

GBATA 2024 CONFERENCE: GBATA 25TH ANNUAL INTERNATIONAL CONFERENCE

PROGRAM AUTHORS KEYWORDS

PROGRAM

Days: [Tuesday, July 9th](#) [Wednesday, July 10th](#) [Thursday, July 11th](#)
[Friday, July 12th](#)

Tuesday, July 9th

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

15:00-19:30 Registration

16:00-17:00 Orientation for Session Chairs and Discussants

19:30-21:30 Welcoming Reception

Wednesday, July 10th

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

08:00-17:00 Registration

09:00-10:30 Session IS1: Innovative Strategies: Challenges and Opportunities
for Different Sectors

CHAIR: [Samir R. Moussalli](#) (University of Montevallo, United States)

DISCUSSANT: [Maria Teresa Pereira](#) (Polytechnic Institute of Porto, Portugal)

LOCATION: [A](#)

09:00 [Modipa Mmakwena](#) (Tshwane University of Technology, South Africa)

Pedestrian safety in South Africa: A comprehensive analysis ([abstract](#))

09:23 [Susana Rodrigues](#) (Polytechnic Institute of Leiria, Portugal)

[William Cantú](#) (Polytechnic Institute of Leiria, Portugal)

[Susana Ferreira](#) (Polytechnic Institute of Leiria, Portugal)

[Carla Freire](#) (Polytechnic Institute of Leiria, Portugal)

[Rui Santos](#) (Polytechnic Institute of Leiria, Portugal)

[Ana Valongo](#) (Polytechnic Institute of Leiria, Portugal)

Co-creation in HEIs, and its impact on students and companies: the case of the “Link me up –1000 Ideas” ([abstract](#))

09:46 [Megan Paddack](#) (Southern New Hampshire University, United States)

Developing Innovative Game-Based Strategies for a Differential Equations Course ([abstract](#))

09:00-10:30 Session MG1: Guidelines and Policies in Changing Global Management

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

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

LOCATION: [B](#)

09:00 [Elizabeth Chinomona](#) (Vaal University of Technology, South Africa)

Organisational Citizenship Behaviour, Employee Perception of Equity and Organisational Commitment on Intention to Stay In Zimbabwean SMEs ([abstract](#))

09:22 [Paul Nnanwobu](#) (University of Cumbria, UK)

[Sebastian Okafor](#) (University of Cumbria, UK)

Examining the Relationship Between Public Opinion Polling on Socio-economic issues and the Role of the Media in Emerging Markets ([abstract](#))

09:44 [Keith Buckley](#) (Rollins College, United States)

The Intricate Relationship between Culture and International Management ([abstract](#))

10:06 [Trust Kabungaidze](#) (Rhodes University, South Africa)

[Lyle Markham](#) (University of the Free State, South Africa)

[Ntombifuthi Zwane](#) (Rhodes University, South Africa)

[Gotlannamang Moloiesi Boipelo Madito](#) (Rhodes University, South Africa)

Work-Life Balance Challenges Amongst Social Workers in a Non-governmental Organisation: Lessons From COVID-19 Pandemic ([abstract](#))

09:00-10:30 Session MK1: Managing Research Data and Innovative Strategies

CHAIR: [Kirsten Cowan](#) (The University of Edinburgh Business School, UK)

DISCUSSANT: [Samuel Ayertey](#) (Arden University, UK)

LOCATION: [C](#)

09:00

[Siphamandla Bingwa](#) (University of Johannesburg, South Africa)
[Mornay Roberts-Lombard](#) (University of Johannesburg, South Africa)
[Christine De Meyer Heydenrych](#) (University of Johannesburg, South Africa)

Exploring the E-trust and E-satisfaction Relationship in an Online Retail Context in South Africa ([abstract](#))

09:22 [Scot Burton](#) (University of Arkansas, United States)
[Christopher Berry](#) (Colorado State University, United States)
[Jeremy Kees](#) (Villanova University, United States)

Understanding the Antecedents and Effects of Data Quality for Differing Online Data Providers in Marketing and Social Science Research ([abstract](#))

09:44 [Ashok Som](#) (ESSEC Business School, France)

Developing Innovative Strategies for an Experience Economy: The Case of Clos19 ([abstract](#))

10:06 [Relebohiseng Matubatuba](#) (University of the Witwatersrand, South Africa)
Commitment and Trust: Shaping GenZ's Loyalty in Non-Profit Blood Donation Organisations ([abstract](#))

09:00-10:30 Session TE1: Innovation and Digitalization for Efficiency and Growth

CHAIR: [Rebecca Natrajan](#) (University of Roehampton, UK)

DISCUSSANT: [Aqsa Shabir](#) (University of Wales Trinity Saint David, UK)

LOCATION: [D](#)

09:00 [Nicole Cunningham](#) (University of Johannesburg, South Africa)
[Daniël J. Petzer](#) (Henley Business School Africa, South Africa)

Beyond Just Handy and Simple: Continued Intention Towards Using Same-Day Delivery Service Grocery Shopping Apps ([abstract](#))

09:23 [Tomasz Mroczkowski](#) (American University, United States)
[David Bartlett](#) (American University, United States)
[Anna Fung](#) (American University, United States)

Is China withdrawing from Silicon Valley? Implications of the decline of Chinese VC investments in the U.S. ([abstract](#))

09:46 [Gordon Bowen](#) (Anglia Ruskin University, UK)
[Richard Bowen](#) (Skeduler Inc., United States)
[Deidre Bowen](#) (Mental Health UK, UK)
[Sumesh Dadwal](#) (London South Bank University, UK)
[Sebastian Okafor](#) (Cumbria University, UK)

AI: Risk management and measurement ([abstract](#))

10:30-11:00 Coffee Break

11:00-12:30 Session SP1: Plenary Session: Developing Innovative Strategies for a Changing World

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

DISCUSSANT: [Susana Rodrigues](#) (Polytechnic Institute of Leiria, Portugal)

[Ana Casaca](#) (Global Head of Innovation, Galp Energia, Portugal)

The Innovation Imperative: Fueling Business Opportunities Through Collaboration ([abstract](#))

[Nuno Fonseca](#) (CEO, Sound Particles, Portugal)

Shooting for the Stars: From Portugal to Hollywood ([abstract](#))

12:30-13:30 Lunch Break

13:30-15:00 Session EC1: International Trade Agreements and Value Creation: Policy Perspectives

CHAIR: [Igor Makienko](#) (University of Nevada, Reno, United States)

DISCUSSANT: [Elżbieta Zysk](#) (University of Warmia and Mazury in Olsztyn, Poland)

LOCATION: [A](#)

13:30 [Confidence Nthebe](#) (North-West University, South Africa)

[Realeboga Mahapa](#) (North-West University, South Africa)

Assessing the Impacts of Trade Agreements on Agriculture Exports and Foreign Aid in Sacu Economies ([abstract](#))

PRESENTER: [Confidence Nthebe](#)

13:53 [Irene Ciccarino](#) (Instituto Universitário de Lisboa, Portugal)

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

[Jorge Ferreira da Silva](#) (PUC-Rio, Brazil)

Value Creation According to Social Business Model Profiles ([abstract](#))

14:16 [Keith Buckley](#) (Rollins College, United States)

The Complex Relationship of Globalization and Sustainability ([abstract](#))

13:30-15:00 Session FI1: Trends in Banking and Financial Markets: Strategies and Policies

CHAIR: [Enoch Zenzile](#) (Tshwane University of Technology, South Africa)

DISCUSSANT: [Ireen Choga](#) (North-West University, South Africa)

LOCATION: [B](#)

- 13:30 [Thomas Mutsvene](#) (Tshwane University of Technology, South Africa)
[Heinz Eckart Klingelhöfer](#) (Tshwane University of Technology, South Africa)
South Africa's Capital and Money Market Interaction in Natural Disaster Financing Using Catastrophe Bonds ([abstract](#))
- 13:52 [Ahmed Muneeb Mehta](#) (University of the Punjab, Pakistan)
[Abdul Rahman Bin S. Senathirajah](#) (INTI International University, Malaysia)
[Abdul Rauf](#) (Wittenborg University of Applied Sciences, Netherlands)
[Hafiza Amina Shahzadi](#) (University of the Punjab, Pakistan)
[Muhammad Ashfaq](#) (Wittenborg University of Applied Sciences, Netherlands)
[Waqas Baig](#) (University of the Punjab, Pakistan)
Analysing Effects of CSR on Green Customer Loyalty Through Co-creation & Green Banking Digitalisation ([abstract](#))
- 14:14 [Pat Obi](#) (Purdue University Northwest, United States)
The Conditional Effect of Fintech on the Linkage Between Financial Inclusion and Financial Market Development ([abstract](#))
- 14:36 [Simiso Msomi](#) (University of KwaZulu Natal, South Africa)
Currency depreciation and international trade in South Africa ([abstract](#))

13:30-15:00 Session MK2: International Consumer Behavior: E-Marketing and Service Strategies

CHAIR: [William Cantú](#) (Polytechnic Institute of Leiria, Portugal)

DISCUSSANT:

[Adèle Potgieter](#) (Nelson Mandela University (George Campus), South Africa)

LOCATION: [C](#)

- 13:30 [Xolani Thusi](#) (University of Limpopo, South Africa)
Meritocratic Appointment Over Cadre Deployment for Effective Service Delivery: The Context of South African Local Government ([abstract](#))
- 13:52 [Marei Ghalilib](#) (University of Worcester, UK)
[Wilson Ozuem](#) (Anglia Ruskin University, UK)
An evaluation of service failure recovery strategies in the Libyan Airline industry ([abstract](#))
- 14:14 [Nicole Cunningham](#) (University of Johannesburg, South Africa)
[Beate Stiehler-Mulder](#) (University of Johannesburg, South Africa)

Low-Income Consumers' Cognitive Appraisal, Emotions, and Coping Strategies: An Online Shopping Perspective ([abstract](#))

13:30-15:00 Session TO1: Virtual Reality and Sustainability in Hospitality Industry

CHAIR: [Bruno Mascitelli](#) (Swinburne University of Technology, Australia)

DISCUSSANT: [M.P. Shai](#) (Tshwane University of Technology, South Africa)

LOCATION: [D](#)

13:30 [Sharon A. Mukhola](#) (Tshwane University of Technology, South Africa)

[Elona N. Ndlovu](#) (Tshwane University of Technology, South Africa)

An Exploration of Sustainability Strategies Among Hospitality Industry General Managers (GMs) in Gauteng, South Africa ([abstract](#))

13:53 [Lina Diao](#) (Xinyang Normal University, China)

[Jianfeng Wang](#) (Millersville University of Pennsylvania, United States)

[William Wang](#) (Manheim Township High School, United States)

Exploring the Relationships among Normative Commitment, Self-Efficacy, and Employee Turnover ([abstract](#))

14:16 [Kirsten Cowan](#) (The University of Edinburgh Business School, UK)

[Teea Palo](#) (The University of Edinburgh Business School, UK)

Integrating Virtual Reality (VR) into Tourist Organisations: Reproducing Museum Space in Virtual Environments ([abstract](#))

14:39 [Nuttapol Assarut](#) (Chulalongkorn University, Thailand)

[Theeranuch Pusaksrikit](#) (Chulalongkorn University, Thailand)

The Role of Capital Theory in Sustainable Rural Tourism Development ([abstract](#))

15:00-15:30 Coffee Break

15:30-17:00 Session EN1: Entrepreneurship Studies: Cross-Country Perspectives

CHAIR: [Paul Nnanwobu](#) (University of Cumbria, UK)

DISCUSSANT: [Abdulla Alshaikh](#) (University of Bolton, UK)

LOCATION: [A](#)

15:30 [Pfanelo Nematatani](#) (Vaal University of Technology, South Africa)

[Elizabeth Chinomona](#) (Vaal University of Technology, South Africa)

Competitive Advantage and Innovation on Green Supply Chain Effectiveness Among State-Owned Enterprises in Gauteng Province ([abstract](#))

15:52 [Anna Putnová](#) (City of Brno, Czechia)
Digitalization and Business Women 50+. Challenges and Opportunities - the Case Study from the Czech Republic ([abstract](#))

16:14 [Min Tamang](#) (University of Gloucestershire, UK)
[Wilson Ozuem](#) (University of Gloucestershire, UK)
To Analyse the Role of the Small and Medium-Sized Business in Job Creation in Nepal ([abstract](#))

15:30-17:00 Session IT1: Artificial Intelligence and Digital Transformation:
 Strategic Approach

CHAIR: [Michelle Gordon](#) (Penn State Greater Allegheny, United States)

DISCUSSANT: [Catharina Womack](#) (Durban University of Technology, South Africa)

LOCATION: [B](#)

15:30 [Norman Mafuratidze](#) (University of Johannesburg, South Africa)
[Beate Stiehler-Mulder](#) (University of Johannesburg, South Africa)
Design Thinking and Problem-Solving in the Fuel Retail Sector: A Framework for Enterprising People ([abstract](#))

15:52 [William Cantú](#) (Polytechnic Institute of Leiria, Portugal)
[Carla Freire](#) (Polytechnic Institute of Leiria, Portugal)
[Susana Rodrigues](#) (Polytechnic Institute of Leiria, Portugal)
[Susana Ferreira](#) (Polytechnic Institute of Leiria, Portugal)
[Rui Santos](#) (Polytechnic Institute of Leiria, Portugal)
[Ana Valongo](#) (Polytechnic Institute of Leiria, Portugal)
Co-creation based on Design Thinking as a Trend: the case of 'Link Me Up - 1000 Ideas' Project ([abstract](#))

16:15 [Yueqi Wang](#) (Dalian University of Technology, China)
[Chenguang Hu](#) (Beijing Normal U.-Hong Kong Baptist U. United International College, China)
[Yang Cheng](#) (Aalborg University, Denmark)
Top Managers' Opportunity Belief formation for Digital Transformation Strategy: An Attention-based View ([abstract](#))

16:38 [Rebecca Natrajan](#) (University of Roehampton, UK)
"I am emotionally intelligent not an artificial intelligence" Prompting emotions and removing intelligence through AI amplified binge-watching among Generation Z in London, United Kingdom. ([abstract](#))

15:30-17:00 Session MK3: Cross-Cultural Buyer Behavior and Consumer Decision Making: Select Cases

CHAIR: [Scot Burton](#) (University of Arkansas, United States)
 DISCUSSANT: [Ashok Som](#) (ESSEC Business School, France)
 LOCATION: [C](#)

- 15:30 [Leonard Chester](#) (Nelson Mandela University (George Campus), South Africa)
[Adèle Potgieter](#) (Nelson Mandela University (George Campus), South Africa)

Proposed Conceptual Framework of the Influences of the 4IR, Incorporating the Extended Marketing Mix, on Consumer Decision-Making in the Automotive Aftermarket ([abstract](#))

- 15:52 [Igor Makienko](#) (University of Nevada, Reno, United States)
[James Leonhardt](#) (University of Nevada, Reno, United States)
High-Value Promotional Gifts are Likely to Induce Consumer Guilt and Increase Patronage Intentions. Moderating Effects of Product Price and Seller's Resources in Free-Gift-with-Purchase Promotional Settings ([abstract](#))

- 16:14 [Thomas M. Hickman](#) (Washburn University, United States)
[Michael Stoica](#) (Washburn University, United States)
How service provider recommendation behavior is altered due to their perception of the motivations behind brands' corporate social responsibility initiatives ([abstract](#))

- 16:36 [Helen Inseng Duh](#) (University of the Witwatersrand, South Africa)
Development of Clothing Decision-making Styles from Peer Communication during Adolescence: A Life-course Study ([abstract](#))

15:30-17:00 Session SP2: Agriculture Industry: Technological, Geopolitical, and Sustainability Perspectives

CHAIR: [Tomasz Mroczkowski](#) (American University, United States)
 DISCUSSANT: [Bo Liu](#) (Southern New Hampshire University, United States)
 LOCATION: [D](#)

- 15:30 [Erran Carmel](#) (American University, United States)
Vertical Farming Futures: Evaluating the Sustainability and Economic Viability Through a Futurist Lens ([abstract](#))

- 15:53 [Elżbieta Zysk](#) (University of Warmia and Mazury in Olsztyn, Poland)
[Małgorzata Kędzior Laskowska](#) (University of Warmia and Mazury in Olsztyn, Poland)
Identification of Barriers to the Collaboration of Small Farms with Agricultural Clusters In Poland ([abstract](#))

- 16:16 [Tomasz Mroczkowski](#) (American University, United States)
The challenges of integrating Ukrainian agriculture into the EU system ([abstract](#))
- 16:39 [Elżbieta Zysk](#) (University of Warmia and Mazury in Olsztyn, Poland)
Green Agricultural System - Solution to the Challenge of Sustainable Agriculture ([abstract](#))

19:30-20:30 Board of Directors Meeting

Thursday, July 11th

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

08:00-17:00 Registration

09:00-10:30 Session IS2: Exploring Innovative Pedagogical Solutions

CHAIR: [Rui Santos](#) (Polytechnic Institute of Leiria, Portugal)

DISCUSSANT:

[Katlego Arnold Mashego](#) (Tshwane University of Technology, South Africa)

LOCATION: [A](#)

- 09:00 [Thabang Christopher Chama](#) (Tshwane University of Technology, South Africa)
[Antonie Drotsky](#) (Tshwane University of Technology, South Africa)
[Johan de Jager](#) (Tshwane University of Technology, South Africa)
Students and Instructors Perceptions of E-Learning Quality ([abstract](#))
 PRESENTER: [Thabang Christopher Chama](#)
- 09:23 [Marith Milda Mundlovu](#) (Tshwane University of Technology, South Africa)
[Khosa Dee](#) (Tshwane University of Technology, South Africa)
[Enoch Zenzile](#) (Tshwane University of Technology, South Africa)
The exploration of different views of stakeholders regarding disgraceful burglary at Namakgale policing area ([abstract](#))
- 09:46 [Maria Teresa Pereira](#) (Polytechnic Institute of Porto, Portugal)
[Rafael Pedrosa](#) (Polytechnic Institute of Porto, Portugal)
[Pilar Baylina](#) (Polytechnic Institute of Porto, Portugal)
Co-creation: Why cooperation between HEIs and Companies is a pedagogical tool increasingly used in learning processes – A Case Study of the Polytechnic University of Porto ([abstract](#))

10:09

[Catharina Womack](#) (Durban University of Technology, South Africa)

[Alison Lui](#) (Liverpool John Moores University, UK)

[Penny Orton](#) (Durban University of Technology, South Africa)

The ACU Virtual Mobility Project Digital Information Security Course (DISC) virtual mobility (VM) programme to improve students' awareness of cyber security skills ([abstract](#))

09:00-10:30 Session MG2: Competitive Advantage and Digital Transformation: Industry Perspectives

CHAIR: [Anna Putnová](#) (City of Brno, Czechia)

DISCUSSANT: [Daye Lee](#) (Dongguk University, South Korea)

LOCATION: [B](#)

09:00 [Jey Difference Nyalungu](#) (Durban University of Technology, South Africa)
Building Sustainability Through Emerging Marketing Trends in the Airline Industry ([abstract](#))

09:22 [David M. Mello](#) (University of South Africa, South Africa)
Fusing Social and Human Capital for Optimum Performance of Municipalities in South Africa ([abstract](#))

09:44 [Minyoung Park](#) (Dongguk University, South Korea)
Development of Digital Transformation Maturity Assessment Model: Focusing on Digital Collaboration in the Manufacturing Industry ([abstract](#))

10:06 [Ervine S. Kekana](#) (University of South Africa, South Africa)
[Karen Stander](#) (University of South Africa, South Africa)
[Nisha Sewdass](#) (University of South Africa, South Africa)
Open Strategy and Open Innovation Practices in Sub-Saharan African Networked Organizations: A Systematic Review ([abstract](#))

09:00-10:30 Session MK4: Social Media Marketing and Brand Management

CHAIR: [Helen Inseng Duh](#) (University of the Witwatersrand, South Africa)

DISCUSSANT: [Marei Ghalilib](#) (University of Worcester, UK)

LOCATION: [C](#)

09:00 [S.S.L.N. Mosupyoe](#) (University of South Africa, South Africa)
[K.M. Makhitha](#) (University of South Africa, South Africa)
Explore the mediating effect of e-WoM on the online shopping experience of luxury brands ([abstract](#))

09:22 [Michael Stoica](#) (Washburn University, United States)
[Thomas M. Hickman](#) (Washburn University, United States)

The pivotal role of social norms and the expectation of sustainability marketing on promoting brand trust and recommendation behavior
([abstract](#))

09:44 [Ilaria Dalla Pozza](#) (IPAG Business School, France)
[Alexander J. Kull](#) (University of San Diego, United States)

Boosting Sales and Loyalty Potential by Fostering Trust in Online Brand Communities: The Interplay of Service Quality and Product Involvement ([abstract](#))

10:07 [Chanel Santana](#) (University of Johannesburg, South Africa)
[Mornay Roberts-Lombard](#) (University of Johannesburg, South Africa)
[Ilse Struweg](#) (University of Johannesburg, South Africa)

Social Media Marketing and Luxury Fashion Purchase Intentions Through the Mediating Role of Brand Awareness on Instagram
([abstract](#))

09:00-10:30 Session SP3: Meet the Editors

LOCATION: [D](#)

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

Journal of Global Business and Technology (JGBAT)

[Kirsten Cowan](#) (The University of Edinburgh Business School, UK)

1. Journal of Advertising Research (JAR) 2. Journal of Product & Brand Management (JPBM)

[Bruno Mascitelli](#) (Swinburne University of Technology, Australia)

Australian and New Zealand Journal of European Studies (ANZJES)

10:30-11:00 Coffee Break

11:00-12:30 Session EC2: Sustainable Change and Economic Development: Policy Implications I

CHAIR: [Gregory Randolph](#) (Southern New Hampshire University, United States)

DISCUSSANT: [Michael Tasto](#) (Southern New Hampshire University, United States)

LOCATION: [A](#)

11:00 [P.A.P. Mabotha](#) (University of Limpopo, South Africa)
[E.J. Van Rooyen](#) (University of Limpopo, South Africa)

Regenerative and Conservation Agriculture: Reflections on the Agronomics of Sustainable Food Production in South Africa ([abstract](#))

11:23 [Irene Ciccario](#) (Instituto Universitário de Lisboa, Portugal)
[Jorge Ferreira da Silva](#) (IAG PUC-Rio, Brazil)

Unveiling Social Economy Dynamics: Exploring Business Model Profiles toward Strategies for Sustainable Change ([abstract](#))

11:46 [Vukosi Mathonsi](#) (North-West University, South Africa)

Analyzing the impact of the Greater Giyani local municipality's Local Economic Development (led) strategy on rural communities: A case study of the selected rural communities ([abstract](#))

11:00-12:30 Session EC3: Sustainable Change and Economic Development: Policy Implications II

CHAIR: [Pat Obi](#) (Purdue University Northwest, United States)

DISCUSSANT: [Maria Teresa Pereira](#) (Polytechnic Institute of Porto, Portugal)

LOCATION: [B](#)

11:00 [Katlego Arnold Mashego](#) (Tshwane University of Technology, South Africa)

Opening of Borders in Africa Towards Economic Development and the Enforcement of Socio-Economic Rights: Lessons From #PutSouthAfricaFirst Movements ([abstract](#))

11:22 [Bo Liu](#) (Southern New Hampshire University, United States)

Do People Choose Where to Live Based on the Age of Residential Property? ([abstract](#))

11:45 [M.M. Selepe](#) (University of Limpopo, South Africa)

The Mechanisms That Will Ensure Development and Sustainable Economies in Developing Countries ([abstract](#))

11:00-12:30 Session FI2: Analysis of Global Financial Challenges: Country Perspectives

CHAIR: [Samir R. Moussalli](#) (University of Montevallo, United States)

DISCUSSANT: [Boysana Lephoi Mbonyane](#) (University of South Africa, South Africa)

LOCATION: [C](#)

11:00 [Moloko Kholofelo Mokgokong](#) (North-West University, South Africa)

[Ireen Choga](#) (North-West University, South Africa)

Analysing Real Exchange Rate Effects on the Trade Balance in South Africa ([abstract](#))

11:22 [Thomas Mutsvene](#) (Tshwane University of Technology, South Africa)

[Heinz Eckart Klingelhöfer](#) (Tshwane University of Technology, South Africa)

Modeling Catastrophe Bonds Using Linear Optimisation for Increasing Underwriting Capacity for Climate Change Disasters

([abstract](#))

11:44 [Firas Hasham](#) (Network International LLC, Jordan)

[Shaukat Ali](#) (University of Wolverhampton, UK)

Influence of COVID-19 on the Jordanian Digital Payment Sector

([abstract](#))

12:07 [Tintibane Shadrack Thamaga](#) (Tshwane University of Technology, South Africa)

[Heinz Eckart Klingelhöfer](#) (Tshwane University of Technology, South Africa)

[Madri Scheepers](#) (Tshwane University of Technology, South Africa)

Prominent Features in the Development of School Accounting Teachers Compliant with Fourth Industrial Revolution: A Conceptual Framework ([abstract](#))

11:00-12:30 Session TE2: Managing Venture Capital, Risk Management and Change in Global Markets

CHAIR: [Alexander J. Kull](#) (University of San Diego, United States)

DISCUSSANT: [Ayesha Alraeesi](#) (Anglia Ruskin University, UK)

LOCATION: [D](#)

11:00 [Lindelihle Mabuza](#) (University of South Africa, South Africa)

[Karen Stander](#) (University of South Africa, South Africa)

Navigating the Digital Landscape: A Scoping Review of the Interplay Between Digital Transformation and Strategic Agility ([abstract](#))

11:23 [Aqsa Shabir](#) (University of Wales Trinity Saint David, UK)

[Wilson Ozuem](#) (University for the Creative Arts, UK)

[Caroline Jawad](#) (University of Wales Trinity Saint David, UK)

The New Fitting Room: How Augmented Reality Redefines Shopping in the Digital Age ([abstract](#))

11:46 [Isaac Sefora](#) (University of the Witwatersrand, South Africa)

[Tinashe Chuchu](#) (University of the Witwatersrand, South Africa)

An Empirical Assessment of the Antecedents and Outcomes of Electric Vehicle Adoption: Evidence from South Africa ([abstract](#))

12:30-13:30 Lunch Break

13:30-15:00 Session EC4: Creating Innovative Culture in Emerging Economies: Country Perspectives

CHAIR: [Susana Ferreira](#) (Polytechnic Institute of Leiria, Portugal)

DISCUSSANT:

[Małgorzata Kędzior Laskowska](#) (University of Warmia and Mazury in Olsztyn, Poland)

LOCATION: [A](#)

- 13:30 [Sindi Mokgopha](#) (Tshwane University of Technology, South Africa)
Enhancing Greening of Cities in South African Metropolitan Cities Through Community Participation ([abstract](#))
- 13:53 [Thobo Motlhalamme](#) (University of South Africa, South Africa)
[Amani Gabriel Kaningini](#) (University of South Africa, South Africa)
[Boysana Lephoi Mboniyane](#) (University of South Africa, South Africa)
Workstudy implementation in agronomy: digital video versus traditional mechanical stopwatch recording ([abstract](#))
- 14:16 [Michael Tasto](#) (Southern New Hampshire University, United States)
[Gregory Randolph](#) (Southern New Hampshire University, United States)
The Spatial Relationship Among Special Interest Groups in US States and 27 Distinctive Sub-Groups ([abstract](#))
- 14:39 [Confidence Nthebe](#) (North-West University, South Africa)
[Teboho J. Mosikari](#) (North-West University, South Africa)
Modelling the Effects of Exchange Rate on Agriculture Export Flows From South Africa to SADC Economies: Employing the Quantile Moments Regression Model ([abstract](#))
 PRESENTER: [Confidence Nthebe](#)

13:30-15:00 Session LA1: Governance and Sustainable Leadership

CHAIR: [David Bartlett](#) (American University, United States)

DISCUSSANT: [Naveed Ur Rehman](#) (University of Cumbria, UK)

LOCATION: [B](#)

- 13:30 [Tumo Paulus Kele](#) (Tshwane University of Technology, South Africa)
[Ntseliseng Khumalo](#) (North-West University, South Africa)
Integrating sustainable leadership practices and affirmative action in South African corporates: A survey-based analysis ([abstract](#))
- 13:52 [Ndivhuho Tshisevhe](#) (Tshwane University of Technology, South Africa)
Union Membership Dwindling in South Africa: Is It Time for the Adoption of Canadian, New Zealand United States and the United Kingdom Positions On Other Forms of Non-union Employees' Representation? ([abstract](#))
- 14:14 [Abdulla Alshaikh](#) (University of Bolton, UK)
[Denis Hyams-Ssekasi](#) (University of Bolton, UK)

Exploring the effects of Transformational Leadership on Employees' Motivation in developing economies. A case study of Gas and oil in the Middle East ([abstract](#))

14:36 [Marjoné Van Der Bank](#) (Vaal University of Technology, South Africa)
[Nicolene Van Rooyen](#) (North-West University, South Africa)

The Role of Local Governments in Disaster Risk Management in South Africa: A Focus on Climate Change ([abstract](#))

PRESENTER: [Marjoné Van Der Bank](#)

13:30-15:00 Session MG3: Contemporary Topics in Global Management: Policy Perspectives I

CHAIR: [Rui Santos](#) (Polytechnic Institute of Leiria, Portugal)

DISCUSSANT: [Minyoung Park](#) (Dongguk University, South Korea)

LOCATION: [C](#)

13:30 [Sithembiso Govuzela](#) (Vaal University of Technology, South Africa)
Examining the Contributions of Small and Medium Enterprises (SMEs) on Economic Growth in Africa ([abstract](#))

13:52 [Bongazana Dondolo](#) (Tshwane University of Technology, South Africa)
Social Media Followers Intend to Interact With Influencers Even When They Switch Languages ([abstract](#))

14:14 [Teresinha Covas Lisboa](#) (Universidade Paulista – UNIP, Brazil)
[Edmir Kuazaqui](#) (Universidade Paulista – UNIP, Brazil)
ESG Agenda in the International Market ([abstract](#))

14:36 [E. J. Van Rooyen](#) (University of Limpopo, South Africa)
Refletions on a Preliminary Project Management Maturity Analysis of Sharescreen Africa as a Unique Non-profit Nature Conservation Organisation ([abstract](#))

13:30-15:00 Session MG4: Contemporary Topics in Global Management: Policy Perspectives II

CHAIR: [Mona Chung](#) (Cross Culture International, Australia)

DISCUSSANT: [Yueqi Wang](#) (Dalian University of Technology, China)

LOCATION: [D](#)

13:30 [P.D. Ndwandwe](#) (Vaal University of Technology, South Africa)
[S. Barbosa](#) (Vaal University of Technology, South Africa)
[B.A. Mokoena](#) (Vaal University of Technology, South Africa)

Selected Talent Management Dimensions Influence on Collectivist Culture and Intention to Stay Among Generation Y Retail Employees in South Africa ([abstract](#))

- 13:52 [Tshifhiwa Prudence Matodzi](#) (University of Venda, South Africa)
[Pandelani Harry Munzhedzi](#) (University of Venda, South Africa)
[Mahlodi Joyce Sethu](#) (University of Venda, South Africa)

Ethics Application in the Provision of South African Municipal Services ([abstract](#))

- 14:14 [Daye Lee](#) (Dongguk University, South Korea)
'Pet humanization' business entry strategy through AI-based naming algorithm ([abstract](#))

- 14:36 [Godfrey Maake](#) (Tshwane University of Technology, South Africa)
The Relationship Between Ordinal Demographic Groupings (Age, Years of Service, Education), Work Engagement and Performance Management System ([abstract](#))

15:00-15:30 Coffee Break

15:30-17:00 Session IS3: Social, Cultural, and Legal Challenges: South African Perspective

CHAIR: [Tomasz Mroczkowski](#) (American University, United States)

DISCUSSANT:

[Modipa Mmakwena](#) (Tshwane University of Technology, South Africa)

LOCATION: [A](#)

- 15:30 [T.L. Malatji](#) (University of Limpopo, South Africa)
[M.M. Selepe](#) (University of Limpopo, South Africa)
International Human Mobility, Malticulturalism and Social Inclusion of Migrants in South African Communities: A Reflection From a Salad Bowl Theory ([abstract](#))

- 15:53 [M. Tshoane Sabelinah](#) (Tshwane University of Technology, South Africa)
From Shadows to Spotlight: Unmasking the Unnoticed Trend of Women Turning to Deadly Means for Financial Stability in South Africa ([abstract](#))

- 16:16 [Marcus Fabio Rodrigues Peixoto](#) (Pontifical Catholic University of Rio de Janeiro, Brazil)
[Jorge Ferreira da Silva](#) (Pontifical Catholic University of Rio de Janeiro, Brazil)

[Jorge Brantes Ferreira](#) (Pontifical Catholic University of Rio de Janeiro, Brazil)

Repurchase Intentions in Higher Education: Exploring the Role of Perceived Quality and Beyond ([abstract](#))

16:39 [Mthokozisi Sydney Luthuli](#) (Durban University of Technology, South Africa)

Righting the Controversies of the South African Social Security Agency Through Functionaries on the Subject of Disability Grant Disbursement Violations ([abstract](#))

15:30-17:00 Session LA2: Contemporary Topics in Global Markets: Eclectic Views

CHAIR: [Carla Freire](#) (Polytechnic Institute of Leiria, Portugal)

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

LOCATION: [B](#)

15:30 [Anouschka Swart](#) (Tshwane University of Technology, South Africa)

The Application of King IV by Rugby Clubs Affiliated to a Rugby Union in South Africa ([abstract](#))

15:52 [Ndivhuho Tshisevhe](#) (Tshwane University of Technology, South Africa)

Misconduct/Corruption Within the Scope of Employment: Is the Employer Obligated to Finance Accused Employee's Legal Representation. A Case Study of Mapisa Nqakula (Former Speaker of National Assembly, South Africa) ([abstract](#))

16:14 [Mona Chung](#) (Cross Culture International, Australia)

[Bruno Mascitelli](#) (Swinburne University of Technology, Australia)

China's Belt and Road Initiative (BRI) and its European journey ([abstract](#))

16:37 [Mmabatho P. Aphane](#) (University of South Africa, South Africa)

Policing Cybercrime in South Africa: Issues and Challenges ([abstract](#))

15:30-17:00 Session MK5: Global Service Strategies: Country and Industry Perspectives

CHAIR: [Ashok Som](#) (ESSEC Business School, France)

DISCUSSANT: [Samuel Ayertey](#) (Arden University, UK)

LOCATION: [C](#)

15:30 [Dion Trevor Noel](#) (Durban University of Technology, South Africa)

Customer Perceptions of Retail Service Quality at a Selected Supermarket Chain ([abstract](#))

15:52 [Belinda C. Senooane](#) (University of South Africa, South Africa)
[Johannes Wiid](#) (University of South Africa, South Africa)
[Nombulelo Dilotsotlhe](#) (University of South Africa, South Africa)
The relationship between Cosmopolitanism, Ethnocentrism, Materialism and Environmental Ethics ([abstract](#))

16:14 [Naveed Ur Rehman](#) (University of Cumbria, UK)
[Wilson Ozuem](#) (University of Cumbria, UK)
Bridging the Gap: Addressing Service Failures and Recovery in Pakistan's Public Sector ([abstract](#))

16:36 [Christine De Meyer-Heydenrych](#) (University of Johannesburg, South Africa)
[Farzaana Motara](#) (University of Johannesburg, South Africa)
Beyond Likes: Examining the Effectiveness of Beauty Influencers on Consumer Information Adoption ([abstract](#))

15:30-17:00 Session TE3: Emerging Technologies: Competitiveness and Performance

CHAIR: [Teea Palo](#) (The University of Edinburgh Business School, UK)

DISCUSSANT: [Isolde Lubbe](#) (University of Johannesburg, South Africa)

LOCATION: [D](#)

15:30 [Lindokuhle Senamile Ntuli](#) (Durban University of Technology, South Africa)
The Impact of Emerging Technologies on manufacturing SMEs Business Competitiveness ([abstract](#))

15:53 [Samuel Lima](#) (CIICESI; ESTG-IPP, Portugal)
[Aldina Correia](#) (CIICESI; ESTG-IPP, Portugal)
[Sofia Guedes](#) (CIICESI; ESTG-IPP, Portugal)
[Vitor Braga](#) (CIICESI; ESTG-IPP, Portugal)
Factors and Consequences of Innovation and Regional Classification in the European Panorama ([abstract](#))

16:16 [Kate Ngobeni](#) (University of South Africa, South Africa)
[Khathutshelo Makhitha](#) (University of South Africa, South Africa)
Beyond the Image: The Mediating Role of Trialability in Consumer Adoption of Augmented Reality Shopping for High-Involvement Products in South Africa ([abstract](#))

19:30-22:00 Dinner at Bardo Restaurant (5 minute walking distance from hotel)

Friday, July 12th

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

08:00-17:00 Registration

09:00-10:30 Session MG5: Transformational Leadership: Country and Industry Perspectives

CHAIR: [Ana Valongo](#) (Polytechnic Institute of Leiria, Portugal)

DISCUSSANT: [Khulood Almarzooqi](#) (Anglia Ruskin University, UK)

LOCATION: [A](#)

09:00 [K. Mercy Makhitha](#) (University of South Africa, South Africa)

[Thomas Dobbstein](#) (Durban University of Technology, South Africa)

Applying the Theory of Planned Behaviour to Determine Recycling Behaviour of Township Consumers in South Africa ([abstract](#))

09:22 [Thulani Bhuti Skosana](#) (Tshwane University of Technology, South Africa)

[Molefe Jonathan Maleka](#) (Tshwane University of Technology, South Africa)

Biographical variables' effects on democratic leadership styles in the Nkangala district ([abstract](#))

09:44 [Patchara Popaitoon](#) (Chulalongkorn University, Thailand)

[Sujinda Popaitoon](#) (Mahasarakham University, Thailand)

Unveiling Relational Dynamics in HR Stakeholder Engagement: Thailand's Perspective ([abstract](#))

10:06 [M.M. Mokoena](#) (Tshwane University of Technology & University of Johannesburg, South Africa)

[E.G. Moteane](#) (University of Johannesburg, South Africa)

[R.H. Van Wyk](#) (University of Johannesburg, South Africa)

Unravelling the Link: Training, Knowledge, and Compliance with Healthcare Waste Legislation in Mpumalanga's Healthcare Setting ([abstract](#))

09:00-10:30 Session MK6: E-Marketing and E- Retailing: Implications for Consumer Satisfaction and Loyalty

CHAIR: [Elina Varamaki](#) (Seinäjoki University of Applied Sciences, Finland)

DISCUSSANT: [Ilse Struweg](#) (University of Johannesburg, South Africa)

LOCATION: [B](#)

09:00 [Marjoné Van Der Bank](#) (Vaal University of Technology, South Africa)

From the Retailers to Our Bodies and Then? The Legal Impact of the Textile and Clothing Industry on the Environment in South Africa ([abstract](#))

- 09:22 [Sandile Rikhotso](#) (University of Limpopo, South Africa)
[T.J. Musandiwa](#) (University of Limpopo, South Africa)
Assessment of Customer Satisfaction at the University Of Limpopo Using SERVQUAL Model ([abstract](#))
- 09:44 [Taiwo Olajumoke](#) (Arden University, UK)
[Wilson Ozuem](#) (University for the Creative Arts, UK)
Examining The Relevance of Storytelling and Sustainability to Fashion and Luxury Brands ([abstract](#))
- 10:06 [Vincent Funani Makhubela](#) (University of South Africa, South Africa)
Factors influencing behavioural loyalty: A study of online retailers' grocery mobile ordering and delivery Apps ([abstract](#))

09:00-10:30 Session TO2: Community Engagement, Cultural Values, and Food Safety: Cross-Cultural Perspectives

CHAIR: [Carla Freire](#) (Polytechnic Institute of Leiria, Portugal)

DISCUSSANT: [Theeranuch Pusaksrikit](#) (Chulalongkorn University, Thailand)

LOCATION: [C](#)

- 09:00 [M.P. Shai](#) (Tshwane University of Technology, South Africa)
[I.C. Kleynhans](#) (Tshwane University of Technology, South Africa)
[J.R. Roberson](#) (Tshwane University of Technology, South Africa)
The perceptions of community members on social impacts of casinos in Gauteng, South Africa ([abstract](#))
- 09:23 [Youngchul Song](#) (Dongguk University, South Korea)
Food Safety Management Monitoring System Considering the Characteristics of Shared Kitchen ([abstract](#))
- 09:46 [Knowledge Shumba](#) (Tshwane University of Technology, South Africa)
[Richard Shambare](#) (University of FortHare, South Africa)
[Patrick Ebewo Jr.](#) (Tshwane University of Technology, South Africa)
Exploring the Reasons and Benefits of Operating a Microfranchise Business. A Perspective From South African Microfranchisees ([abstract](#))

10:30-11:00 Coffee Break

11:00-12:30 Session IS4: Virtual Mobility, Governance and Economic Development: Eclectic Cases

CHAIR: [Samir R. Moussalli](#) (University of Montevallo, United States)

DISCUSSANT: [K.M. Makhitha](#) (University of South Africa, South Africa)

LOCATION: [A](#)

- 11:00 [Katlego Arnold Mashego](#) (Tshwane University of Technology, South Africa)
Birth Limit in Africa – Possible Solution to Stagnating Economic Development Which Hinders the Enforcement of Socio-Economic Rights: South African Perspective ([abstract](#))
- 11:22 [Susana Ferreira](#) (Polytechnic Institute of Leiria, Portugal)
[Rui Santos](#) (Polytechnic Institute of Leiria, Portugal)
[Ana Valongo](#) (Polytechnic Institute of Leiria, Portugal)
[Susana Rodrigues](#) (Polytechnic Institute of Leiria, Portugal)
[Carla Freire](#) (Polytechnic Institute of Leiria, Portugal)
[William Cantú](#) (Polytechnic Institute of Leiria, Portugal)
Co-creation innovation in HEIs as a tool to develop new students' competencies and skills ([abstract](#))
- 11:45 [Modupi Selepe](#) (University of Limpopo, South Africa)
An Afrocentric Diagnosis of Politics-Administration Interplay on Public Service Delivery Commitment at Local Government Level ([abstract](#))

11:00-12:30 Session MG6: Corporate Governance, Organizational Culture, and Gender Equity Perspective

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

DISCUSSANT:

[Makhosandile Hercules Kwaza](#) (Walter Sisulu University, South Africa)

LOCATION: [B](#)

- 11:00 [Mnqobi B. Njoko](#) (University of Limpopo, South Africa)
Senior Managers' Adherence to Corporate Governance Principles Effect on Sustainable Development in Greater Giyani Municipality in Limpopo Province, South Africa ([abstract](#))
- 11:22 [Mamoloko F. Rachidi](#) (University of Limpopo, South Africa)
A Resource Drain Theory Approach to determining the consequences of work-life conflict of women managers in the public sector of a rural province in South Africa ([abstract](#))
- 11:44 [Fabiana Copello](#) (Pontificia Universidade Católica do Rio de Janeiro, Brazil)
[Patricia Amelia Tomei](#) (Pontificia Universidade Católica do Rio de Janeiro, Brazil)
Exploring the Relationship Between Organizational Culture and Compliance Program ([abstract](#))

PRESENTER: [Patricia Amelia Tomei](#)

12:06 [Kgashane Stephen Nyakala](#) (Tshwane University of Technology, South Africa)

Factors and Barriers Influencing Productivity Improvement: Evidence From South African Manufacturing Firm ([abstract](#))

11:00-12:30 Session TE4: ChatGPT and Artificial Intelligence: Strategic Approach

CHAIR: [Vitor Braga](#) (CIICESI; ESTG-IPP, Portugal)

DISCUSSANT:

[Molefe Jonathan Maleka](#) (Tshwane University of Technology, South Africa)

LOCATION: [C](#)

11:00 [Isolde Lubbe](#) (University of Johannesburg, South Africa)

Gen Z's buzz: How electronic word-of-mouth shapes brand recognition and trust in ChatGPT ([abstract](#))

11:23 [Ayesha Alraeesi](#) (Anglia Ruskin University, UK)

[Wilson Ozuem](#) (University for the Creative Arts, UK)

Exploring the relationship between Artificial intelligence and Consumer Brand Engagement in the UAE Fitness and Sports industry ([abstract](#))

11:46 [Anthea Amadi-Echendu](#) (University of South Africa, South Africa)

[Nonceba Ntoyanto-Tyatyantsi](#) (University of South Africa, South Africa)

Blockchain technologies – the future in land transactions? ([abstract](#))

12:30-13:30 Lunch Break

13:30-15:00 Session MG7: Productivity and Service Recovery in Global Settings: Country Perspective

CHAIR: [Elizabeth Chinomona](#) (Vaal University of Technology, South Africa)

DISCUSSANT:

[Jianfeng Wang](#) (Millersville University of Pennsylvania, United States)

LOCATION: [A](#)

13:30 [Enock Philani Mtshali](#) (Government Printing Works, South Africa)

[Kemlall Ramdass](#) (University of South Africa, South Africa)

[Kgashane Stephen Nyakala](#) (Tshwane University of Technology, South Africa)

Productivity Improvement Model for Government Printing Works: A South African Perspective ([abstract](#))

13:52 [Karabo Matlale Moepja](#) (Tshwane University of Technology, South Africa)
[Sharol Sibongile Mkhomazi](#) (Tshwane University of Technology, South Africa)

Male Administrative Employees' predicament in a perceived female-dominated occupation ([abstract](#))

14:14 [Rashid Al Saadi](#) (Anglia Ruskin University, UK)
[Wilson Ozuem](#) (University for the Creative Arts, UK)

Exploring the relationship between Artificial Intelligence and Service Quality in the United Arab Emirates Public Sector: A literature Review ([abstract](#))

14:37 [Molefe Jonathan Maleka](#) (Tshwane University of Technology, South Africa)
[Ilze Swarts](#) (Tshwane University of Technology, South Africa)
[Magdeline M. Mmako](#) (Tshwane University of Technology, South Africa)

Employee engagement of South African human resource management practitioners: Gender as a moderator ([abstract](#))

13:30-15:00 Session MK7: Brand Management and Customer Satisfaction: Industry Perspectives

CHAIR: [Rui Santos](#) (Polytechnic Institute of Leiria, Portugal)

DISCUSSANT: [Tinashe Chuchu](#) (University of the Witwatersrand, South Africa)

LOCATION: [B](#)

13:30 [Adri Meyer](#) (University of South Africa, South Africa)

Developing a Conceptual Framework for Segmenting the Subscriber Market for Solar Solutions in South Africa ([abstract](#))

13:52 [N.E. Shezi](#) (University of South Africa, South Africa)

Understanding brand personality of Premier Soccer League teams in South Africa: Scale validation ([abstract](#))

14:14 [Samuel Ayertey](#) (Arden University, UK)

[Wilson Ozuem](#) (University for the Creative Arts, UK)

Online Service failure recovery strategies and customer satisfaction in the luxury fashion industry ([abstract](#))

14:36 [Marius Wait](#) (University of Johannesburg, South Africa)

Do Retailers Serve Their Communities? 5W1H Evidence From South Africa ([abstract](#))

13:30-15:00 Session MK8: Global Marketing Strategies and Service Quality: Cross-Cultural Views

CHAIR: [Mona Chung](#) (Cross Culture International, Australia)

DISCUSSANT: [Daniël J. Petzer](#) (Henley Business School Africa, South Africa)

LOCATION: [C](#)

13:30 [T. Mashapa](#) (Vaal University of Technology, South Africa)

[B.A. Mokoena](#) (Vaal University of Technology, South Africa)

The Influence of Selected Consumer Based Brand Equity Elements on University's Students Purchase Intention Towards Smartphones

([abstract](#))

13:52 [Xu Yaoyao](#) (National Research University- Higher School of Economics, Russia)

[Vishal Kumar](#) (National Research University- Higher School of Economics, Russia)

[Romie Littrell](#) (National Research University Higher School of Economics, Russia)

Global Marketing Strategies of Russian Companies as Compared to UK and Us Companies ([abstract](#))

14:14 [Michelle Gordon](#) (Penn State Greater Allegheny, United States)

Come To the Table: Revisiting and Enhancing the POLC Framework for Management Education ([abstract](#))

14:36 [Michael Du Toit](#) (University of South Africa, South Africa)

[Joel Chigada](#) (University of South Africa, South Africa)

[Nombulelo Dilotsotlhe](#) (University of South Africa, South Africa)

A qualitative framework for understanding the student experience in distance education ([abstract](#))

15:00-15:30 Coffee Break

15:30-17:00 Session MG8: Leadership Performance and Social Media: Cases from Diverse Industries

CHAIR: [Mamoloko F. Rachidi](#) (University of Limpopo, South Africa)

DISCUSSANT: [Sebastian Okafor](#) (University of Cumbria, UK)

LOCATION: [A](#)

15:30 [Makhosandile Hercules Kwaza](#) (Walter Sisulu University, South Africa)

Is poor leadership contributing to the non-achievement of clean audit outcomes in South African municipalities? ([abstract](#))

15:52 [Mphoreng Magdeline Mmako](#) (Tshwane University of Technology, South Africa)

Human Resource Management and the Social Network: Implications, Challenges, Opportunities, and Future Organisational Directions

([abstract](#))

- 16:14 [Khulood Almarzooqi](#) (Anglia Ruskin University, UK)
[Wilson Ozuem](#) (University for the Creative Arts, UK)

The effects of interactive communication through social media on community engagement: evidence from Abu Dhabi Health Sector

([abstract](#))

- 16:36 [Boysana Lephoi Mboniyane](#) (University of South Africa, South Africa)

Performance of the human robotic systems using quality management and work measurement in the Small Enterprise Bakkie liner Assembly Line Environment ([abstract](#))

15:30-17:00 Session MG9: Managing Image, Performance, and Virtuous Practices

CHAIR: [Michelle Gordon](#) (Penn State Greater Allegheny, United States)

DISCUSSANT: [Youngchul Song](#) (Dongguk University, South Korea)

LOCATION: [B](#)

- 15:30 [Reuben Karabo Makgene](#) (Tshwane University of Technology, South Africa)

[Sharol Sibongile Mkhomazi](#) (Tshwane University of Technology, South Africa)

The impact of performance appraisal system on the performance and motivation of administrative employees at a South African University

([abstract](#))

- 15:52 [Renato Cuenca](#) (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

[Patricia Amelia Tomei](#) (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Virtuous Practices: Proposition of a Typology of Humility Culture Maturity ([abstract](#))

PRESENTER: [Patricia Amelia Tomei](#)

- 16:14 [Sithembiso Govuzela](#) (Vaal University of Technology, South Africa)

Contributions of Small and Medium Enterprises (SMEs) On Economic Growth in Europe ([abstract](#))

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