

GBATA 2022 CONFERENCE: GLOBAL BUSINESS AND TECHNOLOGY ASSOCIATION (GBATA) 23RD ANNUAL INTERNATIONAL CONFERENCE

PROGRAM AUTHORS KEYWORDS

PROGRAM

Days: [Wednesday, July 13th](#) [Thursday, July 14th](#) [Friday, July 15th](#)

Wednesday, July 13th

View this program: [with abstracts](#) [session overview](#) [talk overview](#)

06:00-07:30 Session 1: [MK1] BUYER BEHAVIOR AND DIGITAL
TRANSFORMATION-ECLECTIC PERSPECTIVES

CHAIR: [N. Delener](#) (York College of Pennsylvania, United States)

06:00 [Yamen Koubaa](#) (EM Normandie Ecole de Management, France)
[Amira Eleuch](#) (Marketing Consultant/Adjunct Professor of Marketing,
France)

**Influence of different odor intensities on satiation, hunger feeling and
the desire to eat**

06:22 [Ville Tuominen](#) (University of Antwerp/AMS, Belgium)
[Paul Matthyssens](#) (University of Antwerp/AMS, Belgium)

**Customer Value Management of Digital Transformation: Literature
Review and Conceptual Synthesis**

06:44 [Nicole Cunningham](#) (University of Johannesburg, South Africa)
**Gen Z consumers' likelihood to adopt information shared by online
opinion leaders within the cosmetics industry**

07:45-09:15 Session 2: [MG1] ENTREPRENEURSHIP, BLOCKCHAIN
TECHNOLOGY AND STRATEGY DEVELOPMENT

CHAIR: [Shaukat Ali](#) (University of Wolverhampton Business School, UK)

07:45 [Irene Ciccarino](#) (Polytechnic Institute of Leiria, Portugal)
[Susana Rodrigues](#) (Polytechnic Institute of Leiria, Portugal)

[Jorge Ferreira da Silva](#) (Business School of Pontifical Catholic University of Rio de Janeiro, Brazil)

Social entrepreneurial taxonomy for innovation: a business model perspective

08:08 [Gordon Bowen](#) (Anglia Ruskin Business School, UK)

[Richard Bowen](#) (Chime Inc., UK)

[Deidre Bowen](#) (Mental Health UK, UK)

Does blockchain technology have a role in strategy formulation?

08:30 [Dima K. Braitheh](#) (University Of Antwerp-Antwerp Management School, Belgium)

[Ans De Vos](#) (University Of Antwerp-Antwerp Management School, Belgium)

Impact of Career shocks on Employee Well-Being. The roles of individual adaptability and self-monitoring among Lebanese banking employees

09:30-11:00 Session 3: [MK2] SERVICES, BRANDING AND DIGITAL RETAILING

CHAIR: [Frank P. Le Veness](#) (St. John's University, United States)

09:30 [Muhammad Zubair Tauni](#) (EM Normandie Business School, Métis Lab, France)

[Fayaz Ali](#) (Shenzhen University, China)

The Big Five dyad congruence and compulsive buying: A case of service encounters

09:53 [Dana-Nicoleta Lascu](#) (University of Richmond, United States)

Journal-Quality Lists: A Reevaluation

10:15 [Claudio Schapsis](#) (Sacred Heart University, United States)

[Larry Chiagouris](#) (Pace University, United States)

Revising Servicescapes Dimensions for the Metaverse, the New Frontier in Digital Retail

11:15-12:45 Session 4: [EC1] CHALLENGES IN NEW WORLD ECONOMY: POLICY PERSPECTIVES

CHAIR: [Vincent F. Maher](#) (Iona College, United States)

11:15 [Fátima Barbeiro Neto](#) (Polytechnic Institute of Leiria, Portugal)

[Susana Cristina Serrano Fernandes Rodrigues](#) (Polytechnic Institute of Leiria, Portugal)

The Dos and Don'ts of Doing Business in the Arab Middle East – UAE

- 11:38 [Fabio Paula](#) (Pontifical Catholic University of Rio de Janeiro, Brazil)
[Marcelo Dionisio](#) (Pontifical Catholic University of Rio de Janeiro, Brazil)
[Teresia Diana de Macedo Soares](#) (Pontifical Catholic University of Rio de Janeiro, Brazil)
[Sylvio Jorge de Souza Junior](#) (Pontifical Catholic University of Rio de Janeiro, Brazil)
[Paulo César Pellanda](#) (IME - Instituto Militar de Engenharia, Brazil)
Sustainable Business Model Innovation: A comparative study of LATAM companies
- 12:01 [Luis Eduardo Rivera Solis](#) (Capella University, United States)
The Influence of Economic Sanctions on the Russian Financial System

Thursday, July 14th

View this program: [with abstracts](#) [session overview](#) [talk overview](#)

06:00-07:30 Session 5: [IS1] RESPONDING TO CHALLENGES IN CHANGING ENVIRONMENT-I

CHAIR: [Christina Schweikert](#) (St. John's University, United States)

06:00 [L. Ndzojya](#) (Walter Sisulu University, South Africa)
[N.S. Matsiliza](#) (Walter Sisulu University, South Africa)
Towards a Learner Centered Academic Articulation in Post-secondary Education: The Case of TVET Colleges in SA

06:23 [Hazel Thobile Mabetlela](#) (Tshwane University of Technology, South Africa)
[Adv Tshilidzi Knowles Khangala](#) (Tshwane University of Technology, South Africa)

A Critical Analisisation of the Socio-Economic Rights That Is Regulated in Terms of Section 26 and 27 of the Constitution of the Republic of South Africa Act,108 1996 Section 26(1) Section 27(1)(a) And 27(3) Of the Constitution

06:45 [Mapula Nkwana](#) (University of the Witwatersrand, South Africa)
Exploring female headed agrarian household access to basic services in South Africa: implications for food security

07:45-09:15 Session 6: [FI1] FINANCIAL INSTITUTIONS AND MARKETS

CHAIR: [Frank P. Le Veness](#) (St. John's University, United States)

07:45 [Khalid Abdulaziz Janahi](#) (Universidad de Granada, Spain)

A Systematical Method to Discover Leading Causes Of Illegal Islamic Financial Transactions

- 08:07 [Kenneth Mathu](#) (North West University (NWU), South Africa)
The South Africa's Drive Towards Net Zero Carbon Emissions in Energy Provisions ([abstract](#))
- 08:30 [Katlego Arnold Mashego](#) (Tshwane University of Technology, South Africa)
Examining the International and Regional Instruments Dealing With Economic Development and the Enforcement of Socio-Economic Rights in Africa

09:30-11:00 Session 7: [TE1] DIGITAL INNOVATION MANAGEMENT AND STRATEGY

CHAIR: [N. Delener](#) (York College of Pennsylvania, United States)

- 09:30 [Fabio Paula](#) (Pontifical Catholic University of Rio de Janeiro, Brazil)
[Marcelo Dionisio](#) (Pontifical Catholic University of Rio de Janeiro, Brazil)
[Teresia Diana de Macedo Soares](#) (Pontifical Catholic University of Rio de Janeiro, Brazil)
[Sylvio Jorge de Souza Junior](#) (Pontifical Catholic University of Rio de Janeiro, Brazil)
[Paulo César Pellanda](#) (IME - Instituto Militar de Engenharia, Brazil)
A systematic review to investigate the role of digital social innovations to address SDGs
- 09:53 [Shaukat Ali](#) (University of Wolverhampton Business School, UK)
[Abdullah Al Rashdi](#) (Petroleum Development of Oman, Oman)
Adopting Digital Transformation in PDO
- 10:15 [Chiene I. Orji](#) (University of Applied Sciences Institute, Switzerland)
Surveillance Capitalism and the Challenge of AI Adoption: a scenario analysis

11:15-12:45 Session 8: [MG2] ORGANIZATIONAL BEHAVIOR DEVELOPMENT AND CHANGE-I

CHAIR: [Fabio Paula](#) (Pontifical Catholic University of Rio de Janeiro, Brazil)

- 11:15 [Victoria Oluwafunmilayo Adekomaya](#) (University of Johannesburg, South Africa)
[Shepherd Dhliwayo](#) (University of Johannesburg, South Africa)
Delegation Challenges in South African SMEs
- 11:38 [Lourens Erasmus](#) (University of South Africa, South Africa)
[Philna Coetzee](#) (Tshwane University of Technology, South Africa)

[Shan Malan](#) (University of South Africa, South Africa)

[Audrey Legodi](#) (Tshwane University of Technology, South Africa)

Public Sector Audit Committee Effectiveness: Developing Country Actants

12:01 [Engeline Zwane](#) (University of Limpopo, South Africa)

Evaluation of the Local Municipality under Administration: Case of Emfuleni Local Municipality in Sedibeng District Municipality, Gauteng Province (South Africa)

Friday, July 15th

View this program: [with abstracts](#) [session overview](#) [talk overview](#)

06:00-07:30 Session 9: [EC2] MULTIDISCIPLINARY PERSPECTIVES IN CHANGING ECONOMIES

CHAIR:

[Susana Cristina Serrano Fernandes Rodrigues](#) (Polytechnic Institute of Leiria, Portugal)

06:00 [Jae Yoon Rhee](#) (New Deal Academy, South Korea)

[Jae Ho Rhee](#) (Korea Electronic Telecommunication Research Institutes, South Korea)

Introduction To A New Created Scientific Discipline: MOSEE with 5th Dimension Spirit Paradigm shift will conciliate the modern Management Philosophies; the Complexity Economics(CE) of Dr. W. Brian Arthur

PRESENTER: [Jae Yoon Rhee](#)

06:23 [Petrus Mfanampela Maphanga](#) (Tshwane University of Technology, South Africa)

Investigating the relationship between job satisfaction and employment relationship satisfaction level of employees at a hotel in the city of Tshwane ([abstract](#))

06:46 [Lwazi Apleni](#) (University of Zululand, South Africa)

[Unathi Sonwabile Henama](#) (Tshwane University of Technology, South Africa)

How Xenophobia Affects Negatively on a Tourism Destination: The Case of South Africa in the Global South

07:45-09:15 Session 10: [IS2] RESPONDING TO CHALLENGES IN CHANGING ENVIRONMENT-II

CHAIR: [Christina Schweikert](#) (St. John's University, United States)

07:45 [N.S. Matsiliza](#) (Walter Sisulu University, South Africa)

The Adoption of Multidisciplinary Research to Enhance Post-graduate Studies in Higher Education

08:15 [Brinique Phillips](#) (University of Johannesburg, South Africa)

[Pieta Thomas](#) (University of Johannesburg, South Africa)

[Thembelani Mlilo](#) (University of Johannesburg, South Africa)

[Semanga Mabuza](#) (University of Johannesburg, South Africa)

Business ethics compliance perceptions in a public entity in South Africa

08:45 [Mpilwenhle Nomvuyo Ndlovu](#) (Tshwane University of Technology, South Africa)

[Adv Tshilidzi Knowles Khangala](#) (Tshwane University of Technology, South Africa)

A Critical Anatomization of the Best Interest of a Minor Child According to Section 28(2) And the Constitutional Court of South Africa

09:30-11:00 Session 11: [HE1] CONTEMPORARY ISSUES IN HEALTH CARE MANAGEMENT

CHAIR: [Chiene I. Orji](#) (University of Applied Sciences Institute, Switzerland)

09:30 [Teresinha Covas Lisboa](#) (Universidade Paulista – UNIP, Brazil)

[Edmir Kuazaqui](#) (Escola Superior de Propaganda E Marketing – ESPM, Brazil)

Leadership in Health Services

09:53 [Youssef Tliche](#) (EM Normandie Business School Métis Lab, France)

[Christine Bernadas](#) (EM Normandie Business School Métis Lab, France)

[Mame Gningue](#) (EM Normandie Business School Métis Lab, France)

[Sylvaine Castellano](#) (EM Normandie Business School Métis Lab, France)

[Yihan Wang](#) (EM Normandie Business School Métis Lab, France)

Absenteeism Risk Management Approach for Healthcare Organizations

10:15 [Vincent F. Maher](#) (Iona College, United States)

[Mark A. Cwiek](#) (Central Michigan University, United States)

Criminal Liability for Nursing and Medical Harm

10:37 [Nozizwe Magagula](#) (Tshwane University of Technology, South Africa)
[Katlego Arnold Mashego](#) (Tshwane University Of Technology, South Africa)

An Analysis of the Prosecution of Intentional HIV Transmission in South African Law

PRESENTER: [Nozizwe Magagula](#)

11:15-12:45 Session 12: [MG3] ORGANIZATIONAL BEHAVIOR DEVELOPMENT AND CHANGE-II

CHAIR: [Mark A. Cwiek](#) (Central Michigan University, United States)

11:15 [Godfrey Maake](#) (Tshwane University of Technology, South Africa)
[Cornelia Harmse](#) (Tshwane University of Technology, South Africa)
[Cecile Schultz](#) (Tshwane University of Technology, South Africa)

Employees' perceptions of employment relationships in the South African public sector: A demographic analysis

11:45 [Kenneth Mathu](#) (North West University (NWU), South Africa)
[Bonolo Modimoeng](#) (North West University (NWU), South Africa)

The Management Challenges of South African Minibus Taxi Industry in North West Province Under Coronavirus Pandemic

12:15 [C. Ntuli](#) (Walter Sisulu University, South Africa)

The Influence of Employee Work Commitment Toward Organisational Development

[Disclaimer](#) | [Powered by EasyChair Smart Program](#)