

**[FI1] INVESTMENT AND FINANCIAL PERFORMANCE STRATEGIES: SELECT CASES**

**Session Chair**

*Raida Abuizam*

*Purdue University Northwest, U.S.A.*

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Bilateral Foreign Direct Investment in India and the UK under Globalized Trade Regime

*Nirmal Singh, University of Delhi, India*

Estimating The Yield Curve For Tunisian Government Bond: A Dynamic Factor Approach

*Nourhene Jayari, University of Tunis El Manar, Tunisia*

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

Financial Crisis And Return Volatility Of The Jse General Mining Index: Garch Modelling Approach

*Paul Francois Muzindutsi, University of Kwazulu Natal , South Africa*

Exploring the Role of Financial Performance Measurements in the Sustainability of SMEs in Vanderbijlpark

*Emmanuel Imuezerua, Vaal University of Technology, South Africa*

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**Discussant**

*Yanran Cao, University of Edinburgh Business School, United Kingdom*

**[IS1] TRENDS AFFECTING HIGHER EDUCATION**

**Session Chair**

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

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University Responsiveness Towards Decolonisation In The South African Higher Education

*N.S. Matsiliza, Durban University of Technology, South Africa*

The Mechanism of Corporate Social Responsibility and Job Choice Intentions

*Wilson Ozuem, University of Cumbria, United Kingdom  
Hussan Jakaria, University of the West of Scotland, United Kingdom*

Learner Absenteeism In Rural Primary Schools: Why Are Their Numbers Increasing With Time?

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

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**Discussant**

*W. David Holford, University of Quebec at Montreal , Canada*

**[IS2] TOPICS IN BUSINESS: ECLECTIC PERSPECTIVES**

**Session Chair**

*Kathleen Park*

*Boston University, U.S.A.*

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Ethics and Human Rights Beyond The Official Corporate History: The Case of Volkswagen During the Brazilian Civil-Military Dictatorship Period

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

*Marcelo Almeida De Carvalho Silva, Pontifical Catholic University of Rio de Janeiro, Brazil*

Strategic Learning Alliances in the Food Retail Industry in Bangladesh: Enhancing Organisational Performance

*Md. Kamrul Islam, University of the West of Scotland, United Kingdom*

Higher Education Branding in Emerging Markets: Evidence from Tvet Colleges

*Siphiwe Dlamini, University of Cape Town, South Africa*

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**Discussant**

*Ken Mathu, University of Pretoria , South Africa*

**[MG1] CONTEMPORARY TOPICS IN MANAGEMENT: EMPIRICAL ANALYSIS I**

**Session Chair**

*Juergen Muehlbacher*

*Vienna University of Economics and Business, Austria*

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

*Tumo Kele, University of South Africa, South Africa*

*Gordon Von Sichart, University of Pretoria , South Africa*

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

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

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

*Abderrahman Hassi, Al Akhawayn University, Morocco*

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

*Wanlee Putsom, Mahasarakham University, Thailand*

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**Discussant**

*Gordon Bowen, Northumbria University, United Kingdom*

**[FI2] BANKING AND INVESTMENT: COUNTRY PERSPECTIVES**

**Session Chair**

*Yanran Cao*

*University of Edinburgh Business School, United Kingdom*

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Domestic versus Foreign Banks' Efficiency in South Africa Using Data Envelopment Analysis Method (DEA)

*Gisele Mah, North-West University, South Africa*

*Pelontle Phildolia Lekomanyane, North-West University, South Africa*

Bank External Exigencies and Customer Loyalty Nexus in Nigeria Retail Banking

*Olubunmi Obioha, Sol Plaatje University, South Africa*

Exploration Technologically Induced Practice of Online Banking: The Case of Bangladeshi Banking Sector

*Mahmuda Begum, University of the West of Scotland, United Kingdom*

*Wilson Ozuem, University of Cumbria, United Kingdom*

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**Discussant**

*Junmao Chiu, Yuan Ze University, Taiwan*

**[LA1] CONTEMPORARY TOPICS IN LAW AND REGULATIONS-I**

**Session Chair**

*Eugenio Lucas*

*Polytechnic Institute of Leiria, Portugal*

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

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

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

*Morero Motseki, Tshwane University of Technology, South Africa*

*Jacob T. Mofokeng, Tshwane University of Technology, South Africa*

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

*Ndivhuho Tshisevhe, Tshwane University of Technology, South Africa*

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**Discussant**

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

**[MG2] CONTEMPORARY TOPICS IN MANAGEMENT: EMPIRICAL ANALYSIS IV**

**Session Chair**

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

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Alliance Performance: Autonomous And Cooperative Instruments Of Control

*Helene Delerue, Université du Québec à Montréal , Canada*

Work-Family Conflict And The Disruption To Women's Professional Career Development

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

*Alane De Oliveira Barbosa, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Filipe Augusto Silveira De Souza, Sao Paulo School of Business Administration, Brazil*

Scrutinising Barriers to Green Entrepreneurship in the Expansion and Application of Renewable Energy Technologies: A Case of Kenya

*Shaukat Ali, University of Wolverhampton, United Kingdom*

*Farhan Walli, University of Liverpool, United Kingdom*

The Assessment Of Strategic Planning In The Tvet Sector. A Case Of A Selected Tvet College In South Africa

*Viwe Mrwebi, Vaal University of Technology, South Africa*

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**Discussant**

*Elizabeth Chinomona, Vaal University of Technology, South Africa*

**[MK1] BRAND MANAGEMENT: STRATEGIC OUTLOOK I**

**Session Chair**

*Chantal Rootman*

*Nelson Mandela University, South Africa*

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Web Series as Branded Entertainment Channel; Do People Like the Web Series or the Brand?

*Nuri Wulandari, Indonesia Banking School, Indonesia*

*Yusarifah Sulestarini, Indonesia Banking School, Indonesia*

*Reza Ashari Nasution, Institut Teknologi Bandung, Indonesia*

The Evolutional Process of Private Brand Strategy in Japan

*Hisao Fujimoto, Osaka University of Economics, Japan*

The Influencers Of Brand Avoidance Behaviour In The Prepared Meats Category: A Case Of Generation Y

*Norman Chiliya, University of the Witwatersrand, South Africa*

*Mpho Mogopodi, University of the Witwatersrand, South Africa*

*Ammar Siddiqui, University of the Witwatersrand, South Africa*

Luxury Consumption Under Liquid Modernity Does Religiosity Levels in Islamic Market Affect Consumers Intentions to Purchase Luxury Brands? - A Study in Kuwait Luxury Market

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

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**Discussant**

*Osayuwamen Omoruyi, Vaal University of Technology, South Africa*



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

**Session Chair**

*Sheri L. Mackey*

*Luminosity Global Consulting Group, U.S.A.*

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Conflict Mediation In Portugal: What The News Is Telling Us?

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

*Rosa Sobreira, Polytechnic Institute of Coimbra, Portugal*

Context Sensitive Violent-Crimes Survivor-Caregiver-Stakeholder Empowerment:  
Memorializing Thol'ulwazi Project Story

*Cynthia Phiri, University of Venda , South Africa*

*Busi T. Phalatsi, Lungelo Women's Organization, South Africa*

Evaluating the Effectiveness of Customer Experience Management at Transnet Freight Rail in Gauteng

*Kirsty-Lee Sharp, Vaal University of Technology, South Africa*

*William Tsholedi Mokoena, Transnet Freight Rail Gauteng, South Africa*

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**Discussant**

*Ferdinand Niyimbanira, University of Mpumalanga, South Africa*

**[FI3] INVESTMENT STRATEGIES IN GLOBAL SETTINGS: LESSONS LEARNED**

**Session Chair**

*Chih-Chiang Wu*

*Yuan Ze University, Taiwan*

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The Effects Of Financial Literacy On Financial Management Outcomes: Evidence From The South African Youths

*Mulatu F. Zerihun, Tshwane University of Technology, South Africa*

*Makgwale Makgoo, Tshwane University of Technology, South Africa*

How to Play the Lottery Stocks

*Yanran Cao, University of Edinburgh Business School, United Kingdom*

*Ronan Gallagher, University of Edinburgh Business School, United Kingdom*

Product Liability As A Catalyst For Investments Into Product Safety?

*Heinz Eckart Klingelhöfer, Tshwane University of Technology, South Africa*

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**Discussant**

*Junmao Chiu, Yuan Ze University, Taiwan*

**[IS3] SUSTAINABILITY STUDIES: CROSS COUNTRY PERSPECTIVES**

**Session Chair**

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

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Entrepreneurial Interest of Grade 12 Learners in a Rural Area in Limpopo Province, South Africa

*Mamoloko F. Rachidi, University of Limpopo , South Africa*  
*Musa Mabunda, University of Limpopo , South Africa*

The Nature of Transformation Challenges and Opportunities in a University in South Africa

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

The Strategic Role Of Non-Governmental Organisations In Meeting Sustainable Development Goals In Zimbabwe

*N.S. Matsiliza, Durban University of Technology, South Africa*  
*Brian Chiwara, Durban University of Technology, South Africa*

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**Discussant**

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

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

**Session Chair**

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

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Service Encounters In The Restaurant Industry In Zimbabwe

*Chantal Rootman, Nelson Mandela University, South Africa  
P. Mukucha, Bindura University of Science Education, Zimbabwe  
N.E. Mazibuko, Nelson Mandela University, South Africa*

Marriott Corporation: The Emergence of Distinctive Capabilities

*John Rice, Zayed University, United Arab Emirates*

Continued Calibration: The Morphology Of Evolving Us Hotel B2B Sales Model

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

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**Discussant**

*Shaukat Ali, University of Wolverhampton, United Kingdom*

**[SP1] PANEL: MEET THE EDITORS**

Journal of Global Business and Technology (JGBAT)

*N. Delener, Editor-in-Chief, U.S.A.*

*Pat Obi, Guest Editor, U.S.A.*

*Fabio Oliveira Paula, Guest Editor, Brazil*

*Luis Eduardo Rivera-Solis, Regional Editor, U.S.A.*

Contemporary Issues in Business Government

*Bruno Mascitelli, Associate Editor, Australia*

Journal of Global Marketing

*Dana Lascu, Associate Editor, U.S.A.*

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**[CO2] RESEARCH IN COMMUNICATIONS MANAGEMENT: EFFECTS ON SOCIETY-II**

**Session Chair**

*Catia Marques Cebola  
Polytechnic Institute of Leiria, Portugal*

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An Investigation Into the Effectiveness of the Customer Relationship Management (CRM) Tooling System of IBM South Africa

*Kirsty-Lee Sharp, Vaal University of Technology, South Africa  
Chantelle Narusha Govender, IBM South Africa, South Africa*

Handicraft Small Enterprises as a Tool for Poverty Eradication and Rural Economic Growth

*Oluwayemisi Adebola Oyekunle, Tshwane University of Technology, South Africa  
Worku Zeleke, Tshwane University of Technology, South Africa  
Mammo Muchie, Tshwane University of Technology, South Africa*

Identification Of The Key Industries Among Selected Metropolitan Cities In South Africa:  
Application Of Location Quotient Analysis

*Ferdinand Niyimbanira, University of Mpumalanga, South Africa  
Maria Elizabeth Eggink, University of Mpumalanga, South Africa  
Rachel Nishimwe-niyimbanira, University of Mpumalanga, South Africa*

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**Discussant**

*Rosa Sobreira, Polytechnic Institute of Coimbra, Portugal*

**[IT1] TECHNOLOGY AND BUSINESS TRANSFORMATION-APPLICATIONS**

**Session Chair**

*Jayanthi Ranjan*

*Institute of Management Technology, Ghaziabad, India*

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Digital Business Transformation: Towards an Integrated Capability Framework for Digitization and Business Value Generation

*Chiene Ike Orji, Sbs Swiss Business School, Switzerland*

Heuristics or Algorithms? A Configurative Perspective on Adaptive Decision Process

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

*Mingchang Chih, National Chung Hsing University, Taiwan (R.O.C.)*

Smart Cities In Uncertain Times

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

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

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**Discussant**

*Moipone Mashiloane, Vaal University of Technology, South Africa*

**[MG3] CONTEMPORARY TOPICS IN MANAGEMENT: EMPIRICAL ANALYSIS III**

**Session Chair**

*Helene Delerue*

*Université du Québec à Montréal , Canada*

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Do Related Party Transactions Affect Auditor Independence?

*Guang-Zheng Chen, Feng Chia University, Taiwan (R.O.C.)*

*Chin-Hua Huang, Hungkuang University, Taiwan (R.O.C.)*

An Integrated Framework Of Job Satisfaction For A State-Owned Enterprise In South Africa

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

*Patrick Lekgothoane, Tshwane University of Technology, South Africa*

*Zelege Worku, Tshwane University of Technology, South Africa*

Using Voluntary Severance Package (Vsp) As A Downsizing Strategy In A Higher Education Institution: Ex-employees' Perspectives

*Nombeko Dwesini, Walter Sisulu University, South Africa*

Bringing Women In: Gender Imbalances In The South African Engineering Sector

*Tumo Kele, University of South Africa , South Africa*

*Rirhandzu Mukhwanazi, University of South Africa , South Africa*

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**Discussant**

*Franzelle Pertilla, Abraham Baldwin Agricultural College, U.S.A.*



**[LA2] CONTEMPORARY TOPICS IN LAW AND REGULATIONS-II**

**Session Chair**

*C.M. Van Der Bank*

*Vaal University of Technology, South Africa*

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Research On The Effect Of Cause-Related Marketing Attributes On Consumer Choice

*Nan Bi, Northeast Normal University, China*

*Cheng-Yue Yin, Northeast Normal University, China*

*Hai-Ping Lan, Gannan Medical University, China*

Internal Marketing in the Cybersecurity Environment

*Gordon Bowen, Northumbria University, United Kingdom*

Enforcement Of Mediation Settlements: An Overview Of The Singapore Convention

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

*Lurdes Mesquita, Polytechnic Institute of Leiria, Portugal*

Olfactory Trademarks. A Possible Protection Of Smell At World Level?

*Eugenio Lucas, Polytechnic Institute of Leiria, Portugal*

An Examination Of The Nature Of Informed Consent In Clinical Research

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

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**Discussant**

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

**[MG4] TOPICS IN MANAGEMENT: INDUSTRY PERSPECTIVES I**

**Session Chair**

*John Rice*

*Zayed University, United Arab Emirates*

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The Mediating Effects of Employee Turnover in the Hospitality Industry

*Nadeeka Pitigala, University of the West of Scotland, United Kingdom*

Service Delivery In Lepelle-Nkumpi Local Municipality: An Analysis Of Water Service Provision In A Selected Village

*K.I. Makalela, University of Mpumalanga, South Africa*

Leaders as Champions for Organizational Transformation

*Priyanka Vallabh, Management Development Institute, India*

*Gourav Vallabh, Xlri, Xavier School of Management, India*

Assessing Antecedents Of Justice Climate In The South African Financial Service Industry

*Viwe Mrwebi, Vaal University of Technology, South Africa*

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**Discussant**

*Shu-Ling Chen, National Dong Hwa University, Taiwan*

**[TE1] IMPACT OF INNOVATION ON PERFORMANCE AND DEVELOPMENT**

**Session Chair**

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

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

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

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

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

The Mutually Beneficially Relationship of Technology and Sport

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

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

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

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**Discussant**

*Chiene Ike Orji, Sbs Swiss Business School, Switzerland*

**[TO2] SUSTAINABLE DEVELOPMENT AND TOURIST SATISFACTION: COUNTRY STUDIES I**

**Session Chair**

*Richard G. McNeill*

*Northern Arizona University, U.S.A.*

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Circular Economy: A Bibliometric Analysis And Its Application In The Hotel Industry

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

*Berta José Fernandes Costa, Polytechnic Institute of Leiria, Portugal*

*Pilar Moreno Pacheco, University of Seville, Spain*

A Critique of Ecotourism as Tool for Sustainable Development

*Nsizwazikhona Chili, Durban University of Technology, South Africa*

Factors Influencing Tourist Satisfaction: A Study Of Rural Tourism In South Africa

*Felix Amoah, Nelson Mandela University, South Africa*

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**Discussant**

*Ian Lee, Carleton University, Canada*

**[SP2] PLENARY SESSION**

**Session Chairs**

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

*Frederic Jallat*  
*ESCP Europe, France*

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On the Attractiveness of Paris as a Global Business Hub

*Carine Saloff-Coste, Director for Attractiveness and Employment, City of Paris, France*

Source & Digital – Best of Breed for a Renewed Customer Experience

*Pierre Lagrange, Director of Operations Franchise Paris Ile de France, AccorHotels, France*

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**Discussants**

*Susana Cristina Serrano Rodrigues, Polytechnic Institute of Leiria, Portugal*  
*Pat Obi, Purdue University Northwest, U.S.A.*

**[FI4] TOPICS IN INTERNATIONAL FINANCE: ECLECTIC ANALYSIS**

**Session Chair**

*Ian Lee*

*Carleton University, Canada*

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

*Pat Obi, Purdue University Northwest, U.S.A.*

*Raida Abuizam, Purdue University Northwest, U.S.A.*

Joint Dynamics in Foreign Exchange and Domestic Financial Markets

*Chih-Chiang Wu, Yuan Ze University, Taiwan*

*Nattawadee Korsakul, Yuan Ze University, Taiwan*

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

*Leana Esterhuyse, University of South Africa, South Africa*

*George F. Nel, University of Stellenbosch, South Africa*

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**Discussant**

*Olubunmi Obioha, Sol Plaatje University, South Africa*

**[HE1] HEALTHCARE INDUSTRY: CHALLENGES AND SOLUTIONS-II**

**Session Chair**

*M.I. Mokgobu*

*Tshwane University of Technology, South Africa*

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

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

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

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

The Business of Medical Futility

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

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

A Qualitative Study of Consumers' Perceptions of Affordable Care Act

*Ngoc Cindy Pham, Brooklyn College-CUNY, U.S.A.*

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**Discussant**

*Lutendo Mudau, Tshwane University of Technology, South Africa*

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

**Session Chair**

*Claire K. Wan*

*National Chung Hsing University, Taiwan (R.O.C.)*

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Social Media in the Workplace: A Study of Zimbabwe's Revenue Authority, Bulawayo, Zimbabwe

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

*Sikhonzile Makwelo, National University of Science and Technology, Zimbabwe*

Non-Parametric Statistics: A Set of Statistical Techniques to Compare Two or More Independent Populations

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

A Conceptual Framework for Pharma Industry Using 10 Vs of Big Data

*Jayanthi Ranjan, Institute of Management Technology, Ghaziabad, India*

A Synthesis on the University Academic Employees towards e-Learning in Public Universities in South Africa

*Sandiso Mahlala, Walter Sisulu University, South Africa*

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**Discussant**

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



**[MG5] CONTEMPORARY TOPICS IN MANAGEMENT: EMPIRICAL ANALYSIS I**

**Session Chair**

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

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Boreout-An Undiscovered Country?

*Juergen Muehlbacher, Vienna University of Economics and Business, Austria*

Perceived Managerial Skills And Competencies Needed In The Real World: A Comparative Analysis

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

The Impacts of Corporate Social Responsibility on Employee Quitting Intention: An Empirical Study

*Mohammed Laid Ouakouak, Gulf University for Science and Technology, Kuwait*

*Bindu Arya, University of Missouri - St. Louis , U.S.A.*

*Michel Zaitouni, Gulf University for Science and Technology, Kuwait*

Emphasizing Mètis Within the Digital Organization

*W. David Holford, University of Quebec at Montreal , Canada*

Leadership in Corporate Citizenship in Global Markets: Institutions, Actors and International Acquisitions

*Kathleen Park, Boston University, U.S.A.*

*Frederick Wallace, Gulf University for Science and Technology, Kuwait*

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**Discussant**

*Elizabeth Chinomona, Vaal University of Technology, South Africa*

**[EC1] INTERNATIONAL TRADE POLICIES IN UNCERTAIN TIMES**

**Session Chair**

*Pat Obi*

*Purdue University Northwest, U.S.A.*

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

*Ian Lee, Carleton University, Canada*

*Michel Librowicz, University of Quebec at Montreal, Canada*

Trump Trade Policies: From NAFTA to Usmca

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

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

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

The Legal Regime of International Trade and Economic Relations

*Nkhangweni Jerry Malange, Tshwane University of Technology, South Africa*

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**Discussant**

*Ken Mathu, University of Pretoria, South Africa*

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

**Session Chair**

*Rebecca Natrajan*

*Ulster University Partnership Programme, United Kingdom*

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Exploration of the Impact of Social Networks on Entrepreneurial Self-Efficacy in the Course of the Entrepreneurial Process

*Easton Durbson Simenti-Phiri, University of Bolton , United Kingdom*

*Fredrick Agboma, University of Bolton, United Kingdom*

*Denis Hyams-Ssekasi, University of Bolton, United Kingdom*

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

*Maake Shadrack, University of Mpumalanga, South Africa*

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

*Collins Kodua-Agyekum, Walter Sisulu University, South Africa*

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**Discussant**

*Gordon Bowen, Northumbria University, United Kingdom*

**[FI5] CONTEMPORARY TOPIC IN FINANCE: EMPIRICAL APPROACH**

**Session Chair**

*Heinz Eckart Klingelhofer  
Tshwane University of Technology, South Africa*

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Erm, Reputation, and the Value Relevance of Proxy Disclosure Enhancements: An Analysis of Risk Management and Board Risk Oversight Disclosures

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

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

*Paul L. Walker, St. John's University, U.S.A.*

Internal Controls As Factors Towards Acheiving A Clean Audit: The Case Of Municipalities In South Africa

*Sipho Kenneth Mokoena, University of Limpopo , South Africa*

The Impact of a Cross-Border Conglomerate Merger on the Target Firm and Its Rivals - A Case Study of Foxconn's Acquisition of Sharp

*Junmao Chiu, Yuan Ze University, Taiwan*

*Huimin Chung, National Chiao Tung University, Taiwan*

*Shih-Chang Hung, National Chiao Tung University, Taiwan*

Review of Factors Influencing Retail Investors' Investments Decisions in the Indian Stock Market: An Empirical Study

*Harpreet Singh, University of Delhi , India*

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**Discussant**

*Mulatu F. Zerihun, Tshwane University of Technology, South Africa*

**[TE2] TECHNOLOGY & INNOVATION MANAGEMENT: STRATEGIC APPROACH I**

**Session Chair**

*Chun-Yao Tseng  
Tunghai University, Taiwan*

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Sustainable Business Model Innovation: Evidence From Latin America

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

Financial Bootstrapping: Source of Funding for Technology Based Startups in India

*D.D. Chaturvedi, University of Delhi , India  
Saumya Chaturvedi, Delhi University, India  
Mohd. Ehtesham, Delhi University, India*

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**Discussant**

*Chiene Ike Orji, Sbs Swiss Business School, Switzerland*

**[EN2] ENTREPRENEURSHIP STUDIES IN GLOBAL SETTING-I**

**Session Chair**

*Gordon Bowen*

*Northumbria University, United Kingdom*

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Role of Social Entrepreneurs in Promoting Non Profit Organisations/Social Enterprises-A Study of Social Entrepreneurship Initiatives Undertaken in Tamil Nadu (India) and London (U.K.)

*Rebecca Natrajan, Ulster University Partnership Programme, United Kingdom*

An Assessment Of The Use Of Corporate Entrepreneurship To Gain Competitive Advantage In A Small Manufacturing Company In An Emerging Economy

*Elizabeth Chinomona, Vaal University of Technology, South Africa*

Relationship Between Entrepreneurial Motivation Entrepreneurial Intention

*MJ Malebana, Tshwane University of Technology, South Africa*

*Refilwe Matang, Tshwane University of Technology, South Africa*

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**Discussant**

*Shaukat Ali, University of Wolverhampton, United Kingdom*

**[MK2] BRAND MANAGEMENT: STRATEGIC OUTLOOK II**

**Session Chair**

*Hisao Fujimoto*

*Osaka University of Economics, Japan*

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How To Enhance The Skin Care Brands' Consumers Satisfaction And Loyalty? A Study In Kuwait Market

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

Towards a Comprehensive Brand Identity-Brand Image Congruence Framework for South African Business-to-Business Services: A Systematic Literature Review

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

*Pieter Steenkamp, Cape Peninsula University of Technology, South Africa*

The Effectiveness of Integrated Marketing Communications in Mid-Sized Recruitment Organisations in the UAE

*Elana Anthony, University of the West of Scotland, United Kingdom*

The Interactions between Country-of-Origin Effect And Product Categories' Evaluations: The Case of An Emerging Market

*A. Ben Oumlil, Western Connecticut State University, U.S.A.*

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**Discussant**

*Norman Chiliya, University of The Witwatersrand , South Africa*

**[TE3] TECHNOLOGY & INNOVATION MANAGEMENT: STRATEGIC APPROACH II**

**Session Chair**

*D.D. Chaturvedi  
University of Delhi , India*

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Leveraging R&D For National Development: The Mediating Role Of Patents

*Fabio Oliveira Paula, Pontifical Catholic University of Rio de Janeiro, Brazil  
Jorge Ferreira Silva, Pontifical Catholic Univ. Of Rio de Janeiro, Brazil*

Extracting the Promising Technologies for Potential Users: Evaluation of Satisfaction and Suitability

*Wooseok Jang, Seoul National University, Republic Of Korea  
Hyeonju Seol, Chungnam National University, Republic Of Korea*

IT Investment Decision Making: Case Studies on the Implementation of Contactless Payments in Commercial Banks of Kazakhstan

*Symbat Moldabekova, The University of Edinburgh, United Kingdom  
Jamie Fleck, The University of Edinburgh, United Kingdom*

The Impact of Industry 4.0 on Business Models

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

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**Discussant**

*Moipone Mashiloane, Vaal University of Technology, South Africa*



**[HE2] HEALTHCARE INDUSTRY: CHALLENGES AND SOLUTIONS-I**

**Session Chair**

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

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Cost Implications Of Antibiotic Prescribed To Children Under The Age Of Five: Case Study In Three Hospitals Of Limpopo Province, South Africa

*Lutendo Mudau, Tshwane University of Technology, South Africa  
N. Traore Afsatou, University of Venda , South Africa  
G. Bernard Tobias, University of Johannesburg , South Africa  
A. Makhado Mulatedzi, University of Western Cape, South Africa  
Natasha Potgieter, University of Venda , South Africa*

Consumer Attitude Towards Web Enabled Marketing In The Pharmaceutical Industry

*Shubhra Nigam, University of the West of Scotland, United Kingdom*

The Responsibility Of The Generators Of Solid Residue From Health Services (Rsss)

*Alvaro Ferreira Junior, Centro de Estudos Avançados E de Tecnologia, Brazil*

An Evaluation Of The Effects Of South Africa's National Health Insurance Planning On The Healthcare Management

*Elizabeth Chinomona, Vaal University of Technology, South Africa*

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**Discussant**

*MI Mokgobu, Tshwane University of Technology, South Africa*

**[MG6] TOPICS IN MANAGEMENT: INDUSTRY PERSPECTIVES I**

**Session Chair**

*Razali Bin Mat Zin*

*King Fahd University of Petroleum and Minerals, Saudi Arabia*

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A Risk Approach To The Analysis Of Supply Chain Management Policy Framework  
Implementation In Municipalities

*Moipone Mashiloane, Vaal University of Technology, South Africa*

*Boineelo Morekisi, University of South Africa, South Africa*

*Ozias Ncube, University of South Africa, South Africa*

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

Middle Managers Influence as Role Models Upon Employees Morale in the South African  
Police Service

*Wendy A. Melwich, Tshwane University of Technology, South Africa*

*Jacob T. Mofokeng, Tshwane University of Technology, South Africa*

Exploring Community Engagement In The Context Of Public Administration: The Case Of A  
Comprehensive University In South Africa

*Nombeko Dwesini, Walter Sisulu University, South Africa*

*N.S. Matsiliza, Durban University of Technology, South Africa*

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**Discussant**

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

**[MK3] CONSUMER BEHAVIOR IN GLOBAL SETTING I**

**Session Chair**

*Nuri Wulandari*

*Indonesia Banking School, Indonesia*

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Affective Responses of Low- Income Consumers to Losses of Symbolic Possessions

*Luciana Bellini, Pontifical Catholic University of Rio de Janeiro, Brazil*

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

*Diana Branisso, Pontifical Catholic University of Rio de Janeiro, Brazil*

Building Work Engagement of Temporary Service Employees: A Multi-Level Examination of Job Demand-Resource Model

*Shu-Ling Chen, National Dong Hwa University, Taiwan*

*Kuan-Yeh Tung, Southern Taiwan University of Science and Technology, Taiwan*

Brand Switching: Background to a Contestable Customer-Brand Relationships

*Dominic Appiah, Arden University, United Kingdom*

*Wilson Ozuem, Arden University, United Kingdom*

The Role Of Traditional Leafy Vegetables In Household Food Security In Rural Areas: Case Of Mvuzi Magxeni A/A In The Eastern Cape

*Vikelwa Nomnga, Walter Sisulu University, South Africa*

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**Discussant**

*Norman Chiliya, University of The Witwatersrand , South Africa*

**[LA3] CONTEMPORARY TOPICS IN LAW AND REGULATIONS-III**

**Session Chair**

*Catia Marques Cebola  
Polytechnic Institute of Leiria, Portugal*

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The Moderating Role of IIAs in FDI: Implications for Sustainable Development

*Eun Sun Godwin, University of Wolverhampton , United Kingdom  
Metka Potocnik, Wolverhampton Law School, United Kingdom*

Predictors Of Employees' Recognition Of Employers' Rights In South Africa: A Study In  
Mthatha, Eastern Cape Province

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

The Privacy Of Public Figures: Should There Be Any?

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

Analysis Of Police-Public- Partnership For Crime Prevention In Ethekewini Metropolitan Area,  
Kwazulu-Natal

*Adewale Olutola, Tshwane University of Technology, South Africa  
Tshiamo Mmitsi, Tshwane University of Technology, South Africa*

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**Discussant**

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

**[MG7] TOPICS IN MANAGEMENT: INDUSTRY PERSPECTIVES II**

**Session Chair**

*Fabio Oliveira Paula*

*Pontifical Catholic University of Rio de Janeiro, Brazil*

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

*Jhon Miguel Diez, Universidad Eafit , Columbia*

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

*Thanyani Madzivhandila, University of Mpumalanga, South Africa*

Women In Leadership Positions In Metropolitan Police Departments In South Africa

*D. Khosa, Tshwane University of Technology, South Africa*

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

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

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**Discussant**

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

**[MK4] CONSUMER BEHAVIOR IN GLOBAL SETTING II**

**Session Chair**

*Siphiwe Dlamini*

*University of the Witwatersrand, South Africa*

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How Much Is My Fake Review Worth? Consumers' Reaction Toward Seller's Positive Review  
Reward Invitation

*Cheng-Yue Yin, Northeast Normal University, China*

*Nan Bi, Northeast Normal University, China*

On the Nature and Consequences of Service Failure and Recovery Strategy

*Wilson Ozuem, University of Cumbria, United Kingdom*

*Samuel Ayertey, University of Plymouth, United Kingdom*

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

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

*Luiz Guilherme Pereira, Pontifical Catholic University of Rio de Janeiro, Brazil*

*Diana Branisso, Pontifical Catholic University of Rio de Janeiro, Brazil*

Alcohol Use Risk Behaviour Among Selected Youths In South Africa

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

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

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

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**Discussant**

*Sipho Kenneth Mokoena, Tshwane University of Technology, South Africa*

**[MG8] PERFORMANCE MEASUREMENT: STRATEGIC ANALYSIS**

**Session Chair**

*Gourav Vallabh*

*Xlri, Xavier School of Management, India*

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Human Resource Development Impact On Employees Performance In Nigerian University System

*Timothy Olaosebikan, Joseph Ayo Babalola University, Nigeria*

*Festus Epetimehin, Joseph Ayo Babalola University, Nigeria*

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

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

*Sindiswa Victoria Majova, Walter Sisulu University, South Africa*

Briquetting Of Waste Biomass: A Potential Solution For Youth Unemployment In South Africa

*G.F. Molelekwa, Tshwane University of Technology, South Africa*

*MI Mokgobu, Tshwane University of Technology, South Africa*

*R. Sadiku, Tshwane University of Technology, South Africa*

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**Discussant**

*Shu-Ling Chen, National Dong Hwa University, Taiwan*

**[MK5] CONTRIBUTIONS OF BRAND, LOYALTY AND UNETHICAL ADVERTISING  
ON PURCHASE BEHAVIOR**

**Session Chair**

*Elana Anthony*

*University of the West of Scotland, United Kingdom*

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A Study on Brand Contribution to Earnings or Revenues

*D.D. Chaturvedi, University of Delhi , India*

*Upasana Diwan, Birla Institute of Technology, India*

South African Consumer Beliefs about Unethical Advertising on Their Purchase Behaviour

*Hilda Bongazana Dondolo, Tshwane University of Technology, South Africa*

*Nkosivile Welcome Madinga, University of Cape Town , South Africa*

The Influence of Purchasing Capabilities on Supply Base Management and Purchasing  
Performance Within the Sedibeng Municipalities

*Lydia Ntshingila, Vaal University of Technology, South Africa*

*Osayuwamen Omoruyi, Vaal University of Technology, South Africa*

Overcoming Export Barriers: Multiple Approach to Business Cluster Internationalisation in  
Developing and Emerging Markets

*Anthony Ayakwah, Koforidua Technical University, Ghana*

Predicting The Outcomes Of Customer Loyalty In South African Leafy Vegetable Market

*Phineas Mbango, University of South Africa , South Africa*

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**Discussant**

*Hisao Fujimoto, Osaka University of Economics, Japan*



**[TO3] SUSTAINABLE DEVELOPMENT AND TOURIST SATISFACTION: COUNTRY STUDIES**

**Session Chair**

*John Rice*

*Zayed University, United Arab Emirates*

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

*Thulile Promise Ndlovu, Durban University of Technology, South Africa*

The Aftermath Of 2010 Fifa World Cup On Accommodation Establishments In South Africa: Post-event Business Viability

*Marcia Lebambo, Tshwane University of Technology, South Africa*

Are Marine Tourists All the Same? A Profile Comparison for Shark-Divers, Whale-Watchers and Visitors to Marine Protected Areas

*Altouise G. Jonas, Nelson Mandela Metropolitan University, South Africa*

*Laetitia Radder, Nelson Mandela University, South Africa*

*Marlé Eyk, Nelson Mandela University, South Africa*

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**Discussant**

*Mohammed Laid Ouakouak, Gulf University for Science and Technology, Kuwait*

**[EC2] SUSTAINABILITY IN GLOBAL SETTING: POLICY STUDIES**

**Session Chair**

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

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Towards a Sustainable Old Age: How Far?

*Aradhana Nanda, University of Delhi, India*

Towards A Cleaner And More Sustainable Electricity Supply Chain In South Africa

*Ken Mathu, University of Pretoria , South Africa*

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

*Engeline Zwane, University of Limpopo , South Africa*

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**Discussant**

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

**[MK6] COMMUNICATION TECHNOLOGY AND CUSTOMER SATISFACTION:  
EVIDENCE FROM EMERGING ECONOMIES**

**Session Chair**

*Nermain A. Al-issa*

*American College of Middle East, Kuwait*

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

*Osayuwamen Omoruyi, Vaal University of Technology, South Africa*

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

*Valencia Melissa Zulu, University of the Witwatersrand , South Africa*

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

*Richard Chinomona, University of the Witwatersrand , South Africa*

*Siphiwe Dlamini, University of the Witwatersrand , South Africa*

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**Discussant**

*Nuri Wulandari, Indonesia Banking School, Indonesia*

**[EC3] CONSUMER CONFIDENCE AND FOOD PRICES: CROSS COUNTRY PERSPECTIVES**

**Session Chair**

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

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Determinants of Food Prices in South Asia

*Harpreet Kaur, University of Delhi , India  
Simrit Kaur, University of Delhi , India*

The Fundamental Drivers of Consumer Confidence in South Africa

*Gisele Mah, North-West University, South Africa*

Struggle of Rural Women in Accessing Land and Its Impact on Food Security

*Mfundo Mandla Masuku, University of Mpumalanga, South Africa*

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**Discussant**

*Ken Mathu, University of Pretoria , South Africa*

**[IS4] EMERGING TOPICS IN BUSINESS: ECLECTIC PERSPECTIVES**

**Session Chair**

*Emeka E. Obioha*

*Walter Sisulu University, South Africa*

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

*Michael Mokoena, Tshwane University of Technology, South Africa*

*Sylvia Mudau, Tshwane University of Technology, South Africa*

*M.I. Mokgobu, Tshwane University of Technology, South Africa*

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

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

*Moudi Almousa, King Saud University, Saudi Arabia*

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

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

Effective Teaching Strategies For Online Modules For Businesses

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

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**Discussant**

*R. Rundora, Vaal University of Technology, South Africa*

**[EC4] DETERMINANTS OF ECONOMIC GROWTH: STRATEGIC PERSPECTIVES**

**Session Chair**

*Anna N. Zhilkina*

*State University of Management, Russia*

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The Nexus Between Exchange Rate, Unemployment And Inflation: A Case Of South Africa

*Phetole Donald Semosa, University of Mpumalanga (Mbombela Campus), South Africa*

Value Addition In Indian Agriculture-A Strategic Approach To Trajectory Growth

*Parvez Khan, Bangalore University, India*

*Srinivasa C., Soundarya Institute of Management & Science, India*

*Irshad Nazeer, Presidency College, India*

Empirical Analysis Of Macroeconomic Determinants Of Corporate Failure In South Africa:

Application Of Autoregressive Distributed Lag (Ardl) Model

*Ferdinand Niyimbanira, University of Mpumalanga, South Africa*

*Rachel Nishimwe-niyimbanira, University of Mpumalanga, South Africa*

The Gathering Storm: Trump's Tarrifs And Their Impact On The Us Economy

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

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**Discussant**

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

**[IS5] CHALLENGES AFFECTING STUDENTS LEARNING AND ENGAGEMENT**

**Session Chair**

*Wilson Ozuem*

*University of Cumbria, United Kingdom*

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High-School Learner Teenage Pregnancy: Context-sensitive Issues In Mpumalanga And Limpopo Provinces, South Africa

*Cynthia Phiri, University of Venda , South Africa*

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

*Sipho Kenneth Mokoena, Tshwane University of Technology, South Africa*

*Antoinette Marais, Tshwane University of Technology, Nelspruit Campus, South Africa*

The Impact of Tutorial System on Accounting Students and Students' Attitudes to Tutorials at a University of Technology in South Africa

*R. Rundora, Vaal University of Technology, South Africa*

*G.J. Maseko, Vaal University of Technology, South Africa*

Students' Perceptions On The Usefulness Of Business Simulation Training Challenge Towards Becoming Entrepreneurs

*Onica Matsheke, Vaal University of Technology, South Africa*

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**Discussant**

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