
Monday, October 17

8:30 AM to 10:00 AM

Room A

[AC1] CONTEMPORARY TOPICS IN ACCOUNTING & ECONOMICS

Session Chair

Auke R. Leen

Leiden University, The Netherlands

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

Ken Devos, Monash University, Australia

Risk Perception and Valuation Techniques: Evidence from Investment Banks in the Wake of the 2008 Financial Crisis

Amira Annabi, Manhattan College, U.S.A.

Alicja Reuben, New York University Abu Dhabi, U.A.E.

Recycling of Aluminum in South Africa

Raisibe R. PHEME, Tshwane University of Technology, South Africa

Harold M. Campbell, Tshwane University of Technology, South Africa

Stagflation and Forms of Targeting Monetary Policy

Vladimir K. Krylov, State University of Management, Russia

Anna N. Zhilkina, State University of Management, Russia

Discussants

Stanley Mukhola, Tshwane University of Technology, South Africa (Papers 1 & 2)

Janusz Teczke, Cracow University of Economics, Poland (Papers 3 & 4)

Monday, October 17

8:30 AM to 10:00 AM

Room B

[FI1] FOREIGN DIRECT INVESTMENTS-COUNTRY STUDIES

Session Chair

*Mohamad Osman
University of Dubai, U.A.E.*

The Impact of Chinese Real Estate Investment in Australia

*Mona Chung, Deakin University, Australia
Bruno Mascitelli, Swinburne University of Technology, Australia*

The Attraction of Foreign Direct Investments: An Empirical Analysis of Foreign Investors' Reasons to Settle in Tunisia

*Awatef Gdairia, Tunis El Manar University, Tunisia
Fethi Sellaouti, Tunis El Manar University, Tunisia*

Discussants

*Frank Le Veness, St. John's University, USA. (Paper 1)
Noluthando Matsiliza, Cape Peninsula University of Technology, South Africa (Paper 2)*

Monday, October 17

8:30 AM to 10:00 AM

Room C

[MK1] DIGITAL MARKETING STRATEGIES

Session Chair

*Shamsulnahr Abdullah
University of Dubai, U.A.E.*

Does Mobile Banking Affect Customer Satisfaction? Evidence from Turkey

*Ceylan Onay, Bogazici University, Turkey
Aslihan Nasir, Bogazici University, Turkey
Abdullah S. Cetin, Bogazici University, Turkey*

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

Adefulu Adesoga, University of South Africa, South Africa

Link between Life Satisfaction and Emotional Attachment to Facebook amongst South African Generation Y Students

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

The Relevance of Information Sources in the Marketing of Independent Primary Schools in South Africa

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

Discussants

*Molefe Maleka, Tshwane University of Technology, South Africa (Papers 1 & 2)
Marcelo Zeuli, Pontifical Catholic University of Rio de Janeiro, Brazil (Papers 3 & 4)*

Monday, October 17

10:30AM to Noon

Plenary Session Room

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

Moderator

N. Delener
GBATA, U.S.A.

Panelists

Future Trends of ICT in Creating Smart Cities

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

Innovation and Sustainable Development

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

Discussants

Leon de Wet Fourie, United Institute of Technology, New Zealand (Presentation 1)

Guy Callender, Curtin University, Australia (Presentation 2)

Monday, October 17

1:30PM to 3:00 PM

Room A

[EC1] PERSPECTIVES IN GLOBAL ECONOMY

Session Chair

*Geoffrey Gacchino
University of Dubai, U.A.E.*

Puerto Rico Travesty: Bankruptcy and Beyond

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

Complexity and Entrepreneurship

Auke R. Leen, Leiden University, The Netherlands

**African Cultural Ideologies and Economic Development: A Social Constructionist -
Critical Realism Perspective**

*Mazanai Musara, Monash South Africa, South Africa
Caleb Gwaindepi, Productivity S A, South Africa*

Discussants

*Bruno Mascitelli, Swinburne University of Technology, Australia (Papers 1 & 2)
E.J. Van Rooyen, Management College of Southern Africa, South Africa (Paper 3)*

Monday, October 17

1:30PM to 3:00 PM

Room B

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

Session Chair

Hussain Rahim

University of Dubai, U.A.E.

Analyzing the Importance of Cross-Cultural Communication in Tourism Education Field

Alba Caicedo Barreth, University of Guayaquil, Ecuador

Karla Morán Narvaez, University of Guayaquil, Ecuador

Revolutionizing the Made in USA Model for Apparel Manufacturers

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

The Role of Handicraft Micro-Enterprises as a Catalyst for Youth Employment

Oluwayemisi Adebola Oyekunle, Tshwane University of Technology, South Africa

Ian Fillis, University of Liverpool, United Kingdom

Online Quality Customer Service Factors and Online Customer Satisfaction - the Case of a French Company in Portugal

Susana Rodrigues, Polytechnic Institute of Leiria, Portugal

Sandrina Felix, Polytechnic Institute of Leiria, Portugal

Eulalia Santos, CIDMA and ISLA- Higher Institute of Leiria and Santarem, Portugal

Discussants

Mornay Roberts-Lombard, University of Johannesburg, South Africa (Papers 1 & 2)

Genesis T. Molepo, Tshwane University of Technology, South Africa (Paper 3 & 4)

[MK2] HOSPITALITY MANAGEMENT AND IMC STRATEGIES

Session Chair

Aslihan Nasir

Bogazici University, Turkey

The Interactive Effect of Advertising Appeals and Self-Esteem on Social Media Advertising Effectiveness: The Mediating Role of Self-Reward Focus

Mohammad Shadab Khalil, National Dong Hwa University, Taiwan

Service Failure and Recovery Strategies: The Mediating Effects of Social Media

Yllka Azemi, Cardiff Metropolitan University, U.K.

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

Current Status of the Travel Industry in Japan and Necessity of Shifting Business Models

Masayuki Maruyama, Kansai University, Japan

Dining Needs of Middle of the Pyramid (M O P) Consumers in South Africa

E.H. Kleinhans, Tshwane University of Technology, South Africa

C.H. van Heerden, Tshwane University of Technology, South Africa

I.C. Kleynhans, Tshwane University of Technology, South Africa

Discussants

Mercy Mpinganjira, University of Johannesburg, South Africa (Papers 1 & 2)

Edmir Kuazaqui, Escola Superior de Propaganda E Marketing, Brazil (Papers 3 & 4)

Monday, October 17

3:15PM to 4:45 PM

Room A

[FI2] CORPORATE GOVERNANCE AND RISK MANAGEMENT

Session Chair

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

Backtesting Basel III: Evaluating the Market Risk of Past Crises through the Current Regulation

*Marcelo Zeuli, Pontifical Catholic University of Rio de Janeiro, Brazil
Andre Carvalho, Brazilian National Development Bank, Brazil*

Risk Management and Corporate Governance in South Africa: The Case of State Owned Enterprises

Noluthando Matsiliza, Cape Peninsula University of Technology, South Africa

Discussant

Auke R. Leen, Leiden University, The Netherlands (Papers 1 & 2)

Monday, October 17

3:15PM to 4:45 PM

Room B

[MG1] QUALITY OF LIFE AND LABOR MANAGEMENT I

Session Chair

Piotr Bula

Cracow University of Economics, Poland

The Labour Relations Landscape of South Africa (1994-2008): A Historical Perspective and Understanding

Braam Rust, Cape Peninsula University of Technology, South Africa

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

Elizabeth Chinomona, Vaal University of Technology, South Africa

The Impact of the South African Labour Regulatory Regime on Leadership Development in the South African National Defence Force

E.J. Van Rooyen, Management College of Southern Africa, South Africa

M.A.W. Prinsloo, Tshwane University of Technology, South Africa

Something for Nothing in the Digital Age? Strategic Management and Manipulation of “free” in the Information Millennium

Kathleen Park, Massachusetts Institute of Technology, U.S.A

Anthony Morven Gould, Laval University, Canada

Guillaume Desjardins, Laval University, Canada

Discussants

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

Mona Chung, Deakin University, Australia (Papers 3 & 4)

Monday, October 17

3:15PM to 4:45 PM

Room C

[MK3] DIGITAL MARKETING

Session Chair

Wilson Ozuem

Regent's University London, U.K.

The Evolution of E-WOM: Is It the Pixie Dust of the Digital Age?

Elif Ozturk, Bogazici University, Turkey

Aslihan Nasir, Bogazici University, Turkey

Market Mavens in Online Customer Communities: Exploring eWOM Motivators

Mercy Mpinganjira, University of Johannesburg, South Africa

South African Generation Y Students' Link-Sharing Motives on Facebook

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

The Impact of Online Reviews on the Consumer Purchasing Decision Making Process and on the Firms Competitiveness

Desalegn Abraha, University of Skovde, Sweden

Discussants

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

Mohammad Shadab Khalil, National Dong Hwa University, Taiwan (Papers 3 & 4)

Tuesday, October 18

8:30 AM to 10:00 AM

Room A

[FI3] CORPORATE PROFITABILITY: CROSS COUNTRY PERSPECTIVES

Session Chair

Noluthando Matsiliza

Cape Peninsula University of Technology, South Africa

The Effects of Working Capital Management on Corporate Profitability: Evidence from Nigerian Food and Beverages Industry

Jamilu Madaki, Jigawa State Polytechnic, Nigeria

Generalization of the Results of the Analysis: Synthetic Evaluation: Innovate, Integrate and Motivate

Anna N. Zhilkina, State University of Management, Russia

Discussants

Nabila El jed, Manouba University, Tunisia (Paper 1)

Norman Maliga, Tshwane University of Technology, South Africa (Paper 2)

Tuesday, October 18

8:30 AM to 10:00 AM

Room B

[IS2] EFFICIENCY IN HIGHER EDUCATION-CASES

Session Chair

Anna Putnova

Brno University of Technology, Czech Republic

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

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

Bongani Khumalo, Tshwane University of Technology, South Africa

Andile Mji, Tshwane University of Technology, South Africa

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

Pule A. Kholopane, University of Johannesburg, South Africa

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

Bethuel Ngcamu, Cape Peninsula University of Technology, South Africa

Discussants

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

Rim Jallouli, Manouba University, Tunisia (Paper 3)

Tuesday, October 18

8:30 AM to 10:00 AM

Room C

[MG2] CRISIS AND COMMUNICATION MANAGEMENT

8:30AM to 10:00 AM

Session Chair

Gordon Bowen

Regent's University London, U.K.

Immediate Refuges, for Members of the Organization, in Case of Disaster

Carlos Nieto S., Universidad Metropolitana , Venezuela

Jose G. Hernandez R., Minimax Consultores, Venezuela

Maria Garcia G., Minimax Consultores C.A., Venezuela

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

The Culture of Continuous Improvement at a South African Short-Term Insurance Company - State of Affairs on the Extent of the Use of Lean's Tools for Continuous Improvement

Sambil Charles Mukwakungu, University of Johannesburg, South Africa

Charles Mbohwa, University of Johannesburg, South Africa

System Approach in the Artisanal Mining and Small Scale Processing of Sandstones

Mokwalo Monareng, University of Johannesburg, South Africa

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

John Agwa-Ejon, University of Johannesburg, South Africa

Discussants

Piotr Bula, Cracow University of Economics, Poland (Papers 1 & 2)

Andries J. Du Plessis, Unitec Institute of Technology, New Zealand (Paper 3)

[SP3] PANEL: II: COULD UK ECONOMY SURVIVE? WHAT IT MEANS TO THE EU?

Moderator

Bruno Mascitelli

Swinburne University of Technology, Australia

Panelists

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

Catia Marques Cebola, Polytechnic Institute of Leiria, Portugal

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

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

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

Auke R. Leen, Leiden University, The Netherlands

Wilson Ozuem, University of Gloucestershire, U.K.

Susana Rodrigues, Polytechnic Institute of Leiria, Portugal

Tuesday, October 18

10:30 AM to Noon

Room B

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

Session Chair

Genesis T. Molepo

Tshwane University of Technology, South Africa

Consumer Financial Protection in Times of Crisis. The Portuguese Experience: A Model to U.E.?

Ana Filipa Conceicao, Polytechnic Institute of Lieira, Portugal

Catia Marques Cebola, Polytechnic Institute of Leiria, Portugal

Understanding Integrated Governance, Risk and Compliance: Stakeholder Perceptions

Norman Maliga, Tshwane University of Technology, South Africa

Alfred Thaga Kgopa, Tshwane University of Technology, South Africa

Migrants' Remittances and Economic Growth in Africa: A Longitudinal Data Analysis

Andy Titus Okwu, University of South Africa, South Africa

Discussants

Marcelo Zeuli, Pontifical Catholic University of Rio de Janeiro, Brazil (Papers 1 & 2)

Janusz Teczke, Cracow University of Economics, Poland (Paper 3)

[MG3] SMALL - MEDIUM ENTERPRISES AND INNOVATION PERFORMANCE

Session Chair

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

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

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

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

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

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

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

Discussants

*Samir R. Moussalli, Huntingdon College, U.S.A. (Papers 1 & 2)
Guy Callender, Curtin University, Australia (Paper 3)*

Tuesday, October 18

1:30PM to 3:00 PM

Room A

[FI5] ISLAMIC BANKING: PRESENT AND FUTURE

Session Chair

Anna N. Zhilkina

State University of Management, Russia

The Determinants of Performance in Islamic and Conventional Banks: A Comparative Study

Mouna Moulhi, Tunis El Manar University, Tunisia

Trust Levels toward Islamic Banks in Tunisia: Users or Not Users It Does Matter?

Nabila El jed, Manouba University, Tunisia

The Liquidity Regulation versus the Lender of Last Resort: A Dichotomy? (Pricing Options for Capital Adequacy)

Marcelo Zeuli, Pontifical Catholic University of Rio de Janeiro, Brazil

Andre Carvalhal, Brazilian National Development Bank, Brazil

Discussants

Ken Devos, Monash University, Australia (Papers 1 & 2)

Noluthando Matsiliza, Cape Peninsula University of Technology, South Africa (Paper 3)

[IS3] INNOVATION AND TECHNOLOGY: APPLICATIONS IN HIGHER EDUCATION

Session Chair

Rim Jallouli

Manouba University, Tunisia

Mobile Learning Adoption among Higher Education Instructors: Comparing Adopters and Non-Adopters

Fernanda Pina, Pontifical Catholic University of Rio de Janeiro, Brazil

Jorge B. Ferreira, Pontifical Catholic University of Rio de Janeiro, Brazil

Angilberto S. Freitas, Unigranrio University, Brazil

Renata Kurtz, Pontifical Catholic University of Rio de Janeiro, Brazil

Fernanda L. Ramos, Pontifical Catholic University of Rio de Janeiro, Brazil

The Use of Video Assignment as a Tool to Enhance Student Motivation in Course Work and Increase Module Pass Rate - Case of Operations Management 1:2015

Sambil Charles Mukwakungu, University of Johannesburg, South Africa

Charles Mbohwa, University of Johannesburg, South Africa

I.C.T. Innovation into Teaching of Business Education in Nigerian Universities

Franklin Ohiole Ohiwerei, Ambrose Alli University, Nigeria

Jane A. Onimawo, Ambrose Alli University, Nigeria

Explaining Non-Users' Intention to use EBooks: An Empirical Investigation

Daniel Maduku, University of Johannesburg, South Africa

Discussants

Stanley Mukhola, Tshwane University of Technology, South Africa (Papers 1 & 2)

Ondrej Zizlavsky, Brno University of Technology, Czech Republic (Papers 3 & 4)

[MG4] ECLECTIC PERSPECTIVES: PAST, PRESENT AND FUTURE

Session Chair

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

Revisiting the Future of Work: A Fifty Year Retrospective

Guy Callender, Curtin University, Australia

Decolonization of the Curriculum: A South African Reality

Jessica Knight, University of Johannesburg, South Africa

Geoff A. Goldman, University of Johannesburg, South Africa

The Social Constructionist View in Entrepreneurship Research: A Meta-Analysis

Mazanai Musara, Monash South Africa, South Africa

**Supply Chain Agility, Lean Supply Chain Management and Supply Chain Performance in
SMEs**

*Chengedzai Mafini, Vaal University of Technology, South
Africa*

*Welby Vandrys Loury-Okoumba, Vaal University of Technology, South
Africa*

Discussants

Kathleen Park, Massachusetts Institute of Technology, U.S.A. (Papers 1 & 2)

Andries J. Du Plessis, Unitec Institute of Technology, New Zealand (Papers 3 & 4)

Tuesday, October 18

3:30PM to 5:00 PM

Room A

[MG5] ENTREPRENEURIAL STUDIES

Session Chair

Susana Rodrigues

Polytechnic Institute of Leiria, Portugal

Moving Through the Diversity of International Culture: The Expatriation of Professionals

Edmir Kuazaqui, Escola Superior de Propaganda E Marketing, Brazil

Teresinha Covas Lisboa, Unip - Universidade Paulista, Brazil

Entrepreneurial Intentions of Tshwane University of Technology Arts Students

Patrick Ebewo, Tshwane University of Technology, South Africa

Rural Livelihoods in Communities with Demarcated Nature Conservation: A Case of DWESA-CWEBE

Zipho Xego, Walter Sisulu University, South Africa

Discussants

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

Mazanai Musara, Monash South Africa, South Africa (Paper 3)

Tuesday, October 18

3:30PM to 5:00 PM

Room B

[MK4] SOCIAL MEDIA: APPLICATIONS

Session Chair

Ayesha L. Bevan-Dye

North-West University: Vaal Triangle Campus, South Africa

Towards a Sustainable Brand Loyalty: Attitudinal Loyalty Perspective

Dominic Appiah, University of Plymouth, U.K.

Kerry E. Howell, University of Plymouth, U.K.

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

Perceived Emotional and Informational Support and Voluntary Performances in Online Health Communities

Mercy Mpinganjira, University of Johannesburg, South Africa

The Dynamics of Social Media in the Fashion Industry: The Case of the Millennial Generation

Guida Helal, American University of Beirut, Lebanon

Wilson Ozuem, University of Gloucestershire, U.K.

Classification of Tweets into Marketing Mix 4C Elements via Semi-Supervised Learning

Ahmet Onur Durahim, Bogazici University, Turkey

Gulsah Yilmaz, Bogazici University, Turkey

Discussants

Aslihan Nasir, Bogazici University, Turkey (Papers 1 & 2)

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

[MK5] FOOD CONSUMPTION: CULTURAL PERSPECTIVES

Session Chair

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

How Different Levels of Food Scent Intensity Impact the Desire to Eat and Food Consumption

*Yamen Koubaa, Brittany School of Management, France
Rim Methamem Boudali, University of Tunis, Tunisia
Amira Eleuch, Marketing Consultant, France*

Assessing the Factors That Influence Consumers' Attitudes and Beliefs towards Their Purchase Intentions of Organic Food Products in South Africa

*Selisha Singh, University of The Witwatersrand, South Africa
Norman Chiliya, University of The Witwatersrand, South Africa
Christopher Tarisayi Chikandiwa, University of Kwazulu-Natal, South Africa
Kudakwashe Chodokufa, University of South Africa, South Africa*

Status Consumption among South African Township Youth Consumers

*Hilda Bongazana Dondolo, Tshwane University of Technology, South Africa
Nkosivile Welcome Madinga, Vaal University of Technology, South Africa*

Discussants

*Masayuki Maruyama, Kansai University, Japan (Papers 1 & 2)
P.J. Schalkwyk, North-West University, South Africa (Paper 3)*

[MG6] STRATEGIC ALLIANCES AND DECISIONS

Session Chair

Geoff A. Goldman

University of Johannesburg, South Africa

Strategic Alliances of Leading Shopping Centers in Brazil

Renata Maria Gomes, Pontifical Catholic University of Rio de Janeiro, Brazil

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

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

Creating and Managing of Business Strategies to Enhance Brand Awareness for SME's, in the Handicrafts Sector in Laos

Andries J. Du Plessis, Unitec Institute of Technology, New Zealand

Somchay Indavong, Unitec Institute of Technology, New Zealand

Nitin Seth, Unitec Institute of Technology, New Zealand

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

Strategic Decisions: Not for the Light-Hearted or the Light-Headed

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

Richard Bowen, Facebook Inc., U.S.A.

Assurance as Most Critical Dimension to Deliver Health Care Service Quality in a Developing Context

Stanley Mukhola, Tshwane University of Technology, South Africa

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

Therese Roux, Tshwane University of Technology, South Africa

Discussants

Kamarul Zaman Bin Ahmad, University of Dubai, U.A.E. (Papers 1 & 2)

Elizabeth Chinomona, Vaal University of Technology, South Africa (Papers 3 & 4)

Wednesday, October 19

9:00AM to 10:30 AM

Room B

[TI1] INNOVATION MANAGEMENT STRATEGIES I

Session Chair

Stanley Mukhola

Tshwane University of Technology, South Africa

Innovations Scorecard: Conceptual Framework of Innovation Management Control System

Ondrej Zizlavsky, Brno University of Technology, Czech Republic

Strategic Drivers: Cognitive and Affective Implications for the Innovation Process

Bianca Lopes Ferreira, Pontifical Catholic University of Rio de Janeiro, Brazil

Maria Angela Campelo de Melo, Pontifical Catholic University of Rio de Janeiro, Brazil

Eco-Innovation and Strategy at DELL

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

Joao Paulo Nascimento, Polytechnic Institute of Lieira, Portugal

Discussants

Pule A. Kholopane, University of Johannesburg, South Africa (Papers 1 & 2)

C. Synodinos, North-West University: Vaal Triangle Campus, South Africa (Paper 3)

[TI2] INNOVATION MANAGEMENT STRATEGIES II

Session Chair

Anna Putnova

Brno University of Technology, Czech Republic

The Innovation Theater - Towards a Conceptual Framework to Systemically Integrate an Idea in Context

Lucas Novelino Abdala, Federal University of Santa Catarina, Brazil

Tatiana Schreiner, Federal University of Santa Catarina, Brazil

eAldrwin Hamad, Federal University of Santa Catarina, Brazil

Clarissa Stefani Teixeira, Federal University of Santa Catarina, Brazil

Eduardo Moreira Da Costa, Federal University of Santa Catarina, Brazil

Jadhi Vincki Gaspar, Federal University of Santa Catarina, Brazil

Technological Innovation and Network Status in Pollution Control: Based on Firm Level Analysis

Chun-Yao Tseng, Tunghai University, Taiwan

Solar Energy Activated Microwave Mining Technologies in QWA-QWA Free State South Africa

John Agwa-Ejon, University of Johannesburg, South Africa

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

Jan Harm C. Pretorius, University of Johannesburg, South Africa

Monitoring and Evaluating the Performance of Science and Technology Parks: An Action-Research Project

Rafael Magalhaes Lyra, Pontifical Catholic University of Rio de Janeiro, Brazil

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

Discussants

Genesis T. Molepo, Tshwane University of Technology, South Africa (Papers 1 & 2)

Emeka E. Obioha, Walter Sisulu University, South Africa (Paper 3)

[SP2] PANEL: MEET THE EDITORS

Moderators

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

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

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

Wednesday, October 19

11:00AM to 12:30 PM

Room B

[IS4] WOMEN EMPOWERMENT: SMALL - MEDIUM ENTERPRISES

Session Chair

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

**Business Environment and Small-Medium Enterprise Sectors in Sub-Saharan Africa:
A Benchmarking Assessment Relative to Selected Countries**

Andy Titus Okwu, University of South Africa, South Africa

**Success Variables in the Marketing of Women Empowerment: A Case Study of Ekiti
State, Nigeria**

*Yemi Atijosan, The Federal Polytechnic Kaura Namoda, Nigeria
S.J. Akpan, The Federal Polytechnic Kaura Namoda, Nigeria*

**Race, Equality and Quality of Education in South African Universities: Perceptions of
Students in a Historical Black University**

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

Discussants

*Nioka Wyatt, Philadelphia University, U.S.A. (Papers 1 & 2)
Mercy Mpinganjira, University of Johannesburg, South Africa (Paper 3)*

[MG7] INNOVATION MANAGEMENT AND COMPETITIVENESS

Session Chair

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

Innovations for Industry 4 in the Czech Republic

*Anna Putnova, Brno University of Technology, Czech Republic
Katerina Novotna, Brno University of Technology, Czech Republic
Michal Putna, Masaryk University, Czech Republic*

Financing Mechanisms for Innovation in Micro, Small and Medium Enterprises in Brazil

*Gabriela Teixeira Lopes de Paula, Iag/Puc - Rio, Brazil
Maria Angela Campelo de Melo, Pontifical Catholic University of Rio de Janeiro, Brazil*

The Relative Impact of Best Practices on a Business Progress

*Nelson Sizwe Madonsela, University of Johannesburg, South Africa
Bhekisipho Twala, University of Johannesburg, South Africa
Charles Mbohwa, University of Johannesburg, South Africa*

Corporate Governance Codes of Good Practices in the World an in Poland

*Piotr Bula, Cracow University of Economics, Poland
Janusz Teczke, Cracow University of Economics, Poland*

Discussants

*E.J. Van Rooyen, Management College of Southern Africa, South Africa (Papers 1 & 2)
Braam Rust, Cape Peninsula University of Technology, South Africa (Papers 3 & 4)*

[TI3] STRATEGY FOR TECHNOLOGY DOMAIN

Session Chair

Guy Callender

Curtin University, Australia

The Impact of Alliances and Internal R&D on the Firm's Innovation and Financial Performance: A Theoretical Model and a Research Proposal

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

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

The "Clever Leasing" as a Tool for Integration of Telematic Tools in the Activity of Leasing Companies

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

Konstantin Mantsurov, University College London, U.K.

A Fuzzy AHP-TOPSIS Model for Measuring Innovative Capacity of Small and Medium Enterprises

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

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

Reinaldo Castro Souza, Pontifical Catholic University of Rio de Janeiro B, Brazil

Discussants

Stanley Mukhola, Tshwane University of Technology, South Africa (Papers 1 & 2)

Rim Jallouli, Manouba University, Tunisia (Paper 3)

Wednesday, October 19

1:30PM to 3:00 PM

Room A

[LA1] PUBLIC POLICY ISSUES I

Session Chair

Catia Marques Cebola

Polytechnic Institute of Leiria, Portugal

South African Universities of Technologies and the Lucunae of Teaching and Learning of Intellectual Property Rights: The Need for Curriculum Transformation and Change

Omphemetse Sibanda, University of South Africa, South Africa

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

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

The Critical Analysis of Exploitation of Children "Through Begging" on South African Roads: A South African Perspective

Khangala Tshilidzi Knowles, Tshwane University of Technology, South Africa

Discussants

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

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

Wednesday, October 19

1:30PM to 3:00 PM

Room B

[MG8] QUALITY OF LIFE AND LABOR MANAGEMENT II

Session Chair

*Mohamad Zain
University of Dubai, U.A.E.*

Narratives of Employees Visiting Tshwane Mall Who Earn Above and Below an Estimated Living Wage

Molefe Maleka, Tshwane University of Technology, South Africa

Motivation through Non-Financial Strategies: The Case of University Health Workers

*Chengedzai Mafini, Vaal University of Technology, South Africa
Charity Dhliwayo, University of Zimbabwe, Zimbabwe*

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

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

Discussants

*Norman Chiliya, University of The Witwatersrand, South Africa (Papers 1 & 2)
Braam Rust, Cape Peninsula University of Technology, South Africa (Paper 3)*

[MK6] BUYER BEHAVIOR IN GLOBAL MARKETING CONTEXT

Session Chair

*Reaan Immelman
Barclays Africa (ABSA, South Africa*

Influence of Perceived Attractiveness and Perceived Enjoyment on Generation Y Students' Adoption of Mobile Games

*C. Synodinos, North-West University: Vaal Triangle Campus, South Africa
D.G. Price, North-West University: Vaal Triangle Campus, South Africa
Ayesha L. Bevan-Dye, North-West University: Vaal Triangle Campus, South Africa*

Opinion Adoption in Online Tourism Communities

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

A Customer Satisfaction Study of Admission Process at a South African University

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

Discussants

*Guida Helal, American University of Beirut, Lebanon (Papers 1 & 2)
Aslihan Nasir, Bogazici University, Turkey (Paper 3)*

Thursday, October 20

8:30AM to 10:00 AM

Room A

[IS5] ETHICS AND HUMAN RIGHTS: COUNTRY PERSPECTIVES

Session Chair

Guy Callender

Curtin University, Australia

Is It Poor Service Delivery or Violation of Law and Human Rights by South African Municipalities?

Khangala Tshilidzi Knowles, Tshwane University of Technology, South Africa

Traditions of Business Ethics in Ukraine

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

Xenophobia and Human Rights: Strengthening the Spirit of "Ubuntu"

Elizabeth Chinomona, Vaal University of Technology, South Africa

Discussants

Mona Chung, Deakin University, Australia (Papers 1 & 2)

Sambil Charles Mukwakungu, University of Johannesburg, South Africa (Paper 3)

[IS6] LIFESTYLE SERVICES

Session Chair

*Nioka Wyatt
Philadelphia University, U.S.A.*

Awareness of Health Risks of Tucking Cell Phones in Bras among South African Young Women: A Pilot Study

*Adejoke Christianah Olufemi, Tshwane University of Technology, South Africa
Andile Mji, Tshwane University of Technology, South Africa
Stanley Mukhola, Tshwane University of Technology, South Africa*

The Plight of the Street Children in an Era of High Levels of HIV/AIDS

A.E. Sunday, Walter Sisulu University, South Africa

Water and Sanitation as Perceived by Educators on Learners' Performance in South African Schools

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

Recommendations towards Low-Cost Housing Delivery in the City of Johannesburg

*E.J. Van Rooyen, Management College of Southern Africa, South Africa
Piet Sebola, Management College of Southern Africa, South Africa*

Discussants

Maria Fatima de Almeida, Pontifical Catholic University of Rio de Janeiro, Brazil (Papers 1 & 2)

Emeka E. Obioha, Walter Sisulu University, South Africa (Papers 3 & 4)

[LA2] PUBLIC POLICY ISSUES II

Session Chair

*Nabila El jed
Manouba University, Tunisia*

Voluntary or Mandatory Mediation? Lessons from Italy, Canada and Portugal

*Catia Marques Cebola, Polytechnic Institute of Leiria, Portugal
Catarina Barbosa, Polytechnic Institute of Lieira, Portugal
Vanessa Batista, Polytechnic Institute of Lieira, Portugal*

Consumer Credit Law and Debt Management in South Africa

Olubunmi Obioha, Sol Plaatje University, South Africa

Sustainability Management of the Global Production of Platinum Group Metals (PGM) with Regard to Hydrogen Economy

*John Agwa-Ejon, University of Johannesburg, South Africa
J. Mabiza, University of Johannesburg, South Africa
Charles Mbohwa, University of Johannesburg, South Africa*

Discussants

*Molefe Maleka, Tshwane University of Technology, South Africa (Papers 1 & 2)
Yllka Azemi, Cardiff Metropolitan University, U.K. (Paper 3)*

Thursday, October 20

10:30AM to Noon

Room A

[IN1] TECHNOLOGY AND DATA MANAGEMENT

Session Chair

Stanley Mukhola

Tshwane University of Technology, South Africa

Managing Operations in Complex Economic Environments

Nelson Sizwe Madonsela, University of Johannesburg, South Africa

Bhekisipho Twala, University of Johannesburg, South Africa

Charles Mbohwa, University of Johannesburg, South Africa

Resource-Based View Model of an Expert System for Knowledge Sharing in an SME in Gauteng

Stevens Phaphadi Mamorobela, Tshwane University of Technology, South Africa

Impacts of Database Management System as a Cloud Service

Hashimu Murtala, Federal Polytechnic Kaura Namoda, Nigeria

Discussants

Vitor Hugo dos Santos Ferreira, Polytechnic Institute of Leiria, Portugal (Papers 1 & 2)

Andy Titus Okwu, University of South Africa, South Africa (Paper 3)

[MG9] STRATEGIC DEVELOPMENT: INDUSTRY APPLICATIONS

Session Chair

Olubunmi Obioha

Sol Plaatje University, South Africa

Strategic Groups of Multinational Automotive Firms in Brazil: Identifying Opportunities in the Midst of a Crisis

Clarice B. Porto, Pontifical Catholic University of Rio de Janeiro, Brazil

Maria L. Carvalh de Aguiilar Pinho, Ibmec, Brazil, Brazil

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

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

An Analysis of the South African Foundry

C. Mphasha, University of Johannesburg, South Africa

Pule A. Kholopane, University of Johannesburg, South Africa

The Industrial Safety and Internal Relations Manager and the Generation and Knowledge Management

Esther A. Barreto O., Universidad Metropolitana, Venezuela

Jose G. Hernandez R., Minimax Consultores, Venezuela

Maria Garcia G., Minimax Consultores C.A., Venezuela

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

Discussants

Omphemetse Sibanda, University of South Africa, South Africa (Papers 1 & 2)

Gordon Bowen, Regent's University London, U.K. (Paper 3)

Thursday, October 20

10:30AM to Noon

Room C

[MK7] INTEGRATED MARKETING COMMUNICATION STRATEGIES

Session Chair

Edmir Kuazaqui

Escola Superior de Propaganda E Marketing, Brazil

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

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

How Independent Retailers in Johannesburg South Africa Select Their Suppliers

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

Reexamination of the Relevance of Promotional Strategy: A Descriptive Method

Adefulu Adesoga, University of South Africa, South Africa

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

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

Discussants

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

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