

## **TUESDAY CONFERENCE PROGRAM**

### **17<sup>th</sup> July 2018**

**Main Registration:** Tuesday 17<sup>th</sup> July 2018, 3:00 pm – 5:15 pm  
**Venue:** Titania Hotel Athens, 10<sup>th</sup> Floor – Registration Desk in front of Socrates and Platon meeting rooms

**Welcome Buffet Dinner:** 6:30 pm – 8:30 pm  
**Venue:** 10<sup>th</sup> Floor Titania Hotel (Omios-Socrates)

#### **Other Registration Times during Conference:**

Wednesday 18<sup>th</sup> July 2018 9:00 am – 11:30 am; and 2:00 pm – 3:30 pm

Thursday 19<sup>th</sup> July 2018 9:00 am – 12:30 pm

**Venue:** Titania Hotel Athens, 10<sup>th</sup> Floor – Registration Desk in front of Socrates and Platon meeting rooms

## **WEDNESDAY CONFERENCE PROGRAM**

### **18<sup>th</sup> July 2018**

#### **Opening Session**

#### **8:30 am – 10:30 am**

**Venue:** 10<sup>th</sup> Floor Titania Hotel (Socrates and Platon)  
**Chair:** Professor Rachel Barker (AWBMAMD Senior Vice President)  
**Associate Chair:** Professor Louis Nzegwu (AWBMAMD Vice President)

**Mediterranean College Welcome Address:** Mrs Ioanna Karageorgi, Deputy Head of Academic Affairs, Mediterranean College (on behalf of Ms Katerina Xini, Head of Mediterranean College) Athens, Greece.

**AWBMAMD President's Welcome Remarks:** Professor Gabriel Ogunmokun.

**Guest Speaker Keynote Address:** Mrs Cleopatra Georgouloupoulou, "The necessity of proper and substantial implementation of Corporate Governance in private and public sectors of local economies, in pursuit of global sustainable growth."

**Opening Paper Keynote Address:** Dr Larry Bell, "A study of the effectiveness of transformational leadership in generation X and generation Y." (**Paper No. 7**)

***MORNING BREAK 10:30 am – 11:00 am***

## **WEDNESDAY CONFERENCE PROGRAM**

### **18<sup>th</sup> July 2018**

#### **SESSION 1: 11:00 am – 1:00 pm**

**Business, Marketing, Social Media, Leadership, Internet, Community Development**

**Chair:** Louis I. Nzegwu

**Venue:** SOCRATES 10<sup>th</sup> Floor

#### **Papers for Presentation:**

Investigating the new ways of doing business: disruptive innovative business model in emerging markets.

*Louis I. Nzegwu and Kennedy Ezenwafor (Paper No. 9)*

Trust and balanced culture: their effect on leadership style and organisational citizenship behaviour.

*Alireza Nazarian (Paper No.8)*

Internet web marketing challenges of South African SMES.

*Louise van Scheers (Paper No. 12)*

Adoption of personal safety apps by selected university students in South Africa.

*Anna Oksiutycz and Elizabeth Lubinga (Paper No. 29)*

Examining the role of the Southern African Development Community (SADC) in bringing peace and stability in the Southern African region.

*Livhuwani Levy Ndou (Paper No. 36)*

#### **SESSION 2: 11:00 am – 1:00 pm**

**Business, Stake holders, Health and Fitness Management, Public Administration**

**Chairs:** Yolandi Slabbert

**Venue:** PLATON 10th Floor

#### **Papers for Presentation:**

From monologue to dialogue: key considerations for an approach to multiple stakeholder engagement.

*Yolandi Slabbert (Paper No. 10)*

The management of health and fitness information: students' dissemination of information provided by health and fitness apps, in managing their personal health and fitness.

*Joel Arthur and Paige L. Luppnow (Paper No. 34)*

E-governance and good governance in local government: a case of City of Tshwane Municipality in South Africa.

*Maleka Mogotsi Caiphus (Paper No. 43)*

The relationship between perceived religious discrimination and job satisfaction, with specific reference to the Rastafari religion.

*T S Mpholo and Freda van der Walt (Paper No. 45)*

An investigation of a South African strategic state office records management alignment with International Standard Operating (ISO): a work in progress

*Sithembiso Khumalo (Paper No. 42)*

**LUNCH 1:00 pm – 2:00 pm (VERGINA Mezzanine level)**

**WEDNESDAY CONFERENCE PROGRAM**  
**18<sup>th</sup> July 2018**

**SESSION 3: 2:00 pm – 3:30 pm**

**Business, Banking, Stake holders, Teleworking, Online customer reviews**

**Chair:** Rachel Barker

**Venue:** SOCRATES 10th Floor

**Papers for Presentation:**

Towards a zero tolerance liability process for fraudulent banking transactions: a conceptual framework.

*Rachel Barker (Paper No. 6)*

The medium effect in teleworking; a narrative review.

*Peppa Matina (Paper No. 46)*

Adoption of online customer reviews: the influence of central and peripheral route factors.

*Nicole Cochrane, Francesco Coda, Petronella Molikoe, Karen van Noekerk and  
Mercy Mpinganjira (Paper No. 33)*

An evaluation of responsibilities of key stakeholders in the implementation of a performance management system: insights from Aganang local municipality.

*L Maleka and R M Mukonza (Paper No. 44)*

**SESSION 4: 2:00 pm – 3:30 pm**

**Business, Finance, Management, Innovation, Commercialization**

**Chair:** Anthony Wood

**Venue:** PLATON 10<sup>th</sup> Floor

**Papers for Presentation:**

An exploratory study of corporate governance in financial institutions in Barbados.

*Anthony Wood and Keisha Small (Paper No. 2)*

Financial ratios as indicators of financial sustainability at South African universities.

*Ignis Mclaren and Miemie Struwig (Paper No. 37)*

Implementing sustainable supply chain initiatives in the South African road freight industry.

*Hemisha Makan and Gert J Heyns (Paper No. 18)*

The need for innovation and commercialisation as part of university curriculum design.

*Sithembiso Khumalo (Paper No. 23)*

***AFTERNOON BREAK 3:30 pm – 3:45 pm***

**\*\*\*EXCURSION SESSIONS 5 & 6: 3:45 pm – 5:15 pm\*\*\***

**Visit to the Mediterranean College, Athens. Assemble in Hotel Foyer.**

**THURSDAY CONFERENCE PROGRAM**  
**19<sup>th</sup> July 2018**

**SESSION 7: 8:30 am – 10:30 am**

**Business, Public Administration, Management, Logistics and Marketing**

**Co-Chairs:** Sonja Verwey and Clarissa Muir      **Venue:** SOCRATES 10th Floor

**Papers for Presentation:**

Dark art or art? Moral accountability in South African public relations practice.

*Sonja Verwey and Clarissa Muir (Paper No. 20)*

Antecedents that best describe the variation in trust for buyer-supplier relationships within automotive supply chains.

*Alet Tolmay (Paper No 1)*

An assessment of road safety management programmes at institutional level in South Africa.

*Leslie Majaha Mpunzi and Rose Luke (Paper No. 4)*

An investigation into adoption of ICT for logistics: a South African perspective.

*A. Giannakopoulos and S. Kallis (Paper No. 5)*

**SESSION 8: 8:30 am – 10:30 am**

**Business, Organization Behaviour, Innovation, Management and Communications**

**Chair:** Christina A. Dolkiewicz      **Venue:** PLATON 10th Floor

**Papers for Presentation:**

Awareness of information acts of the Republic of South Africa among tertiary students.

*Joel Arthur, Themeleni Malungane and Palesa Matima (Paper No. 24)*

A profile of Zimbabwean communication industry practices and trends.

*Anna Oksiutycz and Ayshey Nhedzi (Paper No. 15)*

The employee engagement as a source of value creation and influential factors.

*Márta Konczosné Szombathelyi and Szabolcs Rámháp (Paper No. 49)*

ICT help desks: machines ran by people for people?

*A. Giannakopoulos and M. H. Ngoetjana (Paper No. 38)*

***MORNING BREAK 10:30 am –11:00 am***

**THURSDAY CONFERENCE PROGRAM**  
**19<sup>th</sup> July 2018**

**SESSION 9: 11:00 am – 1:00 pm**

**Business, Public Administration, Management, Marketing and Branding**

**Chairs:** Cor Niemand

**Venue:** SOCRATES 10th Floor

**Papers for Presentation:**

Architecting information: a Delphi study of South African perspective.

*CJP Niemand and M Mearns (Paper No. 22)*

Global town to town relations: an exploratory study of the City of Tshwane in South Africa

*John Ntshaupe Molepo (Paper No. 39)*

Time trends and associations between gross domestic product variations and transport service trade: evidence from South Africa

*Noleen Pisa and Rose Luke (Paper No. 41)*

Creative-destructivism: a Delphi study of the current South African business environment.

*CJP Niemand and M Mearns (Paper No. 51)*

**SESSION 10: 11:00 am – 1:00 pm**

**Business, Management, Marketing, Negotiation, E-resource, Women in Leadership**

**Chair:** Janelle Rose and Musawenkosi Saurombe    **Venue:** PLATON 10th Floor

**Papers for Presentation:**

Promoting active student engagement and assessment literacy among first year business marketing students: the role of e-resources.

*Janelle Rose, Pauline Ong and Kerry Smith (Paper No. 3)*

When negotiators lie.

*Jeff Schatten (Paper No. 13)*

An exploratory case study of the challenges women managers in South Africa are experiencing in male-dominated working environments.

*Mpho Prudence Nyetanyane and Freda van der Walt (Paper No. 28)*

A conceptual assessment of the effective integration of female executive managers in corporate organisations.

*Musawenkosi Donia Saurombe (Paper No. 31)*

***LUNCH 1:00 pm – 2:00 pm (VERGINA Mezzanine level)***

**THURSDAY CONFERENCE PROGRAM**  
**19<sup>th</sup> July 2018**

**SESSION 11: 2:00 pm – 3:30 pm**

**Business, Management, Branding, Promotion and Marketing**

**Chair:** Sonja Verwey

**Venue:** SOCRATES 10th Floor

**Papers for Presentation:**

Chanel or Gabrielle? Authenticity and iconic branding: a case study.

*Sonja Verwey (Paper No. 25)*

The effects of fast-food consumers' brand experience and service quality on their repurchase intention at a selected fast-food restaurant, and the role that brand relationship quality plays.

*Isolde Lubbe (Paper No. 27)*

A study of the effects of consumers' persuasion knowledge on the evaluations of promotional restrictions.

*Li-Shia Huang and Huan-Cheng Wang (Paper No. 30)*

An assessment of the effectiveness of supply chain management internships and graduate training programmes in South Africa.

*Gert J Heyns and Rose Luke (Paper No. 32)*

**SESSION 12: 2:00 pm – 3:30 pm**

**Management, Marketing and Exporting, Adaptation, Health Care Technology**

**Chair:** Kenneth K. Rucha

**Venue:** PLATON 10th Floor

**Papers for Presentation:**

A study of technological factors influencing information seeking behaviour among health professionals in public health facilities in Garissa County, Kenya.

*Kenneth K. Rucha, Langat K. Milton, Gilbert G. Rithaa and A. Yitambe (Paper No. 40)*

Does psychic distance matter for export locations of international new ventures?

*Lianxi Zhou and Aiqi Wu (Paper No. 14)*

Classification and evaluation of different adaptation ad formats: a Doctoral research paper.

*Emrah Gülmez (Paper No. 35)*

Supplier relationship management best practices: a perspective on South African-based light-vehicle manufacturers.

*Peter J. Kilbourn and J. Walters (Paper No. 21)*

***AFTERNOON BREAK 3:30 pm – 3:45 pm***

**THURSDAY CONFERENCE PROGRAM**  
**19<sup>th</sup> July 2018**

**SESSION 13: 3:45 pm – 5:45 pm**

**Business, Marketing, Branding, On-line Review Sites, Customer Satisfaction**

**Co-Chairs:** Lida Holtzhausen and Mercy Mpinganjira **Venue:** SOCRATES 10th Floor

**Papers for Presentation:**

A brand new world for non profit organizations in South Africa: an exploratory study.  
*Lida Holtzhausen (Paper No. 11)*

Continued use of online consumer review sites: the influence of information quality.  
*Jaraad Motan, Ethan Searle, Likeleli Khotle, Siphokazi Nondo and  
Mercy Mpinganjira (Paper No. 16)*

An experiential perspective on the continuum customer green satisfaction – green trust –  
positive word-of-mouth.  
*Paul Blaise Issock, Mercy Mpinganjira and Mornay Roberts-Lombard (Paper No. 19)*

Generational cohort differences in technology readiness (tri 2.0) and mobile self-service  
technology adoption in the airline industry – an emerging market perspective  
*Cameron Sean Smit, Mornay Roberts-Lombard, and Mercy Mpinganjira (Paper No. 47)*

**SESSION 14: 3:45 pm – 5:45 pm**

**Business, Management, Marketing, Safety, Sports and Social Responsibility**

**Chair:** Gabriel Ogunmokun and Janelle Rose **Venue:** PLATON 10th Floor

**Papers for Presentation:**

Strategic marketing planning practices in small and medium enterprises (SMES) in South  
Africa  
*KM Makhitha (Paper No. 26)*

A study of service delivery in South Africa: a call for national government to intervene in  
local government service delivery.  
*J N Ndou and K B Moeti (Paper No. 48)*

Assessment of performance management and development system in the North West  
Department of Education and Sport Development in South Africa.  
*N I Makamu and B M Gantana (Paper No. 17)*

Corporate social responsibility.  
*Stepanova Liudmila (Paper No. 50)*

## **THURSDAY CONFERENCE DINNER** **19<sup>th</sup> July 2018**

**Conference Dinner:** 7:30 pm – 10:30 pm (Presentations, Entertainment, etc)

**Venue:** Titania Hotel (Roof Garden inner hall)

**Chair/MC:** Sonja Verwey

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### **Conference Dinner Agenda**

1. Delegates arrive for dinner
2. Feedback survey/ideas for future Conference Venues  
*(Please complete, fold and leave the survey and pen on table)*
3. Introduction of MC
4. Group Photo
5. Musical Item
6. Buffet Dinner
7. Message from the President of the Academy
8. Presentation of Trophies to the Associate Program Chairs
9. Responding remarks by Associate Program Chairs
10. Presentation of the Track Chair Awards
11. President – Announcement regarding Journal Publications/Book Chapters
12. Drawing of numbered tickets to win the iPad and Kindle prizes  
*(For Registered Conference Delegates only)*
13. Dancing (optional)

## **FRIDAY CONFERENCE PROGRAM** **20<sup>th</sup> July 2018**

**GROUP EXCURSION OR INDIVIDUAL FREE TIME FOR SIGHT SEEING AND  
CHECK OUT TIME**