

GBATA 2026 CONFERENCE: GBATA 26TH ANNUAL INTERNATIONAL CONFERENCE

PROGRAM AUTHORS KEYWORDS

PROGRAM

Days: [Tuesday, July 14th](#) [Wednesday, July 15th](#) [Thursday, July 16th](#)
[Friday, July 17th](#)

Tuesday, July 14th

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

13:00-14:30 Paper Development Workshop

LOCATION: [SOKRATES Room 10th Floor](#)

15:00-19:30 Registration

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

LOCATION: [SOKRATES Room 10th Floor](#)

20:00-22:00 Welcoming Reception

LOCATION: [Titania Hotel Rooftop Bar and Restaurant Overlooking the Acropolis](#)

Wednesday, July 15th

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

08:00-15:30 Registration

09:00-10:30 Session CM1: AI and Digital Ecosystems: Transforming Strategy, Service, and Sustainability

CHAIR: [Sheri L. Mackey](#) (University of Tennessee Knoxville, United States)

DISCUSSANT:

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

LOCATION: [Room A](#)

09:00 [Juergen Muehlbacher](#) (Vienna University of Business and Economics, Austria)

Hospitality and Networking ([abstract](#))

09:18 [Phindile R. Nene](#) (University of South Africa, South Africa)

[Nthabiseng V. Moraka](#) (University of South Africa, South Africa)

Is Artificial Intelligence a Threat to the Organisation's Financial Sustainability? ([abstract](#))

09:36 [Katerina Lamprakopoulou](#) (University of Peloponnese, Greece)

[Nikolaos Voros](#) (University of Peloponnese, Greece)

[Christos P. Antonopoulos](#) (University of Peloponnese, Greece)

[Evanthia Faliagka](#) (University of Peloponnese, Greece)

[Tanya Politi](#) (University of Peloponnese, Greece)

From Communication to Impact: Strategic Knowledge Transfer & Innovation Capacity Building in European Research and Technology Ecosystems ([abstract](#))

09:54 [Sofya Malik](#) (University of East London, UK)

Conversational Agents in Service Contexts: A Literature Review ([abstract](#))

09:00-10:30 Session MK1: Human-Centric Marketing in the Digital Age: From AI and Algorithms to Employee Well-Being

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

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

LOCATION: [Room B](#)

09:00 [Nicole Cunningham](#) (University of Johannesburg, South Africa)

Drivers of Student Attitudes Towards ChatGPT: The Role of Human Likeness and Expectancy ([abstract](#))

09:18 [Samar Ghurab](#) (University of Cumbria, UK)

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

Understanding the Influence of User-Generated Content on Sustainable Fashion Consumption ([abstract](#))

09:36 [Serdar Yildiz](#) (Anadolu University, Turkey)

[Begüm Demir](#) (Anadolu University, Turkey)

From Algorithmic Awareness to Advertising Avoidance: The Role of Privacy Concerns and Privacy Fatigue ([abstract](#))

09:54 [Mariana Ribeiro](#) (Polytechnic University of Leiria, Campus 2-Morro do Lena, Portugal)

[Alzira Marques](#) (Polytechnic University of Leiria, Campus 2-Morro do Lena, Portugal)

[Pedro Manuel do Espírito Santo](#) (Polytechnic University of Leiria, Campus 2-Morro do Lena, Portugal)

The Impact of Internal Marketing on Employee Happiness, Team Cohesion, and Individual Performance ([abstract](#))

09:00-10:30 Session MK2: Digital Dialogues: Consumer Co-Creation, Immersive Tech, and Brand Identity

CHAIR: [Frédéric Jallat](#) (ESCP Business School (Paris & London), France)

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

LOCATION: [Room C](#)

09:00 [Marius Wait](#) (University of Johannesburg, South Africa)

Generation Z's Augmented Reality Expectations: Impact on Satisfaction and Subsequent Behaviour ([abstract](#))

09:18 [Ashley Olivier](#) (North-West University, Vanderbijlpark Campus, South Africa)

[Luzaan Hamilton](#) (North-West University, Vanderbijlpark Campus, South Africa)

Understanding the Antecedents of Perceived Value in Online Retail Stores Among Generation Y Consumers ([abstract](#))

09:36 [Chantel Muller](#) (North-West University, South Africa)

Drivers of Wrist-Worn Wearable Adoption Among South African Youth: A Comparative Analysis of User Experience and Brand Preference ([abstract](#))

09:54 [Viwe Nongudlu](#) (University of Fort Hare, South Africa)

[Ayanda Pamella Deliwe](#) (University of Fort Hare, South Africa)

The Use of User-Generated Content in Shaping Brand Image ([abstract](#))

09:00-10:30 Session TO1: Beyond the Brochure: Innovating Experiences and Heritage in Modern Tourism

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

DISCUSSANT:

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

LOCATION: [Room D](#)

09:00 [Yamen Koubaa](#) (FERRANDI Paris School of Culinary Arts and Hospitality Management, France)

Leveraging Odor Intensity to Enhance Food Retailing and Service Experiences ([abstract](#))

09:18 [Beverly Maki Ntshabeleng](#) (Tshwane University of Technology, South Africa)

Exploring Indigenous Culinary Practices as Intangible Cultural Heritage in South Africa ([abstract](#))

09:36 [Azraa Jamie](#) (University of Cape Town, South Africa)

[Caitlin Seales](#) (University of Cape Town, South Africa)

[Zahra Pakdoust](#) (University of Cape Town, South Africa)

[Nkosivile Madinga](#) (University of Cape Town, South Africa)

[Lebogang Mototo](#) (University of Cape Town, South Africa)

[Siphiwe Dlamini](#) (University of Cape Town, South Africa)

From Environmental Concern to Travel Action: Examining Factors Driving Eco-Tourism Intentions Towards South Africa ([abstract](#))

09:54 [Jacqueline Mangwane](#) (Tshwane University of Technology, South Africa)

Managing Contested Heritage: Strategic and Ethical Challenges in Dark Tourism Governance - A Critical Secondary Data Review ([abstract](#))

10:12 [Asterios Stroumpoulis](#) (University of Piraeus, Greece)

[Ioannis Katsanakis](#) (University of Piraeus, Greece)

[Evangelia Rapti](#) (University of Piraeus, Greece)

Designing Data-Driven Smart Tourism Ecosystems: A User-Centered Requirements, Stakeholder Co-Creation, and KPI Evaluation Framework from the GreCO Project ([abstract](#))

10:30-11:00 Coffee Break

11:00-12:30 Session SP1: Plenary Session-Critical and Strategic Perspectives: Shaping the Future of Global Business and Technology

CHAIR:

[Dr. N. Delener](#) (Global Business and Technology Association (GBATA), United States)

DISCUSSANT: [Panagiote G. Tsolis](#) (Hellenic American University, Greece)

11:00 [George Stroumboulis](#) (CEO, CO-FOUNDER, IDEOLI GROUP, INC., Greece)

From Local to Global: How to Scale a Business Across 30+ Countries ([abstract](#))

11:30 [Ioannis Mostrios](#) (CEO & Founder, OLI Sports Tourism, Greece)

Repositioning Tourism in Greece and Beyond for the Future through Sports Tourism ([abstract](#))

- 12:00 [Tasos Vasios](#) (Co-Founder & Head of Compliance, KIVON, Greece)
From Compliance to Competitive Advantage: How Regulation Shapes Innovation, Trust, and Sustainable Growth ([abstract](#))
 Discussant: [Susana Rodrigues](#)

12:30-13:30 Lunch Break

13:30-15:00 Session IS1: Bridging Divides: Technology, Equity, and Workforce Integration in Education

CHAIR:

[Geoff A. Goldman](#) (University of Johannesburg, Kingsway Campus, South Africa)

DISCUSSANT: [Bukelwa Mbinda](#) (Durban University of Technology, South Africa)

LOCATION: [Room A](#)

- 13:30 [Rami Alsaber](#) (St. John's University, United States)
AI-Assisted Project-Based Learning as a Pathway to Scientific Literacy for Non-Stem Majors ([abstract](#))

- 13:48 [Mnqobi Banele Njoko](#) (University of Limpopo, South Africa)
[Modula Marcia Soana](#) (University of Limpopo, South Africa)
[Mankolo Xaverine Lethoko](#) (University of Limpopo, South Africa)
The Impact of E-Learning on Visually Impaired Students in a Historically Disadvantaged University in South Africa ([abstract](#))

- 14:06 [Vukosi Mathonsi](#) (North-West University, South Africa)
Perception of Teachers on the Impact of Infrastructure on the Performance of Learners in Quintile 1 High Schools: The Case of Ndengeza High School ([abstract](#))

- 14:24 [Susana Rodrigues](#) (Polytechnic University of Leiria, Campus 2, Portugal)
[Susana Ferreira](#) (Polytechnic University of Leiria, Campus 2, Portugal)
[Diogo Marques](#) (Polytechnic University of Leiria, Campus 2, Portugal)
Immigrant Labor Market Integration in Portugal: Evidence From Administrative Data (2012–2023) ([abstract](#))

13:30-15:00 Session MK3: Markets in Motion: Digital, Ethical, and Inclusive Consumer Paradigms

CHAIR: [Frédéric Jallat](#) (ESCP Business School (Paris & London), France)

DISCUSSANT: [Serdar Yildiz](#) (Anadolu University, Turkey)

LOCATION: [Room B](#)

- 13:30 [Marius Wait](#) (University of Johannesburg, South Africa)
[Beate Stiehler-Mulder](#) (United Business Institutes, Luxembourg)
[Juandre Appelgryn](#) (University of Johannesburg, South Africa)
Brand Authenticity and Brand Meaning: An LGBTQI+ Perspective
[\(abstract\)](#)
- 13:48 [Kingsley Dafe](#) (University of Gloucestershire, UK)
[Wilson Ozuem](#) (University for the Creative Arts, UK)
Exploring the Relationship between E-Waste and Consumer Behaviour in Nigeria: A Conceptual Perspective on Sustainable Transitions [\(abstract\)](#)
- 14:06 [Cleopatra Moipone Matli](#) (Durban University of Technology, South Africa)
[Tshepo Tlapana](#) (Walter Sisulu University, South Africa)
Analysing the Post-Effects of COVID-19 on FMCG SMEs in Gauteng Province, South Africa [\(abstract\)](#)
- 14:24 [Tshepo Tlapana](#) (Walter Sisulu University, South Africa)
Digital Marketing Impact on Consumer Purchasing Decisions: Insights from the FMCG sector in Mthatha [\(abstract\)](#)

13:30-15:00 Session TE1: Digital Transformations & Strategic Innovations:
 Navigating Trust, Data, and Emerging Technologies

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

DISCUSSANT: [Floyd Khoza](#) (University of Mpumalanga, South Africa)

LOCATION: [Room C](#)

- 13:30 [Ilse Struweg](#) (University of Johannesburg, South Africa)
Building Trust in Digital Times: A CRM Framework to Engage Young Professional Wealth Advisory Clients [\(abstract\)](#)
- 13:48 [Semona Pillay](#) (University of Johannesburg, South Africa)
From Browsers to Believers: How AR Fashion Retail Transforms Virtual Try-on Customer Experiences [\(abstract\)](#)
- 14:06 [Wejdan Almutairi](#) (University of East London, UK)
[Wilson Ozuem](#) (University for the Creative Arts, UK)
Cultural Adaptations of Data Sharing Frameworks in GCC Policing Context [\(abstract\)](#)
- 14:24 [E. Zwane](#) (University of Limpopo, South Africa)
Policy Analysis on Essential Strategic Prospects: Determining the Imminent of Universal Organization and Expertise Modernisation
[\(abstract\)](#)

14:42 [Paulina Mngwevu](#) (Tshwane University of Technology, South Africa)
An Examination of Stakeholder Involvement in the Planning and Implementation of Corporate Social Investment Initiatives in the Casino Industry ([abstract](#))

13:30-15:00 Session TO2: Next-Gen Tourism: Balancing Technology, Sustainability, and Human-Centric Experiences

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

DISCUSSANT:

[Yamen Koubaa](#) (FERRANDI Paris School of Culinary Arts and Hospitality Management, France)

LOCATION: [Room D](#)

13:30 [Seshini Gunpath](#) (Durban University of Technology, South Africa)
Automation vs the Human Touch: Strategic Trade-offs in Service Quality, Employment, and Guest Experience in Hospitality ([abstract](#))

13:48 [Bongane Monguane](#) (Tshwane University of Technology, South Africa)
[M.P. Shai](#) (Tshwane University of Technology, South Africa)
[I.C. Kleynhans](#) (Tshwane University of Technology, South Africa)
Knowledge, Attitudes, and Implementation of Food Safety Practices in Public District Hospital Foodservice Units in Tshwane ([abstract](#))

14:06 [Lesedi Nduna](#) (University of South Africa, South Africa)
[Cine Van Zyl](#) (University of South Africa, South Africa)
What Drives Agritourism Participation? The Role of Agri-Environmental Literacy in Shaping Behavioural Intentions ([abstract](#))

14:24 [Asterios Stroumpoulis](#) (University of Piraeus, Greece)
[Konstantina Agoraki](#) (University of Piraeus, Greece)
[Ioannis Katsanakis](#) (University of Piraeus, Greece)
Measuring Environmental Sustainability in Smart Tourism Destinations: A Multi-Dimensional Environmental Pressure Assessment Framework from the GreCO Project ([abstract](#))

15:00-15:30 Coffee Break

15:30-17:00 Session EN1: Sustainable Entrepreneurship and Digital Innovation for Global Impact

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

DISCUSSANT:

[Mmakgabo Justice Malebana](#) (Tshwane University of Technology, South Africa)

LOCATION: [Room A](#)

- 15:30 [Tang Wang](#) (University of South Florida, United States)
[Dirk Libaers](#) (University of South Florida, United States)
The Double-Edged Sword of Green Procurement: Supplier Learning, Governance Conditions, and Green Innovation ([abstract](#))
- 15:48 [Johann Landsberg](#) (North-West University, Vanderbijlpark Campus., South Africa)
[Gretha Duvenhage](#) (North-West University, South Africa)
The Role of Leadership and Digital Transformation in Enhancing University Spin-Out Performance: A South African Perspective ([abstract](#))
- 16:06 [Favour Ben](#) (Arden University, UK)
[Wilson Ozuem](#) (University for the Creative Arts, UK)
Entrepreneurship & Innovation for Impact: How Impact Orientation Shapes Entrepreneurial Performance ([abstract](#))
- 16:24 [Abdul Majeed Sadun Fundie](#) (University of Venda, South Africa)
[Hlanganipai Ngirande](#) (University of Venda, South Africa)
Inclusive Entrepreneurship and Sustainable Development in African Economies: The Role of Digital Innovation ([abstract](#))
- 16:42 [Sithembiso Govuzela](#) (Vaal University of Technology, South Africa)
The Impact of Micro, Small and Medium Enterprises (MSMEs) on China's Economic Growth ([abstract](#))

15:30-17:00 Session IS2: Navigating Global Disruption: The Intersection of Ethics, Technology, and Socio-Economic Systems

CHAIR: [Anna Putnová](#) (Brno City Assembly for Innovations, Czechia)

DISCUSSANT:

[Itumeleng Judith Maome](#) (Durban University of Technology, South Africa)

LOCATION: [Room B](#)

- 15:30 [Abu N.M. Waheeduzzaman](#) (Texas A&M University Corpus Christi, United States)
Towards a Better Global Governance: A Normative Approach ([abstract](#))
- 15:48 [Venkatapparao Mummalaneni](#) (Virginia State University, United States)
From Doomers to Bloomers: Mapping Conflicting Attitudes Toward AI in Higher Education ([abstract](#))
- 16:06 [M.L. Ntshingila](#) (Vaal University of Technology, South Africa)
The Influence of E-Commerce on Advanced Inventory Management Strategies for Small and Medium-Sized Enterprises (SMEs) ([abstract](#))

16:24 [Modipa Mmakwena](#) (Tshwane University of Technology, South Africa)
Taxi Violence in South Africa: Challenges and Possible Solutions
[\(abstract\)](#)

15:30-17:00 Session MG1: Leading the Future: AI, Culture, and Governance in Modern Organizations

CHAIR: [Samir R. Moussalli](#) (Huntingdon College, United States)

DISCUSSANT:

[Jacqueline Mangwane](#) (Tshwane University of Technology, South Africa)

LOCATION: [Room C](#)

15:30 [Emmanouil Gerardis](#) (Logicom Distribution, Greece)

[Dorothea Kossyva](#) (University of Piraeus, Greece)

[Nikolaos Georgopoulos](#) (University of Piraeus, Greece)

Strategic Management in the AI Era: A Literature Review on Competitive Advantage and Human-AI Dynamics [\(abstract\)](#)

15:48 [Sheri L. Mackey](#) (University of Tennessee Knoxville, United States)

AI Intelligence at the Edge: Customer Service as a Strategic Framework [\(abstract\)](#)

16:06 [Ntseliseng Khumalo](#) (North-West University, South Africa)

[Andiswa Simamba](#) (North-West University, South Africa)

Enhancing Digitally Empowered Workplaces: The Relationship Between Digital Organisational Culture, Digital Competency and Employee Attitudes [\(abstract\)](#)

16:24 [Robert Nicky Tjano](#) (University of South Africa, South Africa)

Selected Mechanisms of Board Diversity and Sustainability Disclosures in South African State-Owned Entities: A PLS-SEM Approach [\(abstract\)](#)

16:42 [Lehlomela Sekunyane Tebogo](#) (Tshwane University of Technology, South Africa)

[M.M. Mmako](#) (Tshwane University of Technology, South Africa)

[S.P. Mncwabe](#) (Tshwane University of Technology, South Africa)

An Integrated AI-Enabled e-HRM Framework for Enhancing Staffing in South African Organisations (Work in Progress) [\(abstract\)](#)

15:30-17:00 Session MG2: Inclusive Leadership and Sustainable Innovation in the Global Workplace

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

DISCUSSANT: [Asterios Stroumpoulis](#) (University of Piraeus, Greece)

LOCATION: [Room D](#)

15:30 [Christine Janse Van Rensburg](#) (Vaal University of Technology, South Africa)

[Christel Marais](#) (Vaal University of Technology, South Africa)

Survival and Growth: Female Academics' Work Realities in South Africa ([abstract](#))

15:48 [Chantel Muller](#) (North-West University, South Africa)

XR Sports and Fitness Gaming in the Workplace: The Strategic Importance of Direct Experience in Shaping Perceptions ([abstract](#))

16:06 [Gibson Muridzi](#) (University of Johannesburg, South Africa)

[Belinda Dzvari](#) (Manicaland State University of Applied Sciences, Zimbabwe)

[Shepherd Dhlwayo](#) (University of Johannesburg, South Africa)

Leadership as a Catalyst for Employee Engagement in Contemporary Organisations ([abstract](#))

16:24 [Samson Nambei Asoba](#) (Walter Sisulu University, South Africa)

[Nteboheng Patricia Mefi](#) (Walter Sisulu University, South Africa)

A Corporate Responsibility Strategy for Socio-Economic Emancipation of Marginalised Communities in Post-Colonial African Societies ([abstract](#))

17:30-18:30 Board of Directors Meeting

LOCATION: [Titania Hotel Rooftop Bar and Restaurant Overlooking the Acropolis](#)

Thursday, July 16th

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

08:00-15:30 Registration

09:00-10:30 Session EC1: Global Shifts and Regenerative Systems: Economics of Trade, Tech, and Sustainability

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

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

LOCATION: [Room A](#)

09:00 [Bruno Mascitelli](#) (Swinburne University of Technology, Australia)

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

**Diplomatic Relations Between the European Union (EU) and China:
Where Are We Now? ([abstract](#))**

09:18 [Vishal Kumar](#) (National Research University Higher School of Economics, Saint Petersburg, Russia)

[Iya Churakova](#) (National Research University Higher School of Economics, Saint Petersburg, Russia)

[Varvara Nazarova](#) (National Research University Higher School of Economics, Saint Petersburg, Russia)

Systematic Literature Review: The Impact of Predictive Intelligence and Real-Time Data Insights on Corporate Financial Sustainability ([abstract](#))

09:36 [Jacques de Jongh](#) (North-West University, South Africa)

Bridging Gaps or Widening Divides? Globalisation and Economic Development Convergence in the Southern African Customs Union (SACU) ([abstract](#))

09:54 [Johann Landsberg](#) (North-West University, Vanderbijlpark Campus, South Africa)

[Stefan Kritzinger](#) (North-West University, South Africa)

Drivers and Technologies Shaping the Future of Sustainable Housing: A South African Case Study ([abstract](#))

09:00-10:30 Session FI1: Financial Risk, Forecasting, and Predictive Analytics in Banking and Capital Markets

CHAIR:

[Yaoyao Xu](#) (National Research University-Higher School of Economics, Saint Petersburg, Russia)

DISCUSSANT:

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

LOCATION: [Room B](#)

09:00 [R.J. Cassim](#) (Vaal University of Technology, South Africa)

Bankruptcy Prediction Indicators Approach (BPIA) Factors Affecting Financial Distress Within Different Johannesburg Stock Exchange (JSE) Industries ([abstract](#))

09:18 [Leeto Malose Patrick Shogole](#) (North-West University, South Africa)

[Johannes Tshepiso Tsoku](#) (North-West University, South Africa)

[Lebotsa Daniel Metsileng](#) (North-West University, South Africa)

Comparative Study of Traditional Time Series Models and Machine Learning Algorithms for Stock Price Forecasting ([abstract](#))

- 09:36 [Wedzerai S. Musvoto](#) (University of South Africa, South Africa)
[Unathi Matshathse](#) (Datalit Pty Ltd, South Africa)

Integrating the Basel Regulatory Framework, ESG Performance, and Political Economy Factors in Determining Bank Failure Risk in Emerging and Developed Markets ([abstract](#))

- 09:54 [M.J. Maleka](#) (Tshwane University of Technology, eMalahleni Campus, South Africa)
[C. Mayavo](#) (Tshwane University of Technology, eMalahleni Campus, South Africa)
[P. Tladi](#) (Tshwane University of Technology, eMalahleni Campus, South Africa)
[T.B. Skosana](#) (Tshwane University of Technology, eMalahleni Campus, South Africa)

Identifying Attrition Predictors Using the Fuzzy TOPSIS and Logistic Regression ([abstract](#))

09:00-10:30 Session TE2: Technological Innovation & Systemic Change in Diverse Institutional Environments

CHAIR: [Gordon Bowen](#) (Anglia Ruskin University, UK)

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

LOCATION: [Room C](#)

- 09:00 [Yueqi Wang](#) (Dalian University of Technology, China)
[Letian Zhou](#) (Dalian University of Technology, China)

OFDI and Innovation Performance among Emerging Market Firms: The Moderating Role of Multiple Institutional Environment ([abstract](#))

- 09:18 [Susana Rodrigues](#) (Polytechnic University of Leiria, Campus 2-Morro do Lena, Portugal)
[Alzira Marques](#) (Polytechnic University of Leiria, Campus 2-Morro do Lena, Portugal)
[Miguel Vasco da Graça Ribeiro](#) (Polytechnic University of Leiria, Campus 2-Morro do Lena, Portugal)

Innovation Patterns Supported by Public Funding in a Low-Density Tourism Territory: Evidence from PROVERE iNature (CENTRO2020) ([abstract](#))

09:36 [Eric Mikobi Bakama](#) (Durban University of Technology, South Africa)
[Khathutshelo Mushavhanamadi](#) (University of Johannesburg, South Africa)
[Sithole Sphiwe](#) (University of Johannesburg, South Africa)
Blockchain for Transparency in South Africa's Energy Sector: A Review of Procurement and Quality Control Challenges ([abstract](#))

09:54 [Mpho Maboja](#) (University of South Africa, South Africa)
Digital transformation in Policing: A Technology-Enabled Model for Strengthening Firearm Evidence Management in Murder Investigations ([abstract](#))

09:00-10:30 Session TE3: Digital Transformation and Emerging Technologies in Developing Markets

CHAIR: [Mmakgantse Mmereki](#) (Nelson Mandela University, South Africa)

DISCUSSANT: [Olufunmilayo Liadi](#) (University of Cumbria, UK)

LOCATION: [Room D](#)

09:00 [William Motsoko Makhetha](#) (Cape Peninsula University of Technology, South Africa)
Additive Manufacturing for Sustainable Supply Chain Transformation: An Integrated Decision-Support Framework for Industrial Implementation ([abstract](#))

09:18 [M.S.F. Makgopa](#) (University of Mpumalanga, South Africa)
Promoting Digital Inclusion Through Indigenous Languages: Implications for SME Development in Limpopo Province, South Africa ([abstract](#))

09:36 [Khathutshelo Mushavhanamadi](#) (University of Johannesburg, South Africa)
[Ndivhuwo Manugu](#) (University of Johannesburg, South Africa)
Optimizing Inventory Management With Artificial Intelligence Driven Predictive Analytics ([abstract](#))

09:54 [Shaukat Ali](#) (University of Wolverhampton, UK)
[Rabeel Maryam](#) (University of Wolverhampton, UK)
Exploring Leadership Strategies for Overcoming Barriers to Digital Transformation in Pakistan's Fashion SMEs ([abstract](#))

10:12 [Thabiso Mokoena](#) (University of Johannesburg, South Africa)
[Jan Harm C. Pretorius](#) (University of Johannesburg, South Africa)
[Andre Vermeulen](#) (University of Johannesburg, South Africa)
Assessment of Intelligent Systems Adoption in the South African Logistics Industry ([abstract](#))

10:30-11:00 Coffee Break

11:00-12:30 Session HE1: Innovation, Sustainability, and Digital Transformation

CHAIR: [Jacqueline Mangwane](#) (Tshwane University of Technology, South Africa)

DISCUSSANT: [Sofya Malik](#) (University of East London, UK)

LOCATION: [Room A](#)

11:00 [Nkanyiso Sydney Mkhize](#) (Durban University of Technology, South Africa)
[Sifiso Myeni](#) (Durban University of Technology, South Africa)

How Public Sector Hospitals in South Africa Are Impacted by Green Staffing Practices: The Role of the Legislative Framework ([abstract](#))

11:18 [Frédéric Jallat](#) (ESCP Business School (Paris & London), France)
[Gabrielle Morillon](#) (Cap Gemini Invent, France)

The Rise of AI in Biopharmaceuticals: Uncovering the Environmental Cost and the Promise of Sustainable AI ([abstract](#))

11:36 [Opeyemi S. Oziga](#) (Arden University, UK)
[Wilson Ozuem](#) (Independent researcher, UK)
[Daniel Olusola](#) (Ravensbourne University, UK)

Artificial Intelligence and Organisational Performance in Healthcare: A Critical Review ([abstract](#))

11:54 [Mphoreng Magdeline Mmako](#) (Tshwane University of Technology, South Africa)
[Tumelo Nelson Mmatabane](#) (Tshwane University of Technology, South Africa)

E-Procurement Management and Supply Chain Performance in the Healthcare Sector (Global) ([abstract](#))

11:00-12:30 Session LA1: Balancing the Scales: Navigating Rights, Remedies, and Legal Frameworks

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

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

LOCATION: [Room B](#)

11:00 [M. Van Der Bank](#) (Vaal University of Technology, South Africa)
[N. Raath](#) (Vaal University of Technology, South Africa)

The Legal Interaction of Road Accidents Using COIDA or the RAF Bill as a Compensation Measure ([abstract](#))

11:18 [Mapooa Charlie Vilakazi](#) (University of South Africa, South Africa)
[Petrus Machethe](#) (University of South Africa, South Africa)

The Role of Intelligence-Led Policing in Disrupting Gang Networks in South Africa ([abstract](#))

11:36 [Raymond M. Mulaudzi](#) (University of South Africa, South Africa)

Balancing Rights and Enforcement: A Critical Analysis of Criminal Law and Criminal Procedure in South Africa ([abstract](#))

11:54 [Nicolaas Hendrik Prinsloo](#) (Vaal University of Technology, South Africa)

The Legal Consequences of Customary Marriage: Antenuptial Contracts and Community of Property in MM v NIM ([abstract](#))

11:00-12:30 Session MG3: Data-Driven Operations and Organizational Performance

CHAIR: [Anna Putnová](#) (Brno City Assembly for Innovations, Czechia)

DISCUSSANT:

[Juergen Muehlbacher](#) (Vienna University of Business and Economics, Austria)

LOCATION: [Room C](#)

11:00 [M.J. Maleka](#) (Tshwane University of Technology eMalahleni Campus, South Africa)

[C. Mayavo](#) (Tshwane University of Technology eMalahleni Campus, South Africa)

A Machine Learning Approach to Predicting Hiring Decision ([abstract](#))

11:18 [Raveen Rathilall](#) (Durban University of Technology, South Africa)

[Matshidiso Moses Maseola](#) (Durban University of Technology, South Africa)

[Manduth Ramchander](#) (Durban University of Technology, South Africa)

The Role of Quality Management Practices and Supplier Management in Corrective Maintenance Backlog: A Structural Equation Modelling Approach ([abstract](#))

11:36 [Olufunmilayo Liadi](#) (University of Cumbria, UK)

[Wilson Ozuem](#) (University of Cumbria, UK)

Exploring the Influence of Enterprise Social Media (ESM) on Employee Engagement (EE) in the Workplace ([abstract](#))

PRESENTER: [Wilson Ozuem](#)

11:54 [Ngwenya Andries Rakobela](#) (Tshwane University of Technology, South Africa)

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

Developing a Model of TQM Elements for Productivity Enhancement in Manufacturing: A Systematic Literature Review ([abstract](#))

12:12 [Eric Mikobi Bakama](#) (Durban University of Technology, South Africa)
[Khathutshelo Mushavhanamadi](#) (University of Johannesburg, South Africa)
[Pfano Valiant Tshifhenye](#) (University of Johannesburg, South Africa)
Enhancing Vehicle Security Through Lean Manufacturing: Evidence From South Africa's Automotive Sector ([abstract](#))

11:00-12:30 Session MK4: Consumer Empowerment and Ethical Marketing in Emerging Markets

CHAIR: [Kingsley Dafe](#) (University of Gloucestershire, UK)

DISCUSSANT: [Samar Ghurab](#) (University of Cumbria, UK)

LOCATION: [Room D](#)

11:00 [Douglas Mudimba](#) (University of South Africa, South Africa)
[Khathutshelo Makhitha](#) (University of South Africa, South Africa)
[Kate Ngoben](#) (University of South Africa, South Africa)
Determinants of Green Purchase Intentions and Behaviour in Namibian Retail Supermarkets: An Integrated TPB-NAM Approach ([abstract](#))

11:18 [Tshepo Tlapana](#) (Walter Sisulu University, South Africa)
The Role of Customer Service in Shaping Consumer Buying Patterns Among SMEs in East London ([abstract](#))

11:36 [Achume Sidlai](#) (University of Fort Hare, South Africa)
[Ayanda Pamella Deliwe](#) (University of Fort Hare, South Africa)
User Generated Content and Consumer Trust in the South African Fashion Industry: A Qualitative Inquiry ([abstract](#))

12:30-13:30 Lunch Break

13:30-15:00 Session IS3: Managing Resources and Resilience: Navigating Organizational, Infrastructural, and Social Challenges

CHAIR: [Gordon Bowen](#) (Anglia Ruskin University, UK)

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

LOCATION: [Room A](#)

13:30 [Sipho Kenneth Mokoena](#) (University of Limpopo, South Africa)
[Phetana Albert Mailula](#) (University of Limpopo, South Africa)
Managing Student Residences During the COVID-19 Pandemic: A Public Administration Perspective at a Selected South African Tertiary Institution ([abstract](#))

13:48 [S.M. Tshoane](#) (Tshwane University of Technology, South Africa)

Breaking the Academic Glass Ceiling: Confronting Patriarchy in Higher Learning Institutions ([abstract](#))

14:06 [Innocent Gumede](#) (Logistics Operations, South Africa)

[Thabiso Mokoena](#) (University of Johannesburg, South Africa)

Exploring the Relationship Between It Infrastructure Maturity and Business Agility Within E-Tail Logistics ([abstract](#))

14:24 [Mpho Thamaga](#) (Tshwane University of Technology, South Africa)

[H.E. Klingelhoef](#) (Tshwane University of Technology, South Africa)

[J.R. Monama](#) (Tshwane University of Technology, South Africa)

Analysis of the Management of Donations to Schools ([abstract](#))

13:30-15:00 Session IT1: Navigating the Digital Frontier: Trust, AI, and Cyber Intelligence

CHAIR:

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

DISCUSSANT:

[M.J. Maleka](#) (Tshwane University of Technology eMalahleni Campus, South Africa)

LOCATION: [Room B](#)

13:30 [Michelle Gordon](#) (Penn State Greater Allegheny, United States)

Trust Issues: Examining the Impact of Technology on Our Confidence ([abstract](#))

13:48 [Mmabatho Aphane](#) (University of South Africa, South Africa)

Efficacy of Artificial Intelligence and Machine Learning in SAPS Cybercrime Detection and Investigation ([abstract](#))

14:06 [Yuanhong Wu](#) (Fordham University, United States)

[Mary Tsaryk](#) (Fordham University, United States)

[Sam Watson](#) (Fordham University, United States)

[Tahsin Ahmed](#) (Fordham University, United States)

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

[D. Frank Hsu](#) (Fordham University, United States)

Preference Detection using Machine Learning and Multilayer Combinatorial Fusion ([abstract](#))

14:24 [Thea J. Tselepis](#) (University of Johannesburg, Kingsway Campus, South Africa)

Cyber-Social Intelligence as an Emerging Competency Within Entrepreneurship Education ([abstract](#))

13:30-15:00 Session LA2: Global Governance & Risk

CHAIR:

[Alzira Marques](#) (Polytechnic University of Leiria, Campus 2-Morro do Lena, Portugal)

DISCUSSANT:

[Susana Rodrigues](#) (Polytechnic University of Leiria, Campus 2-Morro do Lena, Portugal)

LOCATION: [Room C](#)

- 13:30 [M. Van Der Bank](#) (Vaal University of Technology, South Africa)
Rethinking the Role of Environmental Laws in Adapting to Climate Change in South Africa in the Pursuit of Sustainable Development
[\(abstract\)](#)
- 13:48 [Shaukat Ali](#) (University of Wolverhampton, UK)
[F. Farhana](#) (University of Wolverhampton, UK)
Strategies to Support Employees with Disability in Corporate Environments in Kuwait [\(abstract\)](#)
- 14:06 [Kholofelo A. Rakubu](#) (Tshwane University of Technology, South Africa)
Institutional Victimisation and Organised Crime: A Criminological Analysis of Justice Cluster Infiltration in South Africa [\(abstract\)](#)
- 14:24 [Godfrey Thenga](#) (University of South Africa, South Africa)
Unveiling the Complexities of Counterfeit Trading and Exploring a Multi-Disciplinary Policing Response in Southern Africa [\(abstract\)](#)

13:30-15:00 Session MK5: Navigating the AI Retail Frontier: From Frictionless Stores to Smart Co-Creation

CHAIR: [Samar Ghurab](#) (University of Cumbria, UK)

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

LOCATION: [Room D](#)

- 13:30 [Nombulelo Dilotsotlhe](#) (University of South Africa, South Africa)
Walking Out, Tapping In: Consumer Perceptions of Cashierless and Queueless Retail in South Africa [\(abstract\)](#)
- 13:48 [Mayemba Karel Nzita](#) (University of Johannesburg, Auckland Park Campus, South Africa)
Machine Learning-Based Market Segmentation of the ChatGPT App Adoption Intention: A Brand-Centric Approach [\(abstract\)](#)
- 14:06 [Monique Du Bruyn](#) (University of South Africa, South Africa)
[Safura M. Kallier-Tar](#) (University of South Africa, South Africa)
ChatGPT as a Sentiment Analysis Tool [\(abstract\)](#)

14:24 [Samuel Ayertey](#) (University of Cumbria, UK)
[Wilson Ozuem](#) (University for the Creative Arts, UK)
The Role of AI Chatbots in Facilitating Co-Creation Between Fashion Brands and Consumers in Online Shopping ([abstract](#))

15:00-15:30 Coffee Break

15:30-17:00 Session IS4: Evolving Ecosystems: Knowledge, Innovation, and Socio-Economic Development

CHAIR: [Bukelwa Mbinda](#) (Durban University of Technology, South Africa)

DISCUSSANT: [Rami Alsaber](#) (St. John's University, United States)

LOCATION: [Room A](#)

15:30 [C. Marais](#) (Vaal University of Technology, South Africa)
[K. Du Bruyn](#) (Vaal University of Technology, South Africa)
Reconceptualising Social Engagement in South African Higher Education: From Moral Agenda to Institutional Ecosystem ([abstract](#))

15:48 [Anna Putnová](#) (Brno City Assembly for Innovations, Czechia)
[Chrysoula Kapartziani](#) (National and Kapodistrian University of Athens, Greece)
Transfer of Knowledge From the Academic Environment to Public Administration-Digitization and Aging-Case Study ([abstract](#))

16:06 [Leonie Greyling](#) (North-West University, Vanderbijlpark Campus, South Africa)
[Luzaan Hamilton](#) (North-West University, Vanderbijlpark Campus, South Africa)
[Annelie Steenkamp](#) (North-West University, Vanderbijlpark Campus, South Africa)
Exploring Post-Programme Entrepreneurial Perceptions Among STEP Participants: Insights for Entrepreneurship Education ([abstract](#))

16:24 [Alzira Marques](#) (Polytechnic University of Leiria, Campus 2-Morro do Lena, Portugal)
[João Miguel da Fonseca Carvalho](#) (Polytechnic University of Leiria, Campus 2-Morro do Lena, Portugal)
[Pedro Manuel do Espírito Santo](#) (Polytechnic University of Leiria, Campus 2-Morro do Lena, Portugal)
Determinants of Innovation: A Perspective From Higher Education Faculty Members ([abstract](#))

16:42 [Godfrey Thenga](#) (University of South Africa, South Africa)

Manifestation of Informal Trading in South Africa: A Human Rights Complexity ([abstract](#))

15:30-17:00 Session LA3: Contemporary Issues in Law, Constitutionalism, and Regulatory Governance

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

DISCUSSANT: [Samir R. Moussalli](#) (Huntingdon College, United States)

LOCATION: [Room B](#)

15:30 [Mosiuoa Mashiloane](#) (Vaal University of Technology, South Africa)
Constitutionalising Mandatory Mediation under ESTA: A Case Note on Marais NO and Another v Daniels and Others ([abstract](#))

15:48 [Ndivhuho Tshisevhe](#) (Tshwane University of Technology, South Africa)
Appointment of Judges of the Labour Appeal Court of South Africa: A Relook Into South African Labour Appeal Court Judicial Appointment ([abstract](#))

16:06 [Ronelle Prinsloo](#) (Vaal University of Technology, South Africa)
Contractual Certainty versus Constitutional Justice: Rethinking Antenuptial Contracts in South African Matrimonial Property Law ([abstract](#))

16:24 [Zwivhuya Gladstone Rasivhaga](#) (University of South Africa, South Africa)
[Petrus Machethe](#) (University of South Africa, South Africa)
Artificial Intelligence and Cybercrime: An Analysis of AI-Driven Anti-Phishing Solutions in Digital Banking ([abstract](#))

15:30-17:00 Session SP2: Hallway Conversations: Innovative Teaching Strategies for Business and Technology Classrooms

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

LOCATION: [Room C](#)

15:30 [Bo Liu](#) (Southern New Hampshire University, United States)
[Michael Tasto](#) (Southern New Hampshire University, United States)
Everyday Spending, Global Opportunities: Teaching Financial Literacy Through Rewards and Credit Strategies ([abstract](#))

15:48 [Gregory Randolph](#) (Southern New Hampshire University, United States)
Closing the Excel Skills Gap: Applied Learning and Certification in Business Education ([abstract](#))

16:06 [Megan Paddack](#) (Southern New Hampshire University, United States)

From Formulas to Understanding: Using Excel-Based Active Learning to Transform Student Engagement in Applied Statistics ([abstract](#))

15:30-17:00 Session TE4: Geopolitics, Governance, and Innovation: Navigating Technological Constraints and Smart Cities

CHAIR: [Raveen Rathilall](#) (Durban University of Technology, South Africa)

DISCUSSANT:

[T.B. Skosana](#) (Tshwane University of Technology, eMalahleni Campus, South Africa)

LOCATION: [Room D](#)

15:30 [Chen Zhang](#) (Nanjing Audit University, China)

Technological Sanctions and Firms' Autonomy in the Global Technology Market ([abstract](#))

15:48 [Jiaying Liu](#) (Dalian University of Technology, China)

[Yutao Sun](#) (Dalian University of Technology, China)

Turning Restrictions into Recombination: The Impact of U.S. Technological Blockades on AI Knowledge Adoption in Chinese Enterprises ([abstract](#))

16:06 [Mmakgantse Mmereki](#) (Nelson Mandela University, South Africa)

[Syden Mishi](#) (Nelson Mandela University, South Africa)

Smart Cities for Participatory Governance: A Systematic Review of Community Engagement and Service Delivery in South African Municipalities ([abstract](#))

17:00-18:00 Session SP3: Meet the Editors

LOCATION: [Room B](#)

17:00 [N. Delener](#) (GBATA, United States)

Journal of Global Business and Technology (JGBAT)

17:45 [Bruno Mascitelli](#) (Swinburne University of Technology, Australia)

Australian and New Zealand Journal of European Studies (ANZJES)

20:00-22:00 Banquet Dinner

LOCATION: [Taverna Rozalia Restaurant \(10 minute walking distance from Titania Hotel, Address: Valtetsiou 59, Athina 106 81\)](#)

Friday, July 17th

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

08:00-15:00 Registration

09:00-10:30 Session MG4: Sustainable Governance and Resource Management

CHAIR:

[Juergen Muehlbacher](#) (Vienna University of Business and Economics, Austria)

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

LOCATION: [Room A](#)

09:00 [Thandiwe Euphronia Khumalo](#) (Durban University of Technology, South Africa)

Addressing Procurement-Related Corruption in African State-Owned Companies: Empirical Evidence, Governance Reforms, and Digital Interventions ([abstract](#))

09:18 [Eirini Tsakiri](#) (University of Piraeus, Greece)

[Eleni Didaskalou](#) (University of Piraeus, Greece)

[Alexandra Alexandropoulou](#) (University of Piraeus, Greece)

Sustainable Management in Cultural Institutions: Evidence from Archaeological Museums ([abstract](#))

09:36 [Geoff A. Goldman](#) (University of Johannesburg, Kingsway Campus, South Africa)

[Godfrey Mance](#) (University of Johannesburg, South Africa)

Reconfiguring Diamond Beneficiation in Post Apartheid South Africa ([abstract](#))

09:54 [Linda Ratau](#) (Vaal University of Technology, South Africa)

Examining the effects of Organisational Justice on Organisational Citizenship Behaviour among academic employees at a South African University ([abstract](#))

10:12 [Nthabiseng Mabale](#) (Wits University, South Africa)

Dual Authority, Dual Identity: Power Negotiation Among Black Women Executives in Post-Apartheid South Africa ([abstract](#))

09:00-10:30 Session MK6: Consumer Psychology & Emerging Markets: From Hyperconnectivity to Sustainable Behaviour

CHAIR: [Samuel Ayertey](#) (University of Cumbria, UK)

DISCUSSANT:

[Pedro Manuel do Espírito Santo](#) (Polytechnic University of Leiria, Campus 2-Morro do Lena, Portugal)

LOCATION: [Room B](#)

- 09:00 [Safura M. Kallier-Tar](#) (University of South Africa, South Africa)
Beyond Connectivity: Profiling the Demographics and Behaviour of Hyperconnected Consumers ([abstract](#))
- 09:18 [H. Makhado](#) (Vaal University of Technology, South Africa)
[E. Chinomona](#) (Vaal University of Technology, South Africa)
Relationship Management of Suppliers in a South African State-Owned Enterprise ([abstract](#))
- 09:36 [Joe Musandiwa](#) (University of Limpopo, South Africa)
Implementation of Marketing Strategies by Spaza Shop Businesses in the Ga-Mamabolo Area, Limpopo Province, South Africa ([abstract](#))
- 09:54 [Belinda Senooane](#) (University of South Africa, South Africa)
[Mkhize Njabulo](#) (University of South Africa, South Africa)
From Moral Obligation to Habit: A Behavioural Model of Energy Conservation and Energy-Efficient Appliance Adoption ([abstract](#))

09:00-10:30 Session TO3: Tourism Strategy, Destination Competitiveness, and Business Transformation

CHAIR: [Itumeleng Judith Maome](#) (Durban University of Technology, South Africa)

DISCUSSANT:

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

LOCATION: [Room C](#)

- 09:00 [Panagiotis G. Tsolis](#) (Hellenic American University, Greece)
The Municipal Responses to Sustainable Tourism Policy Gaps in Greece ([abstract](#))
- 09:18 [Alzira Marques](#) (Polytechnic University of Leiria, Campus 2-Morro do Lena, Portugal)
[Karina Ferreira](#) (Polytechnic University of Leiria, Campus 2-Morro do Lena, Portugal)
[Susana Rodrigues](#) (Polytechnic University of Leiria, Campus 2-Morro do Lena, Portugal)
The Influence of Destination Attributes on Loyalty: The Roles of Trust and Hedonic Experience among Brazilian Tourists in Portugal ([abstract](#))
- 09:36 [Ashok Som](#) (ESSEC Business School, France)
Critical and Strategic Perspectives of Merger & Acquisition in the Experience Economy ([abstract](#))

10:30-11:00 Coffee Break

11:00-12:30 Session EC2: Natural Capital & Climate Shocks: Economic Impacts, Resource Governance, and Human Capital

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

DISCUSSANT:

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

LOCATION: [Room A](#)

11:00 [Matodzi Michael Mokoena](#) (Tshwane University of Technology, South Africa)

Epidemiological Effects and Cost of Contaminated Water Consumption After Limpopo and Mpumalanga Provinces' January 2026 Floods: A Systematic Review ([abstract](#))

11:18 [Teboho J. Mosikari](#) (North-West University, Mahikeng Campus, South Africa)

The Role of Renewable and Non-Renewable Energy on Climate Change Mitigation: Insight From Machine Learning and Quantile-On-Quantile KRLS ([abstract](#))

11:36 [Berta Costa](#) (Polytechnic University of Leiria, Campus 3, Portugal)

[Susana Rodrigues](#) (Polytechnic University of Leiria, Campus 2, Portugal)

Transforming Tourism Through Circular Economy: From Linear Growth Models to Regenerative Destination Systems ([abstract](#))

11:00-12:30 Session EC3: Economic Resilience, Digital Transformation, and Value Chain Dynamics

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

DISCUSSANT:

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

LOCATION: [Room B](#)

11:00 [Khathutshelo Mushavhanamadi](#) (University of Johannesburg, South Africa)

[Eric Mikobi Bakama](#) (Durban University of Technology, South Africa)

[Bongani Penelope Shuma](#) (University of Johannesburg, South Africa)

Capacity Planning and Inventory Management: An Automotive Manufacturer's Case Study in South Africa ([abstract](#))

11:18 [Jacques de Jongh](#) (North-West University, South Africa)

Economic Globalisation and Informal Sector Dynamics in South Africa: A Disaggregated Time-Series Analysis ([abstract](#))

11:36

[Singobile Ncube](#) (Tshwane University of Technology, South Africa)

[Lovemore Taonezvi](#) (University of Pretoria, South Africa)

Energy Transition, Global Value Chains, and Unequal Development Outcomes: A Country-Level Panel Analysis ([abstract](#))

11:54 [Floyd Khoza](#) (University of Mpumalanga, South Africa)

The Impact of Digital Technology Adoption on Financial Performance: Empirical Analysis of South African Financial Institutions ([abstract](#))

12:12 [Sthembile Millicent Ntsele](#) (University of Fort Hare, South Africa)

Factors Influencing the Effective Implementation of Strategy in a Retail Bank in Durban ([abstract](#))

11:00-12:30 Session EN2: Empowering Emerging Entrepreneurs: Educational Strategies, Growth Factors, and Capacity Building

CHAIR: [Panagiote G. Tsolis](#) (Hellenic American University, Greece)

DISCUSSANT: [Favour Ben](#) (Arden University, UK)

LOCATION: [Room C](#)

11:00 [Martin Manmohan](#) (North-West University, Vanderbijlpark Campus, South Africa)

[Johann Landsberg](#) (North-West University, Vanderbijlpark Campus, South Africa)

[Kezell Klinck](#) (North-West University, Mahikeng Campus, South Africa)

Challenges Faced by Students in the Student Training for Entrepreneurial Promotion (STEP) Programme at a University in South Africa: A Qualitative Inquiry ([abstract](#))

11:18 [Leonie Greyling](#) (North-West University, Vanderbijlpark Campus, South Africa)

Lessons From a Decade of Delivering Short Learning Programmes for Women Entrepreneurs: Insights From a South African University ([abstract](#))

11:36 [Admire Tafadzwa Hama](#) (University of Venda, South Africa)

[Hlanganipai Ngirande](#) (University of Venda, South Africa)

Understanding Growth Factors in Women-owned Businesses. Evidence from a Systematic Review in Limpopo Province ([abstract](#))

11:54 [Kezell Klinck](#) (North-West University, Mahikeng Campus, South Africa)

[Johann Landsberg](#) (North-West University, Vanderbijlpark Campus, South Africa)

[Martin Manmohan](#) (North-West University, Vanderbijlpark Campus, South Africa)

Exploring Entrepreneurial Educational Support Among Emerging Business Owners at Higher Education Institution: A Qualitative Study
([abstract](#))

12:30-13:30 Lunch Break

13:30-15:00 Session EN3: Catalysts and Contexts: Driving Entrepreneurial Orientation and Ecosystems Worldwide

CHAIR: [Favour Ben](#) (Arden University, UK)

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

LOCATION: [Room A](#)

13:30 [Sithembiso Govuzela](#) (Vaal University of Technology, South Africa)

Examining the Relationship Between Organisational Culture and Entrepreneurial Orientation in Texas-Based Small Businesses
([abstract](#))

13:48 [Francis Yao Gray Deh](#) (Durban University of Technology, South Africa)

[Lawrence Mpele Lekhanya](#) (Durban University of Technology, South Africa)

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

Environmental Drivers of Entrepreneurial Orientation and Internationalisation, Evidence from Rural SMEs in KwaZulu-Natal: Exploring How Contextual Factors Shape Global Competitiveness in Emerging Markets ([abstract](#))

14:06 [Annelie Steenkamp](#) (North-West University, Vanderbijlpark Campus, South Africa)

From Policy to Practice: The Leadership Imperative in Building University-Based Entrepreneurial Ecosystems ([abstract](#))

14:24 [Sibongile Madonsela](#) (North-West University, Vanderbijlpark Campus, South Africa)

[Luzaan Hamilton](#) (North-West University, Vanderbijlpark Campus, South Africa)

[Marcelle Saraiva](#) (North-West University, Vanderbijlpark Campus, South Africa)

Rethinking Entrepreneurial Education: Self-Confidence and Innovativeness in Shaping Youth Entrepreneurial Intention in South Africa ([abstract](#))

14:42 [Mthokozisi Sydney Luthuli](#) (Durban University of Technology, South Africa)

Harnessing Disability Grants as Catalysts for Entrepreneurship ([abstract](#))

13:30-15:00 Session EN4: Navigating the Future: Innovation, Ecosystem, and Resilience Strategies

CHAIR: [Mandla Shezi](#) (University of South Africa, South Africa)

DISCUSSANT: [Olufunmilayo Liadi](#) (University of Cumbria, UK)

LOCATION: [Room B](#)

13:30 [Lydia Mosese](#) (Vaal University of Technology, South Africa)
[Elizabeth Chinomona](#) (Vaal University of Technology, South Africa)

Supply Chain Tactics of Small and Medium-Scale Enterprise Performance in Gauteng Province ([abstract](#))

13:48 [Siyasanga Mgoduka](#) (University of Mpumalanga, South Africa)
[Mzuyanda Christian](#) (University of South Africa, South Africa)

Digital Transformation and Innovation Amongst SMMEs In the Mbombela Local Municipality: A Focus on the Tourism Sector
([abstract](#))

PRESENTER: [Siyasanga Mgoduka](#)

14:06 [Simon Thabo Mahlaole](#) (Tshwane University of Technology, South Africa)
[Mmakgabo Justice Malebana](#) (Tshwane University of Technology, South Africa)

From Invisible Bridges to Embedded Ecosystems: Rethinking University Hubs as Engines of Youth Entrepreneurship in South Africa
([abstract](#))

14:24 [Takunda J. Mathathu](#) (University of Limpopo, South Africa)
[Thanyani S. Madzivhandila](#) (University of Limpopo, South Africa)
[Jacob N. Mokgotho](#) (North-West University, South Africa)

Economics of Innovation: How Load-Shedding Shapes Innovation and Resilience Among Township Small, Medium and Micro Enterprises
([abstract](#))

14:42 [Lindokuhle Senamile Ntuli](#) (Durban University of Technology, South Africa)
Thriving Beyond Automation: How Manufacturing SMEs in eThekweni Can Harness Emerging Technologies to Future-Proof Their Businesses ([abstract](#))

13:30-15:00 Session EN5: Entrepreneurial Ecosystems in Emerging Markets

CHAIR: [Samir R. Moussalli](#) (Huntingdon College, United States)

DISCUSSANT: [Asterios Stroumpoulis](#) (University of Piraeus, Greece)

LOCATION: [Room C](#)

- 13:30 [Mbalenhle Mandisa Nxumalo](#) (University of Fort Hare, South Africa)
An Empirical Study of How Social Enterprises Address Graduate Unemployment in South Africa: Lessons for Practice and Policy
[\(abstract\)](#)
- 13:48 [Nteboheng Patricia Mefi](#) (Walter Sisulu University, South Africa)
[Samson Nambei Asoba](#) (Walter Sisulu University, South Africa)
Artificial Intelligence and the Erosion of Indigenous Ethics and Morality in African Business Enterprises [\(abstract\)](#)
- 14:06 [Khumalo Modise Frederick](#) (Tshwane University of Technology, South Africa)
[Malebana Mmakgabo Justice](#) (Tshwane University of Technology, South Africa)
The Perceived Effect of Entrepreneurship Education on Entrepreneurial Intentions of TVET Students in Johannesburg
[\(abstract\)](#)
- 14:24 [Bukelwa Mbinda](#) (Durban University of Technology, South Africa)
Top Management Support on Adopting ICT in the Tourism Sector of SMEs in Urban and Rural Areas in the Eastern Cape Province, South Africa [\(abstract\)](#)
- 14:42 [Kezell Klinck](#) (North-West University, South Africa)
[Johann Landsberg](#) (North-West University, South Africa)
[Martin Manmohan](#) (North-West University, South Africa)
[Martin Chanza](#) (North-West University, South Africa)
Entrepreneurial Identity Formation and Ecosystem Support: A Qualitative Study of Emerging Entrepreneurs in Mahikeng, North West Province [\(abstract\)](#)

15:00-15:30 Coffee Break

15:30-17:00 Session FI2: Digital Finance: Navigating Currency, BRICS, and FinTech

CHAIR: [Venkatapparao Mummalaneni](#) (Virginia State University, United States)

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

LOCATION: [Room A](#)

- 15:30 [Mokopane Charles Marakalala](#) (University of South Africa, South Africa)
The Effectiveness of Artificial Intelligence (AI) and the Fifth Industrial Revolution (5IR) in Combating Mobile Fraud at South African Banking

Industry ([abstract](#))

- 15:48 [Fezile Makhuleni](#) (North-West University, South Africa)
[Confidence Nthebe](#) (North-West University, South Africa)

The Relationship Between Oil Prices and Exchange Rate In South Africa ([abstract](#))

- 16:06 [Yaoyao Xu](#) (National Research University-Higher School of Economics, Saint Petersburg, Russia)
[Vishal Kumar](#) (National Research University-Higher School of Economics, Saint Petersburg, Russia)

Assessment of BRICS's De-Dollarization Efforts: Economic or Geopolitical Leverage ([abstract](#))

- 16:24 [Belinda Dzvari](#) (Manicaland State University of Applied Sciences, Zimbabwe)
[Gibson Muridzi](#) (University of Johannesburg, South Africa)
[Shepherd Dhlwayo](#) (University of Johannesburg, South Africa)
Market Competitiveness of Small Retail Enterprises Following Zimbabwe's ZiG Currency Adoption in Manicaland Province in Zimbabwe ([abstract](#))

15:30-17:00 Session IT2: Digital Frontiers: AI, AR, and Cloud-Driven Strategies

CHAIR: [Sheri L. Mackey](#) (University of Tennessee Knoxville, United States)

DISCUSSANT: [Eirini Tsakiri](#) (University of Piraeus, Greece)

LOCATION: [Room B](#)

- 15:30 [Mayemba Karel Nzita](#) (University of Johannesburg, Auckland Park Campus, South Africa)
[Isolde Lubbe](#) (University of Johannesburg, South Africa)

Branding the Algorithm: AI Brand Equity and Continued Use of the ChatGPT App ([abstract](#))

PRESENTER: [Mayemba Karel Nzita](#)

- 15:48 [M.J. Maleka](#) (Tshwane University of Technology, eMalahleni Campus, South Africa)
[C. Mayavo](#) (Tshwane University of Technology, eMalahleni Campus, South Africa)

A Systematic Literature Review on People Analytics Using Excel ([abstract](#))

- 16:06 [Isolde Lubbe](#) (University of Johannesburg, South Africa)
Generation Z's Augmented Reality Shopping Experiences: A Cognitive Absorption Study of Augmented Reality-Virtual Assistant

Interplay ([abstract](#))16:24 [Claudius Moyo](#) (University of Johannesburg, South Africa)[Matlala Ntswaki](#) (University of Johannesburg, South Africa)**Cloud Computing as an Enabler of Green and Sustainable Supply Chains in the Global South** ([abstract](#))16:42 [Itumeleng Judith Maome](#) (Durban University of Technology, South Africa)**Owner-led Corporate Social Responsibility initiatives: An Ubuntu Approach** ([abstract](#))

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