GBATA 2023 CONFERENCE: GBATA
24TH ANNUAL INTERNATIONAL CONFERENCE

PROGRAM AUTHORS KEYWORDS

PROGRAM

Days: Tuesday, July 11th  Wednesday, July 12th  Thursday, July 13th  Friday, July 14th

Tuesday, July 11th

View this program:  with abstracts  session overview  talk overview

12:00-13:00  Board of Directors Meeting
14:00-19:00  Registration
16:00-17:00  Orientation for Session Chairs and Discussants
19:00-21:00  Welcoming Reception

Wednesday, July 12th

View this program:  with abstracts  session overview  talk overview

08:00-17:30  Registration
09:00-10:30  Session IS1: Managing in Uncertain Global Markets: Political and Technological Views
CHAIR: Samir Moussalli (University of Montevallo, United States)
DISCUSSANT: Gordon Bowen (Anglia Ruskin University, UK)
LOCATION: Room A
09:00 Tailan Chi (University of Wisconsin-Milwaukee, United States)
Yan April Huang (Iowa State University, United States)
Anju Seth (Virginia Tech, United States)
The Option Value Embedded in a Joint Venture Under Exogenous and
Endogenous Uncertainty (abstract)

09:23 Priyangani Ariyawansha  (The University of Bedfordshire, UK)
Artificial Intelligence (AI) And Future of Higher Education (HE): A Qualitative Study on Challenges and Opportunities for Meeting Quality Standards in HE (abstract)

09:45 Bruno Mascitelli  (Swinburne University of Technology, Australia)
Mona Chung  (Cross Culture International, Australia)
Is Huawei the Chinese “Trojan Horse” in the US-China political tensions? (abstract)

10:07 Marei Ghalilib  (University of Worcester, UK)
Wilson Ozuem  (Anglia Ruskin University, UK)
Unpacking the Complexity of Public Service Recovery Strategies in the Airline Industry (abstract)

09:00-10:30  Session MK1: Brand Management and Social Media: Eclectic Analysis
CHAIR: Nicole Cunningham  (University of Johannesburg, South Africa)
DISCUSSANT: Ashok Som  (ESSEC Business School, Paris, France)
LOCATION: Room B

09:00 Heleneze Lues  (North-West University (NWU), South Africa)
Influencing Generation Y Consumers' Perceived Quality of Fashion Brands: A Gender Comparison (abstract)

09:23 Hande B. Turker  (Bogazici University, Turkey)
V. Aslihan Nasir  (Bogazici University, Turkey)
Yasemin Sucu  (Bogazici University, Turkey)
Begum Yilmaz  (Bogazici University, Turkey)
Consuming and Engaging With News in Social Media: Do All Users Have Similar Motives? (abstract)

09:45 Marius Wait  (University of Johannesburg, South Africa)
Beate Stiehler-Mulder  (University of Johannesburg, South Africa)
Defining Product Selling and Solution Selling. A Multi-Method Qualitative Study (abstract)

09:00-10:30  Session SP1: Agriculture Industry: Technological, Geopolitical and Sustainability Perspectives
CHAIR: Tomasz Mroczkowski  (American University, United States)
DISCUSSANT: Mark Cwiek  (Central Michigan University, United States)
LOCATION: Room C
09:00 Tomasz Mroczkowski (American University, United States)
The Present Environment of Polycrises and Its Impact on Food Security: Short Term Threats From Geopolitics and Longer Term Threats From the Non-Sustainability of Intense Farming (abstract)

09:30 Elżbieta Zysk (University of Warmia and Mazury in Olsztyn, Poland)
The Digital Future of Sustainable Agriculture in the EU (abstract)

10:00 Erran Carmel (American University, United States)
A futurist’s perspective on sustainable agriculture technology (abstract)

10:30 David Bartlett (American University, United States)
Commercial Applications of AGTECH, a review of company (MNE) level best practices viewed across the value chain (abstract)

10:30-11:00 Coffee Break

11:00-13:00 Session SP2: Plenary Session-Embracing the Positive Impact of Disruption in the Field of Futurism
CHAIR: N. Delener (York College of Pennsylvania, United States)
DISCUSSANT: Anna Putnova (Brno University of Technology, Czechia)

Helena Langšíádlová (Minister of Science, Research, and Innovation for Government, Czechia)
Priorities of Czech Research

Vladimír Hlavinka (CEO, TEDOM and Member of the Executive Committee, COGEN Europe, Czechia)
Can a Political Decision Change the Law of Physics? Lessons Learned from “The Energy Crisis”

Pavel Rastica (Partner, Czech Republic, Deloitte Central Europe, Czechia)
Global and Local Challenges and Market Trends from an Advisory Perspective

13:00-14:00 Lunch

14:00-15:30 Session EN1: Entrepreneurship and Economic Development: Cross-Country Analysis
CHAIR: Maxwell Phiri (University of KwaZulu-Natal, South Africa)
DISCUSSANT: Marei Ghalilib (University of Worcester, UK)
LOCATION: Room A

14:00 Luzaan Hamilton (North West University, South Africa)
Environmental Factors Impacting Female Students Entrepreneurial Intention (abstract)
14:23 Ashok Som (ESSEC Business School, Paris, France)
Blue Don: To diversify or not to diversify a Mexican Tequila Brand? (abstract)
14:46 S. Govuzela (Vaal University of Technology, South Africa)
The Impact of Small and Medium Enterprises (SMEs) On the Economic Growth in South Africa (abstract)

14:00-15:30 Session MG1: Contemporary Trends in Global Management: Strategic Implications
CHAIR: Samir Moussalli (University of Montevallo, United States)
DISCUSSANT: E. Zwane (University of Limpopo, South Africa)
LOCATION: Room B
14:00 Sheri L. Mackey (StrateComm Global Consulting & Pepperdine University, United States)
Changing Change in Global Organizations: A Positivist Approach To Improved Business Outcomes (abstract)
14:23 Tessie H.H. Herbst (Tshwane University of Technology, South Africa)
Leader Personality: A university case study of the cultural and strategic "implications" in leading transformation (abstract)
14:46 E. Chinomona (Vaal University of Technology, South Africa)
Modelling the Influence of Organisational Politics on Employee Job Stress on Small and Medium Enterprises in Gauteng Province: South Africa (abstract)

14:00-15:30 Session TE1: Furthering Impact Through Digitalization and Innovation: Industry Studies
CHAIR: Tareq N. Hashem (Isra University, Jordan)
DISCUSSANT: Esabel Kgaogelo Mathekgane (Tshwane University of Technology, South Africa)
LOCATION: Room C
14:00 Gordon Bowen (Anglia Ruskin University, UK)
Richard Bowen (Skeduker Inc., United States)
Deidre Bowen (Mental Health, UK)
AI and Democracy: Does AI Require a Digital Decision-Making Consciousness? (abstract)
14:30 **Hee Kyung Kim** (Hanyang University Business School, South Korea)  
**Chang Won Lee** (Hanyang University Business School, South Korea)  
**Effect of Digitalization to Value Chain Capability in MICE Industry** (abstract)

15:00 **Paulo Vinicius Petriz Maciel Monteiro** (Pontifical Catholic University of Rio de Janeiro, Brazil)  
**Fábio de Oliveira Paula** (Pontifical Catholic University of Rio de Janeiro, Brazil)  
**David Nunes Resende** (University of Aveiro, Portugal)  
**Branca Regina Cantisano dos Santos E Silva** (University of Aveiro, Portugal)  
**Carlos Eduardo de Andrade Lima da Rocha** (Oswaldo Cruz Foundation - FIOCRUZ, Brazil)  
**Jorge Ferreira da Silva** (Pontifical Catholic University of Rio de Janeiro, Brazil)  
**Murilo de Alencar Souza Oliveira** (Oswaldo Cruz Foundation - FIOCRUZ, Brazil)  
**Evolution of Brazil’s Innovation Performance: An Analysis of Possible Improvement Actions** (abstract)  
PRESENTER: **Jorge Ferreira da Silva**

15:30-16:00 Coffee Break

16:00-17:30 Session FI1: Contemporary Challenges in International Finance: Digitalization and Policy Perspectives  
**CHAIR:** **Pat Obi** (Purdue University Northwest, United States)  
**DISCUSSANT:** **Michael Matodzi Mokoena** (Tshwane University of Technology, South Africa)  
**LOCATION:** Room A

16:00 **Woo Sung Kim** (Silla University, South Korea)  
**Halil Kiymaz** (Rollins College, United States)  
**Founder CEOs and ESG performance: Evidence from an emerging market** (abstract)

16:23 **Li Xiao** (University of Leicester School of Business, UK)  
**Digitalisation of Entrepreneurial Finance in China: A Focus on Policy** (abstract)

16:46 **Amirsalar Jafari Gorizi** (American University, United States)  
**Tomasz Mroczkowski** (American University, United States)  
**Elżbieta Zysk** (University of Warmia and Mazury in Olsztyn, Poland)
The Use of Digital Technologies in Climate Smart Agriculture Management: A Quantitative Systematic Review of Objectives and Challenges (abstract)

17:08 Jungsuk Oh (Seoul National University, South Korea)
An Application of KANO-IPA Model to Cryptocurrency Exchange – A Preliminary Analysis (abstract)

16:00-17:30 Session HE: Examining Global Challenges and Solutions in Healthcare Industry
CHAIR: Heinz Eckart Klingelhofer (Tshwane University of Technology, South Africa)
DISCUSSANT: Sheri L. Mackey (StrateComm Global Consulting & Pepperdine University, United States)
LOCATION: Room B

16:00 Vincent Maher (Iona University, United States)
Mark Cwiek (Central Michigan University, United States)
Retaliatory Termination of Physician Employment by Hospitals: The Case of Zelman versus Cape Cod Hospital (abstract)

16:23 Godfrey Maake (Tshwane University of Technology, South Africa)
Factors Contributing to Administrative Employees’ Motivation in the Selected Government Department in Gauteng Province (abstract)

16:46 Thabang Excellent Mofokeng (University of Johannesburg, South Africa)
Inter-Interactions of Ethical Marketing Scale With Customers’ Demographics in the Medical Scheme Sector (abstract)

16:00-17:30 Session IN1: Information Technology and Business Transformation: Applications and Strategies
CHAIR: Hee Kyung Kim (Hanyang University Business School, South Korea)
DISCUSSANT: Tareq N. Hashem (Isra University, Jordan)
LOCATION: Room C

16:00 Malie Zeeman (North-West University, South Africa)
Sonja Gilliland (North-West University, South Africa)
Skills Requirements for Graduates in Information Technology to Enter the Industry 5.0 Labour Market in South Africa (abstract)

16:23 Heleneze Lues (North-West University (NWU), South Africa)
Gender Disparities in Behavioral Intention to Use University Websites Among Generation Y Students (abstract)
16:46 Nombulelo Dilotsotlhe (University of South Africa, South Africa)  
Determinants of consumer behavioural loyalty on grocery shopping apps (abstract)

17:08 Yun-Chi Chang (National Changhua University of Education, Taiwan)  
Yi-Shun Wang (National Changhua University of Education, Taiwan)  
The Influence of Personality and Motivations on the Intents to Invest in Cryptocurrencies (abstract)

18:30-20:30 Tour of National Museum with Refreshments

Thursday, July 13th

View this program: with abstracts  session overview  talk overview

08:00-15:00 Registration

09:00-10:30 Session LA1: Contemporary Topics in Global Business  
CHAIR: Li Xiao (University of Leicester School of Business, UK)  
DISCUSSANT: Samir Moussalli (University of Montevallo, United States)  
LOCATION: Room A  
09:00 Yun-Jung Chang (National Taipei University, Taiwan)  
Po-Han Chen (National Taiwan Normal University, Taiwan)  
A Pilot Study on Cooperation between Chinese Taipei Olympic Committee and the Sports Administration in Taiwan (abstract)

09:30 Modipa Mmakwena (Tshwane University of Technology, South Africa)  
Adewale Olutola (Tshwane University of Technology, South Africa)  
Negligent driving as a causative factor towards road traffic accidents in South Africa (abstract)

10:00 Ronelle Prinsloo (Vaal University of Technology, South Africa)  
Alternative Dispute Resolution and Maritime Delimitation (abstract)

09:00-10:30 Session MG2: Talent Management and Data Science: Strategic Outlook  
CHAIR: Mona Chung (Cross Culture International, Australia)  
DISCUSSANT: E. Chinomona (Vaal University of Technology, South Africa)  
LOCATION: Room B  
09:00 E. Zwane (University of Limpopo, South Africa)

09:22 Mark Cwiek (Central Michigan University, United States)
Geórgio Kikano (Central Michigan University, United States)
José Brown (Cline, Cline & Griffin, United States)
Vincent Maher (Iona University, United States)
Brenden Roth (Oklahoma State University, United States)
Ferdousi Zaman (Central Michigan University, United States)

Electronic Health Records: The Wonders and the Worries (abstract)

09:45 D.G. Mabasa (University of South Africa, South Africa)

Occupational Well-Being of Street Traders: The Least Measured and Neglected Global Majority Workers (abstract)

09:00-10:30 Session SP3: Trends Affecting Higher Education in New Normal Environment
CHAIR: Bruno Mascitelli (Swinburne University of Technology, Australia)
DISCUSSANT: Godfrey Maake (Tshwane University of Technology, South Africa)
LOCATION: Room C

09:00 Diana Polley (United States Air Force Academy, United States)
Andrew Martino (Salisbury University, United States)
Mike Tasto (Southern New Hampshire University, United States)

The Economic and Educational Impacts of American Disruption in Higher Education (abstract)

09:30 Megan Paddack (Southern New Hampshire University, United States)

Innovative Teaching Practices Used and Gained During a Co-Taught Interdisciplinary Course in Economics and Mathematics (abstract)

10:00 Greg Randolph (Southern New Hampshire University, United States)
Bo Liu (Southern New Hampshire University, United States)
Liz Henley (Southern New Hampshire University, United States)

Strategies to Improve Student Persistence and Success in Business Courses (abstract)

10:30-11:00 Coffee Break

11:00-12:30 Session FI2: Contemporary Topics in Global Financial Markets: Strategic Implications
CHAIR: Halil Kiyimaz (Rollins College, United States)
DISCUSSANT: Luzaan Hamilton (North West University, South Africa)
LOCATION: Room A
11:00 Pat Obi (Purdue University Northwest, United States)
The Reaction of Equity and Commodity Markets to the Onset of the Russia-Ukraine Conflict (abstract)
11:30 Sohail Anwar (University of Gloucestershire, UK)
Sebastian Okafor (University of Cumbria, UK)
Wilson Ozuem (University of Cumbria, UK)
Identifying Critical Factors in the Development of a Proactive Service Recovery Strategy for Online Banking (abstract)
12:00 Sindi Mokgopha (Tshwane University of Technology, South Africa)
Heinz Eckart Klingelhofer (Tshwane University of Technology, South Africa)
An Integrated Financing Framework for Greening South African Cities (abstract)

11:00-12:30 Session IS2: Current Challenges in Higher Education Post Pandemic: Cross-Country Insights
CHAIR:
Sheri L. Mackey (StrateComm Global Consulting & Pepperdine University, United States)
DISCUSSANT: Priyangani Ariyawansha (The University of Bedfordshire, UK)
LOCATION: Room B
11:00 Sabelinah M. Tshoane (Tshwane University of Technology, South Africa)
Adewale A. Olutola (Tshwane University of Technology, South Africa)
Paul O. Bello (Tshwane University of Technology, South Africa)
Jacob T. Mofokeng (Tshwane University of Technology, South Africa)
An Investigation of Cultural Expectations and Standards as Contributors to Domestic Violence Perpetuated Against Men: A Case Study of Limpopo Province (abstract)
11:22 Elina Varamäki (Seinäjoki University of Applied Sciences, Finland)
Anmari Viljamaa (Seinäjoki University of Applied Sciences, Finland)
Successor School for Higher Education Students With Family Business Background – A Pedagogical Case Study (abstract)
11:45 Keith Buckley (Rollins College, United States)
Can The Energy Industry Be Sustainable In The Near Future? (abstract)
11:00-12:30  Session MK2: E-Marketing & E-Retailing: Emerging Market Perspectives

CHAIR:  Mark Cwiek  (Central Michigan University, United States)
DISCUSSANT:  I. Struweg  (University of Johannesburg, South Africa)
LOCATION:  Room C

11:00  Beate Stiehler-Mulder  (University of Johannesburg, South Africa)
Nicole Cunningham  (University of Johannesburg, South Africa)
Norman Mafuratidze  (University of Johannesburg, South Africa)
Exploring Online Shopping Experiences of Low-Income Consumers in an Emerging E-retailing Market (abstract)

11:23  Peter Sibusiso Gwebu  (University of Johannesburg, South Africa)
Examining Podcast Marketing Success – Perspectives of the IS Success Model (abstract)

11:45  Tareq N. Hashem  (Isra University, Jordan)
Employing Billboard Marketing as a Tobacco De-marketing Strategy for Young Adults (abstract)

12:30-13:30  Lunch

13:30-15:00  Session EN2: Small and Medium Enterprises: Multidisciplinary Views

CHAIR:  Hande B. Turker  (Bogazici University, Turkey)
DISCUSSANT:  Marei Ghalilib  (University of Worcester, UK)
LOCATION:  Room B

13:30  Luzaan Hamilton  (North West University, South Africa)
Clarise Mostert  (North West University, South Africa)
South African Youth Entrepreneurial Intention: Mediating role of attitude (abstract)

14:00  Lasta Dangol  (University of the West Scotland, UK)
Wilson Ozuem  (University of Cumbria, UK)
Exploring the Challenges and Barriers to Women Entrepreneurship in the Nepalese Food Industry (abstract)

14:30  S. Govuzela  (Vaal University of Technology, South Africa)
The Impact of Small and Medium Enterprises (SMEs) On the Economic Growth in America (abstract)
13:30-15:00  Session IS5: Environmental Sustainability: Economic and Social Analysis

CHAIR:  Elżbieta Zysk  (University of Warmia and Mazury in Olsztyn, Poland)
DISCUSSANT:  Sebastian Okafor  (University of Cumbria, UK)
LOCATION:  Room A

13:30  Michael Matodzi Mokoena  (Tshwane University of Technology, South Africa)
Ingrid Matlou Mokgobu  (Tshwane University of Technology, South Africa)
Sylvia Lutendo Mudau  (Tshwane University of Technology, South Africa)
Stanley Murembiwa Mukhola  (Tshwane University of Technology, South Africa)
Street Food Vending: A Source of Income for Rural and Urban Impoverished Households, Case Study of Marabastad and Makhado in South Africa  (abstract)

13:53  Keith Buckley  (Rollins College, United States)
How to be Socially Conscious yet Profitable in the New Global Economy  (abstract)

14:16  Aqsa Shabir  (University of Wales Trinity Saint David, UK)
Wilson Ozuem  (Anglia Ruskin University, UK)
Muhammad Naeem  (Arden University, UK)
Identifying Key Usability Characteristics for Fashion Brand Augmented Reality Apps  (abstract)

13:30-15:00  Session SP4: Meet the Editors
LOCATION:  Room C

N. Delener  (Editor-in-Chief, United States)
Journal of Global Business and Technology (JGBAT)
Bruno Mascitelli  (Swinburne University of Technology, Australia)
Australian New Zealand Journal of European Studies (ANZJES)
Tailan Chi  (University of Wisconsin-Milwaukee, United States)
Journal of International Business Studies (JIBS)

16:00-18:30  Tour of Main Halls and Garden followed by Concert at Senate of Czech Republic

Friday, July 14th
08:00-17:00  Registration

09:00-10:30  Session IN2: Adopting Digitalization and Apps in Global Market Settings
CHAIR:  Gordon Bowen  (Anglia Ruskin University, UK)
DISCUSSANT:  E. Chinomona  (Vaal University of Technology, South Africa)
LOCATION:  Room A

09:00  Jo Blanckensee  (University of Cape Town, South Africa)
Lauren Longhurst  (University of Cape Town, South Africa)
Nkosivile Madinga  (University of Cape Town, South Africa)
The New Normal: The Adoption of Food Delivery Apps (abstract)

09:23  Katarzyna Grzybowska  (Poznan University of Technology, Poland)
Digital Supply Chain – Expert assessment of the trend's dissemination (abstract)

09:46  Rita Klonaridis  (North-West University, South Africa)
The influence of ease of use, usefulness and information quality on consumers’ satisfaction with purchasing from social media groups (abstract)

09:00-10:30  Session IS3: Managing Data and Consequences of Data Usage
CHAIR:  Anna Putnova  (Brno University of Technology, Czechia)
DISCUSSANT:  Godfrey Maake  (Tshwane University of Technology, South Africa)
LOCATION:  Room B

09:00  Jieh-Ren Chang  (National Ilan University, Taiwan)
Zhong-Kai Wei  (National Ilan University, Taiwan)
Guang-You Wang  (National Ilan University, Taiwan)
Chiu-Ju Lu  (National Ilan University, Taiwan)
Hsueh-Yi Lin  (National Ilan University, Taiwan)
Advanced Data Mining of Table Tennis Match Information Based on FP-Growth Data Analysis (abstract)

09:22  Adejoke C. Olufemi  (Tshwane University of Technology, South Africa)
Andile Mji  (Cape Peninsula University of Technology, South Africa)
An Awareness About Potential Negative Impacts of Cell Phone Usage Among Youngsters (abstract)

09:45  Marjoné Van der Bank  (Vaal University of Technology, South Africa)
10:07 **Mthobisi Nhlabathi** (University of Johannesburg, South Africa)

**Functional Congruence, Student Satisfaction and Student Housing Preference** (abstract)

09:00-10:30 Session LA2: Global Finance: Examination of Chatbots Technology, Corporate Fraud, and Climate Change

CHAIR: **Tailan Chi** (University of Wisconsin-Milwaukee, United States)

DISCUSSANT: **Moaz Nagib Gharib** (Dhofar University, Oman)

LOCATION: Room C

09:00 **Mohamed Abdullah Al-Shafei** (Newcastle University, UK)

**Wilson Ozuem** (Anglia Ruskin University, UK)

**Understanding the usability of Interactive Financial chatbots technology** (abstract)

09:23 **Debra Claire Pheiffer** (Tshwane University of Technology, South Africa)

**Azwihangwisi Judith Mphidi** (The City of Tshwane Metropolitan Municipality, South Africa)

**Corporate Fraud at the Small Enterprise Finance Agency affects the economic growth in South Africa** (abstract)

09:46 **Jacob T. Mofokeng** (Tshwane University of Technology, South Africa)

**An Investigation of the Impact of the South African Police Service on Policing During the COVID-19 Pandemic in South Africa** (abstract)

10:30-11:00 Coffee Break

11:00-12:30 Session IS4: Contemporary Topics in Global Markets: Eclectic Perspectives

CHAIR: **Mike Tasto** (Southern New Hampshire University, United States)

DISCUSSANT: **Michael Matodzi Mokoena** (Tshwane University of Technology, South Africa)

LOCATION: Room A

11:00 **Marius Wait** (University of Johannesburg, South Africa)

**Ronél Toerien** (University of Johannesburg, South Africa)

**Reasons Why First-Year Students Selected a Business College at a University: Post-pandemic Insights From South Africa** (abstract)

11:22
E. Chinomona (Vaal University of Technology, South Africa)
K. Mosala (Vaal University of Technology, South Africa)
Perceptions of Motorists Towards E-Tolls and their Intention to use E-Tolls in Gauteng Province, South Africa (abstract)

11:44 Igor Makienko (University of Nevada, Reno, United States)
Application of Prospect Theory in Marketing Exchange Situations with Sales Promotions (abstract)

12:07 Molefe Jonathan Maleka (Tshwane University of Technology, South Africa)
Industry Experts Lived Experiences With Human Resources Management Students Doing Work-Integrated Learning (abstract)

11:00-12:30 Session MK3: Social Marketing and Brand Management: Strategic Views
CHAIR: Wilson Ozuem (University of Cumbria, UK)
DISCUSSANT: Nombulelo Dilotsotlhe (University of South Africa, South Africa)
LOCATION: Room B

11:00 E.H. Redda (North West University (Vaal Triangle Campus), South Africa)
N.E. Shezi (University of South Africa (UNISA), South Africa)
Sports Footwear Branding: Its Influence on Consumer Attitudes and Purchase Intentions (abstract)

11:22 I. Struweg (University of Johannesburg, South Africa)
Student-University Identification: A Brand Personality Reflective Narrative Perspective (abstract)

11:45 Siphiwe Dlamini (University of Cape Town, South Africa)
Ryanne Fox (University of Cape Town, South Africa)
Tara Williams (University of Cape Town, South Africa)
Naomi Mogodi (University of Cape Town, South Africa)
Can Feminist Social Marketing Advertisements Impact the Behavioural Intentions of Men to Support Feminist Beliefs? (abstract)

12:07 V. Aslihan Nasir (Bogazici University, Turkey)
Hande B. Turker (Bogazici University, Turkey)
Ece D. Aykac (Bogazici University, Turkey)
E. Baran Unal (Bogazici University, Turkey)
Factors Affecting Gen Z's Loyalty toward Online Marketplaces (abstract)

11:00-12:30 Session TE2: Information Technology and Cyber Security: Cross-Country Analysis
CHAIR: **Katarzyna Grzybowska** (Poznan University of Technology, Poland)
DISCUSSANT: **Mona Chung** (Cross Culture International, Australia)
LOCATION: Room C

11:00 **Dominic Oluwadamilola Akingbotolu** (York St. John University, UK)
**Muhammad Umar Farooq** (York St. John University, UK)
**Gordon Bowen** (York St. John University, UK)
Enhancing Agile Productivity: Research Objectives for Exploring the Relationship Between Team Motivation and Agile Methodologies in Nigeria-Based Software Development Projects (abstract)

11:23 **Amanda Dlamini** (University of the Witwatersrand, South Africa)
**Mncedisi Sindane** (University of the Witwatersrand, South Africa)
**Tinashe Chuchu** (University of the Witwatersrand, South Africa)
Customer Perceptions of Self-Service Technologies in the Fast Moving Consumer Goods Industry (abstract)

11:46 **Esabel Kgaogelo Mathekgane** (Tshwane University of Technology, South Africa)
**Sibongile Sharol Mkhomazi** (Tshwane University of Technology, South Africa)
Relationship Between MIS Contribution, Technology Challenges and Organisational Challenges at Sekhukhune Technical and Vocational Education and Training College in Sekhukhune District (abstract)

12:30-13:30 Lunch

13:30-15:00 Session EN3: Managing Complex, Small, and Medium Enterprises
CHAIR: **Elina Varamäki** (Seinäjoki University of Applied Sciences, Finland)
DISCUSSANT: **Luzaan Hamilton** (North West University, South Africa)
LOCATION: Room A

13:30 **Kagiso Nicholas Tlou** (Tshwane University of Technology, South Africa)
**Jacob Tseko Mofokeng** (Tshwane University of Technology, South Africa)
An Analysis Into Alcohol as a Catalytic Contributing Factor to Gender Based Violence and Femicide at Tshwane University of Technology Campuses (abstract)

13:52 **Naveed Ur Rehman** (University of Cumbria, UK)
**Wilson Ozuem** (University of Cumbria, UK)
Understanding Strategies for Service Failure Recovery in Open Digital Government (abstract)

14:15
Shem Sikombe  (Copperbelt University, Zambia)
Maxwell Phiri  (University of KwaZulu-Natal, South Africa)

Transport Service Quality and Perceived Satisfaction: Students' Perspective (abstract)

13:30-15:00  Session MG3: Global Human Resource Management: Policy Implications

CHAIR:  Anna Putnova  (Brno University of Technology, Czechia)
DISCUSSANT:  Lasta Dangol  (University of the West Scotland, UK)
LOCATION:  Room B

13:30  Thulani Bhuti Skosana  (Tshwane University of Technology, South Africa)
Molefe Jonathan Maleka  (Tshwane University of Technology, South Africa)
Thuli Ngonyama-Ndou  (Tshwane University of Technology, South Africa)

Antecedents of Employees' Well-Being at Four Municipalities in the Nkangala District (abstract)

13:53  Moaz Nagib Gharib  (Dhofar University, Oman)

The Mediating Role of Knowledge Withholding Behaviors On the Impact of Organizational Memory on Employees' High Performance in the Telecommunications Sector in Sultanate of Oman (abstract)

14:15  Rozenda Hendrickse  (University of Pretoria, South Africa)

Ethnic Leadership in the Age of Disruption: Implications for South African Municipalities (abstract)

13:30-15:00  Session MK4: Cross Cultural Consumer Behavior: Counterfeit Luxury, Artificial Intelligence and Loyalty Analysis

CHAIR:  Ashok Som  (ESSEC Business School, Paris, France)
DISCUSSANT:  N.E. Shezi  (University of South Africa (UNISA), South Africa)
LOCATION:  Room C

13:30  Nicole Cunningham  (University of Johannesburg, South Africa)

The Moderating Role of Independent Self-Construal on the Personality Factors Impacting the Purchase Intention Towards Counterfeit Luxury (abstract)

13:53  Jones Fonchin  (University of Wales Trinity St David, UK)
Wilson Ozuem  (University of Cumbria, UK)
Caroline Jawad  (University of Wales Trinity St David, UK)

Exploring Customer Perceptions of Artificial Intelligence and Service Failure Recovery (abstract)

14:15  Riané Dalziel  (North-West University, South Africa)
Green Beauty Product Loyalty: A Model Validation (abstract)

15:00-15:30  Coffee Break

15:30-17:00  Session MK5: Digital Marketing Strategies: Social Media and Podcast Marketing Success

CHAIR: Priyangani Ariyawansha (The University of Bedfordshire, UK)
DISCUSSANT: N. Delener (York College of Pennsylvania, United States)
LOCATION: Room A

15:30 Nii Nookwei Tackie (University of the Witwatersrand, South Africa)
Thomas Anning-Dorson (University of the Witwatersrand, South Africa)
Leisurely Scrolling Suddenly Buying? Losing Self-Control on Social Media and its effect on Online Purchasing Behaviour (abstract)

15:53 Kirsty-Lee Sharp (North-West University, South Africa)
Costa Synodinos (North-West University, South Africa)
Validating an Organic Food Product Purchase Behaviour Model Amongst South African Generation Y Consumers (abstract)

16:15 Samuel Ayertey (University of Cumbria, UK)
Mahnaz Tabassum (University of Cumbria, UK)
Wilson Ozuem (Anglia Ruskin University, UK)
Exploring Customer Satisfaction and Recovery Strategies for Online Service Failures in the Luxury Fashion Industry (abstract)

16:37 Chantel Muller (North-West University, South Africa)
Kirsty-Lee Sharp (North-West University, South Africa)
A Gender Comparison of the Factors Influencing Generation Y Student Consumers’ Wearable Activity Tracker Usage Intentions (abstract)