



The Southern Africa Institute for
Management Scientists conference
hosted by the Department of Management,
Rhodes University, presents

THE 33RD ANNUAL CONFERENCE

11 - 13 September 2022
Mpekwini Beach Resort

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management advancement

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Message from the Chairperson of the SAIMS Board



Dear conference delegates,

What a privilege to meet in person again at the 33rd conference of the Southern Africa Institute of Management Scientists, held from 11-13 September 2022. We are grateful to the staff at the Department of Management at Rhodes University that organised this conference in difficult and uncertain times! None of us knew or expected that we would have gone through so many trials and tribulations in the last two years.

The conference theme, *VUCA and the disrupted workplace: Managing a sustainable future*, is fitting to the current environment that is re-igniting itself. VUCA stands for Volatility, Uncertainty, Complexity and Ambiguity, which motivates us to review what we do, how we do it, and, more importantly, what we can do differently to adapt to the new world of work. During the past two years, we had to make changes in both work and personal lives, and we had time to reflect. As researchers, we have a new canvas before us, and our research is now more relevant than ever in leading and influencing management decisions. Use these opportunities to build a better South Africa!

We have an exciting programme that will allow delegates ample time to present their research and extend networks. Our keynote speakers promise to provoke discussions and insights into current issues. Take time to interact with them and ask the burning questions that can determine future research directions.

On behalf of the board, I would like to take this opportunity to express our sincere gratitude to Mr M Louw and his team from Rhodes University! You made this quality event possible! We know what it takes to organise such a conference, and hopefully, you will have some time afterwards to rest! To our esteemed sponsors, thank you for supporting SAIMS and for your generosity and participation. Without you, the conference will not be the same. To our conference delegates – you are the conference! Thank you for sharing your contributions at this conference. I hope this will be a valued experience for you as management scientists.

The board of directors of SAIMS is honoured and delighted to personally welcome you all to the SAIMS 2022 Conference. May you experience the richness of skills and knowledge related to research during this time! You are SAIMS, and this conference is the flagship of our organisation. I wish you a successful and inspiring conference.

Make a difference wherever you are!

Prof Elmarie Slabbert
Chairperson: SAIMS



Message from the Chairperson of the 33rd Annual SAIMS Conference



Dear Delegates

I have great pleasure in extending a warm welcome to the 33rd annual Southern African Institute of Management Scientists (SAIMS) conference to be held at Mpekweni Beach Resort from the 11 to 13 September, 2022. Following last year's virtual conference owing to COVID-19, Rhodes University is hosting a face-to-face conference at the beautiful Mpekweni Beach Resort this year. After spending more than two years in a virtual, hybrid world, it is wonderful to be able to move on from COVID-19 and to interact with each other in person again. The conference is proudly hosted by the Department of Management in the Faculty of Commerce at Rhodes University. We are grateful to the SAIMS Board and members for affording us this opportunity.

This year's conference theme is VUCA and the disrupted workplace: managing a sustainable future. It has been predicted that volatility, uncertainty, complexity, and ambiguity (VUCA) will become more prevalent in the business and academic world. Academic institutions must therefore develop the capacity to adapt and create new knowledge models and facilitate the development of appropriate competencies. VUCA helps us to realise that the old ways of working can no longer be relied upon. Today, organisations need to be agile and adapt to the changing external and internal environments. I hope this conference will inspire us to embrace the new VUCA world.

We are privileged to have excellent speakers, namely Messrs Andreas Brand, Chief Executive Officer and Executive Director: Manufacturing at Mercedes-Benz South Africa Ltd (MBSA); Abey Kgotle, Executive Director: Human Resources and Corporate Affairs at Mercedes-Benz South Africa Ltd (MBSA); and Adrian Ristow, Executive Director of Project Last Mile. We also look forward to a poem recital from Pralene Mahabir titled VUCA - A Poetic Interpretation.

To the 2022 organising committee, I offer a huge thank you! It was a pleasure to work with such an excellent team of people. Thank you for your time, support and super efficiency in making this conference a reality.

Thank you to all of our sponsors, especially Juta Publishers, for hosting the Gala dinner, Oxford Publishers sponsoring a lunch, and Van Schaik Publishers for the beautiful conference bags. Other valuable contributions came from Pearson Publishers, Rhodes University, Mercedes Benz South Africa Ltd (MBSA), Project Last Mile, Honey-Dawn Bee Farm, Limestone Hill and Ryan Ferguson Fine Handcrafted Kitchens & Furniture.

This year's conference will provide a forum for you to meet face-to-face and interact with leading management scientists, researchers, friends, colleagues, and sponsors. Come and join us for a wonderful few days at the stunningly beautiful Mpekweni Beach Resort situated on the Sunshine Coast of South Africa.

Best wishes

Matthaeus Louw

SAIMS 2022 Conference Chairperson

SAIMS 2022 Organising Committee Department of Management



Mr Trevor Amos



Mr Mattheus Louw



Prof Lynette Louw



Dr Xolile Antoni



Ms Lisa Maholo



Mr Mark Maritz



Ms Alyssa Williams



Prof Nadine Oosthuizen



Prof Mark Bunting

**Ably assisted by Mss. Charmaine Avery, Rouxle Hattingh and Nandipha Gongqa
from the Conference and Events Unit at Rhodes University**



Meet the speaker

Prof David Andrew Sewry

Prof David Andrew Sewry read for his degrees at Rhodes University in the Department of Information System. In 1994 he graduated with his Ph.D degree in this department.

Following academic studies, Prof Sewry spent time in industry, initially as a systems analyst/programmer and then researcher, before being appointed to the academic staff of Rhodes University in 1986. In 2007, he was awarded the Vice-Chancellor's Senior Distinguished Teaching Medal. His research interests include ICT for development; measuring the impact of ICT in developing areas; ICT in education.

In July 2011, Prof Sewry was elected Dean of the Faculty of Commerce, a position he currently holds following re-election. Prof Sewry serves on several University Committees, including Senate Executive, Senate, various Faculty Boards, and the Institutional Planning Committee. Since 2008, he has also served as an elected Senate representative on the Rhodes University Council. He is Chair of the Board of Management of the Rhodes Business School and Vice-Chair of the Board of Management of the Institute of Social and Economic Research, Rhodes University. In 2007, on invitation from the Minister of Education, he jointly chaired a National Colloquium on ICT Education and Training and the Production of Graduates. He was also a member of the Organising Committee of the Workshop on ICT Grand Challenges held in October 2008, the results of which set ICT research directions for the country. From 2009-2012, he was a member of the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE). Since assuming the position of Dean, he has become an enthusiastic member of the South African Commerce Deans' Association (SACDA).

Prof Sewry is a Trustee of the Graeme College Development Trust, Trustee and Chair of the Rhodes University Pension Fund, and Trustee and Chair of the Rhodes University Medical Aid.

He is married to Joyce (nee Minnaar, also a Rhodes graduate – 1983, and Senior Lecturer in the Department of Chemistry) and has a son and daughter, both graduates of Rhodes, of course.

Prof David Andrew Sewry

Dean of the Faculty of Commerce, Rhodes University





Meet the speaker

Andreas Brand

Andreas Brand is the Chief Executive Officer and Executive Director of Manufacturing, Mercedes-Benz South Africa Ltd (MBSA) and serves on the company's Board of Directors. Prior to being appointed as the CEO of MBSA on 1 May 2022, Andreas was the Head of Production and Capacity Planning based in Stuttgart, Germany, a position he held since 2020.

Andreas Brand joined the Mercedes-Benz in 1997 as production engineer in the body shop in Rastatt. He gained significant international management experience, for example through planning functions for the SUVs in Tuscaloosa/USA, and at the plant in East London. Andreas has also held various management functions in planning, production and factory launches. As of 2010 he led the press and body shop in Kecskemét/Hungary. In 2016, he worked in the area of strategic alignment and, in 2018, he was the Chief Engineer Production for the Compact Car-Platform.

Andreas Brand

*Chief Executive Officer and Executive Director: Manufacturing
Mercedes-Benz South Africa Ltd (MBSA)*

Meet the speaker

Prof Peter Clayton

Peter Clayton holds a BSc and BSc(Hons) in Computer Science and Physics, and MSc and PhD degrees in Computer Science. He worked in the software industry for a number of years before taking up an academic career at Rhodes University.

He rose through the academic ranks to become Professor and Head of Computer Science, and head of the Telkom Distributed Multimedia Research Centre. In 2008, he was appointed as the Deputy Vice-Chancellor: Research & Innovation at Rhodes University. He has served on a number of national policy and advisory forums for Higher Education, Science and Technology, the South African Qualifications Authority, and the Board of the National Research Foundation.

Peter received a South African National Science and Technology Forum Award for Outstanding Contributions to Science, Engineering and Technology in 2002. He is also the holder of the Rhodes Vice-Chancellor's Distinguished Research and Teaching Awards. He is a non-executive director of the GBS Mutual Bank, and of Africa Journals OnLine (AJOL).

Prof Peter Clayton

Deputy Vice-Chancellor: Research & Innovation, Rhodes University





Meet the keynote speaker **Abey Kgotle**

Abey is the Executive Director of Human Resources and Corporate Affairs at Mercedes-Benz South Africa Ltd (MBSA), since April 2017. He has held numerous executive roles in varying industries, and his extensive experience spanning over 20 years includes strategic human resources management, labour relations, advanced negotiations, community investment, corporate communication and stakeholder relations. Since joining Mercedes-Benz South Africa Ltd (MBSA), Abey has steered several transformative initiatives, of which one is the development of a digital HR organisation. In addition to Abey's role at Mercedes-Benz South Africa Ltd (MBSA), he is also the Chairperson of AMEO, the Automobile Manufacturers Employers Organisation of South Africa.

Abey Kgotle

*Executive Director: Human Resources and Corporate Affairs
Mercedes-Benz South Africa Ltd (MBSA)*

Meet the keynote speaker **Adrian Ristow**

Adrian is the Executive Director of Project Last Mile which is a partnership between The Global Fund, USAID, PEPFAR, The Bill and Melinda Gates Foundation and The Coca-Cola Company and The Coca-Cola Foundation. Project Last Mile (PLM) is an innovative partnership that leverages learnings from Coca-Cola's business model to improve the availability of life-saving medicines, as well as access to health services in Africa. He has more than 20 years of experience in different roles within The Coca-Cola Company and its bottling system and has been leading Project Last Mile since its inception more than 10 years ago. His passion is finding innovative ways for the private sector to contribute to solving community challenges and has developed and led a number of projects in this regard. He is also a former Director of Public Affairs and Communications for Coca-Cola Sabco and has a Masters Degree in Commerce from Rhodes University and started his career as a Lecturer in the Department of Management.



Mr Adrian Ristow

Executive Director of Project Last Mile





Meet the poet

Pralene Mahabir

Career-driven, Determined, Successful and Passionate words best used to describe Pralene.

Armed with three degrees (Bachelor of Arts, Honours in Psychology, Honours in Industrial Relations) and a committed career with Mercedes Benz South Africa for 23 years, including time abroad, Pralene's ambition and passion for her work in Learning and Development is discernible.

Not a person who would ever give up on anything - Pralene, actively encourages learning and development of self to every person that she imparts her wisdom to. Pralene is an active and critical observer of her environment and an agent of change. She influences adult learning and development through developing change processes that impact leadership and how adults learn and move forward.

Her passion for community service found herself in many outreach projects, namely, co-founding the HMS Trust, an NGO, which focuses on the providing underprivileged children with access to education, her selflessness support and fund-raising initiatives to support Canaan Centre and Guardians of Hope.

A winner of the Businesswomen's Association Award in the Corporate Category, clearly, nothing seems to deter her goal for aiming higher, but most humbly, her quest to leave behind a fruitful legacy to younger generations, through her ability to impart knowledge, hope and trust in times of volatility.

Pralene has a passion for writing both academically and creatively: She has contributed to Industrial Relations Journals and is a published author of children's books. More recently, Pralene embraced a newfound skill of poetry which can be enjoyed via pralenemahabir.co.za.

People close to her can always count on her reliability, commitment, dedication, strength, and resilience.

Pralene Mahabir

*General Manager of Human Resources, Leadership and Organization Development
Mercedes-Benz South Africa Ltd (MBSA)*





Meet the speaker

Brian Wafawarowa

Brian has been working in publishing and learning services for more than 25 years in different sectors, including education, academic, trade and professional. He started his career at Juta and Wits Press, as a trainee publisher. He is the founder and former MD of New Africa Books, executive director of the Publishers' Association of South Africa (PASA) and executive chairperson of the South African Book Fair. Brian was also executive director for learning services at Pearson South Africa, where he also served on the company's board. He has extensive experience as a senior publishing executive and has been involved in leading digital transformation for many years.

Brian has a keen interest in development and training in the book sector. He has been the chair of the Publishers' Association of South Africa (PASA) and the African Publishers Network (APNET). He served on the board of the International Publishers Association (IPA), where he chaired the Inclusive Publishing and Literacy Committee (IPLC) for many years. Brian is the author of many articles and manuals on publishing and literacy.

He has a keen interest in education and training and has served on the board of the Fibre, Processing and Manufacturing (FP&M) seta. He is also a trustee and board member on the Exclusive Books Trust, the Nick Perren Publishing Foundation (NPF) and Dubai Cares', African Publishing Innovation Fund (AIPF). These organisations are involved in education and training, providing scholarships and funding innovative initiatives in the book sector across the continent.

Brian became a fellow of Frankfurt Bookfair in 2000. In 2002 he received the Noma Award for Best Publishing in Africa and in 2020 he received the first honorary life membership award from the Publishers Association of South Africa for his contribution to the development of the book sector. He holds an Honours Degree in Literature and Film from the University of Zimbabwe, a Master's degree in Literature from Wits University and an Executive Masters in Business Administration (EMBA) from UCT.

Brian Wafawarowa

*Chief Content and Product Officer
Juta and Company*



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SUNDAY, 11 SEPTEMBER

16:00 – 17:30	Registration		Ben Macala
18:00 – 19:30	Welcome Address	Welcoming Cocktail Function Professor Dave Sewry, Dean of Commerce Faculty, Rhodes University	OysterCatcher
	Speaker Address	Mr Andreas Brand, CEO and Manufacturing Executive Director, Mercedes-Benz South Africa Ltd (MBSA) <hr/> TOPIC: The role of leadership and its develop- ment in the automotive industry: MBSA focus	
19:30 - 21:30	Dinner is served after the Cocktail function		Mlambo Restaurant

MONDAY, 12 SEPTEMBER

7:30	Registration		Ben Macala
8:30	Opening and Announcements	Mr Mattheus Louw, Conference Chair, Department of Management, Rhodes University	
8:40	Opening Address	Professor Peter Clayton, DVC: Research and Development, Rhodes University	
9:00	Speaker Address	Mr Abey Kgotle, Executive Director of Human Resources and Corporate Affairs, Mercedes-Benz South Africa Ltd (MBSA) TOPIC: A personal reflection: leading and growing through disruption	
10:00 - 10:25	Coffee / Tea		
10:30 - 11:30	SAIMS Annual General Meeting		Ben Macala

SESSION 1	TRACK 0	TRACK 1	TRACK 2	TRACK 3
VENUE	Ben Macala	OysterCatcher A	OysterCatcher B	Kingfisher
THEME	<i>Human Resource Management</i>	<i>General and Strategic Management</i>	<i>Digital Marketing and Social Media Management</i>	<i>Tourism, Event and Hospitality Management</i>
TRACK CHAIR	Juliana Ngonyo Kibatta, University of the Witwatersrand (WITs)	Fungai Beaula Chigwendere, Rhodes University	Rejoice Jealous Tobias-Mamina, University of Pretoria	Elmarie Slabbert, North-West University
11:40	<p>A NEW ERA: TOWARDS A MORE STRATEGIC APPROACH TO HUMAN RESOURCE DEVELOPMENT</p> <p>Sanjay Khoosal, Prof. Helen (HW) Meyer WorkWell Research Unit for Economic and Management Sciences, North-West University (Potchefstroom) khoosal.sanjay@gmail.com</p>	<p>AWAKE TO AFRICAN IDENTITIES INFORMING MANAGEMENT PRACTICE</p> <p>Annemarie Davis¹, Truida Oosthuizen² ^{1,2}University of South Africa davisa@unisa.ac.za</p>	<p>THE DISCRIMINATORY POWER OF TECHNOLOGY READINESS ON QR CODE-BASED MOBILE PAYMENT ADOPTION</p> <p>Michael Humbani, Yolanda Jordaan University of Pretoria, South Africa yolanda.jordaan@up.ac.za</p>	<p>THE ROLE OF AGE AND GENDER IN SELECTING SOUTH AFRICA AS A TOURIST DESTINATION</p> <p>Sandra Perks, Danie Ferreira Nelson Mandela University, South Africa danie.ferreira@mandela.ac.za</p>
12:00	<p>BURNOUT AND TURNOVER INTENTION OF SOCIAL WORKERS IN THE DEPARTMENT OF SOCIAL DEVELOPMENT, FRANCES BAARD DISTRICT</p> <p>Quiwen Jacobus Francois Naude, Osayuwamen Omoruyi, Joubert Pierre Sol Plaatje University, South Africa osayuwamen.omoruyi@spu.ac.za</p>	<p>INTERCULTURAL COMMUNICATION AWARENESS IN A SINO-AFRICAN CONTEXT</p> <p>Fungai Beaula Chigwendere, Lynette Louw Rhodes University, South Africa fungaich@gmail.com</p>	<p>MODELLING THE ROLE OF COGNITIVE HEURISTICS AND GENDER IN MICROBLOG INFORMATION CREDIBILITY EVALUATION</p> <p>Rejoice Jealous Tobias-Mamina¹, Miston Mapuranga² ¹University of Pretoria, South Africa; ²Walter Sisulu University rj.tobias-mamina@up.ac.za</p>	<p>EXPLORING THE INTERPLAY BETWEEN SOUTH AFRICA'S DESTINATION MARKETING, COVID-19 INTERVENTIONS AND THE TRAVEL INTENTIONS OF DOMESTIC TOURISTS</p> <p>Tafadzwa Matiza, Elmarie Slabbert North West University, South Africa tafadzwa.matiza@nwu.ac.za</p>

12:20	<p>SERVANT LEADERSHIP, MOTIVATION, AND WORK ENGAGEMENT AT AN INTERNATIONAL SOUTH AFRICAN BASED ENGINEERING ORGANISATION</p> <p>Marita Heyns¹, Sean McCallaghan¹, Ruan Pekelharing² ¹Optentia Research Focus Area, North-West University, Vanderbijlpark Campus, South Africa; ²NWU Business School, North-West University, Potchefstroom Campus, South Africa sean.mccallaghan@nwu.ac.za</p>	<p>ENHANCING SOCIAL ORGANISATIONAL CREDIBILITY THROUGH STRATEGIC COMMUNICATION: A NETWORK PERSPECTIVE</p> <p>Yolandi Botha University of South Africa (Unisa), South Africa slabby@unisa.ac.za</p>	<p>BRAND PERSONALITY OF IMAGE-SHARING SOCIAL NETWORKING SITES: INSTAGRAM AND PINTEREST</p> <p>Amarentia Therese Roux¹, Tania Maree² ¹Tshwane University of Technology, South Africa; ²University of Pretoria South Africa rouxat@tut.ac.za</p>	<p>WHAT MAKES A HOTEL HOSPITABLE? A DESCRIPTIVE INVESTIGATION OF GUEST PERCEPTIONS AT A HOTEL FRANCHISE IN GAUTENG</p> <p>Senamile Motha, Uwe Peter Hermann, Antje Inge Lenhard Tshwane University of Technology, South Africa hermannup@tut.ac.za</p>
12:40	<p>THE LINK BETWEEN HIGH-PERFORMANCE WORK PRACTICES AND EXTRA-ROLE CUSTOMER SERVICE AMONG MILLENNIAL FRONTLINE HOTEL EMPLOYEES: THE MEDIATING ROLE OF WORK ENGAGEMENT</p> <p>Juliana Ngonyo Kibatta, Michael Samuel Olorunjuwon University of the Witwatersrand (WITS), South Africa juliana.kibatta@wits.ac.za</p>	<p>AN EXAMINATION OF THE IMPACT OF ORGANISATIONAL CULTURE ON INTEGRATED COMMUNICATION: THE CASE OF THE GOVERNMENT COMMUNICATION AND INFORMATION SYSTEM IN POLOKWANE</p> <p>Chuene Alfred Semono University of the Western Cape, South Africa chuene.sem@gmail.com</p>	<p>FACEBOOK USAGE BY THE UNIVERSITY OF JOHANNESBURG – A CONTENT ANALYSIS APPROACH</p> <p>Tamara Francis, Mornay Roberts-Lombard, Goldman Geoff University of Johannesburg, South Africa mornayrl@uj.ac.za</p>	<p>THE ROLE OF TECHNOLOGY IN RURAL VS URBAN DESTINATION IMAGE FORMATION</p> <p>Nandipha David¹, Anneli Douglas² ¹⁻²University of Pretoria, South Africa, davidn@unisa.ac.za</p>
13:00 - 14:00	Oxford University sponsored lunch			Mlambo Restaurant
SESSION 2	TRACK 0	TRACK 1	TRACK 2	TRACK 3
VENUE	Ben Macala	OysterCatcher A	OysterCatcher B	Kingfisher
THEME	<i>Human Resource Management</i>	<i>General and Strategic Management</i>	<i>Digital Marketing and Social Media Management</i>	<i>Tourism, Event and Hospitality Management</i>
TRACK CHAIR	Juliet Ingrid Townes University of Fort Hare	Kudakwashe Chodokufa University of South Africa	Isolde Lubbe, University of Johannesburg	Uwe Peter Hermann, Tshwane University of Technology

14:00	<p>EXPLORING THE MANAGEMENT OF THE SOUTH AFRICAN ARMY'S UNIVERSITY RESERVE TRAINING PROGRAMME</p> <p>Helen W. Meyer¹, Renier Christiaan Els² ^{1,2}North West University, South Africa, helen.meyer@nwu.ac.za</p>	<p>LEADERSHIP STYLES AND SUCCESS OF GOVERNMENT CONSTRUCTION PROJECTS IN KAMPALA: A CONTINGENT STAKEHOLDER APPROACH</p> <p>Kasimu Ssenyange¹, Chodokufa Kudakwashe² ^{1,2}University of South Africa, chodoks@unisa.ac.za</p>	<p>DRIVERS AND IMPEDIMENTS OF CONSUMER PARTICIPATION IN THE SHARING ECONOMY: A SOUTH AFRICAN PERSPECTIVE</p> <p>Kelvin Ivanković¹, Gert Human² ¹Western Norway University of Applied Sciences; ²Stellenbosch University, South Africa ghuman@sun.ac.za</p>	<p>THE CHALLENGES OF NATIONAL PARKS TOURISM DEVELOPMENT IN GABON</p> <p>Renaldy Nkogho-Beyeme, Chris Schachtebeck, Peta Thomas University of Johannesburg, South Africa Busman6@uj.ac.za</p>
14:20	<p>THE IMPACT OF HUMAN RESOURCE MANAGEMENT PRACTICES ON AN EMPLOYEE RETENTION STRATEGY</p> <p>Juliet Ingrid Townes¹, Lungile Madondo² ¹University of Fort Hare, South Africa, ²Mangosuthu University of Technology jtownes@ufh.ac.za</p>	<p>EXAMINING THE ROLES OF STRATEGIC ISSUES, CLARITY OF MANDATE AND STAKEHOLDER ENGAGEMENT IN FOSTERING PLANNING FLEXIBILITY</p> <p>David Pooe University of Johannesburg, South Africa dpooe@uj.ac.za</p>	<p>THE RELATIONSHIP OF CUSTOMER ENGAGEMENT ON ONLINE FOOD APP SATISFACTION AND GRATIFICATION</p> <p>Isolde Lubbe University of Johannesburg, South Africa isoldel@uj.ac.za</p>	<p>VISITOR EXPECTATIONS AND PERCEPTIONS AT A MUSEUM IN THE KRUGER NATIONAL PARK; MORE THAN JUST THE BIG 5</p> <p>Rosa-Anne Naude-Potgieter¹, Uwe Hermann² ¹Tshwane University of Technology, South Africa; ²Centre for Sustainable Tourism Naude-PotgieterRA@tut.ac.za</p>
14:40	<p>ADAPTING TO THE FUTURE OF WORK: A CONCEPTUAL OVERVIEW ON POTENTIAL ANTECEDENTS OF CAREER ADAPTABILITY AND CAREER SUCCESS AS AN OUTCOME</p> <p>Juliana Ngonyo Kibatta, Michael Samuel Olorunjuwon University of the Witwatersrand (WITS), South Africa juliana.kibatta@wits.ac.za</p>	<p>A LITTLE THANK YOU GOES A LONG WAY – A NEURO-RESEARCH PERSPECTIVE ON GRATITUDE IN THE NON-PROFIT SECTOR</p> <p>Debbie Human-Van Eck Stellenbosch University, South Africa dhuman@sun.ac.za</p>	<p>SOCIAL MEDIA AND COVID-19 VACCINE MISINFORMATION: UNPACKING VACCINE HESITANCY IN SOUTHERN AFRICA</p> <p>Fanny Saruchera University of the Witwatersrand, South Africa fanny.saruchera@wits.ac.za</p>	<p>EXPLORING THE PERCEIVED EXPERIENCES OF VISITORS TO A NATURAL HISTORY MUSEUM IN THE KRUGER NATIONAL PARK</p> <p>Uwe Hermann, Charmaine Danielle Cilliers Tshwane University of Technology, South Africa CilliersCD@tut.ac.za</p>

15:00	THE ROLE OF CONTEXT IN FACILITATING COACHEE READINESS FOR TRANSFORMATIVE LEARNING Gloria Mbokota UP, South Africa gloria@mindlib.co.za	THE ROLE OF LEADERSHIP IN STRATEGY EXECUTION IN A PETROCHEMICAL ORGANISATION Dinko Hermn Boikanyo, Zinhle Ngwenya University of Johannesburg, South Africa hermanb@uj.ac.za	LOCAL SMES AND SOCIAL MEDIA: A SEQUENTIAL STUDY OF POST-COVID-19 ONLINE CUSTOMER ENGAGEMENT Lisa Esterhuyzen, Edwin Theron, Stefanie W. Kühn Department of Business Management, Stellenbosch University, South Africa lisa.estershuyzen@gmail.com	THE INFLUENCE OF MEDIA ON CONSERVATION TOURISM CONCERNING RHINO POACHING Michelle du Preez, Engelina du Plessis, Andrea Saayman NWU TREES, South Africa meagleton100@gmail.com
15:30 - 15:55	Coffee / Tea			
SESSION 3	TRACK 0	TRACK 1	TRACK 2	TRACK 3
VENUE	Ben Macala	OysterCatcher A	OysterCatcher B	Kingfisher
THEME	<i>Human Resource Management</i>	<i>General and Strategic Management</i>	<i>Digital Marketing and Social Media Management</i>	<i>Tourism, Event and Hospitality Management</i>
TRACK CHAIR	<i>Cara Sophia Jonker</i> NWU	<i>Thomas Dorson Anning</i> University of the Witwatersrand	<i>Costa Synodinos</i> North-West University	<i>Esmarie Myburgh</i> North-West University
16:00	THE INFLUENCE OF TECHNOSTRESS DIMENSIONS AND PERCEIVED ORGANISATIONAL SUPPORT (POS) ON WORK ENGAGEMENT FOR HIGHER EDUCATION EMPLOYEES IN VIRTUAL ENVIRONMENTS Chene Eden Ward¹, Martha Harunavamwe² ¹ University of Free State, South Africa; ² University of Pretoria, South Africa wardce@ufs.ac.za	STRATEGIC CAPABILITIES OF A MOTORCYCLE MANUFACTURER FOR POSITIONING Zoé Julie Bosch¹, Dirk Rossouw², Maria Magdalena Bounds³ ¹⁻⁴ University of Johannesburg, South Africa mariab@uj.ac.za	VIEWERS' TRUST PERCEPTIONS OF THE SELF-DISCLOSURE BY A LIFESTYLE AND WELLNESS VLOGGER Nobukhosi Dlodlo, Ushe Makambe Vaal University of Technology, South Africa makambe2006@gmail.com	A SELF-IDENTIFICATION TYPOLOGY OF TRAIL RUNNERS Esmarie Myburgh, Martinette Kruger North-West University, South Africa 21704724@nwu.ac.za



16:20	<p>INVESTIGATING THE RELATIONSHIP BETWEEN JOB CRAFTING, EMOTIONAL INTELLIGENCE AND AFFECTIVE ORGANISATIONAL COMMITMENT IN A SAMPLE OF SOUTH AFRICAN MILLENNIALS</p> <p>Cara Sophia Jonker, Nkambenhle Simelane NWU, South Africa cara.jonker@nwu.ac.za</p>	<p>BY INCREASING THE LEVEL OF A CAPABILITY, WILL THE FIRM NECESSARILY ENJOY RENT?</p> <p>Thomas Dorson Anning University of the Witwatersrand, South Africa thomas.dorson.anning@wits.ac.za</p>	<p>FACTORS INFLUENCING MOBILE GAMING BRAND LOYALTY AMONGST GENERATION Y STUDENTS</p> <p>Costa Synodinos, Kirsty Sharp North-West University, South Africa Costa.Synodinos@nwu.ac.za</p>	<p>ENDURING SPORT COMMITMENT AMONG TRAIL RUNNERS IN SOUTH AFRICA</p> <p>Esmarie Myburgh, Martinette Kruger North-West University, South Africa 21704724@nwu.ac.za</p>
16:40	<p>EXPLORING WORK-LIFE BALANCE OF ACADEMICS IN DISRUPTIVE TIMES</p> <p>Noluthando Mbangeleli¹, Cecil Gerwel Proches², Kanyangale Macdonald³ ¹University of Fort Hare, South Africa, ²⁻³University of Kwazulu-Natal, South Africa nmbangeleli@ufh.ac.za</p>	<p>INNOVATION SELF-EFFICACY OF SOUTH AFRICAN EMPLOYEES</p> <p>Colene Hind, Peet Venter UNISA SBL, South Africa hindc@unisa.ac.za</p>	<p>THE ROLE OF SOCIAL MEDIA INFLUENCERS' CREDIBILITY ON THE PURCHASE INTENTIONS OF YOUNG ADULTS</p> <p>Marina PS Ngobeni, Nadine Oosthuizen, Alyssa S Williams Rhodes University, South Africa preciousngobeni40@gmail.com</p>	<p>CREATING AN AUTHENTIC VISITOR EXPERIENCE AT LIBERATION CULTURAL HERITAGE SITES IN SOUTH AFRICA - A SUPPLY-SIDE PERSPECTIVE</p> <p>Babalwa Mgxekwa¹, Martinette Kruger¹, Marco Scholtz² ¹North-West University; ²Thomas More University of Applied Sciences Babalwa.Mgxekwa@nwu.ac.za</p>
17:00	<p>THE INFLUENCE OF MINDFULNESS AND PSYCHOLOGICAL SAFETY ON EMPLOYEE ENGAGEMENT IN A PETROCHEMICAL ORGANISATION</p> <p>Dinko Hermn Boikanyo, Melissa Naidoo University of Johannesburg, South Africa hermanb@uj.ac.za</p>	<p>HOW VALUABLE ARE POLICIES IN STRATEGY IMPLEMENTATION IN THE NOT-FOR-PROFIT SECTOR?</p> <p>Kgaugelo Sammy Boya University of South Africa, South Africa bhoyask@unisa.ac.za</p>	<p>SOUTH AFRICAN CONSUMERS' PERCEIVED PSYCHOLOGICAL RISK OF PURCHASING FROM A FACEBOOK OR WHATSAPP GROUP: A GENDER COMPARISON</p> <p>Heleneze-Tiané Lues, Rita Klonaridis WorkWell Research Unit, North-West University, Vanderbijlpark, South Africa Rita.Klonaridis@nwu.ac.za</p>	<p>GREEN ENTREPRENEURSHIP SUSTAINABLE PRACTISES AND EXPERIENCES IN THE TOURISM SECTOR SOUTH AFRICA: IMPLICATIONS ON SUSTAINABLE DEVELOPMENT</p> <p>Chipo Mukonza Tshwane University of Technology, South Africa chiponyam@gmail.com</p>

18:00	<div>Speaker Address and Book launch</div> <div></div>	<div>Stuart Henry, Lecturer in the Faculty of Commerce and the UCT Genesis Project Convenor and Anthony Hill, Genesis Director, Entrepreneur and Industrial Psychologist, UCT</div> <div>The Genesis Project - The impact of Genesis on graduates at UCT.</div>	Terrace and Lounge Area	
TUESDAY, 13 SEPTEMBER				
9:00 - 9:50	Speaker Address	<div>Mr Adrian Ristow, Executive Director of Project Last Mile.</div> <div>TOPIC: Partnering for health: A model for leveraging global business to support and strengthen public health systems across Africa</div>		Ben Macala
SESSION 4	TRACK 0	TRACK 1	TRACK 2	TRACK 3
VENUE	Ben Macala	OysterCatcher A	OysterCatcher B	Kingfisher
THEME	Entrepreneurship, Small Business Management and Family Business	Human Resource Management	Non-digital Marketing Management	Operations, Logistics and Supply Chain Management
TRACK CHAIR	Francis Tangwo Asah Nelson Mandela University	Elmarie Venter Nelson Mandela University	Tinashe Tsungai Raphael Ndoro University of Pretoria	Elizabeth Chinomona Vaal University of Technology
10:00	<div>FORMAL FINANCIAL INSTITUTIONS FINANCING OF WOMEN-OWNED SMALL AND MEDIUM ENTERPRISES IN SOUTH AFRICA</div> <div>Francis Tangwo Asah¹, Progress Hove-Sibanda² ^{1,2}Nelson Mandela University, South Africa tfasah@gmail.com</div>	<div>THE INFLUENCE OF TEAM IDENTIFICATION ON THE INTRA-TEAM KNOWLEDGE-SHARING BEHAVIOUR OF KNOWLEDGE-INTENSIVE TEAMS</div> <div>Elmarie Venter¹, Conrad Van Greunen² ¹Nelson Mandela University, South Africa; ²Independent Institute of Education – ADVTECH Group elmarie.venter@mandela.ac.za</div>	<div>INVESTIGATION OF THE IMPACT OF STATUS CONSUMPTION ON REPURCHASING INTENTION IN SOUTH AFRICA</div> <div>Rebaona Olebogeng Moleki, Tinashe Tsungai Raphael Ndoro University of Pretoria, South Africa tinashe.ndoro@up.ac.za</div>	<div>PRODUCTION PLANNING AND BUSINESS PERFORMANCE IN THE MANUFACTURING SECTOR IN GAUTENG PROVINCE</div> <div>Elizabeth Chinomona, Chengedzai Mafini, Mamonare Minky Mogano Vaal University of Technology, South Africa elizabethc@vut.ac.za</div>

10:20	<p>THE RELATIONSHIP BETWEEN HUMAN, SOCIAL AND FINANCIAL CAPITAL AND THE PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES (SMES) IN THE EASTERN CAPE PROVINCE</p> <p>Masiso Nomakha Siso¹, Prof Lynette Louw², Prof Nadine Oosthuizen³ ¹⁻³Rhodes University, South Africa masisonyana@gmail.com</p>	<p>RECOMMENDATIONS OF HUMAN RESOURCE DEVELOPMENT PROFESSIONALS ON THE APPLICATION OF KNOWLEDGE MANAGEMENT</p> <p>Petro Smith, Meyer Helen North-West University, South Africa Petro.smith@nwu.ac.za</p>	<p>CONSEQUENCES OF ETHICAL MARKETING ON CUSTOMER SATISFACTION, TRUST, AND INTENTIONS TO STAY WITH MEDICAL SCHEMES</p> <p>Thabang Mofokeng University of Johannesburg, South Africa tmofokeng@uj.ac.za</p>	<p>THE EFFECT OF REVERSE LOGISTICS PRACTICES ON FMCG RETAILERS FIRM COMPETITIVENESS</p> <p>Mpho Sharon Makaleng Tshwane University of Technology, South Africa Makalengmsm@tut.ac.za</p>
10:40	<p>STRATEGIC DECISION-MAKING IN SMALL AND MEDIUM ENTERPRISES IN SOUTH AFRICA</p> <p>Ireze van Wyk University of South Africa (UNISA), South Africa vanwyki@unisa.ac.za</p>	<p>INTRA-TEAM KNOWLEDGE-SHARING BEHAVIOUR IN KNOWLEDGE-INTENSIVE ORGANISATIONS: THE INFLUENCE OF DEMOGRAPHIC VARIABLES</p> <p>Conrad van Greunen, Elmarie Venter Nelson Mandela University, South Africa conradvg@gmail.com</p>	<p>AN EVALUATION OF SERVICE QUALITY AND ITS ROLE IN CUSTOMER SATISFACTION: THE CASE OF A SAVINGS' BANK IN BOTSWANA</p> <p>Setoutwe K, Ushe Makambe, Nobukhosi Dlodlo Vaal University of Technology, South Africa makambe2006@gmail.com</p>	<p>A CONCEPTUAL FRAMEWORK FOR THE SUCCESSFUL IMPLEMENTATION OF GREEN SUPPLY CHAIN MANAGEMENT PRACTICES IN THE PUBLIC SECTOR</p> <p>KT Monoametsi¹, Ozias Ncube¹, Chenedzai Mafini², Welby Loury Okoumba² ¹University of South Africa, (UNISA), South Africa; ²Vaal university of Technology (VUT), South Africa welbyl@vut.ac.za</p>
11:00	<p>SMALL, MEDIUM, AND MICRO ENTREPRISE PERCEPTIONS TOWARDS LOCAL GOVERNMENT SUPPORT IN FRANCES BAARD DISTRICT, KIMBERLEY</p> <p>Mpho Sehako, Osayuwamen Omoruyi, Nyawo Gumede osayuwamen.omoruyi@spu.ac.za</p>	<p>FROM BEING A COMMITTED EMPLOYEE TO THINKING ABOUT QUITTING: THE ROLE OF ORGANISATIONAL INCLUSION DURING TIMES OF UNCERTAINTY</p> <p>Sean McCallaghan, Marita Heyns Optentia Research focus area, North-West University, Vanderbijlpark, South Africa sean.mccallaghan@nwu.ac.za</p>	<p>MANAGING EMPATHY IN THE SERVICE INDUSTRY</p> <p>Edwin Theron, Kyra-Leigh Buckle Stellenbosch University, South Africa et3@sun.ac.za</p>	<p>DOES GREEN SUPPLY CHAIN MANAGEMENT PRACTICES INFLUENCE SUPPLY CHAIN PERFORMANCE IN THE BEVERAGE INDUSTRY OF SOUTH AFRICA?</p> <p>Michael Mahlatsi, Elizabeth Chinomona Vaal University of Technology, South Africa mk.mahlatsi00@gmail.com</p>
11:20 - 11:40	Coffee / Tea			

SESSION 5	TRACK 0	TRACK 1	TRACK 2	TRACK 3
VENUE	Ben Macala	OysterCatcher A	OysterCatcher B	Kingfisher
THEME	<i>Entrepreneurship, Small Business Management and Family Business</i>	<i>Consumer Behaviour</i>	<i>Non-digital Marketing</i>	<i>Corporate Governance, Accounting and Risk Management</i>
TRACK CHAIR	Shelley Maeva Farrington Nelson Mandela University	Chris Pentz Stellenbosch University	Salomien Boshoff, Akademia	Sibanisezwe Alwyn Khumalo, Rhodes University
11:40	A BIBLIOMETRIC ANALYSIS OF SOUTH AFRICAN FAMILY BUSINESS RESEARCH BETWEEN 1994 AND 2022 Angela Patricia Pike-Bowles, Juliet Puchert-Townes, Willie Chinyamurindi University of Fort Hare, South Africa angela.pike16@gmail.com	ANTECEDENTS TO CONSPICUOUS CONSUMPTION OF LUXURY FASHION GOODS BY MIDDLE-INCOME BLACK SOUTH AFRICANS Fanny Saruchera, Lebohlang Mthombeni University of the Witwatersrand, South Africa fanny.saruchera@wits.ac.za	PICTURES SPEAK A THOUSAND WORDS - EXPLORING GENDERED BRAND SPOKES-CHARACTERS Jade Verbeek, Liezl-Marie van der Westhuizen, Melanie Wiese University of Pretoria, South Africa jadeverbeek88@gmail.com	FINANCIAL TECHNOLOGY AND BANK RISK-TAKING BEHAVIOR: A CASE OF SELECTED SOUTH AFRICAN BANKS Zizipho Magula, Sibanisezwe Alwyn Khumalo Rhodes University, South Africa s.khumalo@ru.ac.za
12:00	SUSTAINABLE ENTREPRENEURSHIP, IDENTITY, AND CONTEXT: A CASE STUDY OF NORWEGIAN AND SOUTH AFRICAN ENTREPRENEURS Oda Camilla Rykkje, Inger Beate Pettersen, Øystein Stavø Høvig Western Norway University of Applied Sciences, Norway Inger.Beate.Pettersen@hvl.no	TO CLOTH OR NOT TO CLOTH: BEHAVIOURAL INTENTIONS OF SOUTH AFRICAN NAPPY CONSUMERS Tayla Jonker, Tania Maree University of Pretoria, South Africa tania.maree@up.ac.za	BEYOND Y AND Z: A BRICOLAGE OF GENERATION ALPHA Ilse Struweg University of Johannesburg, South Africa istruweg@uj.ac.za	CRITERIA FOR OPERATIONAL RISK MANAGEMENT MATURITY Erika Van der Westhuizen, Jacobus Young University of South Africa, South Africa bothae2@unisa.ac.za
12:20	STRATEGIC BUSINESS VALUES IN INDIGENOUS BLACK SOUTH AFRICAN FAMILY BUSINESSES Welcome Kupangwa, Shelley Maeva Farrington, Elmarie Venter Nelson Mandela University, South Africa Welcome.Kupangwa@mandela.ac.za	BUT I STILL HAVEN'T FOUND WHAT I'M LOOKING FOR...OR HAVE I? A STUDY OF ATTRIBUTE PREFERENCE FOR NON-ALCOHOLIC BEER Chris Pentz, Lize Victor Stellenbosch University, South Africa cdpentz@sun.ac.za	CAN 'THANK YOU' NOTES AND GIFTS REINSTATE THE SENSE OF HUMANNES IN RELATIONSHIP MARKETING? Stefanie Kuhn, Tatiana Cottino Stellenbosch University, South Africa skuhn@sun.ac.za	CORPORATE GOVERNANCE POST-2020: EXPECTATIONS OF SOUTH AFRICAN CORPORATE REPRESENTATIVES Kiara Mathura, Nadia Mans-Kemp Stellenbosch University, South Africa kiara.mathura@gmail.com

12:40	AFRICAN FAMILY BUSINESS RESEARCH – INITIAL EXPLORATIONS OF THE FIELD Cassidy Billings, Shelley M. Farrington Nelson Mandela University, South Africa s219542694@mandela.ac.za	GENERATION Y CONSUMERS' ORGANIC FOOD PERCEPTION: A GENDER COMPARISON Costa Synodinos North-West University, South Africa Costa.Synodinos@nwu.ac.za	MARKETING GRADUATES EMPLOYER: "ON MY GRADUATE COMPETENCY POTENTIAL WISH LIST..." Salomien Boshoff Akademia, South Africa salomien@akademia.ac.za	ARTIFICIAL INTELLIGENCE AND ITS EFFECT ON THE ACCOUNTING PROFESSION FOR FUTURE ACCOUNTANTS: A SYSTEMATIC LITERATURE REVIEW Lilian Ifunanya Nwosu¹, Makuena Bereng², Hester Vorster³, Tlotlo Segotso⁴ ¹⁻⁴ North West University, South Africa nwosulilian8@gmail.com
13:00-13:50	Lunch			Mlambo Restaurant
SESSION 6	TRACK 0	TRACK 1	TRACK 2	TRACK 3
VENUE	Ben Macala	OysterCatcher A	OysterCatcher B	Kingfisher
THEME	<i>Entrepreneurship, Small Business Management and Family Business</i>	<i>Consumer Behaviour</i>	<i>Management Education, Teaching and Learning</i>	<i>Financial Planning and Sustainable Development</i>
TRACK CHAIR	<i>Banele Dlamini</i> North West University	<i>Mlenga Jere</i> University of Cape Town	<i>Edwin Theron,</i> Stellenbosch University	<i>Xolile Antoni</i> Rhodes University
14:00	THE ROLE OF THE ZIMBABWEAN GOVERNMENT IN THE IMPLEMENTATION OF MANAGEMENT ACCOUNTING AMONG SMALL AND MEDIUM ENTERPRISES. Banele Dlamini¹, Danie Schutte² ¹ Lupane State University, Zimbabwe; ² North West University South Africa dlabukhosi@gmail.com	INVESTIGATING CONSUMER BRAND RELATIONSHIPS WITHIN THE CONTEXT OF QUICK SERVICE RESTAURANTS DURING THE COVID-19 PANDEMIC PERIOD Thinkwell Ndhlovu, Francois P Engelbrecht University of Pretoria, South Africa thinkwell.ndhlovu@up.ac.za	MODELLING THE INFLUENCE OF COMMUNICATION, ACADEMIC AND WELFARE SUPPORT AMONG FIRST YEAR STUDENTS SATISFACTION: THE CASE OF ONE UNIVERSITY OF TECHNOLOGY Elizabeth Chinomona, Onica Matsheke Vaal University of Technology, South Africa elizabethc@vut.ac.za	THE FACTORS INFLUENCING CONSUMERS TO SEEK PROFESSION FINANCIAL ADVICE Xolile Antoni, Masiso Siso, Luthando Ntelezi Rhodes University, South Africa x.antoni@ru.ac.za
14:20	EXPLORING THE POTENTIAL OF THE B2B SHARING ECONOMY FOR START-UPS AND EARLY BUSINESS DEVELOPMENT: A NORWAY, SOUTH AFRICA COMPARATIVE STUDY Kelvin Wade Ivankovic, Inger Beate Pettersen The Western Norway University of Applied Sciences, Norway keiva@hvl.no	PATIENT ACCEPTANCE OF TELEMEDICINE SERVICE IN SOUTH AFRICA Grethe Heyns, Chris Pentz, Ronel du Preez Stellenbosch University, South Africa gretheheyns1510@gmail.com	FORMAL ENTREPRENEURSHIP EDUCATION AT SOUTH AFRICAN PUBLIC UNIVERSITIES: SOME EXPLORATORY INSIGHTS Riyaad Ismail, Shelley Farrington Nelson Mandela University, South Africa s216094577@mandela.ac.za	ANALYZING THE EFFECT OF COVID-19 AND FUEL PRICE FUEL PRICE ON THE SOUTH AFRICAN MOTOR VEHICLES EXPORT Thomas Habanabakize¹, Molebaleso Lydia Ntshingila² ¹ North-West University, South Africa; ² Vaal University of Technology, South Africa 26767007@nwu.ac.za

14:40	<p>THE ROLE OF ENDOWMENTS BEHAVIOURS IN STREET TRADER UPLIFTMENT WITHIN THE CITY OF JOHANNESBURG</p> <p>Kelvin Wade Ivankovic, Inger Beate Pettersen Wits University, South Africa Cordelia.volker@wits.ac.za</p>	<p>FORECASTING WEARABLE ACTIVITY TRACKER USAGE INTENTIONS AMONG GENERATION Y STUDENTS IN SOUTH AFRICA: COMBINING THE THEORY OF REASONED ACTION AND THE TECHNOLOGY ACCEPTANCE MODELS</p> <p>Chantel Muller North-West University, South Africa 23488042 @g.nwu.ac.za</p>	<p>A BUSINESS SIMULATION GAME TO ENHANCE LEARNING: STUDENT PERCEPTIONS</p> <p>Mattheus Louw¹, Thomas Temme² ¹Rhodes University, South Africa; ²University of Applied Sciences Osnabruck, Germany m.louw@ru.ac.za</p>	<p>DOES GENDER MATTER FOR FINANCIAL LITERACY AND FINANCIAL SOCIALISATION?</p> <p>Xolile Antoni¹, Danica Goldman², FAITH PHIRI² ¹Rhodes University, South Africa; ²Nelson Mandela University, South Africa; x.antoni@ru.ac.za</p>
15:00	<p>THE STATE OF EVIDENCE IN COMPANY PERFORMANCE USING BUSINESS INTELLIGENCE AND BUSINESS ANALYTICS: A VIEW FROM DEVELOPING COUNTRIES</p> <p>Simphiwe Mufadi, Samwel Dick Mwapwele The university of Witwatersrand, South Africa samwel.mwapwele@wits.ac.za</p>	<p>HEALTH MESSAGING FOR CONDOM USE AND HIV TESTING IN RURAL ZAMBIA</p> <p>Mlenga Jere, Yuichi Nakamura University of Cape Town, South Africa mlenga.jere@uct.ac.za</p>	<p>CO-CURRICULAR STUDENT ENTREPRENEURSHIP SUPPORT AT SOUTH AFRICAN PUBLIC UNIVERSITIES</p> <p>Riyaad Ismail, Shelley Farrington Nelson Mandela University, South Africa s216094577@mandela.ac.za</p>	<p>A QUANTITATIVE ANALYSIS OF THE RELATIONSHIP BETWEEN THE 12 COMPONENTS OF THE INDEX OF ECONOMIC FREEDOM (IEF) AND THE HUMAN DEVELOPMENT INDEX (HDI) SCORES WITHIN 16 SOUTHERN AFRICAN DEVELOPMENT COMMUNITY (SADC) NATIONS</p> <p>Evert Philip Knoesen, Brendon Robert Peel Rhodes University, South Africa e.knoesen@ru.ac.za</p>
15:20 - 15:55	Coffee / Tea			
16:00 - 16:15	Plenary Session	Juta and Company <i>Inspiring Possibilities Together</i>		
16:15 - 16:30		Winter Research School 2023, Faculty of Commerce, Rhodes University		
18:30 - 23:30	Gala Dinner sponsored by Juta			Mlambo Restaurant
<p>POETRY RECITAL BY</p> <p><i>Pralene Mahabir</i></p>  <p>PERSONALISED POEM - MY VUCA FAMILY</p>				<p>You are welcome to use this QR code to download the poem.</p>  <p>For more information, please log onto https://pralenemahabir.co.za/my-vuca-family/</p>
Speaker Address	<p>Brian Wafawarowa Chief Content and Product Officer, Juta and Company</p>			

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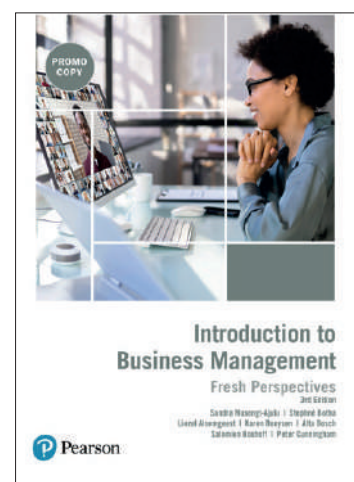
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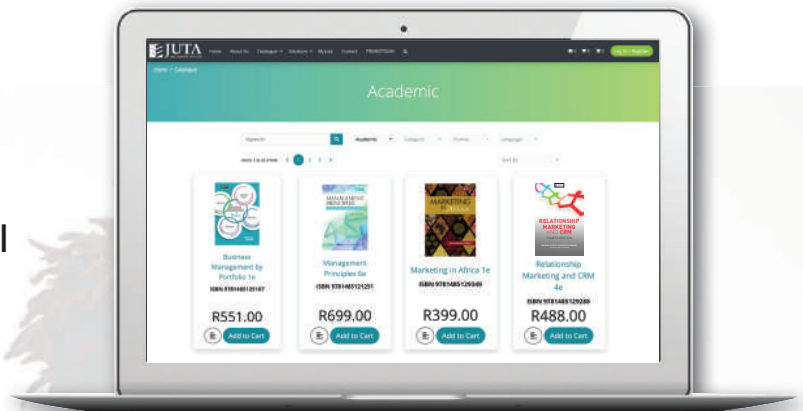
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