

## 8 SEPTEMBER

16:00-18:00	Registration	Dolphin's Leap reception area
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## 9 SEPTEMBER

8:00-8:30	Registration	Dolphin's Leap reception area
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### SIGNATURE ROOM

8:30-8:45	Opening	Prof Elmarie Venter, 2019 Conference Chair
8:45-9:00	Welcoming	Prof Hendrik Lloyd, Dean of the Faculty of Business and Economic Sciences
9:00-9:45	Keynote address	Mr Tommie van Zyl, CEO ZZ2
9:45-10:10	TEA/COFFEE BREAK	
10:15-11:00	Keynote address	Prof Jonathan Jansen, Distinguished Professor, University of Stellenbosch

	<b>SIGNATURE ROOM</b>	<b>LOW TIDE</b>	<b>HIGH TIDE</b>	<b>RIP TIDE</b>	<b>BOARDROOM</b>
	<b>SMMES</b>	<b>Strategic management</b>	<b>Event tourism</b>	<b>Supply chain management</b>	<b>Investment</b>
<b>SESSION CHAIR</b>	<b>S FARRINGTON</b>	<b>Y JORDAAN</b>	<b>J KRÜGER</b>	<b>N OOSTHUIZEN</b>	<b>N MANS-KEMP</b>
<b>11:15-11:35</b>	<p><b>Buyer-supplier commitment and competitive performance among SMES in the Southern Gauteng.</b></p> <p>UK Nwele, O Omoruyi, E Chinomona <b>Vaal University of Technology</b></p>	<p><b>Is there a relation between business strategy and customer satisfaction?</b></p> <p>K Badenhorst, Y Jordaan <b>University of Pretoria</b></p>	<p><b>Antecedents and outcomes of inbound tourist experience: A conceptual paper.</b></p> <p>GK Twumasi, J Krüger, F Amoah <b>Nelson Mandela University</b></p>	<p><b>Counterfeiting: Exploring mitigation capabilities and resilience in South African pharmaceutical supply chains.</b></p> <p>CG Terblanche, W Niemann <b>University of Pretoria</b></p>	<p><b>Bad to the bone: Comparison of morally questionable and morally acceptable investing on the Johannesburg Stock Exchange.</b></p> <p>JP Steyn <b>Stellenbosch University</b></p>
<b>11:40-12:00</b>	<p><b>Barriers to Micro Small Medium Enterprise (MSME) contractor's growth and development in Lesotho.</b></p> <p>R Thetsane, M Mokhethi <b>National University of Lesotho</b></p>	<p><b>Sustainable business performance in Africa Alive Corridors heritage node businesses: An earth stewardship model.</b></p> <p>S Perks, B Van Heerden, M Doucoure <b>Nelson Mandela University</b></p>	<p><b>The political economy of local government trust, perceived economic effectiveness and event satisfaction: An ordinal logit approach.</b></p> <p>LO Idahosa, TM Tichaawa <b>University of Johannesburg</b></p>	<p><b>Procurement's role towards socio-economic development: The case study of the clothing industry.</b></p> <p>NJ Matsoma, I Ambe <b>University of South Africa</b></p>	<p><b>Investigating the tracking efficiency of exchange-traded funds listed on the Johannesburg Stock Exchange.</b></p> <p>JP Steyn <b>Stellenbosch University</b></p>
<b>12:05-12:25</b>	<p><b>Configuration of resources for competitive advantage in small businesses.</b></p> <p>G Solomon, N Fourie <b>Stellenbosch University</b></p>	<p><b>Strategic decision-making in Small and Medium Enterprises: A systematic review.</b></p> <p>I Van Wyk, P Venter <b>University of South Africa</b></p>	<p><b>Is it all in the beat? Local community perceptions of the impacts of a music festival in Lesotho.</b></p> <p>LF Tseole<sup>1</sup>, UP Hermann<sup>1</sup>, PN Acha-Anyi<sup>2</sup> <sup>1</sup>Tshwane University of Technology <sup>2</sup>Walter Sisulu University</p>	<p><b>Demystifying procurement challenges in the commuter bus industry: The case of Gauteng.</b></p> <p>TKT Ngcamphalala, IM Ambe <b>University of South Africa</b></p>	<p><b>The effect of brand knowledge on the investment decisions of individual investors as mediated by availability bias.</b></p> <p>O Okeja, L Louw <b>Rhodes University</b></p>
<b>12:30-13:00 CENGAGE DIGITAL SOLUTIONS</b>					
<b>SIGNATURE ROOM - MR JOHANNES DIGASHU</b>					
<b>13:00-14:00 LUNCH</b>					

	<b>SIGNATURE ROOM</b>	<b>LOW TIDE</b>	<b>HIGH TIDE</b>	<b>RIP TIDE</b>	<b>BOARDROOM</b>
	<b>Brand marketing</b>	<b>Consumer purchasing behaviour</b>	<b>Supply chain management</b>	<b>Tourism</b>	<b>Finance</b>
<b>SESSION CHAIR</b>	<b>D FERREIRA</b>	<b>M TAIT</b>	<b>E CHINOMONA</b>	<b>M VAN DER MERWE</b>	<b>S VIVIERS</b>
<b>14:00-14:20</b>	<p><b>Exploring the influence of gendered brand spokes-characters on varying degrees of brand anthropomorphism.</b></p> <p>J Verbeek, L van der Westhuizen, M Wiese <b>University of Pretoria</b></p>	<p><b>“I thought it was a real one”: Exploring counterfeit versus authentic purchases of youth consumers.</b></p> <p>R Koeberg, D Rousseau <b>Nelson Mandela University</b></p>	<p><b>The mediating role of information and communication technology on supply chain networks, supply chain flexibility and SMEs performance.</b></p> <p>O Omoruyi <b>Vaal university of Technology</b></p>	<p><b>Dark Tourism: Unlocking the niche tourism potential of the Free State Province.</b></p> <p>E Proos <b>Central University of Technology</b></p>	<p><b>Investigating the perceptions and attitudes toward cryptocurrencies in the South African context.</b></p> <p>DJ Smit <b>Stellenbosch University</b></p>
<b>14:25-14:45</b>	<p><b>The perceived radio brand personality of a classical music station in South Africa.</b></p> <p>AT Roux <b>Tshwane University of Technology</b></p>	<p><b>Consumer sentiments and purchase likelihood for foreign products: Evidence from South Africa.</b></p> <p>ES Quaye, S Burgess <b>University Of The Witwatersrand</b></p>	<p><b>Determining the impact of information sharing on SMEs supply chain responsiveness and supply chain collaboration.</b></p> <p>EA Mba, O Omoruyi, E Chinomona <b>Vaal University Of Technology</b></p>	<p><b>Is there a relationship between artist brand equity and the socio-demographic characteristics of fans?</b></p> <p>B van Rensburg, E Slabbert <b>North-West University</b></p>	<p><b>Broad-based black economic empowerment and cost of equity: Friend or foe?</b></p> <p>JA Dreyer, S Viviers, N Mans-Kemp <b>Stellenbosch University</b></p>
<b>14:50-15:10</b>	<p><b>Political branding and voter loyalty: A South African perspective.</b></p> <p>D Ferreira, M van Eyk <b>Nelson Mandela University</b></p>	<p><b>Knowledge, attitudes and consumer behaviour to purchase green products.</b></p> <p>C Mukonza <b>Tshwane University of Technology</b></p>	<p><b>Supply chain risk analysis at Ekurhuleni Metropolitan Municipality.</b></p> <p>B Morekisi<sup>1</sup>, O Ncube<sup>1</sup>, C Mafini<sup>2</sup>, M Mashiloane<sup>2</sup> <sup>1</sup>University of South Africa <sup>2</sup>Vaal University of Technology</p>	<p><b>An exploratory factor analysis of the place brand factors influencing tourism to South Africa.</b></p> <p>T Matiza, E Slabbert <b>North West University</b></p>	<p><b>Boosting climate finance: A proposal to link the clean development mechanism and the green climate fund.</b></p> <p>L-A Steenkamp <b>Stellenbosch University</b></p>
<b>15:15-15:40 TEA/COFFEE BREAK</b>					

	<b>SIGNATURE ROOM</b>	<b>LOW TIDE</b>	<b>HIGH TIDE</b>	<b>RIP TIDE</b>	<b>BOARDROOM</b>
	<b>Entrepreneurial small business management</b>	<b>Retail marketing</b>	<b>Neuro marketing</b>	<b>Women as human resources</b>	<b>Corporate citizenship</b>
<b>SESSION CHAIR</b>	<b>G SOLOMON</b>	<b>M VAN DER MERWE</b>	<b>D HUMAN-VAN ECK</b>	<b>L RONNIE</b>	<b>R JOHNSON</b>
<b>15:45-16:05</b>	<p><b>Reconceptualising cultural groups and their influence on entrepreneurial intention.</b></p> <p>R Elliott, S Mfazi <b>University of Fort Hare</b></p>	<p><b>An hedonic pricing analysis of entry-level second-hand cars in South Africa.</b></p> <p>D Priilaid, S Hendry <b>University of Cape Town</b></p>	<p><b>Using a response latency approach to measure the influence of stage-of-change on responses to product warning labels.</b></p> <p>L Toerien, M Boshoff <b>University of Stellenbosch</b></p>	<p><b>Problem-solving skills and authentic functioning as predictors of resilience amongst women leaders in higher education institutions.</b></p> <p>D Pillay<sup>1</sup>, M Harunavamwe<sup>2</sup> <b><sup>1</sup>University of Pretoria <sup>2</sup>University of the Free State</b></p>	<p><b>The influence of management development programmes on ethical leadership.</b></p> <p>A Suleman, D Rossouw, M Bounds <b>University of Johannesburg</b></p>
<b>16:10-16:30</b>	<p><b>A country's growth-aspiring entrepreneurship: A three-way interaction between corporate taxation, venture capital availability and social legitimacy.</b></p> <p>CD Reddy <b>University of Johannesburg</b></p>	<p><b>The influence of functional, monetary, and symbolic values on brand satisfaction among Samsung smartphone users.</b></p> <p>C Diniso <b>University of Johannesburg</b></p>	<p><b>Is 'thank you' enough? The influence of feedback messages on neurophysiological responses in a non-profit context.</b></p> <p>D Human-Van Eck, C Hansmeyer, C Boshoff <b>Stellenbosch University</b></p>	<p><b>Exploring the labyrinth: Challenges faced by South African women in senior leadership roles.</b></p> <p>C Carels, L Ronnie <b>University of Cape Town</b></p>	<p><b>Investigating the cost of capital of responsible South African firms.</b></p> <p>R Johnson, M Ungersbock <b>Stellenbosch University</b></p>
<b>16:35-16:55</b>	<p><b>The entrepreneurial motivation of successful black South African women entrepreneurs.</b></p> <p>A Neethling, M Jugnundan <b>Stellenbosch University</b></p>	<p><b>Insignificant differences between gender dispositional responses to inclusive advertisements.</b></p> <p>R Pamacheche, Y Malotana <b>University of the Witwatersrand</b></p>	<p><b>The role of music in storytelling advertisements: A neuroscience perspective.</b></p> <p>S Kühn, C Boshoff <b>Stellenbosch University</b></p>	<p><b>Career development of woman managers in male-dominated working environments.</b></p> <p>MP Nyetanyane, F van der Walt <b>Central University of Technology</b></p>	<p><b>Organisational approaches to natural environment sustainability in the South African food industry.</b></p> <p>K Walden, S Boodhoo <b>University of Witwatersrand</b></p>
<b>17:00-17:20</b>	<p><b>The effect of managerial competencies on the performance of small</b></p>	<p><b>Customer experience, satisfaction and brand relevance: A South</b></p>	<p><b>A neuro-physiological perspective on anger in consumer</b></p>	<p><b>Organisational dynamics shaping women managers' work experiences.</b></p>	<p><b>The good, bad, and the ugly: Relationships between different forms of company</b></p>

	<p><b>and medium enterprises in Makana Municipality, South Africa.</b></p> <p>MS Ncube, T Chimucheka <b>University of Fort Hare</b></p>	<p><b>African grocery retail context perspective.</b></p> <p>MP Sedibe, GS Matthysen, PM Biko, GA Gomez, BE Stiehler-Mulder, M Frazer <b>University of Johannesburg</b></p>	<p><b>responses during a service failure.</b></p> <p>C Boshoff <b>Stellenbosch University</b></p>	<p>MP Nyetanyane, F van der Walt <b>Central University of Technology</b></p>	<p><b>performance and executive director remuneration. Evidence from the Johannesburg Stock Exchange, South Africa, for the period 2010-2017.</b></p> <p>N Padia, C Callaghan <b>University of the Witwatersrand</b></p>
<p><b>18:30 FOR 19:00 COCKTAIL – BEACH HOTEL, BEACH ROAD, HUMEWOOD SPONSORED BY OXFORD UNIVERSITY PRESS</b></p>					

## 10 SEPTEMBER

<b>9:00-9:30</b>	<b>SAIMS ANNUAL MEMBERS MEETING - SIGNATURE ROOM</b>				
	<b>SIGNATURE ROOM</b>	<b>LOW TIDE</b>	<b>HIGH TIDE</b>	<b>RIP TIDE</b>	<b>BOARDROOM</b>
	Digital marketing	Foreign direct investment	Tourism	Strategic management	Family business
<b>SESSION CHAIR</b>	<b>T MAREE</b>	<b>N OOSTHUIZEN</b>	<b>D FERREIRA</b>	<b>C ROOTMAN</b>	<b>W KUPANGWA</b>
<b>9:45-10:05</b>	<p><b>Drivers and outcomes of consumer brand engagement: An empirical perspective.</b></p> <p>T Ndhlovu, T Maree <b>University of Pretoria</b></p>	<p><b>Factors necessary for secured investors toward foreign direct investment ownership transfer in special economic zones: a proposed framework.</b></p> <p>S Perks<sup>1</sup>, N Oosthuizen<sup>2</sup>, T Maduna<sup>1</sup> <b><sup>1</sup>Nelson Mandela University</b> <b><sup>2</sup>Rhodes University</b></p>	<p><b>An analysis of online marketing communications by graded accommodation establishments: A South African tourism perspective.</b></p> <p>BL Frost, T Kotze, T Chuchu <b>University of Pretoria</b></p>	<p><b>Building and managing multiple stakeholder relationships: A stakeholder's perspective.</b></p> <p>K Chodokufa<sup>1</sup>, L Louw<sup>2</sup> <b><sup>1</sup>University of South Africa</b> <b><sup>2</sup>Rhodes University</b></p>	<p><b>Leadership as a source of heterogeneity among family businesses.</b></p> <p>S Farrington, R Izaks, E Venter <b>Nelson Mandela University</b></p>
<b>10:10-10:30</b>	<p><b>Factors contributing to citizenship - helping in an online context: A model validation.</b></p>	<p><b>Macro-locational determinants of Chinese foreign direct investment in Cameroon.</b></p>	<p><b>Community conservation volunteering activities in Kruger National Park.</b></p>	<p><b>Customer perceptions on customer relationship management and its possible influence on revenue management</b></p>	<p><b>The role of values in the transgenerational success of indigenous South African family businesses.</b></p>

	M Bothma, E Van Tonder <b>North-West University</b>	Q Andangnui, L Louw, N Cattaneo <b>Rhodes University</b>	P Shabalala, P Thomas <b>University of Johannesburg</b>	<b>at a selected Water Board in South Africa.</b>  JA Manyonganise <b>Rhodes University</b>	W Kupangwa, S Farrington, E Venter <b>Nelson Mandela University</b>
<b>10:35-10:55 TEA/COFFEE BREAK</b>					

	<b>SIGNATURE ROOM</b>	<b>LOW TIDE</b>	<b>HIGH TIDE</b>	<b>RIP TIDE</b>	<b>BOARD ROOM</b>
	<b>Digital marketing</b>	<b>Consumer behaviour</b>	<b>Destination tourism</b>	<b>Strategic management</b>	<b>Human resource management</b>
<b>SESSION CHAIR</b>	<b>M ROBERTS-LOMBARD</b>	<b>M VAN DER MERWE</b>	<b>P THOMAS</b>	<b>N LAUBSCHER</b>	<b>S BOSHOFF</b>
<b>11:00-11:20</b>	<b>Generation Y consumer readiness to adopt Quick Response (QR) code-based mobile payments.</b>  M Humbani <b>University of Pretoria</b>	<b>Positive investor experiences in attracting strategic investments: A case study of the Coega's Industrial Development Zone.</b>  A Makochieng, M Tait <b>Nelson Mandela University</b>	<b>The competitiveness of Zimbabwe as a tourist destination: A demand perspective.</b>  C Mapingure, E Du Plessis <b>North West University</b>	<b>The Fifth Industrial Revolution (What happened to the Fourth)? Implications for responsible management in disruptive times.</b>  C Callaghan <b>University of the Witwatersrand</b>	<b>The proposed confirmation of the reliability and validity of the Trade Aptitude Test battery.</b>  JI Puchert <sup>1</sup> , B Mahembe <sup>2</sup> , K Viljoen <sup>1</sup> , R van Niekerk <sup>3</sup> <b><sup>1</sup>University of Fort Hare</b> <b><sup>2</sup>University of the Western Cape</b> <b><sup>3</sup>Nelson Mandela University</b>
<b>11:25-11:45</b>	<b>Taxonomy of digital signage message execution and media placement considerations and research.</b>  M Xaba, T Roux, A Drotsky <b>Tshwane University of Technology</b>	<b>Household purchases of biomass residential heating equipment: Theory and measures for market segmentation.</b>  T Magapa <sup>1</sup> , A Athiyaman <sup>2</sup> <b><sup>1</sup>Vaal University of Technology</b> <b><sup>2</sup>Western Illinois University USA</b>	<b>Investigating the place marketing levels of Business Improvement Districts in South Africa.</b>  R Goldberg <b>North-West University</b>	<b>Board intellectual capital configurations for non-profit board role fulfilment.</b>  H Mulholland, D Human-Van Eck, G Human <b>University of Stellenbosch</b>	<b>Leadership competences for responsible management in disruptive times.</b>  EQF Ruwanika, L Massyn <b>University of the Free State</b>
<b>11:50-12:10</b>	<b>Social media content marketing: The case of Facebook in the South African telematics industry.</b>	<b>Grocery retail collectable loyalty programmes: An investigation into the use of colour as embedded messaging within Pick n</b>	<b>Collaborative approach to destination marketing: Benefits versus challenges.</b>	<b>Configurations of strategic agility: A Fussy Set Qualitative Comparative Analysis (fsQCA) study.</b>	<b>Teamwork as an employability skill for marketing graduates.</b>  S Boshoff

	DN Chittiah, BE Stiehler-Mulder, M Roberts-Lombard <b>University of Johannesburg</b>	<b>Pay collectable programmes that invite a culture of collecting in South African consumers.</b>  M Oosthuizen <b>Rhodes University</b>	T Litshani, P Thomas <b>University of Johannesburg</b>	G Human <b>Stellenbosch University</b>	<b>Akademia</b>
12:15-12:35	<b>Customer-to-customer online brand communities' influence on choice of banking services in South Africa.</b>  T Tawandaa Chabata <b>Prestige Academy</b>	<b>An exploration of the factors that cause post-paid subscribers to switch between mobile network operators in search of better data packages.</b>  MC van der Merwe, N Naidoo, D Moxham, C Shabangu <b>University of Pretoria</b>	<b>The relationship between traveller perception of value from airport offerings and the intention to return to revisit a destination.</b>  T Chuchu, T Ndoro <b>University of Pretoria</b>	<b>The dark side of business-to-business relationships.</b>  N Laubscher, G Human <b>Stellenbosch University</b>	<b>An analysis on the challenges faced by accountancy students on their career path at universities in South Africa.</b>  J Oben, L Nwosu, C Mahlaule <b>North West University</b>
<b>12:40-13:00 PEARSON SOUTH AFRICA BOOK LAUNCH</b>					
<b>SIGNATURE ROOM</b>					
<b>13:00-14:00 LUNCH</b>					

	<b>SIGNATURE ROOM</b>	<b>LOW TIDE</b>	<b>HIGH TIDE</b>	<b>RIP TIDE</b>	<b>BOARDROOM</b>
	<b>Small business management</b>	<b>Investment</b>	<b>Consumer behaviour</b>	<b>Human resource management</b>	<b>Accounting and banking</b>
<b>SESSION CHAIR</b>	<b>LM LEKHANYA</b>	<b>T MATCHOVA-HOVE</b>	<b>M ROBERTS-LOMBARD</b>	<b>L RONNIE</b>	<b>C ROOTMAN</b>
14:00-14:20	<b>The availability of credit from the formal financial sector to small and medium enterprises (SMEs) in South Africa.</b>  FT Asah, L Louw, J Williams <b>Rhodes University</b>	<b>Institutional investors' views on King IV: Positive remarks and scope for improvement.</b>  M Van Zyl, N Mans-Kemp <b>Stellenbosch University</b>	<b>Perceived price and its effect on product quality, product assortment and customer satisfaction.</b>  T Mofokeng <b>University of Johannesburg</b>	<b>The role of psychological contract fulfilment in post-acquisition integration.</b>  E Rademeyer, L Ronnie <b>University of Cape Town</b>	<b>Fintech disruption and the future South African Bank.</b>  J Coetzee <b>University of the Free State</b>
14:25-14:45	<b>Halal certification and business growth in the agro-processing</b>	<b>The association between sources of financial advice and perceived adequacy of</b>	<b>Demographic influence on financial literacy: evidence from rural</b>	<b>The importance of direct financial and work content factors in the retention of</b>	<b>Determinants of the profitability of savings groups operating in Tanzania and Ethiopia.</b>

	<b>sector of South Africa.</b>  N Sterras, L-A Steenkamp <b>Stellenbosch University</b>	<b>financial sources for retirement among pre-retirees in South Africa.</b>  J Visagie, H van Schalkwyk	<b>and low-income area in South Africa.</b>  AA Ndou <b>University of South Africa</b>	<b>employees in two selected municipalities.</b>  L Maholo, M Louw, T Amos <b>Rhodes University</b>	LO Idahosa, N Marwa, B Nkomo <b>University of Johannesburg</b>
14:50-15:10	<b>A proposed integrated model for business innovative leadership to attain sustainable growth of manufacturing SMEs in KZN.</b>  M Ngibe, LM Lekhanya <b>Durban University of technology</b>	<b>University of Pretoria Institutional investors' views on shareholder activism in South Africa.</b>  M Van Zyl, N Mans-Kemp, S Viviers <b>Stellenbosch University</b>	<b>Exploring parental and driver knowledge, use and beliefs of child restraints such as infant car seats, toddler seats and booster seats in South Africa.</b>  E Smit, M Roberts-Lombard, G Goldman <b>University of Johannesburg</b>	<b>Occupational levels and career adaptability of professional staff in a selected sector of the municipality.</b>  MM Mmako <b>Tshwane University of Technology</b>	<b>The Association Of South African money attitudes with financial knowledge and financial risk tolerance.</b>  CH Van Schalkwyk, J Visagie <b>University of Pretoria</b>
<b>15:15-15:40 TEA/COFFEE BREAK</b>					

	<b>SIGNATURE ROOM</b>	<b>LOW TIDE</b>	<b>HIGH TIDE</b>	<b>RIP TIDE</b>	<b>BOARDROOM</b>
	<b>Consumer purchasing behaviour</b>	<b>Entrepreneurship</b>	<b>Human resource management</b>	<b>Relationship marketing</b>	<b>Financial planning</b>
<b>SESSION CHAIR</b>	<b>T NDORO</b>	<b>C SCHACHTEBECK</b>	<b>M LOUW</b>	<b>H SPIES</b>	<b>X ANTONI</b>
15:45-16:05	<b>Drink! Drink! Let the toast start... Exploring the beer purchasing behavior of South African Generation Y consumers.</b>  CD Pentz, J Wilson <b>Stellenbosch University</b>	<b>Electronic business and growth of micro-enterprises in Botswana.</b>  U Makambe <b>Botho University Botswana</b>	<b>Identity conflict and conflict transformation in a Chinese organisation in Uganda's construction industry.</b>  S Muhangi, L Louw, M Louw <b>Rhodes University</b>	<b>Customer attachment: A mediated model for private hospitals in South Africa.</b>  H Spies, N Mackay <b>North-West University</b>	<b>Financial advisors' risk tolerance and investment advice.</b>  E-M Roux, A de Vries <b>Stellenbosch University</b>
16:10-16:30	<b>Selected product variables and consumer buying</b>	<b>The rise of the social enterprise – an</b>	<b>Occupational stress and organisational commitment of</b>	<b>An application of stages of change to the household waste</b>	<b>The influence of financial literacy on retirement planning in</b>

	<p><b>behaviour in the South African skin care industry.</b></p> <p>C Rootman<sup>1</sup>, N Oosthuizen<sup>2</sup>, B Mabuyana<sup>1</sup>  <sup>1</sup>Nelson Mandela University  <sup>2</sup>Rhodes University</p>	<p><b>entrepreneurial gender perspective.</b></p> <p>D Teles, C Schachtebeck  <b>University of Johannesburg</b></p>	<p><b>academic staff at a selected University in South Africa: An exploratory study.</b></p> <p>S Mnyamana, M Louw  <b>Rhodes University</b></p>	<p><b>separation programs in South Africa: A practical guide for social marketing.</b></p> <p>PB Issock, M Mpinganjira, M Roberts-Lombard  <b>University of Johannesburg</b></p>	<p><b>the Nelson Mandela Bay.</b></p> <p>X Antoni  <b>Rhodes University</b></p>
16:35-16:55	<p><b>Attitude and purchase intention towards halal fast-food purchases: Evidence from an emerging African market.</b></p> <p>M Roberts-Lombard, H Amer, B Ward, B Millar, C Santana  <b>University of Johannesburg</b></p>	<p><b>A lateral view on entrepreneurial literacy in South Africa: The role of tertiary institutions.</b></p> <p>M Mutanda, LM Lekhanya, S Moyo  <b>Durban University of Technology</b></p>	<p><b>Sexual orientation discrimination, wellbeing and career advancement of black African managers.</b></p> <p>N Tshisa, F van der Walt  <b>Central University of Technology</b></p>	<p><b>Challenges faced by higher and tertiary institutions in implementing Information Communication Technology in Zimbabwe: A case of Great Zimbabwe University.</b></p> <p>P Chavhunduka  <b>Great Zimbabwe University</b></p>	<p><b>The influence of financial literacy on the retirement planning behaviour of South Africans.</b></p> <p>N Dhlembeu, MK Kekana  <b>University of Pretoria</b></p>
<p><b>18:30 for 19:00 GALA DINNER</b>  <b>FEATHER MARKET CENTRE, 86 BAAKENS STREET, CENTRAL</b>  <b>SPONSORED BY JUTA</b></p>					

# 11 SEPTEMBER

	<b>LOW TIDE</b>	<b>HIGH TIDE</b>	<b>RIP TIDE</b>
	<b>Human resource management</b>	<b>Management education</b>	<b>Supply chain management</b>
<b>SESSION CHAIR</b>	<b>N GAE</b>	<b>S FARRINGTON</b>	<b>O OMORUYI</b>
<b>9:00-09:20</b>	<p><b>Challenge's faced by employers when using social media for recruitment purposes.</b></p> <p>O Murire, L Cilliers, W Chinyamurindi <b>University of Fort Hare</b></p>	<p><b>Customer relationship management: A competitive strategy for Higher Education Institutions.</b></p> <p>J Mayanja, A Tibaingana, P Muyinda Birevu <b>Makerere University Uganda</b></p>	<p><b>Examining the effect of reverse logistics, green logistics and green innovation on firm performance: a case of SMEs in Gauteng province.</b></p> <p>O Omoruyi, E Chinomona <b>Vaal University of Technology</b></p>
<b>09:25-09:45</b>	<p><b>Assessment of the implementation of legislation on prevention and protection of employees' discrimination in the department of local government and human settlements in the North-West Province of South Africa.</b></p> <p>DM Mello, N Gae <b>North-West University</b></p>	<p><b>Managing the postgraduate student's experience: Understanding expectations, challenges and responsibilities.</b></p> <p>LO Idahosa <b>University of Johannesburg</b></p>	<p><b>The role of personal relationships in supply chain risk information sharing: perspectives from buyers and suppliers of logistics services.</b></p> <p>M van der Walt, W Niemann <b>University of Pretoria</b></p>
<b>09:50-10:10</b>	<p><b>Workplace spirituality in relation to contextual performance and job engagement: Moderating effect of personality.</b></p> <p>RD Mbeba <b>University of South Africa</b></p>	<p><b>The role of educational factors in identifying at-risk students in first year accounting.</b></p> <p>L De Villiers, S Farrington <b>Nelson Mandela University</b></p>	<p><b>Investigating the antecedents of green image in South African manufacturing companies.</b></p> <p>E Chinomona, O Omoruyi <b>Vaal University Of Technology</b></p>
<b>10:15-10:35</b>	<p><b>The impact of two-way communication in the adoption of employee share ownership plans.</b></p> <p>VB Akponah, NE Mazibuko, J Krüger <b>Nelson Mandela University</b></p>	<p><b>E-learning satisfaction: An application of connectivism theory in Universities of Technology in South Africa.</b></p> <p>E Chinomona <b>Vaal University of Technology</b></p>	<p><b>A working paper on the internet of things and smart people's ports: deepening the futures for Nelson Mandela Bay towards 2043.</b></p> <p>N Hadi, C Adendorff <b>Nelson Mandela University</b></p>
<b>10:40-11:05 TEA/COFFEE BREAK</b>			

	<b>LOW TIDE</b>	<b>HIGH TIDE</b>	<b>RIP TIDE</b>
	<b>Entrepreneurial learning</b>	<b>Tourism and public management</b>	<b>Consumer behaviour</b>
<b>SESSION CHAIR</b>	<b>E VENTER</b>	<b>E SLABBERT</b>	<b>T MATIZA</b>
<b>11:10-11:30</b>	<p><b>The impact of entrepreneurial education in fostering entrepreneurship among university of Venda students.</b></p> <p>S Zindiye, K Shumba, G Donga <b>University of Venda</b></p>	<p><b>Best practices for travel and tourism policy and enabling conditions in Africa.</b></p> <p>S Perks, B Rasethuntsa <b>Nelson Mandela University</b></p>	<p><b>The impact of consumer shopping value orientations on retail outcome variables in the South African restaurant setting.</b></p> <p>S Blignaut, T Tsungai, R Ndoro, T Chuchu <b>University of Pretoria</b></p>
<b>11:35-11:55</b>	<p><b>Exploring entrepreneurial orientation in higher education: A South African case study.</b></p> <p>JP Davids, D Groenewald <b>University of Johannesburg</b></p>	<p><b>The untapped potential of agri-tourism in South Africa.</b></p> <p>CC Van Zyl, M Saayman, E Slabbert <b>North West University</b></p>	<p><b>A framework for quantitative data analysis of big data collected by activity trackers.</b></p> <p>M Mdunyelwa, L Cilliers <b>University of Fort Hare</b></p>
<b>12:00-12:20</b>		<p><b>A systematic review of rural health development research in South Africa.</b></p> <p>M Struwig, A Van den Berg, R Van Rooyen <b>Nelson Mandela University</b></p>	<p><b>Consumer attitudes towards online shopping: Exploring the effects of perceived web quality, perceived benefits and trust.</b></p> <p>S Zindiye, GT Donga, K Shumba <b>University of Venda</b></p>