

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 AnalysisCHAIR: [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 PerspectivesCHAIR: [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 Langšádlová](#) (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 Kiyamaz](#) (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 Klingelhöfer](#) (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)

Exploring Outcomes on Monitoring and Evaluation for Sustainable Development (MESD) Mechanisms in Sedibeng District Municipality ([abstract](#))

- 09:22 [Mark Cwiek](#) (Central Michigan University, United States)
[George 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 Kiyamaz](#) (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 Klingelhöfer](#) (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

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

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)

The Legal Responsibilities of Local Governments in the Adaptation and Mitigation of Climate Change in South Africa Through the Principle of Subsidiarity ([abstract](#))

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 SuccessCHAIR: [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](#))

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