**

*Jurie J. Van Vuuren  
University of Pretoria , South Africa*

---

---

Play as a Mediator of Innovation Activities in Small and Medium Size Enterprises

*Ana M.B. Pires, Universidade Federal de Bahia, Brazil  
Francisco L.C. Soares, Universidade Federal de Bahia, Brazil*

Business Innovation as Profit Appropriation Strategy from Mergers and Acquisitions

*Leonel Cezar Rodrigues, Nove de Julho University, Brazil  
Sergio Krakowiak, Universidade Nove de Julho , Brazil  
Renato Penha, Universidade Nove de Julho , Brazil  
Lucia de Carvalho, Universidade Nove de Julho , Brazil*

A Critical Review of Sustainability in Consumer Protection Policies

*Laura Best, Nelson Mandela Metropolitan University, South Africa  
Miemie Struwig, Nelson Mandela Metropolitan University, South Africa*

---

---

**Discussants**

*Rim Jallouli, Manouba University, Tunisia (Papers 1 &2)  
Vitor Hugo dos Santos Ferreira, Polytechnic Institute of Leiria, Portugal (Paper 3)*

---

---

**10:30AM**

---

---

**[SP4] PLENARY SESSION 2 - RESEARCH OPPORTUNITIES AND CHALLENGES IN  
TOURISM AND MARITIME II**

*10:30 AM to 12:30 PM*

*Plenary Session Room*

**Session Chairs**

*Paulo Almeida*

*Polytechnic Institute of Leiria, Portugal*

*N.J. Delener*

*GBATA, U.S.A.*

---

---

Portugal and the Sea - A New Economic Border: The Challenges and Opportunities of the Sea

*Marco Loureiro Lemos, MARE- Marine and Environmental Sciences Centre, Portugal*

Seaweed and the Market Opportunities

*Rui Pereira, Co-founder of Algaplus, Portugal*

Research in the Tourism Sector

*Joao Viljoen de Vasconcelos, Director of the Tourism Research Center, Portugal*

---

---

**Moderators**

*Susana Rodrigues, Polytechnic Institute of Leiria, Portugal*

*Luis Lima Santos, Polytechnic Institute of Leiria, Portugal*

*Carina Kleyhans, Tshwane University of Technology, South Africa*

---

---

**1:30PM**

---

---

**[EC2] DEVELOPMENT AND PERFORMANCE**

*1:30 PM to 3:00 PM*

*Room A*

**Session Chair**

*Nicos A. Scordis*

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

---

---

Toward a Venture Capital-Backed Entrepreneurship Model in Brazil

*Luiz Felipe Jac Motta, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Marcelo Cabus Klotzle, Instituto de Administracao E Gerencia (Iag)/Puc-ri, Brazil*

*Caio Ramalho, Catholic University of Rio de Janeiro, Brazil*

*Antonio Carlos Figueiredo, Pontifical Catholic University of Rio de Janeiro, Brazil*

Effects of Agglomeration Economies on the Performance of Croatian Manufacturing Firms

*Ivo Druzic, University of Zagreb, Croatia*

*Tomislav Sekur, Zagreb University of, Croatia*

*Tamara Sliskovic, Zagreb University of, Croatia*

Azerbaijan's Efforts to Diversify Its Economy and Develop Non-Oil Sector: The Case of  
Regional Transport Corridor

*Fariz Ismailzade, ADA University, Azerbaijan*

---

---

**Discussants**

*Marija Penava, University of Zagreb, Croatia (Papers 1 & 2)*

*Anna N. Zhilkina, State University of Management, Russia (Paper 3)*

**[MG7] DEVELOPING A BUSINESS MODEL**

*1:30 PM to 3:00 PM*

*Room B*

**Session Chair**

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

---

---

Developing of the Business-Model while Entering the Foreign Market

*Kirill Zabelnikov, National Research University Higher School of Economics, Russia*

*Nina Lyubakova, National Research University Higher School of Economics, Russia*

Hurwicz Method Modified and The Amplitude Model (TAM)

*David E. Perez, Universidad Metropolitana , Venezuela*

*Jose G. Hernandez, Universidad Metropolitana , Venezuela*

*Maria J. Garcia, Minimax Consultores C.A., Venezuela*

*Gilberto J. Hernandez, Minimax Consultores C.A., Venezuela*

Relational Political Strategies in the Arabian Gulf: Implications of Influence-Based Systems of Rewards for Business Internationalization from Emerging Economies

*Kathleen Park, Gulf University for Science and Technology, Kuwait*

*Hiroaki Izumi, Gulf University for Science and Technology, Kuwait*

---

---

**Discussants**

*Geoff A. Goldman, University of Johannesburg , South Africa (Papers 1 & 2)*

*Dagmar Caganova, Slovak University of Technology, Slovakia (Paper 3)*



## [MK5] BRANDING IN GLOBAL MARKETS

1:30 PM to 3:00 PM

Room C

### Session Chair

*Mornay Roberts-Lombard*  
*University of Johannesburg , South Africa*

---

---

Branding of Southern African Politics: The Case of Democratic Progressive Party of Malawi and African National Congress of South Africa

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

*Phil Harris, University of Chester , U.K.*

*David Perrin, University of Chester , U.K.*

Estigma and Prejudice: The Brazilian Emerging Class Enters the Temple of Consumption

*Luis F. Hor-Meyll, Pontifical Catholic Univ. Of Rio de Janeiro, Brazil*

*Glacyd Oliveira de Souza, Pontifical Catholic University of Rio de Janeiro, Brazil*

What Are the Drivers of Brand Extensions in the Luxury Industry?

*Ashok Som, Essec Business School, France*

*Naja Pape, Essec, France*

Perceived Value - A South African Prospective Student Perspective

*Isolde Lubbe, University of Johannesburg , South Africa*

*Chris Jooste, University of Johannesburg , South Africa*

*Daniel J. Petzer, University of Pretoria , South Africa*

---

---

### Discussants

*Dana-Nicoleta Lascu, University of Richmond , U.S.A. (Papers 1 & 2)*

*Laura Best, Nelson Mandela Metropolitan University, South Africa (Papers 3 & 4)*

**[T13] INNOVATION - INDUSTRY CASES**

1:30 PM to 3:00 PM

Room D

**Session Chair**

*Cecile Nieuwenhuizen*  
*University of Johannesburg , South Africa*

---

---

An Empirical Study of the Innovation Process in an R&D Laboratory of an Oil and Gas Company

*Fabio de Oliveira Paula, Rio de Janeiro, Brazil*  
*Tania Silva Barboza, Rio de Janeiro, Brazil*  
*Adriana Greco Ferreira, Rio de Janeiro, Brazil*

Corporate Entrepreneurship in the Public Sector- A Case Study of the South African Revenue Service ( SARS)

*Jurie J. Van Vuuren, University of Pretoria , South Africa*

Strategic Technology Management for Innovation and Sustainable Growth: Integrating Foresight Tools in Decision Making Process

*Maria Fatima Ludovico de Almeida, Pontifical Catholic University of Rio de Janeiro, Brazil*  
*Maria Angela Campelo De Melo, Pontificia Universidade Catolica, Brazil*

---

---

**Discussants**

*Oleg N. Zhilkin, Peoples' Friendship University of Russia, Russia (Papers 1 & 2)*  
*Ana M.B. Pires, Universidade Federal de Bahia, Brazil (Paper 3)*

---

---

**3:15 PM**

---

---

**[IS2] UNDERSTANDING THE CONTEMPORARY TRENDS**

*3:15 PM to 4:45 PM*

*Room A*

**Session Chair**

*Florinda Matos*

*Intellectual Capital Accreditation Association, Portugal*

---

---

Exploring University Business Students' Understanding of Climate Change and Global Warming

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

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

*Murembiwa S. Mukhola, Tshwane University of Technology, South Africa*

Solar Energy Activated Microwave Mining Technologies in Qwaqwa, South Africa

*John Agwa-Ejon, University of Johannesburg , South Africa*

*Antoine F. Mulaba-Bafubiandi, University of Johannesburg , South Africa*

---

---

**Discussants**

*Nombeko Dwesini, Walter Sisulu University, South Africa (Papers 1 & 2)*

*G. Van Heerden, University of Pretoria , South Africa (Paper 3)*

**[MG8] ENDURANCE AND STRATEGIC ALLIANCES IN MANAGEMENT**

3:15 PM to 4:45 PM

Room B

**Session Chair**

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

---

---

Building Endurance: Common Practices of Companies in Business More Than One Hundred Years

*Vicki R. Tenhaken, Hope College, U.S.A.  
Makoto Kanda, Meiji Gakuin University, Japan*

Strategic Alliance Breakups: The Volvo-Renault Story

*Desalegn Abraha, Skovde University, Sweden  
Syeda-Masooda Mukhtar, King Abdul Aziz University, Saudi Arabia*

Critically Appraising the Purpose of the Modern Business Organisation

*Geoff A. Goldman, University of Johannesburg, South Africa*

---

---

**Discussants**

*Edmir Kuazaqui, Escola Superior de Propaganda E Marketing, Brazil (Papers 1 & 2)  
Sanna Joensuu, Seinajoki University of Applied Sciences, Finland (Paper 3)*

**[MK6] BUYER BEHAVIOR II**

3:15 PM to 4:45 PM

Room C

**Session Chair**

*Dana-Nicoleta Lascu  
University of Richmond , U.S.A.*

---

---

South African Consumers' Perception of Waiting Time and Its Relation to Satisfaction with ATM Banking Services

*Hilda H. Mahlangu, Vaal University of Technology, South Africa*

The Influence of Online Store Atmospherics on Utilitarian and Hedonic Shoppers: A Focus on Visual Stimuli

*Mercy Mpinganjira, University of Johannesburg , South Africa*

Reflecting on World-of-Work Teaching Approach

*Melanie Wiese, University of Pretoria , South Africa  
G. Van Heerden, University of Pretoria , South Africa*

---

---

**Discussants**

*Richard G. McNeill, Northern Arizona University, U.S.A. (Papers 1 & 2)  
Mercy Mpinganjira, University of Johannesburg , South Africa (Paper 3)*

**[TI4] TECHNOLOGICAL ALLIANCES IN GLOBAL SETTING**

3:15 PM to 4:45 PM

Room D

**Session Chair**

*Kathleen Park*

*Gulf University for Science and Technology, Kuwait*

---

---

The Role of International Technological Alliance Portfolios of Firms in the Nuclear Sector in the Face of the Socio-Economic Challenges: The Case of INB- Industrias Nucleares Do Brazil

*T. Diana L. aduard Macedo Soares, Pontifical Catholic Univ. Of Rio de Janeiro, Brazil*

Innovation in Industrial Enterprises in Relation to Inter-Cultural Management

*Dagmar Caganova, Slovak University of Technology, Slovakia*

*Manan Bawa, Slovak University of Technology, Slovakia*

*Ivan Szilva, Slovak University of Technology, Slovakia*

*Jana Sujanova, Slovak University of Technology, Slovakia*

Russian Commercial Aircraft Industry Competitiveness Development: Application of the Alternative Business Model

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

*Rostislav V. Lopatkin, People's Friendship University of Russia, Russia*

---

---

**Discussants**

*Christina Schweikert, St. John's University, U.S.A. (Papers 1 & 2)*

*Fabio de Oliveira Paula, Rio de Janeiro, Pontifical Catholic University, Brazil (Paper 3)*

---

---

**4:45PM**

---

---

**[LA1] LABOR AND PARENTAL INVOLVEMENT**

*4:45PM to 6:15 PM*

*Room A*

**Session Chair**

*Mona Chung*

*Deakin University, Australia*

---

---

Atypical Bargaining in Labor Field: Advantages in Companies' Productivity?

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

*Joao Diogo da Cruz Santos, Portugal, Portugal*

Parental Involvement in Childrens' Education

*Anita Lennox, North-West University: Vaal Triangle Campus, South Africa*

*Bianca Els, North-West University, South Africa*

The Ramifications of the Socio-Economic Reconstruction of the 1945-1947s Britain

*Zenzo Lusaba Dube, National University of Science and Technology, Zimbabwe*

---

---

**Discussants**

*Melanie Wiese, University of Pretoria, South Africa (Papers 1 & 2)*

*Syeda-Masooda Mukhtar, King Abdul Aziz University, Saudi Arabia (Paper 3)*

**[MG9] ENTREPRENEURIAL PERSPECTIVES I**

4:45PM to 6:15 PM

Room B

**Session Chair**

*Stanley Mukhola*

*Tshwane University of Technology, South Africa*

---

---

The Influence of Employees' Perceptions on Business Strategy of Small and Medium-Sized Enterprises

*Andries J. du Plessis, Unitec Institute of Technology, New Zealand*  
*Sompaseuth Phasinsaksith, Unitec Institute of Technology, New Zealand*  
*Leon De W Fourie, Unitec Institute of Technology, New Zealand*  
*Sukesh Sukumaran, Unitec Institute of Technology, New Zealand*

The Relations between Entrepreneurial Orientation, Organizational Learning and Organizational Performance of Small Enterprises

*Vanessa Nunes de Sousa, Universidade Nove de Julho , Brazil*  
*Alencar Vasconcelos, Universidade Nove de Julho , Brazil*  
*Amelia Silveira, Nove de Julho University, Brazil*  
*Flavio Santino Bizarrias, Universidade Nove de Julho , Brazil*

The Brazilian Crisis and Strategic Management of the Enterprises

*Edmir Kuazaqui, Escola Superior de Propaganda E Marketing, Brazil*  
*Teresinha Covas Lisboa, Inesp College, Brazil*

---

---

**Discussants**

*Florinda Matos, Intellectual Capital Accreditation Association, Portugal (Papers 1 & 2)*  
*Richard G. McNeill, Northern Arizona University, U.S.A. (Paper 3)*



**[MG10] ENTREPRENEURIAL PERSPECTIVES II**

4:45PM to 6:15 PM

Room C

**Session Chair**

*Kathleen Park*

*Gulf University for Science and Technology, Kuwait*

---

---

The Development of Entrepreneurial Self-Esteem Among Higher Education Students

*Sanna Joensuu, Seinajoki University of Applied Sciences, Finland*

*Anmari Viljamaa, Seinajoki University of Applied Sciences, Finland*

*Elina Varamaki, Seinajoki University of Applied Sciences, Finland*

*Erno Tornikovski, Grenoble Ecole de Management, France*

Decisions Around Entrepreneurial Entry

*Collin D. Reddy, University of Johannesburg, South Africa*

Entrepreneurs and Small Companies Organizational Networks in Mexico

*Yesmin I. Juarez, Tecnologico de Monterrey Campus Morelia, Mexico*

*Gabriel Hector Carmona Olmos, Tecnologico de Monterrey Campus Morelia, Mexico*

---

---

**Discussants**

*Desalegn Abraha, Skovde University, Sweden (Papers 1 & 2)*

*Oleg N. Zhilkin, Peoples' Friendship University of Russia, Russia (Paper 3)*

**[TO3] PROFITABILITY AND SATISFACTION IN TOURISM INDUSTRY**

4:45PM to 6:15 PM

Room D

**Session Chair**

*Luis Lima Santos*

*Polytechnic Institute of Leiria, Portugal*

---

---

Profitability in Portuguese Tourism Recreation Enterprises

*Conceicao Gomes, Polytechnic Institute of Leiria, Portugal*

*Fernanda Oliveira, Polytechnic Institute of Leiria, Portugal*

*Aliona Cociorva, Polytechnic Institute of Leiria, Portugal*

Job Satisfaction in the South African Hospitality Industry

*Carina Kleynhans, Tshwane University of Technology, South Africa*

*J.J. Sibanyoni, Tshwane University of Technology, South Africa*

Assessing Guest Satisfaction in Hotels: The Case of East London Hotel, South Africa

*Vikelwa Nomnga, Walter Sisulu University, South Africa*

---

---

**Discussants**

*Antoinette Roeloffze, Tshwane University of Technology, South Africa (Papers 1 & 2)*

*Betty E. Carper, Gordon State College, U.S.A. (Paper 3)*

---

---

**FRIDAY, JULY 10<sup>TH</sup>, 2015**

**8:30AM**

---

---

**[F11] FINANCE AND BANKING - CONTEMPORARY TOPICS II**

*8:30AM to 10:00 AM*

*Room A*

**Session Chair**

*Rute Abreu*

*Guarda Polytechnic Institute, Portugal*

---

---

Socially Responsible Investment: Impact of Fund and Market Factors on Performance

*Halil Kiyamaz, Rollins College, U.S.A.*

Optimization and Efficient Portfolios Through the Lens of Overreaction Strategy

*Valeria Louise de Araujo Maranhao, Federal University of Pernambuco Brazil, Brazil*

*Odilon Saturnino Silva Neto, Federal Institute of Paraiba, Brazil*

*Pierre Lucena Raboni, College of Guararapes, Brazil*

Assessment of Bankruptcy in Turkish Banking Sector Using Non-Parametric Efficiency Analysis

*Gokce Gursel, Ankara University, Turkey*

---

---

**Discussants**

*Ritab Al-Khouri, Qatar University, Qatar (Papers 1 & 2)*

*Andre Vermeulen, University of Johannesburg, South Africa (Paper 3)*

**[IS3] CROSS-CULTURAL PERSPECTIVES**

8:30AM to 10:00 AM

Room B

**Session Chair**

*Rim Jallouli*

*Manouba University, Tunisia*

---

---

Trade Promotion and Export Assistance: Dilemmas, Trends and Futures

*Bruno Mascitelli, Swinburne University of Technology, Australia*

*Mona Chung, Deakin University, Australia*

How Does Cultural Values Contribute to Unemployment - The Case Study of The African Community in Stockholm

*Ali Shaukat, University of Wolverhampton , U.K.*

Religiosity in Management: Predicting the Near Future

*Mariana Miranda, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Paulo Cesar Motta, Pontifical Catholic University of Rio de Janeiro, Brazil*

---

---

**Discussants**

*Reann Immelman, University of Johannesburg, South Africa (Papers 1 & 2)*

*Z.C. Dotwana, Walter Sisulu University, South Africa (Paper 3)*

**[LA2] LIABILITY, LEGAL AND ETHICAL PERSPECTIVES**

8:30AM to 10:00 AM

Room C

**Session Chair**

*Auke R. Leen*

*Leiden University, The Netherlands*

---

---

When Products Liability Exposure Becomes a Criminal Matter: The Case of New England Compounding Company

*Vincent F. Maher, Iona College, U.S.A.*

*George V. Priovolos, Iona College, U.S.A.*

*Elisabeth Maher, Case Western Reserve University, U.S.A.*

Investor State Dispute Settlement ( ISDS) in the Transatlantic Trade and Investment Partnership between US and EU ( TTIP): Problems and Benefits from a Portuguese Perspective

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

*Ricardo Fernandes, Lawyer, Portugal*

An Examination of Legal and Ethical Frameworks for Protecting Displaced Persons Participating in Health Research in Africa

*Jamwell Maswanganyi, Tshwane University of Technology, South Africa*

---

---

**Discussants**

*Bruno Mascitelli, Swinburne University of Technology, Australia (Papers 1 & 2)*

*Frank Le Veness, St. John's University, U.S.A. (Paper 3)*

**[FI4] CORPORATE GOVERNANCE**

8:30AM to 10:00 AM

Room D

**Session Chair**

*Halil Kiyamaz  
Rollins College, U.S.A.*

---

---

Performance, Governance and Family Control

*James Barrese, St. John's University, U.S.A.  
David Pooser, St. John's University, U.S.A.  
Nicos A. Scordis, St. John's University, U.S.A.  
Ping Wang, St. John's University, U.S.A.*

The Role of Corporate Governance in Determining the Dividend Policy and Capital Structure of Firms: A Case Study

*Ritab Al-Khouri, Qatar University, Qatar*

Determinants of Financial Openness

*Sahibe Meral Cakici, Piri Reis University, Turkey*

---

---

**Discussants**

*C. Pat Obi, Purdue University Calumet, U.S.A. (Papers 1 & 2)  
Ljubica Milanovic Glavan, University of Zagreb, Croatia (Paper 3)*

---

---

**10:30AM**

---

---

**[CM1] CONTEMPORARY ISSUES IN COMMUNICATIONS MANAGEMENT**

*10:30 AM to Noon*

*Room A*

**Session Chair**

*Rim Jallouli*

*Manouba University, Tunisia*

---

---

Online Brand Community and Its Implications for Marketing Communications

*Madina Ansarin, University of Gloucestershire , U.K.*

*Wilson Ozuem, Regent's University London, U.K.*

The Relevance of Carroll's Corporate Social Responsibility Pyramid Model for Multinational Enterprises Operating in South Africa: The Opinions of Academics on Corporate Social Responsibility in South Africa

*Anoosha Makka, University of Johannesburg , South Africa*

*Cecile Nieuwenhuizen, University of Johannesburg , South Africa*

*Herman de Bruyn, University of Johannesburg , South Africa*

Connecting People: Accelerating Universal Service and Access to Communications Services in South Africa

*David John Bate, University of South Africa , South Africa*

*Goonasagree Naidoo, University of South Africa , South Africa*

Co-Creating Reputation In The Age of Parody: Key Considerations for Strategic Reputation Management Confronted by User-Generated Parody Accounts on Social Networks

*Maritha Pritchard, University of Johannesburg, South Africa*

---

---

**Discussants**

*Bianca Els, North-West University, South Africa (Papers 1 & 2)*

*Mariana Miranda, Pontifical Catholic University of Rio de Janeiro, Brazil (Papers 3 & 4)*

**[FI2] FINANCE AND BANKING - CONTEMPORARY TOPICS III**

*10:30AM to Noon*

*Room B*

**Session Chair**

*Ritab Al-Khoury*

*Qatar University, Qatar*

---

---

The Asian Infrastructure Investment Bank ( AIIB): Challenge to American Interests in Asia

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

Financial Institutions and Cyber Crime Implications

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

Impact of Information Technology on the Efficiency of Tunisian Banks: A Stochastic Frontier Analysis

*Fatma Siala Guermezi, Tunis El Manar University, Tunisia*

*Amani Boussaada, Tunis El Manar University, Tunisia*

---

---

**Discussants**

*Zenzo Lusaba Dube, National University of Science and Technology, Zimbabwe (Papers 1 & 2)*

*Kenan Tata, Piri Reis University, Turkey (Paper 3)*



**[MG11] STRATEGIC ALLIANCES, FAILURES AND SOLUTIONS II**

*10:30AM to Noon*

*Room C*

**Session Chair**

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

---

---

Knowledge Sharing and Network Capabilities in Alliance Networks: The Role of Innovation Appropriability

*Chia Ling Liu, National Cheng Kung University, Taiwan*

Does Lack of Some Resources and Slack of Other Resources Play a Role in Motivating Firms in Emerging Economies to Form International Strategic Alliances?

*Yasir Yasin Fadol, Qatar University, Qatar*

A Multisectoral Public Policy Framework for Food Security in South Africa

*Mapula Nkwana, University of Pretoria , South Africa  
Lianne P. Malan, University of Pretoria , South Africa*

---

---

**Discussants**

*Pule A. Kholopane, University of Johannesburg, South Africa (Papers 1 & 2)  
Georg Kodydek, WU Vienna University of Economics, Austria (Paper 3)*

**[MG12] EXPATRIATES AND RETENTION**

*10:30AM to Noon*

*Room D*

**Session Chair**

*Susana Rodrigues*

*Polytechnic Institute of Leiria, Portugal*

---

---

Expatriate Employment Retention in Private Companies: Modelling the Literature

*Shaukat Ali, University of Wolverhampton , U.K.*

Relationship among Great Place to Work ( GPTW) Companies, Organizational Longevity and Employee Retention

*Patricia Amelia Tomei, Pontifical Catholic University of Rio de Janeiro, Brazil*

The Ethical Conduct of Business Organisations: A Survey across Three Continents

*Geoff A. Goldman, University of Johannesburg , South Africa*

---

---

**Discussants**

*Andries J. du Plessis, Unitec Institute of Technology, New Zealand (Papers 1 & 2)*

*Kirill Zabelnikov, National Research University Higher School of Economics, Russia (Paper 3)*

---

---

**1:00PM**

---

---

**[FI3] FINANCE AND BANKING - CONTEMPORARY TOPICS IV**

*1:00PM to 2:30 PM*

*Room A*

**Session Chair**

*James Barrese*

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

---

---

Cascading Effects among Commodity Prices and Shipping Sub-Sectors

*Kenan Tata, Piri Reis University, Turkey*

*Oral Erdogan, Piri Reis University, Turkey*

*Burhan Can Karahasan, Piri Reis University, Turkey*

Floating Exchange Rates and Macroeconomic Independence

*Yoonbai Kim, University of Kentucky, U.S.A.*

*Lian An, University of North Florida, U.S.A.*

*Yu You, Capital University of Economics and Business, China*

The Impact of Non-Compliance to Business Processes: A Case of a South African Commercial Bank

*John Agwa-Ejon, University of Johannesburg, South Africa*

*Andre Vermeulen, University of Johannesburg, South Africa*

Preventing Bankruptcy as One of the Possibilities for Sustainable Future Growth in Business and Finance Management

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

---

---

**Discussants**

*Nicos A. Scordis, St. John's University, U.S.A. (Papers 1 & 2)*

*Luis Eduardo Rivera-Solis, Capella University, U.S.A. (Papers 3 & 4)*

**[HC1] HEALTHCARE MANAGEMENT DIGITAL REVOLUTION SERVICE QUALITY**

1:00PM to 2:30 PM

Room B

**Session Chair**

*Samir Moussalli*

*Huntingdon College, U.S.A.*

Health Care Service Quality in South Africa - A Rural In-and-Outpatient Perspective

*Johan W. de Jager, Tshwane University of Technology, South Africa*

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

*Therese Roux, Tshwane University of Technology, South Africa*

Digital Revolution's Impact on Traditional Healthcare Leaders: Turning Predators Into Prey

*George V. Priovolos, Iona College, U.S.A.*

*Vincent F. Maher, Iona College, U.S.A.*

Including Genetic Variations in Patients' Clinical Trial Selection Process

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

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

*Rami Alsaber, Long Island University, U.S.A.*

---

---

**Discussants**

*Patricia Amelia Tomei, Pontifical Catholic University of Rio de Janeiro, Brazil (Papers 1 & 2)*

*Ozana Nadoveza, University of Zagreb, Croatia (Paper 3)*

**[MG13] STRATEGIC MONITORING: COUNTRY PERSPECTIVES**

1:00PM to 2:30 PM

Room C

**Session Chair**

*Paulo Almeida*

*Polytechnic Institute of Leiria, Portugal*

---

---

Board Performance in Strategic-Monitoring: The Impact of Non-Structural Factors - The Evidence from Portugal

*Vera Lucia de Silva Carvalheira, Iscte Business School Lisbon, Portugal*

The Study of Using System Dynamics to Analyze the Demand and Supply Crisis of Nursing Staffs in Taiwan

*Ting-Lin Lee, National University of Kaohsiung, Taiwan*

*Chih-Tung Hsiao, Tunghai University, Taiwan*

*Yung-Chen Cheng, National University of Kaohsiung, Taiwan*

The Effects of Individual and Demographical Characteristics on Organizational Commitment: Evidence from Academic and Administrative Staff of Ankara University TOMER

*Arcan Tuzcu, Ankara University, Turkey*

*Dilber Ulas, Ankara University, Turkey*

*Esra Satici, Ankara University, Turkey*

---

---

**Discussants**

*Samir R. Moussalli, Huntingdon College, U.S.A. (Papers 1 & 2)*

*Kathleen Park, Gulf University for Science and Technology, Kuwait (Paper 3)*

**[MG14] LEADERSHIP AND INTELLECTUAL CAPITAL**

*1:00PM to 2:30 PM*

*Room D*

**Session Chair**

*Shaukat Ali*

*University of Wolverhampton, U.K.*

---

---

**Leadership in International Research: G7 and BRICS**

*Leonova Tatiana, State University of Management, Russia*

*Nataliya Malanicheva, State University of Management, Russia*

*Igor Khasuntsev, The State University of Management, Russia*

*Pavel Bochkovskiy, State University of Management, Russia*

**The Impact of Leadership Self-Efficacy on Organisational Performance: Social and Emotional Capitals as Mediators**

*Ana Martins, Zirve University, Turkey*

*Albino Pedro Anjos Lopez, Universidade de Lisboa, Portugal*

---

---

**Discussants**

*Sheri Mackey, Luminosity Global Consulting Group, U.S.A. (Papers 1 & 2)*

*Dagmar Caganova, Slovak University of Technology, Slovakia (Paper 3)*

---

---

**SATURDAY, JULY 11<sup>TH</sup>, 2015**

**8:30AM**

---

---

**[IS4] HIGHER EDUCATION INSTITUTIONS: ECLECTIC PERSPECTIVES**

*8:30AM to 10:00 AM*

*Room A*

**Session Chair**

*Mona Chung*

*Deakin University, Australia*

---

---

Organized School Sport Participation Experiences and Perceptions: A Comparative Study  
Between Schools

*Liandi van den Berg, North-West University: Vaal Triangle Campus, South Africa*

*Anita Lennox, North-West University: Vaal Triangle Campus, South Africa*

In Pursuit of Clean and Sustainable Energy in South Africa

*Ken Mathu, University of Pretoria , South Africa*

---

---

**Discussants**

*Vincent F. Maher, Iona College, U.S.A. (Paper 1)*

*Cynthia M. Phiri, Lund University, Sweden (Paper 3)*

**[IS5] SUSTAINABILITY AND ASSESSMENT**

8:30AM to 10:00 AM

Room B

**Session Chair**

*Dagmar Caganova*

*Slovak University of Technology, Slovakia*

---

---

Governance in the South African Higher Education: Perspectives on the Role of Student Governing Structures

*Z.C. Dotwana, Walter Sisulu University, South Africa*

Determining Viability of an Academic Programme Using the Clarificative Evaluation

*Sibongile Mandisa Ndlazi, Walter Sisulu University, South Africa*

Exploring Educator's Views on the Impact of Unavailability of Libraries and Laboratories on Learning and Teaching in Rural South African Schools

*Bongani Khumalo, Tshwane University of Technology, South Africa*

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

*Genesis Molapo, Tshwane University of Technology, South Africa*

---

---

**Discussants**

*John Agwa-Ejon, University of Johannesburg, South Africa (Papers 1 & 2)*

*Bethuel Ngcamu, Cape Peninsula University of Technology, South Africa (Paper 3)*



**[MG15] MANAGEMENT AND INNOVATION**

8:30AM to 10:00 AM

Room C

**Session Chair**

*Fatma Guermezi*

*Universite de Tunis El Manar, Tunisia*

---

---

Influence of Intellectual Capacity Management on Innovation in Kenya

*Ruth Wambui Wainaina, Kenyatta University, Kenya*

Structure of R&D Expenditures: A Case Study from Czech Manufacturing Industry

*Ondrej Zizlavsky, Brno University of Technology, Czech Republic*

*Michal Karas, Brno University of Technology, Czech Republic*

---

---

**Discussants**

*Ana Martins, Zirve University, Turkey (Papers 1 & 2)*

*Nabila Eljed, Manouba University, Tunisia (Paper 3)*

**[TO4] SPORTS AND TOURISM**

*10:30 AM to 12:00 Noon*

*Room A*

**Session Chair**

*Liandi van den Berg*

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

---

---

Applying the Leadership Scale to Measure Generation Y Student Athletes' Perceptions of the Leadership Behaviour of Sport Coaches

*Bianca Els, North-West University, South Africa*

The Application of Work-Integrated Learning ( WIL) as a Skills Development Strategy in a Comprehensive University in South Africa: Challenges and Opportunities

*Nombeko Dwesini, Walter Sisulu University, South Africa*

---

---

**Discussants**

*Carina Kleynhans, Tshwane University of Technology, South Africa (Paper 1)*

*Luis Lima Santos, Polytechnic Institute of Leiria, Portugal (Paper 2)*

**[IS6] LEADERSHIP AND COMMUNITY INVOLVEMENT**

*10:30 AM to 12:00 Noon*

*Room B*

**Session Chair**

*Shaukat Ali*

*University of Wolverhampton , U.K.*

---

---

An Exploratory Study on the Influence of Leadership on Transformation in a Higher Education Institution: A Case A University in South Africa

*Bethuel Ngcamu, Cape Peninsula University of Technology, South Africa*

Government Initiatives in Assisting SMMEs in Khayelitsha, Western Cape, South Africa

*Bukelwa Mbinda, Cape Peninsula University of Technology, South Africa*

*Noluthando Matsiliza, Cape Peninsula University of Technology, South Africa*

---

---

**Discussants**

*Jose G. Hernandez, Universidad Metropolitana , Venezuela (Paper 1 & 2)*

*Andli Mji, Tshwane University of Technology, South Africa (Paper 3)*

**[MG16] TALENT MANAGEMENT AND QUALITY OF LIFE**

10:30 AM to 12:00 Noon

Room C

**Session Chair**

*Carina Kleynhans*

*Tshwane University of Technology, South Africa*

---

---

Enhancing Talent Management to Improve the Representation of Women Directors in Selected South African Mining Companies Listed on the Johannesburg Stock Exchange ( JSE)

*Violet Moraka, University of South Africa , South Africa*

*Hester Nienaber, University of South Africa , South Africa*

Unlocking African Growth: Talent Management as a Source of Competitive Advantage in Public Organisations

*Alexander Katuta Kyule, Nairobi, Kenya*

*Maureen Adhiambo Kangu, Nairobi, Kenya*

---

---

**Discussants**

*Vera Lucia de Silva Carvalho, Iscte Business School Lisbon, Portugal (Paper 1)*

*Chia Ling Liu, National Cheng Kung University, Taiwan (Paper 2)*

---

---

**1:00PM**

---

---

**[FI5] FINANCE AND BANKING - CONTEMPORARY TOPICS I**

*1:00PM to 2:30 PM*

*Room A*

**Session Chair**

*Leonie Jooste*

*University of Wollongong in Dubai, U.A.E.*

---

---

Impact of the Deposit Guarantee Fund on the Finance and Banking: Evidence from Brazil

*Rute Abreu, Guarda Polytechnic Institute, Portugal*

*F. David, Guarda Polytechnic Institute, Portugal*

*L. Seguara, Presbyterian Mackenzie University, Brazil*

*H. Formigoni, Presbyterian Mackenzie University, Brazil*

*F. Mantovani, Presbyterian Mackenzie University, Brazil*

The Case of International Tourism in Ghana: A Vector Error Correction Study

*C. Pat Obi, Purdue University Calumet, U.S.A.*

*Greg Obi, Ohio University, U.S.A.*

Investments, Leverage and Growth Opportunities: The Case of Turkey

*Burcu Dincergok, Atilim University, Turkey*

---

---

**Discussants**

*John Agwa-Ejon, University of Johannesburg, South Africa (Papers 1 & 2)*

*Luis Eduardo Rivera-Solis, Capella University, U.S.A. (Paper 3)*

**[IS7] PEDAGOGICAL PERSPECTIVES**

*1:00PM to 2:30 PM*

*Room B*

**Session Chair**

*George Privolos  
Iona College, U.S.A.*

---

---

Should Work-Integrated Learning Form an Integral Part of the Curriculum for Undergraduate Human Resource Management?

*Nombeko Dwesini, Walter Sisulu University, South Africa*

Community Involvement in the Housing Development Trends: A Selected Case of Khayelitsha Township in Cape Town, South Africa

*N.M. Zonke, Cape Peninsula University of Technology, South Africa  
Noluthando Matsiliza, Cape Peninsula University of Technology, South Africa*

---

---

**Discussants**

*Laura Best, Nelson Mandela Metropolitan University, South Africa (Paper 1)  
Rim Jallouli, Manouba University, Tunisia (Paper 2)*

## [MG17] ORGANIZATIONAL LEARNING

1:00PM to 2:30 PM

Room C

### Session Chair

*Andries J. du Plessis*

*Unitec Institute of Technology, New Zealand*

---

---

#### New Pathways for Organisational Learning

*Isabel Martins, Zirve University, Turkey*

*Ana Martins, Zirve University, Turkey*

*Albino Lopes, Technical University of Lisbon, Portugal*

*Orlando Petiz, University of Minho, Portugal*

#### The Application of Theory of Constraints (TOC) in an Organization to Resolve Problems and to Boost Productivity

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

#### Decision Making and Social Media

*Gordon Bowen, Regent's University London, U.K.*

*Deidre Bowen, Shs Charity, U.K.*

#### An Exploratory Study on Factors Affecting the Quality of Work Life in a University in South Africa

*Bethuel Ngcamu, Cape Peninsula University of Technology, South Africa*

---

---

### Discussants

*Cynthia M. Phiri, Lund University, Sweden (Papers 1 & 2)*

*Yasir Yasin Fadol, Qatar University, Qatar (Paper 3)*