



17th International Business Conference
Protea Hotel by Marriott Stellenbosch,
Technopark, Stellenbosch, South Africa

**17th
INTERNATIONAL
BUSINESS
CONFERENCE**

22 - 25 September 2024

PROGRAM

LETTER FROM THE IBC CHAIR



THE CONFERENCE CHAIR WELCOMES YOU TO STELLENBOSCH AND THE WESTERN CAPE

A warm word of welcome to the 17th International Business Conference (IBC) hosted at the Protea Hotel by Marriot and Conference Centre, Technopark, in Stellenbosch, South Africa, located on the hill overlooking the De Zalche Wine Estate.

The hotel stands as a beacon of comfort and convenience in the heart of South Africa's renowned Winelands region. Nestled amid picturesque vineyards and rolling hills, this hotel offers a blend of modern amenities and the charm of its historic surroundings. It excels in offering comfortable accommodation with elegantly furnished rooms and modern amenities such as free Wi-Fi, air conditioning, and satellite TV. Overall, the Protea Hotel in Stellenbosch is a haven for travellers seeking relaxation, convenience, and exploration in one of South Africa's most picturesque regions.

Since its inception almost two decades ago, the International Business Conference (IBC) has become a well-established academic conference supported by wonderful people passionate about research and life.

The IBC prides itself on a rigorous scientific review process. Following a desk review process, accepted papers are dispatched to local and international academics for double-blind peer review. Positive reviewer reports from both reviewers are required for a paper to be accepted. Papers not published before/elsewhere are considered for presentation and publication in the IBC proceedings. A new IBC Board executive committee was elected at the 2022 conference at Lord Charles. The committee consists of Prof Stephan van der Merwe (Conference Chair and Organising Director), Prof Geoff Goldman (Deputy Chair), Dr Cobus Oosthuizen (Financial Director), Prof Mornay Roberts-Lombard (Marketing Director) and Prof Christo Bisschoff (Scientific Director). This Board will serve for the next three years.

It is my earnest privilege to serve as chair of the IBC, deeply cognisant of the responsibility associated with the portfolio. Subsequently, I acknowledge the many individuals and institutions who have played a critical role over the past two decades in establishing and growing the conference, enabling the newly elected conference board to build on this firm foundation further. We intend for the IBC to continue to offer a platform for young and experienced scholars and business people to network.

The North-West University Business School (scientific committee, registrations and organising), the University of Johannesburg (scientific committee), Boston City Campus (finances) and the University of the Western Cape (marketing) organised the 2024 IBC conference event. I sincerely appreciate the IBC Board and the different committees for their devoted efforts in this regard. Organising the 2024 IBC in Stellenbosch was an all-embracing task requiring positive thinking, diligence and focus. Once again, the organising committee delivers an IBC that will be memorable.

We hope you will enjoy the special networking opportunities this conference and venue offer and that the Protea Hotel by Marriot and Conference Centre and the Western Cape will become one of your special academic memories! Please note that Stellenbosch and its surroundings abound with captivating sights. Wander the town's oak-lined streets adorned with Cape Dutch architecture, visit the Stellenbosch Village Museum, and explore the botanical gardens. Venture out to renowned wine estates for tastings along the Stellenbosch Wine Route. For nature lovers, the nearby Jonkershoek Nature Reserve offers scenic hiking trails. Whether indulging in culture, history, or natural beauty, Stellenbosch promises visitors a rich and varied experience.

Thank you, and happy conferencing!!!

PROF STEPHAN VAN DER MERWE

Chairperson: International Business Conference

IBC BOARD MEMBERS



Prof Stephan van der Merwe

NWU-Chair



Prof Mornay Roberts-Lombard

UWC



Prof Brownhilder Neneh

UFS



Dr Armand Bam

US



Prof Vannie Naidoo

UKZN



Prof Michelle Mey

NMU



Prof Cobus Oosthuizen

Boston City Campus



Prof Geoff Goldman

UJ



Prof Kai Wellner

Numberg, Germany



Prof Linda Ronnie

UCT



Prof Christo Bisschoff

NWU



Prof Kariena Strydom

WSU



Prof Jurie van Vuuren

UP

GUEST SPEAKER



René Pellissier is an international consultant, strategic and research specialist. She has worked for several international universities in the United States, the United Kingdom, France, and the SADC and has held numerous executive positions in HE.

René heads the Cape Higher Education Consortium (CHEC) Leadership Academy, where she designs and facilitates leadership development programmes in Higher Education and presents the following workshops: Operational Excellence in Higher Education, Human-centric Leadership in Higher Education, Knowledge Co-production and mode 3 thinking and Systems Thinking in Higher Education.

René is the strategic Focus Area Leader for Knowledge Co-Production at the Southern African Regional Universities Association (SARUA). She has headed several large-scale capacity development projects funded by the EU. For instance, the SADC administered Climate Change and Sustainable Development programme including the development of the transdisciplinary curriculum for the master's programme in Climate Change and Sustainable Development for the SADC; the German Industrialisation Organisation's Industrial Pharmacy Fellowship across the SADC, the EngageSDG focusing on Participatory Approaches towards Knowledge Co-Production within SDGs and research incentives for impact funded by the IDRC. In addition, she has been involved in the design and development of several EU grants.

As a research specialist, she works closely with the University of Stellenbosch's Africa Doctoral Academy to build capacity. René supervises doctoral students in Digital Transformation and Complexity and regularly offers research design and research methods workshops having received several merit awards in research. Her students refer to her as **MamaB or MamaBoss** and her staff used **BossLady**.

She works as a strategist, researcher, and systems engineer in the international arena based on her extensive international experience across the globe at universities in the United States, the United Kingdom, France and across Africa. She sees herself as an international traveller and transdisciplinary innovator. Her specialisations are technology and innovation and complex adaptive systems.

TOP 6 BEST PAPER NOMINEES

CP20

The mediation effect of perceived inclusion in the relationship between inclusive leadership and employee wellbeing

*Prof Janet Bagorogoza & Ms Lucy Lakot
(Makerere University)*

CP122

The Adoption of Telemedicine by Healthcare Practitioners in South Africa

*Prof Margaret Cullen, Prof Andre Calitz, Dr Sasha Boucher & Miss Prashna Buddan
(Nelson Mandela University)*

CP128

Artificial Intelligence in Supply Chain Optimisation: A Bibliometric Analysis, Insights and Future Directions

*Dr Shallone Munongo & Prof David Pooe
(University of Johannesburg)*

CP173

Enhancing sustainability literacy in MBA Programmes: A mnemonic card game for teaching the sustainable development goals

*Prof Leenta Grobler
(North-West University)*

CP222

Anthropomorphic service recovery: The panacea following service failure of automated Customer Service Agents (CSAs)

*Prof Nobukhosi Dlodlo
(Vaal University of Technology)*

CP226

Consumer innovativeness and aspirational attractiveness as market mavenness stimulants for self-care products' trial

*Ms Zinhle Dlamini
(Vaal University of Technology)*

LIST OF TRACK CHAIRS

Monday

Monday morning (10:15 - 13:05)

*Prof Yvonne du Plessis
Prof Leenta Grobler
Prof Mornay Roberts-Lombard
Prof Prof Ronnie Lotriet
Prof Jurie van Vuuren
Prof Renier Steyn
Prof Thérèse Roux*

Monday Afternoon early session (14:00 - 15:35)

*Prof Christoff Botha
Prof Sanjay Mishra
Prof Shepard Dhilwayo
Dr Alexander Samuels
Prof Stephan van der Merwe
Prof Kennedy Njenga
Prof Piet Croucamp*

Monday Afternoon late session (15:50 - 17:25)

*Prof Marius Ungerer
Dr Cashandra Mara
Prof Aswo Safari
Prof Sugarenden Naidoo
Prof John Beneke
Prof Geoff Goldman
Prof Kariena Strydom*

LIST OF TRACK CHAIRS

Tuesday

Tuesday Morning early session (08:00 - 10:00)

Prof Cobus Oosthuizen

Dr Johan Jordaan

Dr Leonie Greyling

Prof Renier Steyn

Prof Chris Schatenbeck

Prof Heinz Klingelhöfer

Prof Hein Prinsloo

Prof Joseph Lekunze

Tuesday Morning after-tea session (10:30 - 12:55)

Prof Marieta du Plessis

Prof Nelesh Dhanpat

Prof Sandra Perks

Prof MacDonald Kanyangale

Prof Johan van der Westhuizen

Prof Ilsé Botha

Dr Johann Landsberg

Prof Charlene Gerber

Tuesday Afternoon early session (14:00 - 15:35)

Prof Nicolene Schutte Barkhuizen

Prof Natanya Meyer

Prof Felix Amoa

Prof David Pooe

Prof Jan van Romburgh

Prof Theuns Pelser

Dr Cornelius Bothma

Prof Christo Bisschoff

Tuesday Afternoon late session (15:50 - 17:25)

Prof Masithembe Kafile

Prof Andre Calitz

Dr Tina Gama-Kotze

Dr Johan Jordaan

Prof Christiaan Lamprecht

SUNDAY 22nd SEPTEMBER 2024
Registration & Welcoming Session

	CONFERENCE CENTRE FOYER Magnifica Ground Floor Foyer
17:00 - 18:45	Registration <i>(The registration desk will also be open on Monday morning between 07:15 to 08:15)</i>
19:00 - late	Bridge 1 & 2 Welcoming Cocktail Master of Ceremonies: Prof Geoff Goldman

MONDAY 23rd SEPTEMBER 2024

OPENING SESSION

Magnifica 1, 2 & 3

08:30
-
08:40

WELCOMING ADDRESS:
Prof Stephan van der Merwe
Chairperson: IBC
(North-West University Business School)

08:45
-
08:50

INTRODUCING THE KEYNOTE SPEAKER:
Prof Cobus Oosthuizen
(Boston City Campus)

08:50
-
09:30

KEYNOTE ADDRESS:
"An apology from a management scientist"
Prof René Pellissier
(Cape Higher Education Consortium Leadership Academy)

09:30 – 10:10 REFRESHMENTS & COMFORT BREAK
Bridge 2

MONDAY 23rd SEPTEMBER 2024

MORNING SESSION

CONTRIBUTED PAPERS						
Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Magnifica 5
LEADERSHIP & HUMAN RESOURCES	BUSINESS EDUCATION	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	ENTREPRENEURSHIP	ARTIFICIAL INTELLIGENCE	ENVIRONMENTAL MANAGEMENT
SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:
<p style="text-align: center;">Prof Yvonne du Plessis <i>(North-West University)</i></p>	<p style="text-align: center;">Prof Leenta Grobler <i>(North-West University)</i></p>	<p style="text-align: center;">Prof Mornay Roberts-Lombard <i>(University of the Western Cape)</i></p>	<p style="text-align: center;">Prof Ronnie Lotriet <i>(North-West University)</i></p>	<p style="text-align: center;">Prof Jurie van Vuuren <i>(University of Pretoria)</i></p>	<p style="text-align: center;">Prof Renier Steyn <i>(University of South Africa)</i></p>	<p style="text-align: center;">Prof Thérèse Roux <i>(Tshwane University of Technology)</i></p>
<p style="text-align: center;">The pervasive issue of Black Tax in young South African black professionals' career management</p> <p style="text-align: center;"><u>CP58</u></p> <p style="text-align: center;">Ms Marlise Powell & Prof Yvonne du Plessis <i>(North-West University)</i></p>	<p style="text-align: center;">Motivational drivers of Entrepreneurial Minded Learning Interventions in Non-Traditional Subjects: A Systematic Review and Thematic Analysis</p> <p style="text-align: center;"><u>CP63</u></p> <p style="text-align: center;">Ms Nestene Botha <i>(Mancosa)</i></p>	<p style="text-align: center;">The use of social media for personal branding</p> <p style="text-align: center;"><u>CP69</u></p> <p style="text-align: center;">Prof Margaret Cullen, Prof Andre Calitz & Mrs Aylin Botha <i>(Nelson Mandela University)</i></p>	<p style="text-align: center;">Exploring how African immigrant entrepreneurs acquired skills that prepared them for entrepreneurship in host countries: A South African Case Study</p> <p style="text-align: center;"><u>CP40</u></p> <p style="text-align: center;">Dr Bernard Ngota, Prof Elroy Smith, Dr Ayanda Deliwe <i>(Nelson Mandela University)</i></p>	<p style="text-align: center;">Fear of failure and entrepreneurial behaviour among university students: Do gender and financial resources matter?</p> <p style="text-align: center;"><u>CP92</u></p> <p style="text-align: center;">Prof Brownhilder Neneh & Dr Obey Dzomonda <i>(University of the Free State)</i></p>	<p style="text-align: center;">Development of a Unified Ubuntu Scale and AI-Driven Psychometric Innovation</p> <p style="text-align: center;"><u>CP28</u></p> <p style="text-align: center;">Prof Renier Steyn & Prof Pumela Msweli <i>(University of South Africa)</i></p>	<p style="text-align: center;">The adoption of the design for the environment by the Ekurhuleni Municipality as a means to waste reduction</p> <p style="text-align: center;"><u>CP2</u></p> <p style="text-align: center;">Dr Arthur Mashala <i>(University of South Africa)</i></p>
<p style="text-align: center;">10:15 - 10:35</p>						
COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Magnifica 5
	LEADERSHIP & HUMAN RESOURCES	BUSINESS EDUCATION	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	ENTREPRENEURSHIP	ARTIFICIAL INTELLIGENCE	ENVIRONMENTAL MANAGEMENT
10:45 - 11:00	<p>Exploring the contributing and constraining factors of a talent management strategy in a selected ministry in the Government of Namibia</p> <p>CP47 Mr Moses Nghifikwa <i>(Stadio Higher Education),</i> Prof Cecile Schultz <i>(Tshwane University of Technology) &</i> Mr Henk de Jager <i>(Stadio Higher Education)</i></p>	<p>Enhancing sustainability literacy in MBA Programmes: A Mnemonic card game for teaching the sustainable development goals</p> <p>CP173 Prof Leenta Grobler <i>(North-West University)</i></p>	<p>An industry perspective on the employability skills of marketing graduates in South Africa: Marketing Mavericks or Dilatory Dinosaurs?</p> <p>CP8 Mrs Tumishang Sekhu, Prof Thérèse Roux & Prof Johan de Jager <i>(Tshwane University of Technology)</i></p>	<p>Exploring some manageable factors influencing the availability of Train Authorisation Systems in South Africa</p> <p>CP201 Prof Ronnie Lotriet & Mr Graham Hauman <i>(North-West University)</i></p>	<p>How do university management levels differ in perception of their institution's entrepreneurial orientation?</p> <p>CP207 Dr Bongani Ndamase, Prof Jurie van Vuuren, Prof Menisha Moos & Dr Clint Davies <i>(University of Pretoria)</i></p>	<p>A reinforcement learning paradigm for generative AI applications in business</p> <p>CP36 Prof Gabriel Kabanda <i>(University of KwaZulu-Natal)</i></p>	<p>A qualitative assessment of sustainability reporting: An environmental, social and governance perspective</p> <p>CP59 Dr Storm Watson & Prof Elroy Smith <i>(Nelson Mandela University)</i></p>
	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER
11:05 - 11:25	<p>Next-Gen Integration: Navigating the Onboarding Maze for Gen Z in today's workplace</p> <p>CP50 Mrs Melanie Ridgard & Prof Liezel Massyn <i>(University of the Free State)</i></p>	<p>Incorporation of Business Analytics in Business Education Curriculum</p> <p>WIP45 Mr Janico Louw <i>(Central University of Technology) &</i> Ms Louri Louw <i>(University of the Free State)</i></p>	<p>Understanding the E-Satisfaction Needs of Generation X Online Grocery Customers – An Emerging African Market Perspective</p> <p>CP89 Mr Steven Mbeya <i>(University of Johannesburg),</i> Prof Mornay Roberts-Lombard <i>(Private Consultant) &</i> Dr Nicole Cunningham <i>(University of Johannesburg)</i></p>	<p>The Adoption of Telemedicine by Healthcare Practitioners in South Africa</p> <p>CP122 Prof Margaret Cullen, Prof Andre P. Calitz, Dr Sasha Boucher & Miss Prashna Buddan <i>(Nelson Mandela University)</i></p>	<p>Entrepreneurial Universities for Student Success: A Conceptual Conjecture</p> <p>CP148 Prof Thea Tselepis <i>(University of Johannesburg)</i></p>	<p>Optimising Administrative Efficiency in the 4IR Era through AI applications: A systematic review</p> <p>CP86 Mr Abdul Feroz Maluleke <i>(Tshwane University of Technology)</i></p>	<p>Attempts by environmental civil society organizations in the Vaal Region, South Africa to achieve environmental justice</p> <p>CP224 Mr Bafokeng Moeti <i>(North-West University)</i></p>
	COMPETITIVE PAPER	WORK IN PROGRESS	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Magnifica 5
	LEADERSHIP & HUMAN RESOURCES	BUSINESS EDUCATION	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	ENTREPRENEURSHIP	ARTIFICIAL INTELLIGENCE	ENVIRONMENTAL MANAGEMENT
11:30 - 11:50	Rolling with the Punches: Perspectives of Human Resources and Line Management on Contract Academics CP110 Ms Shahaam Solomon & Prof Marieta du Plessis <i>(University of the Western Cape)</i>	Analysis of the Role of a Business Schools in the 4th Industrial Revolution CP56 Dr Aamir Suleman, Prof Natanya Meyer & Prof Cecile Nieuwenhuizen <i>(University of Johannesburg)</i>	Reluctance of organisations to sponsor professional female sport in South Africa CP64 Mr Lean Schwartz & Prof Hein Prinsloo <i>(North-West University)</i>	Exploring factors contributing to the successful management of selected public old age homes in the Northwest Province, South Africa CP146 Ms M Kgaboesele, Prof Joseph Lekunze & Dr Lungile Ntsizwane <i>(North-West University)</i>	Hybrid entrepreneurship in South Africa: Additional income or transition into full-time Entrepreneurship CP3 Ms Natasha Kapuya <i>(Gordon Institute of Business Science) & Prof Flip Schutte</i> <i>(Stadio Higher Education)</i>	Use of Artificial Intelligence in Business Education: Bibliometric analysis and future agenda CP180 Dr Matolwandile Mtotywa <i>(Rhodes University)</i>	Assessing the Neglect of Automotive Emissions in South Africa Environmental Policies: A Critical Review CP53 Dr Phumlani Masilela, Prof Marcia Mkansi & Dr John Okoche, Dr Anthea Amadi-Echendu <i>(University of South Africa)</i>
	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER
11:55 - 12:15	Redefining the Meaning of Trust in the New Hybrid World of Work CP144 Prof Nico Schutte <i>(University of the Western Cape) & Prof Nicolene Schutte (Barkhuizen)</i> <i>(University of the Free State)</i>	Developing a Search Strategy for Identifying Entrepreneurial Minded Learning (EML) Integration in Non-Entrepreneurial Subjects: A Systematic Literature Review CP15 Ms Nestene Botha <i>(Mancosa)</i>	A Comparison of Green Customer Citizenship Attitudes and Behaviours Among Consumers in South Africa and South Korea CP35 Prof Sam Fullerton & Prof Christo Bisschoff <i>(North-West University)</i>	Analysis of a Hypothetical Model of Organisational Citizen Behaviour (OCB) in State Owned Enterprises (SOEs) in the South African Transportation Sector CP169 Dr Tandiswa Ngxukumeshe, Dr Candice Calvert & Prof Eileen Mazibuko <i>(Nelson Mandela University)</i>	Corporate entrepreneurship and organisational performance in the educational sector: Examining gender, age, and managerial level perceptual differences CP160 Dr Michael Thabethe <i>(Durban University of Technology), Prof Shepherd Dhlwayo</i> <i>(University of Johannesburg) & Prof Abdela Chobe</i> <i>(Kotebe University of Education)</i>	Thematic Analysis of Artificial Intelligence in Sport: a non-technical review (2020-2024) CP211 Prof John Beneke <i>(Vaal University of Technology)</i>	A South African industry perspective on problem areas regarding recycling infrastructure and the role of government to address the recycling needs CP62 Dr Abraham Mouton & Prof Thérèse Roux <i>(Tshwane University of Technology)</i>
	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Magnifica 5
	LEADERSHIP & HUMAN RESOURCES	BUSINESS EDUCATION	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	ENTREPRENEURSHIP	ARTIFICIAL INTELLIGENCE	ENVIRONMENTAL MANAGEMENT
12:20 - 12:40	Assessing adherence to change management principles and its impact on employee attitudes in a selected South African bank CP182 Mr Melvin Botha & Prof Leon Jackson <i>(North-West University)</i>	Scenarios for re-imagining research and innovation at South African Higher Education Institutions in the digital landscape CP9 Prof Miemie Struwig & Dr Storm Watson <i>(Nelson Mandela University)</i>	Vloggers' Influence on Natural Hair Care: Exploring Perceptions Among Black South African Women CP82 Dr Semona Pillay <i>(University of Johannesburg)</i>	Factors Influencing the Acceptance of Smart Factories in the Automotive Component Manufacturing Industry CP132 Mr Michael de Lange, Prof Margaret Cullen, Prof Andre Calitz, Dr Sasha Boucher & Mr Gordon Swans <i>(Nelson Mandela University)</i>	Stronger Emphasis on Financial Literacy to Foster Entrepreneurial Intention - a Review CP185 Mrs Melany Lotter <i>(University of Johannesburg)</i>	Harnessing Artificial Intelligence for Economic Growth in Third-World Countries: A Systematic Review and Bibliometric Analysis CP213 Dr Lodewikus Janse van Rensburg <i>(University of Johannesburg)</i>	Managing Sustainable Household Water Consumption by Adopting Water Conservation Information CP194 Mr Ryan Mathaba <i>(University of Johannesburg)</i>
	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER
12:45 - 13:05	Investigating the influence of employee perceived appraisal fairness on motivation: The mediator role of organisational commitment CP162 Miss Nicolize van der Walt & Prof Petrus Botha <i>(North-West University)</i>	From sportsmanship to entrepreneurship: building business acumen in South African athletes through customised education programmes CP158 Miss Amukelani Mathebula, Dr Senzo Ngcobo & Mr Semanga Mabuza <i>(University of Johannesburg)</i>	Professional Springbok rugby players' career transitional reality after retirement CP65 Mr Adriaan Strauss <i>(North-West University),</i> Dr Suzanne Strauss <i>(University of the Free State) &</i> Prof Hein Prinsloo <i>(North-West University)</i>	Resilience-driven performance optimisation: Strategies for Small and Medium Enterprises in the Manzini region, Eswatini CP133 Mr Julius Warren Kule & Prof MacDonald Kanyangale <i>(University of KwaZulu Natal)</i>	The impact of entrepreneurial characteristics on the performance of SMEs CP191 Miss Lebohang Masoabi, Mrs Winnie Sereeco & Mr Ian Maseko <i>(University of the Free State)</i>	The Artificial Intelligence: Encoding the Philosophy of Empathy into Business Models CP220 Mr Schalk Croucamp & Prof Piet Croucamp <i>(North-West University)</i>	The Effect of Green Human Resource Management on Environmental Sustainability in Selected Organizations in Kenya: A Qualitative Analysis CP234 Dr Justus Wesonga & Prof Johan van der Westhuizen <i>(Vaal University of Technology)</i>
	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER

13:05 – 14:00 LUNCH AT CULTIVAR RESTAURANT

MONDAY 23rd SEPTEMBER 2024

AFTERNOON SESSION

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Magnifica 5
	LEADERSHIP & HUMAN RESOURCES	HUMAN RESOURCE MANAGEMENT	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	ENTREPRENEURSHIP	INFORMATION AND KNOWLEDGE MANAGEMENT	MANAGERIAL ECONOMICS
	SESSION CHAIR: Prof Christoff Botha <i>(North-West University)</i>	SESSION CHAIR: Prof Sanjay Mishra <i>(University of Kansas)</i>	SESSION CHAIR Prof Shepherd Dhlwayo <i>(University of Johannesburg)</i>	SESSION CHAIR: Dr Alexander Samuels <i>(North-West University)</i>	SESSION CHAIR: Prof Stephan van der Merwe <i>(North-West University)</i>	SESSION CHAIR: Prof Kennedy Njenga <i>(University of Johannesburg)</i>	SESSION CHAIR: Prof Piet Croucamp <i>(North-West University)</i>
14:00 - 14:20	Leaders' Perspectives of Effective Leadership CP150 Dr Juliet Townes <i>(University of Fort Hare)</i>	The perceived psychosocial and economic impact of Load-shedding in selected Small Micro Medium Enterprises CP102 Mrs Shaa'ista Banderker & Dr Mineshree Naidoo-Chetty <i>(University of the Western Cape)</i>	Antecedents of Chat-banking app services' word-of-mouth intentions: a three-variable mediation model CP189 Dr Thabang Mofokeng <i>(University of Johannesburg)</i>	Green Innovations in Last Mile Delivery for E-Commerce: A Bibliometric Review CP171 Dr Eric Mogire & Dr Peter Kilbourn & Prof Rose Luke <i>(University of Johannesburg)</i>	Information search and mindsets: Exploring nuances to improve learning in personal initiative action-based entrepreneurial interventions in Africa CP95 Dr Andre van der Walt <i>(STADIO Higher Education)</i>	Future-proofing South Africa's retail workforce: Strategies for bridging the skills gap in the 4IR CP90 Mr Norman Mafuratidze & Dr Isolde Ward Lubbe <i>(University of Johannesburg)</i>	South Africa's Nuclear Regulatory Landscape and the Prospects for Public-Private Hybridity: A Case for Small, Modular Reactors (SMRs) CP156 Prof Piet Croucamp <i>(North-West University)</i>
	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Magnifica 5
	LEADERSHIP & HUMAN RESOURCES	HUMAN RESOURCE MANAGEMENT	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	ENTREPRENEURSHIP	INFORMATION AND KNOWLEDGE MANAGEMENT	MANAGERIAL ECONOMICS
14:25 - 14:45	<p>Ascertain academic personnels' perspectives on leadership styles during WFH amidst the COVID-19 pandemic</p> <p>WIP20 Dr Nadeem Cassim, Prof Christoff Botha, Prof Christo Bisschoff & Prof Doret Botha <i>(North-West University)</i></p>	<p>Effects of work-life-conflict: insights from experiences of managers in the public sector of Limpopo Province</p> <p>WIP36 Prof Mamoloko Rachidi <i>(University of Limpopo)</i></p>	<p>Consumer innovativeness and aspirational attractiveness as market mavenness stimulants for self-care product's trial</p> <p>CP226 Ms Zinhle Dlamini <i>(Vaal University of Technology)</i></p>	<p>Emerging Technologies in Pharmaceutical Supply Chains: A Systematic Review of Industry 5.0 Challenges</p> <p>CP33 Dr Blessing Takawira & Prof David Pooe & Dr Alexander Samuels <i>(North-West University)</i></p>	<p>Community-Based Entrepreneurship: Fostering Local Economic Development and Social Cohesion</p> <p>CP104 Dr Joelle Ngo Ndjama & Prof Johan van der Westhuizen <i>(Vaal University of Technology)</i></p>	<p>Taming the Tech Titan: The Resilience of Small and Medium Enterprises to Information Security Management Needs</p> <p>CP79 Prof Kennedy Njenga <i>(University of Johannesburg)</i></p>	<p>An Overview of Local Economic Strategies Framework for growth and development</p> <p>CP184 Dr Amanda Mphahlele <i>(University of Johannesburg)</i></p>
	WORK-IN-PROGRESS	WORK-IN-PROGRESS	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER
14:50 - 15:10	<p>Transformational leadership and affective commitment in the South African Mining Industry: The mediating role of organisation climate</p> <p>CP170 Mr Molefi Ntsane, Dr Ntseliseng Khumalo, Dr Lungile Ntsizwane & Dr William Makumbe <i>(North-West University)</i></p>	<p>Nomological Validity of Moral Elevation</p> <p>WIP60 Prof Sanjay Mishra & Prof Surendra Singh <i>(University of Kansas)</i> Prof Marija Grishin <i>(University College Dublin)</i> Prof Jin Seok Pyone <i>(City University of New York)</i></p>	<p>Personal IoT: Ready or Not, South Africa?</p> <p>CP228 Dr Rukudzo Pamacheche <i>(University of Johannesburg)</i></p>	<p>Role of Technological Innovation in Transforming Service Delivery in South African Local Government: A Systematic Literature Review</p> <p>CP232 Mr Donald Radingoana & Prof Anup Pradhan <i>(University of Johannesburg)</i></p>	<p>The Influence of Entrepreneurial Orientation on Operational Efficiency and Performance in South African Manufacturing SMEs</p> <p>CP67 Dr Zamurai Masuka, Dr Irvine Langton & Prof Chenedzai Mafini <i>(Vaal University of Technology)</i></p>	<p>The influence of knowledge management technology on knowledge management processes in small training providers</p> <p>CP84 Dr Ralebitso Letshaba <i>(University of Johannesburg)</i> Dr Kaizer Ndlovu <i>(North-West University)</i></p>	<p>Exchange rate fluctuations and SME performance in the UK post-Brexit</p> <p>CP227 Mr Vincent Ateka & Dr Kwame Osei-Assibey <i>(University of Johannesburg)</i></p>
	COMPETITIVE PAPER	WORK-IN-PROGRESS	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Magnifica 5
	LEADERSHIP & HUMAN RESOURCES	HUMAN RESOURCE MANAGEMENT	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	ENTREPRENEURSHIP	INFORMATION AND KNOWLEDGE MANAGEMENT	MANAGERIAL ECONOMICS
15:15 - 15:35	<p>Work engagement amidst and post the COVID-19 pandemic in a South African debt collection organisation</p> <p>WIP19 Prof Doret Botha <i>(North-West University)</i></p>	<p>Understanding the experiences of female career advancement in the engineering field</p> <p>CP91 Ms Nina Jean & Dr Mineshree Naidoo-Chetty <i>(University of the Western Cape)</i></p>	<p>Marketing Strategy for banks deposit mobilization: The role of customer handling, employee handling, and digital service</p> <p>CP166 Miss Samrawit Tesfaye <i>(Kotebe University of Education)</i> Prof Abdella Chebo & Prof Shepherd Dhlwayo <i>(University of Johannesburg)</i></p>	<p>Implications of Mobile-Based Crowd Logistics on the Environment in South Africa</p> <p>CP54 Dr Phumlani Masilela, Prof Marcia Mkansi, Dr John Michael Maxel Okoche <i>(University of South Africa)</i></p>	<p>Can we counter AI with a manual method for qualitative data analysis, or are we too dependent on CAQDAS?</p> <p>CP142 Dr Carin Strydom & Prof Stephan van der Merwe <i>(North-West University)</i></p>	<p>The protection of personal information act compliance and requirements for higher education institutions: pre covid</p> <p>CP174 Mr Joel Arthur <i>(University of Johannesburg)</i></p>	<p>Local Economic Development as a tool by municipalities for enabling an environment of job creation.</p> <p>WIP75 Dr Brenda Roberts-Tebejane <i>(North-West University)</i></p>
	WORK-IN-PROGRESS	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	WORK-IN-PROGRESS
15:35 – 15:50 SHORT AFTERNOON REFRESHMENT BREAK							

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Magnifica 5
	LEADERSHIP & HUMAN RESOURCES	HUMAN RESOURCE MANAGEMENT	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	ENTREPRENEURSHIP	CRITICAL MANAGEMENT	APPLIED BUSINESS SCHOOL RESEARCH
	SESSION CHAIR: Prof Marius Ungerer (Stellenbosch University)	SESSION CHAIR: Dr Cashandra Mara (University of Johannesburg)	SESSION CHAIR: Prof Aswo Safari (Mälardalen University, Sweden)	SESSION CHAIR: Prof Sugandren Naidoo (University of South Africa)	SESSION CHAIR: Prof John Beneke (Vaal University of Technology)	SESSION CHAIR: Prof Geoff Goldman (University of Johannesburg)	SESSION CHAIR: Prof Kariena Strydom (Walter Sisulu University)
15:50 - 16:10	Responsible Leadership Practices: A role and Dimensions Perspective WIP39 Prof Marius Ungerer (Stellenbosch University Business School)	Unlocking potential: how hope fuels attendance of training, education, mentoring and coaching initiatives WIP17 Dr Cashandra Mara & Prof Daneel van Lill (University of Johannesburg)	Factors Affecting Consumers' Cross-Border E-Commerce CP25 Prof Aswo Safari (Mälardalen University, Sweden)	Operational Performance Factors Influencing Implementation of the Environmental Sustainability Targets in a South African Telecommunications Company CP22 Miss Lesego Moalusi & Prof Sugandren Naidoo (University of South Africa)	South Africa's Entrepreneurial Attitude Ranking Within the BRICS+ Alliance CP87 Dr Bouba Ismaila & Prof John Benek (Vaal University of Technology)	Meagreness of scholarly literature on responsibility as a concept within the field of strategic management: An exploratory stand-alone review of literature CP188 Dr Tish Taylor & Dr Wilhelm Neuland (IIE- Vega)	Delegates' Perceptions of the International Business Conference (IBC) CP93 Prof Andre Calitz & Prof Margaret Cullen (Nelson Mandela University)
	WORK-IN-PROGRESS	WORK-IN-PROGRESS	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER
16:15 - 16:35	Servant leadership in the South African public sector-Challenges and possibilities in a VUCA world: A Systematic review CP134 Dr Hazvineyi Saurombe & Dr Talkmore Saurombe (North-West University)	The Role of the Human Resource Practitioner in a Metropolitan Municipality WIP11 Mr Tumelo Mmatlabane, Prof Leigh-Ann Dachapalli & Prof Cecile Schultz (Tshwane University of Technology)	Event Quality Dimensions That Influence Spectators' Willingness to Attend Semi-Professional Basketball Matches In Gauteng, South Africa CP100 Mr Katleho Mokoena, Mr Peace Nhlawutelo Mabasa & Dr Sumari Tesnear (Vaal University of Technology)	Optimising Last-Mile Logistics: A Systematic Literature Review on the Impact of Transportation Visibility on Distribution Efficiency CP10 Dr Alexander Samuels (North-West University) & Dr Blessing Takawira (University of Johannesburg)	Driving Entrepreneurial Success: Innovating with Sustainability and Social Responsibility for Competitive Advantage CP238 Prof Lia Hewitt (University of Johannesburg)	Peeling back the layers: The rationale for embracing sustainable competitive advantage CP105 Dr Vera Kriel & Prof Geoff Goldman (University of Johannesburg)	Success Factors of Midsize 3D Printing Companies in USA and Germany: A Comparative Analysis CP113 Prof Kai-Uwe Wellner (Technische Hochschule Nürnberg) Prof Kariena Strydom (Walter Sisulu University)
	COMPETITIVE PAPER	WORK-IN-PROGRESS	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Magnifica 5
	LEADERSHIP & HUMAN RESOURCES	HUMAN RESOURCE MANAGEMENT	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	ENTREPRENEURSHIP	CRITICAL MANAGEMENT	APPLIED BUSINESS SCHOOL RESEARCH
16:40 - 17:00	<p>Developing a framework for ethical leadership in SMEs in Zimbabwe</p> <p>CP175</p> <p>Mr Regis Muchowe & Prof MacDonald Kanyangale <i>(University of KwaZulu Natal)</i></p>	<p>Mergers in Private Higher Education in South Africa: A Phenomenographic focus on staff experiences</p> <p>WIP22</p> <p>Mrs Ashleigh Cohen & Dr Kirstin Krauss <i>(STADIO Higher Education)</i></p>	<p>Assessing the influence of loyalty reward programmes on low-income consumers' buying behaviour in the Buffalo City Metropolitan</p> <p>CP163</p> <p>Ms Seyi Omogiate & Dr Willy Engelbrecht <i>(The Independent Institute of Education)</i></p>	<p>The Influence of Supply Chain Relationship Quality and Cooperative Strategy on Supply Chain Quality Performance in the South African Clothing Retail Industry in Gauteng Province</p> <p>CP23</p> <p>Ms Maria Mashitja & Dr Sithembiso Govuzela <i>(Vaal University of Technology)</i></p>	<p>Factors influencing the youth at selected township in Gauteng Province to start businesses</p> <p>CP198</p> <p>Dr Moses Matsheke <i>(Vaal University of Technology)</i></p>	<p>Developing a framework for organisational legitimacy in an African setting</p> <p>CP204</p> <p>Dr Stan Kaunda <i>(University of Johannesburg) & Prof David Poole</i> <i>(University of Johannesburg)</i></p>	<p>Convergence of the European Union and some aspirant countries in terms of socio-economic development</p> <p>CP229</p> <p>Prof Krzysztof Kompa & Prof Dorota Witkowska <i>(University of Johannesburg)</i></p>
	COMPETITIVE PAPER	WORK-IN-PROGRESS	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER
17:05 - 17:25	<p>Investigating the Impact of Vicarious Trauma Among Mental Health Practitioners: A Case Study of Namibia</p> <p>WIP65</p> <p>Dr Clifford Hlatywayo <i>(University of Namibia),</i> Dr Mthozisi Mpofo & Mr Ngamane Karuaihe-Upi <i>(University of Namibia)</i></p>		<p>Navigating Online Review Platforms: A Path Model to Risk Mitigation Utility and Attitude Formation</p> <p>CP210</p> <p>Prof Mercy Mpinganjira <i>(University of Johannesburg)</i></p>	<p>Critical Factors for the Adoption of Competitive Intelligence by Small and Medium-Size Enterprises for Business Sustainability</p> <p>CP115</p> <p>Mr Murembiwa Mashau, Prof Tshildzi Nenzhelele & Prof Ntsieni Ramasimu <i>(University of South Africa)</i></p>	<p>Re-evaluating Stakeholder Management: Lessons from the SANRAL E-Tolling Project</p> <p>WIP78</p> <p>Ms Zainab Aziz <i>(University of South Africa)</i></p>	<p>Investigating strategies to improve employee job satisfaction at a University's College of Health Sciences</p> <p>WIP73</p> <p>Ms Suke Phewa & Prof Bibi Zaheenah Chummun <i>(University of KwaZulu-Natal)</i></p>	
	WORK-IN-PROGRESS		COMPETITIVE PAPER	COMPETITIVE PAPER	WORK-IN-PROGRESS	WORK-IN-PROGRESS	
18:00 – 20:00 IBC BOARD MEETING (Magnifica 2)							
END OF DAY 1							

TUESDAY 24th SEPTEMBER 2024

MORNING SESSION

CONTRIBUTED PAPERS								
Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Bridge 2	Magnifica 5	
LEADERSHIP & HUMAN RESOURCES	HUMAN RESOURCE MANAGEMENT	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	ENTREPRENEURSHIP	FINANCES	MARKETING MANAGEMENT	AGRICULTURAL MANAGEMENT	
SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:	
Prof Cobus Oosthuizen <i>(Boston City Campus)</i>	Dr Johan Jordaan <i>(North-West University)</i>	Dr Leonie Greyling <i>(North-West University)</i>	Prof Renier Steyn <i>(University of South Africa)</i>	Prof Chris Schachtebeck <i>(University of Johannesburg)</i>	Prof Heinz Klingelhöfer <i>(Tshwane University of Technology)</i>	Prof Hein Prinsloo <i>(North-West University)</i>	Prof Joseph Lekunze <i>(North-West University)</i>	
08:00 - 08:20	<p>The Triarchic Leadership Mindset for Leading in 4IR/5IR: An Assessment of South African Top-Management</p> <p style="text-align: center;"><u>CP12</u></p> <p style="text-align: center;">Prof Cobus Oosthuizen <i>(Boston City Campus)</i></p>	<p>Exploring the influence of line managers' generic skills on subordinates' performance at a higher education institution in South Africa</p> <p style="text-align: center;"><u>CP157</u></p> <p style="text-align: center;">Mr Curtis Knight & Dr Johan Jordaan <i>(North-West University)</i></p>	<p>Facebook User Experience of Social Media Marketing</p> <p style="text-align: center;"><u>CP46</u></p> <p style="text-align: center;">Dr Ayanda Deliwe, Mr Arthur Peters & Mr Siphosethu Mgjijima <i>(Nelson Mandela University)</i></p>	<p>The impact of companies in the natural resources and mining industry on the environment</p> <p style="text-align: center;"><u>CP26</u></p> <p style="text-align: center;">Miss Nadine Jansen van Vuuren, Mr Mayur Rathod, Prof Geoff Goldman & Dr Maria Bounds <i>(University of Johannesburg)</i></p>	<p>Exploring the perception of copreneurship in the Vaal Triangle, South Africa</p> <p style="text-align: center;"><u>CP14</u></p> <p style="text-align: center;">Mrs Cindy Nhlapo & Prof Stephan Van der Merwe <i>(North-West University)</i></p>	<p>The Impact of COVID-19 on the Capital Structure of the Top 40 JSE-Listed Companies</p> <p style="text-align: center;"><u>CP117</u></p> <p style="text-align: center;">Mr Davies Oluwole-Ogunyemi, Mr Kevin Thomas, Mr Darius du Plessis & Dr Adele Oosthuizen <i>(University of Johannesburg)</i></p>	<p>Determining the Motivational Factors of South African Consumers when Visiting Regional Malls.</p> <p style="text-align: center;"><u>CP167</u></p> <p style="text-align: center;">Ms Alishe Kemp & Prof Hein Prinsloo <i>(North-West University)</i>, Prof Olumide Jaiyeoba <i>(Botho University)</i> & Mr Tebogo Tebejane <i>(North-West University)</i></p>	<p>Adopting precision farming in the maize triangle of South Africa</p> <p style="text-align: center;"><u>CP4</u></p> <p style="text-align: center;">Ms Rouxet Buitendag & Prof Christo Bisschoff <i>(North-West University)</i></p>
COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Bridge 2	Magnifica 5
	LEADERSHIP & HUMAN RESOURCES	HUMAN RESOURCE MANAGEMENT	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	ENTREPRENEURSHIP	FINANCES	MARKETING MANAGEMENT	AGRICULTURAL MANAGEMENT
08:25 - 08:45	<p>The nexus between Level 5 leadership, employee innovation and employee voice</p> <p>CP108 Mr Mayur Mahabeer & Prof Theuns Pelser <i>(GIBS University of Pretoria)</i></p>	<p>Tailoring Coaching for master's Students by Using Emotional Intelligence and Values Analysis</p> <p>CP39 Prof Daneel van Lill & Dr Nadia Morton <i>(University of Johannesburg)</i></p>	<p>Evaluating the Perceived Marketing Channel Effectiveness used by Marketing Agencies for South African SMEs: Integrating Digital and Traditional methods</p> <p>CP57 Dr Leonie Greyling & Mr Divan van Wyk <i>(North-West University)</i></p>	<p>Management and its components: A contemporary view</p> <p>CP27 Ms Shelley Cook & Prof Renier Steyn <i>(University of South Africa)</i></p>	<p>Entrepreneurship Education: Fostering an Intrapreneurial Orientation</p> <p>CP193 Prof Chris Schachtebeck <i>(University of Johannesburg)</i></p>	<p>Determinants of Foreign Direct Investment in Africa: Political Stability, Natural Resources, and Property Rights Based Governance Quality</p> <p>CP135 Dr Francois Wehncke & Prof Heinz Klingelhöfer <i>(Tshwane University of Technology)</i></p>	<p>Investigating customer lifetime value and its impact on brand equity in the South African Health Insurance Industry</p> <p>WIP52 Mr Chris Luyt <i>(IIE-Vega)</i> Dr Sean McCoy <i>(HKLM group)</i> Dr Wilhelm Neuland <i>(IIE-Vega)</i></p>	<p>Efficiency through Communication and Stakeholder Interrelationships in Emerging Poultry Farming Co-operatives in the North-West Province of South Africa</p> <p>CP124 Prof Joseph Lekunze & Dr Banji Olaleye <i>(North-West University)</i></p>
	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	WORK-IN-PROGRESS	COMPETITIVE PAPER
08:50 - 09:10	<p>Millennial leaders and leadership development in a multi-generational workforce</p> <p>CP74 Mrs Carolyn Easton & Prof Renier Steyn <i>(University of South Africa)</i></p>	<p>Perceptions of Valuing Diversity and Inclusion in South African Retail Stores</p> <p>WIP58 Dr Zwelibanzi Sam Webber <i>(Nelson Mandela University)</i></p>	<p>Organisational adaptations for change management of an omnichannel strategy in a pharmaceutical company</p> <p>CP127 Ms Clarise Lacerda <i>(Henley Business School)</i> Prof Geoffrey Bick <i>(University of Cape Town)</i></p>	<p>Investigating prospective distress sensemaking: Focusing on disruptor response-ability</p> <p>WIP16 Prof Marius Pretorius <i>(University of Pretoria)</i></p>	<p>Developing a framework for SMME survival based on events during COVID-19 in the Western Cape, South Africa</p> <p>CP6 Dr Carin Strydom & Prof Stephan van der Merwe <i>(North-West University)</i></p>	<p>Covid-19 pandemic and the war in Ukraine impact on capital markets</p> <p>CP109 Prof Dorota Witkowska & Prof Krzysztof Kompa <i>(University of Johannesburg)</i></p>	<p>The intention to adopt cashless payment systems in Gauteng</p> <p>WIP25 Mrs Lebogang Saule <i>(University of South Africa)</i></p>	<p>Work (in)equality among marginalised groups in South Africa: A lens through dimensions of agricultural cooperatives</p> <p>CP138 Dr Collin Yobe & Dr Binganidzo Muchara <i>(University of South Africa)</i></p>
	COMPETITIVE PAPER	WORK-IN-PROGRESS	COMPETITIVE PAPER	WORK-IN-PROGRESS	COMPETITIVE PAPER	COMPETITIVE PAPER	WORK-IN-PROGRESS	COMPETITIVE PAPER

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Bridge 2	Magnifica 5
	LEADERSHIP & HUMAN RESOURCES	HUMAN RESOURCE MANAGEMENT	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	ENTREPRENEURSHIP	FINANCES	MARKETING MANAGEMENT	AGRICULTURAL MANAGEMENT
09:15 - 09:35	<p>Leadership as a strategic driver for higher education institutions today: A South African perspective</p> <p>CP107 Dr Dirk Rossouw & Prof Geoff Goldman <i>(University of Johannesburg)</i></p>	<p>The impact of cognitive cultural intelligence of service staff on the service delivery experience of customers at casual dining restaurants in Bloemfontein City, South Africa</p> <p>WIP18 Ms Puseletso Mary Sents'o & Prof Desere Kokt <i>(Central University of Technology Free State)</i></p>	<p>Exploring the relationship between industry and academia for future-fit retail Higher Education</p> <p>CP77 Dr Semona Pillay & Mr Norman Mafuratidze <i>(University of Johannesburg)</i></p>	<p>Exploring Performance Measurements: The Case of Soweto Beauty Salons</p> <p>CP178 Ms Dorah Sekhosana & Prof Sugandren Naidoo <i>(University of South Africa)</i></p>	<p>Not Your Traditional Entrepreneur: Comparing Artistic Creative Archetypes to Artistic Creative Entrepreneurial Profiles</p> <p>CP41 Dr Cornel Gibson-Tessendorf <i>(Walter Sisulu University),</i> Prof Noel Pearse <i>(Rhodes University) &</i> Prof Matshediso Mohapeloa <i>(Rhodes University)</i></p>	<p>The Influence of Interest Rates on the Financial Stability of the Residential Property Market in South Africa</p> <p>CP88 Ms Lindokuhle Khumalo, Ms Dimpho Keretsetse, Mrs Thabea Mokobane, Ms Ntwanano Hlekane & Prof Chioma Okoro <i>(University of Johannesburg)</i></p>	<p>The Impact of Label Informativeness on Consumer's Intention to Read Product Labels</p> <p>CP195 Mr Peter Gwebu <i>(University of Johannesburg)</i></p>	<p>Social Economic Factors Influencing Banana Tissue Culture Adoption in Kiminini Constituency in Trans Nzoia County, Kenya</p> <p>CP219 Dr Mccpowel Fombang & Dr Gauda Maseko <i>(Vaal University of Technology)</i></p>
	COMPETITIVE PAPER	WORK-IN-PROGRESS	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER
09:40 - 10:00	<p>Talent Management: The Idealistic Realism in Higher Education</p> <p>CP141 Prof Nicolene Schutte (Barkhuizen) <i>(University of the Free State)</i></p>	<p>The Interplay of Burnout and Work Engagement in the Performance of Teachers in the Khomas Region in Windhoek, Namibia</p> <p>CP190 Dr Clifford Hlatywayo <i>(University of Namibia),</i> Dr Mthoe Mpofo <i>(University of South Africa) &</i> Ms Selma Shinombedi <i>(University of Namibia)</i></p>	<p>Unveiling Brand Personality: Analysing the presence and impact in Annual Reports of South African Casinos</p> <p>CP176 Dr Elizma Wannenburg <i>(Tshwane University of Technology)</i></p>	<p>Conceptualisation of African Business Leadership and its Effectiveness: Integrating Outcomes from Four Sequential Studies</p> <p>CP60 Dr Matete Lerutla & Prof Renier Steyn <i>(University of South Africa)</i></p>	<p>Proposing a compliance training success framework for South African banks to enhance an entrepreneurial business environment</p> <p>CP44 Dr Desere Botha & Prof Stephan van der Merwe <i>(North-West University)</i></p>		<p>Exploring the Influence of Brand Extension Strategy and Brand Trust on Customer Loyalty: A Mediation-Moderation Approach</p> <p>WIP79 Dr Banji Olaleye, Prof Joseph Sekhampu & Prof Joseph Lekunze <i>(North-West University)</i></p>	<p>Assessing youth participation in agricultural cooperatives in Eastern Cape, South Africa</p> <p>CP236 Dr Binganidzo Muchara <i>(University of South Africa)</i> Dr Tendai Chigware <i>(Pinnacle Research Consultants)</i></p>
	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER		WORK-IN-PROGRESS	COMPETITIVE PAPER

10:00 – 10:30 REFRESHMENT BREAK

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Bridge 2	Magnifica 5
	LEADERSHIP & HUMAN RESOURCES	HUMAN RESOURCE MANAGEMENT	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	ENTREPRENEURSHIP	FINANCES	MARKETING MANAGEMENT	TOURISM MANAGEMENT
	SESSION CHAIR: Prof Marieta du Plessis <i>(University of the Western Cape)</i>	SESSION CHAIR: Prof Nelesh Dhanpat <i>(University of Johannesburg)</i>	SESSION CHAIR: Prof Sandra Perks <i>(Nelson Mandela University)</i>	SESSION CHAIR: Prof MacDonald Kanyangale <i>(University of KwaZulu Natal)</i>	SESSION CHAIR: Prof Johan van der Westhuizen <i>(Vaal University of Technology)</i>	SESSION CHAIR: Prof IIsé Botha <i>(University of Johannesburg)</i>	SESSION CHAIR: Dr Johann Landsberg <i>(North-West University)</i>	SESSION CHAIR: Prof Charlene Gerber <i>(Stellenbosch University)</i>
10:30 - 10:50	Organisation culture and older workforce in the transfer of skills in a section of a selected water board in South Africa CP183 Me Lillahloane Mtshali & Prof Leon Jackson <i>(North-West University)</i>	A meta-synthesis of completed qualitative research on employee wellbeing in the evolving workplace WIP56 Dr Rika Ronél Toerien <i>(University of Johannesburg)</i>	Understanding The drivers Of Co-brand Consideration: A sport co-brands perspective CP199 Ms Philile Thusi <i>(University of Johannesburg)</i>	Examine ethical and social implications of emerging technologies in Organisation general management – a review CP151 Dr Gibson Muridzi & Prof Shepherd Dhlwayo <i>(University of Johannesburg)</i>	Towards a model for improved SME performance via entrepreneurial and business factors CP81 Dr Alfred Masakale <i>(University of Johannesburg)</i>	A Theoretical Framework for Financial Cycles CP165 Dr Milan de Wet & Prof IIsé Botha <i>(University of Johannesburg)</i>	Anthropomorphic Service Recovery: the Panacea Following Service Failure of Automated Customer Service Agents (CSAs) CP222 Prof Nobukhosi Dlodlo <i>(Vaal University of Technology)</i>	Memorable Marine Tourism Experiences: Do Demographics Matter? CP37 Dr Altouise Jonas <i>(Nelson Mandela University)</i>
	COMPETITIVE PAPER	WORK-IN-PROGRESS	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER
10:55 - 11:15	Leadership's dark side: Examining the links between toxic leadership, burnout, and job satisfaction in South African organisations CP187 Ms Michaela de Waal & Prof Linda Ronnie <i>(University of Cape Town)</i> Prof Marieta du Plessis <i>(University of the Western Cape)</i>	A South African perspective on the relationship between quality of work llife and organisational commitment amongst employees CP45 Ms Sekunyane Lehlomela & Prof Leigh-Anne Dachapalli <i>(University of South Africa)</i> Dr Suzette Ragadu <i>(Tshwane University of Technology)</i>	Comparative analysis of direct endorsement and strategic product placement in influencer marketing WIP34 Ms Tumediso Snyman, Ms Samukelisiwe Mntungwa & Prof Nkosivile Madinga <i>(University of Cape Town)</i>	Entrepreneurial innovation and sustainability: An integrative review of business practices in the informal food and sports events industries CP159 Miss Amukelani Mathebula & Dr Senzo Ngcobo <i>(University of Johannesburg)</i>	Woman entrepreneurship: emerging opportunities in start-up creation CP103 Dr Joelle Ngo Ndjama & Prof Johan van der Westhuizen <i>(Vaal University of Technology)</i>	The Role of Digital Financial Literacy in the use of Financial Technology Products and Services for University Students CP80 Mr Senzokuhle Mbatane & Miss Mamekwa Kekana <i>(University of Johannesburg)</i>	Investigating farmers brand loyalty towards agricultural businesses in the Free State Province of South Africa CP230 Mr Duncan MacCalman & Prof Christo Bisschoff <i>(North-West University)</i>	The economic sustainability of formal versus informal marketplaces through vendors' eyes CP42 Mr Thato Moagi, Dr Cashandra Mara & Dr Peta Thomas <i>(University of Johannesburg)</i>
	COMPETITIVE PAPER	COMPETITIVE PAPER	WORK-IN-PROGRESS	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Bridge 2	Magnifica 5
	LEADERSHIP & HUMAN RESOURCES	HUMAN RESOURCE MANAGEMENT	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	ENTREPRENEURSHIP	FINANCES	MARKETING MANAGEMENT	TOURISM MANAGEMENT
11:20 - 11:40	<p>The Relationship Between Job Satisfaction and Employee Retention in the Aviation Industry of South Africa</p> <p>CP149 Mr John Muofhe (University of Johannesburg)</p>	<p>Exploring Work Identity and Side Hustle Identity: A Theoretical Framework</p> <p>CP200 Prof Nelesh Dhanpat & Prof Roslyn De Braine (University of Johannesburg)</p>	<p>Students' perception on service quality and satisfaction towards on-campus accommodation</p> <p>CP186 Mr Ian Maseko, Mrs Winnie Sereeco & Miss Lebohng Masoabi (University of the Free State)</p>	<p>Organisational Measurement evolution that will drive Customer, Employee and Process Success</p> <p>CP192 Mr Armandt Rheeders, Ms Wafeequa Dinath, & Dr Cornelius Niemand (University of Johannesburg)</p>	<p>Empowering change: Unleashing the potential of social enterprises through support mechanisms in Mpumalanga, South Africa</p> <p>CP119 Dr Mazanai Musara, Mr Neo Lebohng, Prof Ferdinand Niyimbanira, Prof Wisemen Chingombe & Prof Andrew Maredza (University of Mpumalanga) Prof Thanyani Madzivhandila (University of Limpopo)</p>	<p>Financial Inclusion of the Informal Sector: A case of Matebeleland, North Zimbabwe</p> <p>CP212 Dr Mccpowell Fombang & Dr Gauda Maseko (Vaal University of Technology)</p>	<p>The role of strategic alliances amongst financial service companies in providing access to finance for SMMEs in South Africa</p> <p>CP32 Mr Prinolan Pillay (Henley Business School) Prof Geoffrey Bick (University of Cape Town)</p>	<p>Exploring various risk factors on the resilience of the tourism sector in South Africa</p> <p>WIP43 Prof Daniel Meyer (University of Johannesburg)</p>
	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	WORK-IN-PROGRESS
11:45 - 12:05	<p>Exploring the Current State of Fair Labour Practices in South African Organisations</p> <p>CP237 Ms Christen Pooe, Prof Wilfred Ukpere & Mr Xavier Knight (University of Johannesburg)</p>	<p>Work Engagement at the South African Road Accident Fund: The Role of Flexible Working Arrangements</p> <p>CP101 Dr Wayne Macpherson, Dr Bridget de Villiers & Mrs Nondumiso Goqo (Nelson Mandela University)</p>	<p>Revisiting Rewards: Investigating the effectiveness of retail banks' loyalty programmes in an emerging economy</p> <p>CP83 Ms Wendy Mbatha, Ms Thuthukile Mbokazi, Mr Aaron Koopman (University of Witwatersrand) & Ms Priya Ramgovind (Independent Institute of Education)</p>	<p>The Ascendancy of Innovativeness on Manufacturing Small and Medium Enterprises in South Africa</p> <p>CP18 Prof Elizabeth Chinomona & Dr Simon Mofokeng (Vaal University of Technology)</p>	<p>Talent Retention Strategies in the Face of Global Mobility: A Case Study of South African SMEs</p> <p>CP121 Ms Victoria Adekomaya & Prof Sheperd Dhlwayo (University of Johannesburg)</p>	<p>Financial Planners' Knowledge and understanding of Robo-Advisors</p> <p>CP140 Miss Sumaiya Sidat (Nelson Mandela University)</p>	<p>Strategies for Enhancing Client Loyalty in the ICT Sector</p> <p>CP118 Dr Johann Landsberg & Mr Derrick Brown (North-West University)</p>	<p>Exploring the Influence of Tourist Decision-Making Factors on Travel Intentions to Wildlife Destinations</p> <p>WIP66 Ms Wendy Davids & Prof Charlene Gerber (Stellenbosch University)</p>
	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	WORK-IN-PROGRESS

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1
	LEADERSHIP & HUMAN RESOURCES	HUMAN RESOURCE MANAGEMENT	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	ENTREPRENEURSHIP	FINANCES
12:10 – 12:30	<p>The Value of Coaching Executive Deans in Public Higher Education</p> <p>CP38 Prof Daneel van Lill & Prof Crystal Hoole <i>(University of Johannesburg)</i></p>	<p>Exploring Talent Management Practices in a Selected Gauteng Metropolitan Municipality</p> <p>CP116 Prof Nicolene Schutte (Barkhuizen) <i>(University of the Free State),</i> Prof Nico Schutte <i>(University of the Western Cape)</i> & Mr Lerato Motimele <i>(Stadio Higher Education)</i></p>	<p>Developing a multi-sensory marketing conceptual model for superior customer retail shopping mall experience in South Africa</p> <p>CP120 Prof Sandra Perks & Miss Tariro Shumba <i>(Nelson Mandela University)</i></p>	<p>Middle manager's practices of driving and constraining the execution of the Integrated Development Plan in eThekweni metropolitan municipality in KwaZulu Natal, South Africa</p> <p>CP136 Dr Phumla Msomi Mkhabela & Prof MacDonald Kanyangale <i>(University of KwaZulu Natal)</i></p>	<p>Talent and Tech: Driving Entrepreneurial Growth in South Africa</p> <p>WIP42 Prof Daniel Meyer <i>(University of Johannesburg)</i></p>	<p>Comparing Financial Inclusion Levels Between French-Speaking and English-Speaking Countries in Sub-Saharan Africa</p> <p>WIP77 Dr Boubou Ismaila & Prof John Beneke <i>(Vaal University of Technology)</i></p>
	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	WORK-IN-PROGRESS	WORK-IN-PROGRESS
12:35 – 12:55	<p>Demystifying The Moderating Role of Reciprocity Ideology on the Nexus Between Authentic Leadership Style and Organizational Productivity</p> <p>CP125 Dr Banji Olaleye, Ms Tebello Msimanga & Dr Ntseliseng Khumalo <i>(North-West University)</i></p>	<p>The mediation effect of perceived inclusion in the relationship between inclusive leadership and employee wellbeing</p> <p>CP20 Prof Janet Bagorogoza & Ms Lucy Lakot <i>(Makerere University)</i></p>		<p>Safety culture and production cost at a selected colliery in South Africa</p> <p>CP145 Dr Gauda Maseko & Mrs Mothemba Mokoena <i>(Vaal University of Technology)</i></p>		<p>Investor sentiment, stock market returns, and volatility: evidence from the Johannesburg Stock Exchange</p> <p>CP223 Mr Pavan Hiramoney <i>(University of KwaZulu-Natal)</i></p>
	COMPETITIVE PAPER	COMPETITIVE PAPER		COMPETITIVE PAPER		COMPETITIVE PAPER
13:00 – 14:00 LUNCH AT CULTIVAR RESTAURANT						

TUESDAY 24th SEPTEMBER 2024

AFTERNOON SESSION

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Bridge 2	Magnifica 5
	BUSINESS MANAGEMENT	BUSINESS EDUCATION	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	BUSINESS ETHICS	INFORMATION AND KNOWLEDGE MANAGEMENT	ENVIRONMENTAL MANAGEMENT & ETHICS	AGRICULTURAL MANAGEMENT
	SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:	SESSION CHAIR:
	Prof Nicolene Schutte (Barkhuizen) <i>(University of the Free State)</i>	Prof Natanya Meyer <i>(University of Johannesburg)</i>	Prof Felix Amoah <i>(Nelson Mandela University)</i>	Prof David Poee <i>(University of Johannesburg)</i>	Prof Jan van Romburgh <i>(North-West University)</i>	Prof Theuns Pelser <i>(GIBS University of Pretoria)</i>	Dr Cornelius Bothma <i>(University of South Africa)</i>	Prof Christo Bisschoff <i>(North-West University)</i>
14:00 - 14:20	Dialogic Theory as a Catalyst for Enhanced Strategy Implementation <u>WIP55</u> Dr Muriel Serfontein-Jordaan <i>(University of Pretoria)</i>	The Role of Entrepreneurship Training within Art and Design Departments at Universities: The Case of Johannesburg's Creative Economy <u>CP139</u> Mrs Mariapaola McGurk & Prof Natanya Meyer <i>(University of Johannesburg)</i>	Harnessing Green Marketing for SME Prosperity in Gauteng's Manufacturing Landscape <u>CP111</u> Prof Eugene Maziriri, Dr Thembinkosi Maphosa & Prof Victor Mugobo <i>(University of the Western Cape)</i>	Critical Success Factors for the Implementation of Technological Innovation in Local Government: A Literature Review <u>CP233</u> Mr Donald Radingoana & Prof Anup Pradhan <i>(University of Johannesburg)</i>	Appraising the role of the Zondo Commission in the fight against corruption in South Africa <u>CP143</u> Ms Lumari Nel & Prof Jan van Romburgh <i>(North-West University)</i>	The Influence of Big Data Analytics Capabilities on the Performance of Manufacturing Firms <u>CP85</u> Mr Pervan Kanniah & Prof Theuns Pelser <i>(GIBS University of Pretoria)</i>	The impact of climate change on the economies of developing nations: An African narrative <u>WIP12</u> Mr Kgantshi Ramatlhale <i>(University of Limpopo)</i>	Reenacting the Motivation in Informal Agripreneurship: A Panacea for South African Influx Unemployment Rate <u>WIP70</u> Dr Adebajji Ayeni, Prof Christo Bisschoff, Prof Joseph Sekhampu & Prof Joseph Lekunze <i>(North-West University)</i>
	WORK-IN-PROGRESS	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	WORK-IN-PROGRESS	WORK-IN-PROGRESS

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Bridge 2	Magnifica 5
	BUSINESS MANAGEMENT	BUSINESS EDUCATION	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	BUSINESS ETHICS	INFORMATION AND KNOWLEDGE MANAGEMENT	ENVIRONMENTAL MANAGEMENT & ETHICS	AGRICULTURAL MANAGEMENT
14:25 - 14:45	<p>Lessons learnt from working from home: a case study of managers in a public sector organisation in Polokwane, Limpopo Province</p> <p>WIP35 Mrs Hope Ralehlaka & Prof Mamoloko Rachidi (University of Limpopo)</p>	<p>A Proposed Framework to Incorporate AI Technologies and Industry 5.0 Skillsets into a MBA Qualification</p> <p>CP78 Miss Jessica Ehlers, Prof Margaret Cullen, Prof Andre Calitz & Mr Michael de Lange (Nelson Mandela University)</p>	<p>Extending the Unified Theory of Technology Acceptance and Use of Technology to Explain Teachers' Intentions to Sustain Online Teaching Beyond the COVID-19 Pandemic</p> <p>CP7 Prof Olumide Jaiyeoba (Botho University), Dr Ivy Mathew (Botho University), Dr Douglas Sivotwa (University of Greenwich), Prof Robert Machera (Botho University), Prof Edward Marandu (University of Botswana), Dr Jomin George (Namibia University of Science and Technology) & Prof Mornay Roberts-Lombard (University of the Western Cape)</p>	<p>The Integration of Artificial Intelligence in Optimizing Food Supply Chain Management: Opportunities, Challenges, and Implications</p> <p>CP177 Dr Watson Munyanyi & Prof David Poole (University of Johannesburg)</p>	<p>Managerial Implications of Corporate Social Responsibility Programmes for Medium-sized Companies in South Africa's Gauteng Province</p> <p>CP155 Mr Pieter Joubert, Dr Kafege Jeje, Prof Alfred Henrico & Mr Johannes Coetzee (North-West University)</p>	<p>Workaround Ingenuity on Information Security Policy Compliance: A Structural Equation Model to Predict Security Integrity Implications</p> <p>CP126 Prof Kennedy Njenga & Ms Faith Nyamandi (University of Johannesburg)</p>	<p>The impact of corruption on SMEs' trade credit management effectiveness</p> <p>WIP32 Dr Werner Otto (University of the Free State)</p>	<p>Techno-complexity, techno-uncertainty, and counterproductive work behaviour among Generation Y employees in a South African State-Owned Enterprise. The role of gender</p> <p>WIP7 Prof Crispin Chipunza (Central University of Technology Free State) & Dr Samson Adewumi (Central University of Technology Free State)</p>
	WORK-IN-PROGRESS	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	WORK-IN-PROGRESS	WORK-IN-PROGRESS

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista	Bridge 1	Bridge 2	Magnifica 5
	BUSINESS MANAGEMENT	BUSINESS EDUCATION	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	BUSINESS ETHICS	INFORMATION AND KNOWLEDGE MANAGEMENT	ENVIRONMENTAL MANAGEMENT & ETHICS	AGRICULTURAL MANAGEMENT
14:50 - 15:10	Examine the relationship between board diversity and financial performance of firms in the Johannesburg Stock Exchange <u>WIP38</u> Ms Ngoako Manoko & Prof Thifhelimbilu Musandiwa <i>(University of Limpopo)</i>	Benefits of integrating entrepreneurial minded learning (EML) in non-entrepreneurial subjects: a systematic literature review and thematic analysis <u>CP61</u> Ms Nestene Botha <i>(Mancosa)</i>	Factors affecting Millennials' attitudes and purchase intention of organic personal health care products <u>CP71</u> Ms Rolex Aluoch <i>(Vaal University of Technology)</i> & Dr Lehlohonolo Masitenyane <i>(Vaal University of Technology)</i>	Artificial Intelligence in Supply Chain Optimisation: A Bibliometric Analysis, Insights and Future Directions <u>CP128</u> Prof David Pooe & Dr Shallone Munongo <i>(University of Johannesburg)</i>	Fourth Industrial Revolution (4IR) technology and the impact on Corporate Governance <u>CP179</u> Mrs Saajidah Adam <i>(University of Johannesburg)</i>	Exploring the Security Features Embedded in Electronic Signatures in Conveyancing in South Africa: A Handwritten Equivalent <u>WIP23</u> Mr Luke Abrahams <i>(University of South Africa)</i>	The impact of environmental regulations on economic growth and competitiveness: An analysis of the South African Economy <u>WIP13</u> Kgantshi Jones Ramatlhale <i>(University of Limpopo)</i> & Mr Thanzi Thenga <i>(University of Venda)</i>	Investigating the Impact of Vicarious Trauma Among Mental Health Practitioners: A Case Study of Namibia <u>WIP65</u> Dr Clifford Hlatywayo <i>(University of Namibia)</i> , Dr Mthozisi Mpofu <i>(University of South Africa)</i> & Mr Ngamane Karuaihe-Upi <i>(University of Namibia)</i>
	WORK-IN-PROGRESS	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	COMPETITIVE PAPER	WORK-IN-PROGRESS	WORK-IN-PROGRESS	WORK-IN-PROGRESS
15:15 - 15:35	A strategic analysis of the role of business associations in fostering a conducive business environment in South Africa <u>WIP49</u> Ms Alice Makochieng <i>(Nelson Mandela University)</i>	Responding to the changing world of work: Career crafting as graduate attribute <u>WIP62</u> Prof Liezel Massyn <i>(University of the Free State)</i>	Increasing consumer uptake of shopping malls through utilitarian value, customer satisfaction, and behavioural intentions <u>CP48</u> Prof Felix Amoah <i>(Nelson Mandela University)</i> & Dr Patrick Turkson <i>(Methodist University, Ghana)</i>	Industry 5.0 Integration in Small and Medium-Sized Enterprises (SMEs) for Supply Chain Strategic Fit: A Systematic Literature Review <u>CP34</u> Dr Blessing Takawira & Prof David Pooe <i>(University of Johannesburg)</i>		Exploring the Economic Benefits of a Blockchain-based Land Registration System for South Africa <u>WIP9</u> Miss Ntomboxolo Faku <i>(University of South Africa)</i>	A Network Analysis on Sustainable Trade: A South African versus Global view <u>WIP64</u> Dr Cornelius Bothma <i>(University of South Africa)</i>	Use of costing tools for effective drought management, profitability, and resilient decision-making of farmers in South Africa <u>CP55</u> Mrs Akhona Ntshenyi <i>(Cape Peninsula University of Technology)</i> & Dr Henrie Benedict <i>(Midenrie Research Institute)</i> & Prof Jobo Dubihlela <i>(University of KwaZulu-Natal)</i>
	WORK-IN-PROGRESS	WORK-IN-PROGRESS	COMPETITIVE PAPER	COMPETITIVE PAPER		WORK-IN-PROGRESS	WORK-IN-PROGRESS	COMPETITIVE PAPER

15:35 – 15:50 SHORT AFTERNOON REFRESHMENT BREAK

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista
	BUSINESS MANAGEMENT	BUSINESS EDUCATION	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	BUSINESS MANAGEMENT
	SESSION CHAIR: Dr Masithembe Kafile <i>(University of KwaZulu Natal)</i>	SESSION CHAIR: Prof André Calitz <i>(Nelson Mandela University)</i>	SESSION CHAIR: Dr Tina Gama-Kotze <i>(Boston City Campus)</i>	SESSION CHAIR: Dr Johan Jordaan <i>(North-West University)</i>	SESSION CHAIR: Prof Christiaan Lamprecht <i>(Stellenbosch University)</i>
15:50 - 16:10	Solutions to procurement challenges for the bus industry in South Africa: A cross-case analysis <u>CP231</u> Ms Thobeka Ngcamphalala <i>(University of South Africa)</i>	Considering The Claim That ICT or Traditional Pedagogy is Superior: Smart Board Management Effects on Student Academic Performance <u>WIP76</u> Dr Adebajji Ayeni, Prof Joseph Sekhampu, Prof Joseph Lekunze & Ms Philadelphia Sedio <i>(North-West University)</i>	Investigating how Digital Marketing Strategies can be used by South African Higher Education Institutions: A perspective article <u>CP76</u> Dr Ayanda Deliwe & Mr Lwando Ntari <i>(Nelson Mandela University)</i>	Internationalisation strategies for South African companies: A focus on innovation <u>CP217</u> Mr Xolani Sifundza <i>(University of Johannesburg)</i>	The B2B Sharing Economy Ecosystem: Co-creating Shared Value for Business and Society <u>WIP61</u> Mr Kelvin Ivankovic & Prof Natalia Mæhle <i>(The Western Norway University of Applied Sciences)</i>
	COMPETITIVE PAPER	WORK-IN-PROGRESS	COMPETITIVE PAPER	COMPETITIVE PAPER	WORK-IN-PROGRESS
16:15 - 16:35	Assessing the impact of big data analytics on Supply Chain Management processes in South African Universities <u>WIP47</u> Dr Masithembe Kafile & Dr Thokozani Mbhele <i>(University of KwaZulu Natal)</i>	Guidelines for an Emerging Market Business School's Internationalisation Strategy <u>WIP71</u> Prof Margaret Cullen, Prof Andre Calitz & Dr Sam February <i>(Nelson Mandela University)</i>	'Greenwashing': Unpacking the legal framework in South Africa <u>WIP59</u> Dr Tina Gama-Kotze <i>(Boston City Campus)</i>	The role of team cohesion in the production performance of a chemicals manufacturing company <u>CP147</u> Mr Fanus van Wyk, Dr Johan Jordaan & Mr Stephan van Zyl <i>(North-West University)</i>	Financial reporting during Business Rescue proceedings: An affected party perspective <u>WIP63</u> Prof Christiaan Lamprecht <i>(University of Stellenbosch)</i> Prof Hendrik van Wyk <i>(University of the Free State)</i>
	WORK-IN-PROGRESS	WORK-IN-PROGRESS	WORK-IN-PROGRESS	COMPETITIVE PAPER	WORK-IN-PROGRESS

	Magnifica 1	Magnifica 2	Magnifica 3	Omega	Vista
	LEADERSHIP & HUMAN RESOURCES	BUSINESS EDUCATION	MARKETING MANAGEMENT	BUSINESS MANAGEMENT & OPERATIONS	ENTREPRENEURSHIP
	SESSION CHAIR: Dr Masithembe Kafile <i>(University of KwaZulu Natal)</i>	SESSION CHAIR: Prof André Calitz <i>(Nelson Mandela University)</i>	SESSION CHAIR: Dr Tina Gama-Kotze <i>(Boston City Campus)</i>	SESSION CHAIR: Dr Johan Jordaan <i>(North-West University)</i>	SESSION CHAIR: Prof Christiaan Lamprecht <i>(Stellenbosch University)</i>
16:40 - 17:00	Community participation in rural development at a South African village CP205 Mrs Mokgatla Tema & Dr John Khumalo <i>(University of South Africa)</i>	The Size and Nature of Private Higher Education: Towards an Emergent Higher Education Model WIP74 Ronel Blom <i>(Regent Business School)</i>	Advancing Smart Mobility in South Africa: A Systematic Literature Review of Transportation Performance from Industry 4.0 to Industry 5.0 WIP33 Dr Alexander Samuels & Mr Keletsamaile Motatsa <i>(North-West University)</i>	A study of road users' perspective on problems contributing to road traffic congestion in Midrand, Gauteng. CP203 Mrs Mosebudi Netshisaulu <i>(University of South Africa)</i>	Managing Business Performance for Private Business Schools in South Africa WIP69 Prof Christo Bisschoff <i>(North-West University),</i> Dr Ridwaan Asvat <i>(Regent Business School),</i> Prof Christoff Botha <i>(North-West University) &</i> Dr Adebajji Ayeni <i>(North-West University)</i>
	COMPETITIVE PAPER	WORK-IN-PROGRESS	WORK-IN-PROGRESS	COMPETITIVE PAPER	WORK-IN-PROGRESS
17:05 - 17:25		A conceptual scorecard to measure the performance of private secondary schools WIP72 Mr Debapriyo Nag <i>(Mancosa)</i> Prof Christo Bisschoff & Prof Christoff Botha <i>(North-West University)</i>		Emerging evidence on antecedents and outcomes of counterfeit sportswear product purchases CP68 Ms Selinah Mahlangu, Dr Irvine Langton & Prof Chenedzai Mafini <i>(Vaal University of Technology)</i>	Exploring the role of Entrepreneurial Marketing in University-Based Incubators through the framework of Dynamic Capabilities Theory WIP48 Mr Vuyani Rens <i>(University of Cape Town)</i>
		WORK-IN-PROGRESS		COMPETITIVE PAPER	WORK-IN-PROGRESS
19:00 – late IBC GALA DINNER Magnifica 4					

WEDNESDAY 25th SEPTEMBER 2024
Networking sessions at Leisure



18th IBC
21 - 24 September 2025



ALMOST TWO DECADES OF EXCELLENCE

17th International Business Conference
Protea Hotel by Marriott Stellenbosch,
Technopark, Stellenbosch, South Africa

