

GBATA 2023 CONFERENCE: GBATA 24TH ANNUAL INTERNATIONAL CONFERENCE

PROGRAM AUTHORS KEYWORDS

TALK AUTHOR INDEX

Shortcuts: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [R](#) [S](#) [T](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)**A**

- [Akingbotolu, Dominic Oluwadamilola](#) [Enhancing Agile Productivity: Research Objectives for Exploring the Relationship Between Team Motivation and Agile Methodologies in Nigeria-Based Software](#)
- [Al-Shafei, Mohamed Abdullah](#) [Understanding the usability of Interactive Financial chatbots technology.](#)
- [Anning-Dorson, Thomas](#) [Leisurely Scrolling Suddenly Buying? Losing Self-Control on Social Media and its effect on Online Purchasing Behaviour](#)
- [Anwar, Sohail](#) [Identifying Critical Factors in the Development of a Proactive Service Recovery Strategy for Online Banking.](#)
- [Ariyawansa, Priyangani](#) [Artificial Intelligence \(AI\) And Future of Higher Education \(HE\): A Qualitative Study on Challenges and Opportunities for Meeting Quality Standards in HE](#)
- [Ayertey, Samuel](#) [Exploring Customer Satisfaction and Recovery Strategies for Online Service Failures in the Luxury Fashion Industry.](#)

B

- [Bartlett, David](#) [Commercial Applications of AGTECH, a review of company \(MNE\) level best practices viewed across the value chain](#)
- [Bello, Paul O.](#) [An Investigation of Cultural Expectations and Standards as Contributors to Domestic Violence Perpetuated Against Men: A Case Study of Limpopo Province](#)
- [Blankensee, Jo](#) [The New Normal: The Adoption of Food Delivery Apps](#)
- [Bowen, Gordon](#) [AI and Democracy: Does AI Require a Digital Decision-Making Consciousness?](#)
- [Bowen, Gordon](#) [Enhancing Agile Productivity: Research Objectives for Exploring the Relationship Between Team Motivation and Agile Methodologies in Nigeria-Based Software](#)
- [Brown, José](#) [Electronic Health Records: The Wonders and the Worries](#)
- [Buckley, Keith](#) [Can The Energy Industry Be Sustainable In The Near Future?
How to be Socially Conscious yet Profitable in the New Global Economy.](#)

C

- [Carmel, Erran](#) [A futurist's perspective on sustainable agriculture technology.](#)
- [Chang, Jieh-Ren](#) [Advanced Data Mining of Table Tennis Match Information Based on FP-Growth Data Analysis](#)
- [Chang, Yun-Chi](#) [The Influence of Personality and Motivations on the Intents to Invest in Cryptocurrencies](#)
- [Chang, Yun-Jung](#) [A Pilot Study on Cooperation between Chinese Taipei Olympic Committee and the Sports Administration in Taiwan](#)
- [Chen, Po-Han](#) [A Pilot Study on Cooperation between Chinese Taipei Olympic Committee and the Sports Administration in Taiwan](#)
- [Chi, Tialan](#) [The Option Value Embedded in a Joint Venture Under Exogenous and Endogenous Uncertainty.
Journal of International Business Studies \(JIBS\).](#)
- [Chinomona, E.](#) [Perceptions of Motorists Towards E-Tolls and their Intention to use E-Tolls in Gauteng Province, South Africa
Modelling the Influence of Organisational Politics on Employee Job Stress on Small and Medium Enterprises in Gauteng Province: South Africa](#)
- [Chuchu, Tinashe](#) [Customer Perceptions of Self-Service Technologies in the Fast Moving Consumer Goods Industry.](#)
- [Chung, Mona](#) [Is Huawei the Chinese "Trojan Horse" in the US-China political tensions?](#)
- [Cunningham, Nicole](#) [Exploring Online Shopping Experiences of Low-Income Consumers in an Emerging E-retailing Market
The Moderating Role of Independent Self-Construal on the Personality Factors Impacting the Purchase Intention Towards Counterfeit Luxury](#)

	Cwiek, Mark	<i>Electronic Health Records: The Wonders and the Worries</i> <i>Retaliatory Termination of Physician Employment by Hospitals: The Case of Zelman versus Cape Cod Hospital</i>
D	Dalziel, Riané	<i>Green Beauty Product Loyalty: A Model Validation</i>
	Dangol, Lasta	<i>Exploring the Challenges and Barriers to Women Entrepreneurship in the Nepalese Food Industry</i>
	Delener, N.	<i>Journal of Global Business and Technology (JGBAT)</i>
	Dilotsothe, Nombulelo	<i>Determinants of consumer behavioural loyalty on grocery shopping apps</i>
	Dlamini, Amanda	<i>Customer Perceptions of Self-Service Technologies in the Fast Moving Consumer Goods Industry</i>
	Dlamini, Siphwe	<i>Can Feminist Social Marketing Advertisements Impact the Behavioural Intentions of Men to Support Feminist Beliefs?</i>
F	Farooq, Muhammad Umar	<i>Enhancing Agile Productivity: Research Objectives for Exploring the Relationship Between Team Motivation and Agile Methodologies in Nigeria-Based Software</i>
	Fonchin, Jones	<i>Exploring Customer Perceptions of Artificial Intelligence and Service Failure Recovery</i>
G	Ghalilib, Marei	<i>Unpacking the Complexity of Public Service Recovery Strategies in the Airline Industry</i>
	Gharib, Moaz Nagib	<i>The Mediating Role of Knowledge Withholding Behaviors On the Impact of Organizational Memory on Employees' High Performance in the Telecommunication</i>
	Gilliland, Sonja	<i>Skills Requirements for Graduates in Information Technology to Enter the Industry 5.0 Labour Market in South Africa</i>
	Govuzela, S.	<i>The Impact of Small and Medium Enterprises (SMEs) On the Economic Growth in America</i> <i>The Impact of Small and Medium Enterprises (SMEs) On the Economic Growth in South Africa</i>
	Grzybowska, Katarzyna	<i>Digital Supply Chain – Expert assessment of the trend's dissemination</i>
	Gwebu, Peter Sibusiso	<i>Examining Podcast Marketing Success – Perspectives of the IS Success Model</i>
H	Hamilton, Luzaan	<i>South African Youth Entrepreneurial Intention: Mediating role of attitude</i> <i>Environmental Factors Impacting Female Students Entrepreneurial Intention</i>
	Hashem, Tareq N.	<i>Employing Billboard Marketing as a Tobacco De-marketing Strategy for Young Adults</i>
	Hendrickse, Rozenda	<i>Ethnic Leadership in the Age of Disruption: Implications for South African Municipalities</i>
	Henley, Liz	<i>Strategies to Improve Student Persistence and Success in Business Courses</i>
	Herbst, Tessie H.H.	<i>Leader Personality: A university case study of the cultural and strategic "implications" in leading transformation</i>
J	Jafari Gorizi, Amirsalar	<i>The Use of Digital Technologies in Climate Smart Agriculture Management: A Quantitative Systematic Review of Objectives and Challenges</i>
K	Kikano, George	<i>Electronic Health Records: The Wonders and the Worries</i>
	Kim, Hee Kyung	<i>Effect of Digitalization to Value Chain Capability in MICE Industry</i>
	Kim, Woo Sung	<i>Founder CEOs and ESG performance: Evidence from an emerging market</i>
	Kiyamaz, Halil	<i>Founder CEOs and ESG performance: Evidence from an emerging market</i>

Klingelhöfer, Heinz Eckart	<i>An Integrated Financing Framework for Greening South African Cities</i>
Klonaridis, Rita	<i>The influence of ease of use, usefulness and information quality on consumers' satisfaction with purchasing from social media groups</i>
L	
Lee, Chang Won	<i>Effect of Digitalization to Value Chain Capability in MICE Industry</i>
Lin, Hsueh-Yi	<i>Advanced Data Mining of Table Tennis Match Information Based on FP-Growth Data Analysis</i>
	<i>The Option Value Embedded in a Joint Venture Under Exogenous and Endogenous Uncertainty</i>
	<i>An Awareness About Potential Negative Impacts of Cell Phone Usage Among Youngsters</i>
	<i>Consuming and Engaging With News in Social Media: Do All Users Have Similar Motives?</i>
	<i>Priorities of Czech Research</i>
	<i>Perceptions of Motorists Towards E-Tolls and their Intention to use E-Tolls in Gauteng Province, South Africa</i>
	<i>Customer Perceptions of Self-Service Technologies in the Fast Moving Consumer Goods Industry</i>
	<i>Can Feminist Social Marketing Advertisements Impact the Behavioural Intentions of Men to Support Feminist Beliefs?</i>
	<i>Factors Affecting Gen Z's Loyalty toward Online Marketplaces</i>
	<i>Antecedents of Employees' Well-Being at Four Municipalities in the Nkangala District</i>
	<i>Exploring Customer Perceptions of Artificial Intelligence and Service Failure Recovery</i>
	<i>AI and Democracy: Does AI Require a Digital Decision-Making Consciousness?</i>
	<i>Evolution of Brazil's Innovation Performance: An Analysis of Possible Improvement Actions</i>
Liu, Bo	<i>Strategies to Improve Student Persistence and Success in Business Courses</i>
Longhurst, Lauren	<i>The New Normal: The Adoption of Food Delivery Apps</i>
Lu, Chiu-Ju	<i>Advanced Data Mining of Table Tennis Match Information Based on FP-Growth Data Analysis</i>
	<i>Can a Political Decision Change the Law of Physics? Lessons Learned from "The Energy Crisis"</i>
	<i>Can Feminist Social Marketing Advertisements Impact the Behavioural Intentions of Men to Support Feminist Beliefs?</i>
	<i>AI and Democracy: Does AI Require a Digital Decision-Making Consciousness?</i>
	<i>Evolution of Brazil's Innovation Performance: An Analysis of Possible Improvement Actions</i>
Lues, Heleneze	<i>Influencing Generation Y Consumers' Perceived Quality of Fashion Brands: A Gender Comparison</i>
	<i>Gender Disparities in Behavioral Intention to Use University Websites Among Generation Y Students</i>
M	
Maahe, Godfrey	<i>Factors Contributing to Administrative Employees' Motivation in the Selected Government Department in Gauteng Province</i>
Mabasa, D.G.	<i>Occupational Well-Being of Street Traders: The Least Measured and Neglected Global Majority Workers</i>
Mackey, Sheri L.	<i>Changing Change in Global Organizations: A Positivist Approach To Improved Business Outcomes</i>
Madinga, Nkosivile	<i>The New Normal: The Adoption of Food Delivery Apps</i>
Mafuratidze, Norman	<i>Exploring Online Shopping Experiences of Low-Income Consumers in an Emerging E-retailing Market</i>
Maher, Vincent	<i>Retaliatory Termination of Physician Employment by Hospitals: The Case of Zelman versus Cape Cod Hospital</i>
Maher, Vincent	<i>Electronic Health Records: The Wonders and the Worries</i>
Makienko, Igor	<i>Application of Prospect Theory in Marketing Exchange Situations with Sales Promotions</i>
Maleka, Molefe Jonathan	<i>Industry Experts Lived Experiences With Human Resources Management Students Doing Work-Integrated Learning</i>
	<i>Antecedents of Employees' Well-Being at Four Municipalities in the Nkangala District</i>
Martino, Andrew	<i>The Economic and Educational Impacts of American Disruption in Higher Education</i>
Mascitelli, Bruno	<i>Is Huawei the Chinese "Trojan Horse" in the US-China political tensions?</i>
	<i>Australian New Zealand Journal of European Studies (ANZJES)</i>
Mathekgane, Esabel Kgaoogelo	<i>Relationship Between MIS Contribution, Technology Challenges and Organisational Challenges at Sekhukhune Technical and Vocational Education and Training</i>

Mkhomazi, Sibongile Sharol	<i>Relationship Between MIS Contribution, Technology Challenges and Organisational Challenges at Sekhukhune Technical and Vocational Education and Training</i>
Mmakwena, Modipa	<i>Negligent driving as a causative factor towards road traffic accidents in South Africa</i>
Mofokeng, Jacob T.	<i>An Investigation of the Impact of the South African Police Service on Policing During the COVID-19 Pandemic in South Africa</i>
Mofokeng, Thabang Excellent	<i>An Investigation of Cultural Expectations and Standards as Contributors to Domestic Violence Perpetuated Against Men: A Case Study of Limpopo Province</i> <i>An Analysis Into Alcohol as a Catalytic Contributing Factor to Gender Based Violence and Femicide at Tshwane University of Technology Campuses</i> <i>Inter-Interactions of Ethical Marketing Scale With Customers' Demographics in the Medical Scheme Sector</i>
Mogodi, Naomi	<i>Can Feminist Social Marketing Advertisements Impact the Behavioural Intentions of Men to Support Feminist Beliefs?</i> <i>Evolution of Brazil's Innovation Performance: An Analysis of Possible Improvement Actions</i>
Mokgobu, Ingrid Matlou	<i>Street Food Vending: A Source of Income for Rural and Urban Impoverished Households, Case Study of Marabastad and Makhado in South Africa</i>
Mokgopha, Sindi	<i>An Integrated Financing Framework for Greening South African Cities</i>
Mokoena, Michael Matodzi	<i>Street Food Vending: A Source of Income for Rural and Urban Impoverished Households, Case Study of Marabastad and Makhado in South Africa</i>
Monteiro, Paulo Vinicius Petriz Maciel	<i>Evolution of Brazil's Innovation Performance: An Analysis of Possible Improvement Actions</i>
Mostert, Clarise	<i>South African Youth Entrepreneurial Intention: Mediating role of attitude</i>
Mphidi, Azwihangwisi Judith	<i>Corporate Fraud at the Small Enterprise Finance Agency affects the economic growth in South Africa</i>
Mroczkowski, Tomasz	<i>The Present Environment of Polycrises and Its Impact on Food Security: Short Term Threats From Geopolitics and Longer Term Threats From the Non-Sustain</i> <i>The Use of Digital Technologies in Climate Smart Agriculture Management: A Quantitative Systematic Review of Objectives and Challenges</i>
Mudau, Sylvia Lutendo	<i>Street Food Vending: A Source of Income for Rural and Urban Impoverished Households, Case Study of Marabastad and Makhado in South Africa</i>
Mukhola, Stanley Murembiwa	<i>Street Food Vending: A Source of Income for Rural and Urban Impoverished Households, Case Study of Marabastad and Makhado in South Africa</i>
Muller, Chantel	<i>A Gender Comparison of the Factors Influencing Generation Y Student Consumers' Wearable Activity Tracker Usage Intentions</i>
N	
Naeem, Muhammad	<i>Identifying Key Usability Characteristics for Fashion Brand Augmented Reality Apps</i>
Nasir, V. Aslihan	<i>Consuming and Engaging With News in Social Media: Do All Users Have Similar Motives?</i> <i>Factors Affecting Gen Z's Loyalty toward Online Marketplaces</i>
Nhlabathi, Mthobisi	<i>Functional Congruence, Student Satisfaction and Student Housing Preference</i>
O	
Obi, Pat	<i>The Reaction of Equity and Commodity Markets to the Onset of the Russia-Ukraine Conflict</i>
Oh, Jung suk	<i>An Application of KANO-IPA Model to Cryptocurrency Exchange – A Preliminary Analysis</i>
Okafor, Sebastian	<i>Identifying Critical Factors in the Development of a Proactive Service Recovery Strategy for Online Banking</i>
Oliveira, Murilo de Alencar Souza	<i>Evolution of Brazil's Innovation Performance: An Analysis of Possible Improvement Actions</i>
Olufemi, Adejoke C.	<i>An Awareness About Potential Negative Impacts of Cell Phone Usage Among Youngsters</i>

Olutola, Adewale	Negligent driving as a causative factor towards road traffic accidents in South Africa
Ozuem, Wilson	An Investigation of Cultural Expectations and Standards as Contributors to Domestic Violence Perpetuated Against Men: A Case Study of Limpopo Province
Ozuem, Wilson	Understanding the usability of Interactive Financial chatbots technology
	Unpacking the Complexity of Public Service Recovery Strategies in the Airline Industry
	Identifying Critical Factors in the Development of a Proactive Service Recovery Strategy for Online Banking
	Understanding Strategies for Service Failure Recovery in Open Digital Government
	Exploring Customer Perceptions of Artificial Intelligence and Service Failure Recovery
	Exploring the Challenges and Barriers to Women Entrepreneurship in the Nepalese Food Industry
	Identifying Key Usability Characteristics for Fashion Brand Augmented Reality Apps
Ozuem, Wilson	Exploring Customer Satisfaction and Recovery Strategies for Online Service Failures in the Luxury Fashion Industry
P	
Paddock, Megan	Innovative Teaching Practices Used and Gained During a Co-Taught Interdisciplinary Course in Economics and Mathematics
Paula, Fábio de Oliveira	Evolution of Brazil's Innovation Performance: An Analysis of Possible Improvement Actions
Pheiffer, Debra Claire	Corporate Fraud at the Small Enterprise Finance Agency affects the economic growth in South Africa
Phiri, Maxwell	Transport Service Quality and Perceived Satisfaction: Students' Perspective
Polley, Diana	The Economic and Educational Impacts of American Disruption in Higher Education
Prinsloo, Ronelle	Alternative Dispute Resolution and Maritime Delimitation
R	
Randolph, Greg	Strategies to Improve Student Persistence and Success in Business Courses
Rastica, Pavel	Global and Local Challenges and Market Trends from an Advisory Perspective
	Evolution of Brazil's Innovation Performance: An Analysis of Possible Improvement Actions
Redda, E.H.	Sports Footwear Branding: Its Influence on Consumer Attitudes and Purchase Intentions
Rehman, Naveed Ur	Understanding Strategies for Service Failure Recovery in Open Digital Government
Roth, Brenden	Electronic Health Records: The Wonders and the Worries
S	
Seth, Anju	The Option Value Embedded in a Joint Venture Under Exogenous and Endogenous Uncertainty
Shabir, Aqsa	Identifying Key Usability Characteristics for Fashion Brand Augmented Reality Apps
Sharp, Kirsty-Lee	Validating an Organic Food Product Purchase Behaviour Model Amongst South African Generation Y Consumers
	A Gender Comparison of the Factors Influencing Generation Y Student Consumers' Wearable Activity Tracker Usage Intentions
Shezi, N.E.	Sports Footwear Branding: Its Influence on Consumer Attitudes and Purchase Intentions
Sikombe, Shem	Transport Service Quality and Perceived Satisfaction: Students' Perspective
Skosana, Thulani Bhuti	Antecedents of Employees' Well-Being at Four Municipalities in the Nkangala District
Som, Ashok	Blue Don: To diversify or not to diversify a Mexican Tequila Brand?
Stiehler-Mulder, Beate	Defining Product Selling and Solution Selling. A Multi-Method Qualitative Study
	Exploring Online Shopping Experiences of Low-Income Consumers in an Emerging E-retailing Market
Struweg, I.	Student-University Identification: A Brand Personality Reflective Narrative Perspective
Synodinos, Costa	Validating an Organic Food Product Purchase Behaviour Model Amongst South African Generation Y Consumers
T	
Tabassum, Mahnaz	Exploring Customer Satisfaction and Recovery Strategies for Online Service Failures in the Luxury Fashion Industry
Tackie, Nii Nookwei	Leisurely Scrolling Suddenly Buying? Losing Self-Control on Social Media and its effect on Online Purchasing Behaviour

Tasto, Mike	<i>The Economic and Educational Impacts of American Disruption in Higher Education</i>
Tlou, Kagiso Nicholas	<i>An Analysis Into Alcohol as a Catalytic Contributing Factor to Gender Based Violence and Femicide at Tshwane University of Technology Campuses</i>
Toerien, Ronél	<i>Reasons Why First-Year Students Selected a Business College at a University: Post-pandemic Insights From South Africa</i>
Tshoane, Sabelinah M.	<i>An Investigation of Cultural Expectations and Standards as Contributors to Domestic Violence Perpetuated Against Men: A Case Study of Limpopo Province</i>
Turker, Hande B.	<i>Consuming and Engaging With News in Social Media: Do All Users Have Similar Motives? Factors Affecting Gen Z's Loyalty toward Online Marketplaces</i>
V	
Van der Bank, Marjóné	<i>The Legal Responsibilities of Local Governments in the Adaptation and Mitigation of Climate Change in South Africa Through the Principle of Subsidiarity</i>
Varamäki, Elina	<i>Successor School for Higher Education Students With Family Business Background – A Pedagogical Case Study</i>
Viljamaa, Anmari	<i>Successor School for Higher Education Students With Family Business Background – A Pedagogical Case Study</i>
W	
Wait, Marius	<i>Defining Product Selling and Solution Selling. A Multi-Method Qualitative Study</i> <i>Reasons Why First-Year Students Selected a Business College at a University: Post-pandemic Insights From South Africa</i>
Wang, Guang-You	<i>Advanced Data Mining of Table Tennis Match Information Based on FP-Growth Data Analysis</i>
Wang, Yi-Shun	<i>The Influence of Personality and Motivations on the Intents to Invest in Cryptocurrencies</i>
Wei, Zhong-Kai	<i>Advanced Data Mining of Table Tennis Match Information Based on FP-Growth Data Analysis</i>
X	
Xiao, Li	<i>Digitalisation of Entrepreneurial Finance in China: A Focus on Policy</i>
Y	
Yilmaz, Begum	<i>Consuming and Engaging With News in Social Media: Do All Users Have Similar Motives? Factors Affecting Gen Z's Loyalty toward Online Marketplaces</i>
Z	
Zaman, Ferdousi	<i>Electronic Health Records: The Wonders and the Worries</i>
Zeeman, Malie	<i>Skills Requirements for Graduates in Information Technology to Enter the Industry 5.0 Labour Market in South Africa</i>
Zwane, E.	<i>Exploring Outcomes on Monitoring and Evaluation for Sustainable Development (MESD) Mechanisms in Sedibeng District Municipality</i>
Zysk, Elżbieta	<i>The Digital Future of Sustainable Agriculture in the EU</i> <i>The Use of Digital Technologies in Climate Smart Agriculture Management: A Quantitative Systematic Review of Objectives and Challenges</i>