

## CONFERENCE PROGRAM

### MONDAY 22 JULY 2013

**2:30 pm – 8:45 pm**

<b>Registration</b>	2:30 pm – 5:00 pm
<b>Venue</b>	(Lobby Area), Lagoon Beach Hotel
<b>Welcome Reception Buffet</b>	7:00 pm – 8:45 pm “Atlantic 1” Lagoon Beach Hotel.

### REGISTRATION TIME DURING CONFERENCE

<b>Venue:</b>	Lagoon Beach Hotel
MONDAY 22nd July 2013	2:30 pm – 5:00 pm
TUESDAY 23rd July 2013	9:00 am – 11:30 am; 2:00pm – 3:30pm
WEDNESDAY 24th July 2013	9:00 am – 12:30 am

## **TUESDAY PROGRAM**

**TUESDAY 23 JULY 2013**

**9:00 am – 10:10 am**

### **Welcome and Keynote Speech, Key Note Paper and Discussion**

**Chair:** Kabelo Moeti

**Venue:** Atlantic 1 Room, Lagoon Beach Hotel

#### **Welcome Key Note Speech**

*M S Mukhola* – Acting Deputy Vice Chancellor for Teaching, Learning and Technology at Tshwane University of Technology

#### **Key Note Paper**

A Literature Review of Regulatory Impact Assessment (RIA): Theoretical Background and Implementation

*Jana Gutierrez Chvalkovská and Petr Teplý (Paper No. 28)*

***MORNING TEA BREAK 10:10 am – 10:30 am***

**Sessions 1 – 3 (10:30 am – 12:00 noon)**

**TUESDAY 23 JULY 2013: SESSION 1: 10:30 am – 12:00noon**

**Business, Marketing, Management, Human Resource and IT**

**Chair:** Mornay Roberts-Lombard **Venue:** Atlantic 1

#### **Papers for Presentation**

How Executives Evaluate Consultants

*Ralph Gallay (Paper No. 6)*

Crafting a Sustainable Corporate Performance: An Exploratory Study of the Value of Corporate Conscience

*J Kamwachale Khomba and Ella C Kangaude-Ulaya (Paper No. 7)*

Organizational Use of Information Technology and Innovation in Achieving Firm's Performance

*Nathaniel C. Ozigbo (Paper No. 64)*

**TUESDAY 23 JULY 2013: SESSION 2: 10:30 am – 12:00 noon**

**Finance, Banking, Accounting, IT, Public Administration and Social Policy**

**Chair:** Rachel Barker **Venue:** Lagoon View

### **Papers for Presentation**

Empirical Investigation of the Role of Price – Cost Margin in Merger Activities in International Capital Market: A Study of the Policy Implications

*David Chih-Hsiang Chen (Paper No. 2)*

Cooperative Government in the Modern Democratic System of Government: The Co-Existence of Traditional Leadership and Local Municipalities - A South African Perspective

*Vukosi Mathonsi (Paper No. 50)*

A Credible Reflection of the Leadership Framework in the 21<sup>st</sup> Century and the Management of the Human Resource

*Kennedy Khuliso Maimela Paper No. 67)*

**TUESDAY 23 JULY 2013: SESSION 3: 10:30 am – 12:00 noon**  
**Social Sciences, Humanities and Education**

**Chair:** Derek Ong                      **Venue:** Courtyard 2

### **Papers for Presentation**

Artworks in Residence: Young Children's Responses to Visual Art

*Julie Wren (Paper No. 19)*

Silent and Invisible . . . Still. How Much Has Changed in Education for Cultural Minorities?

*Shireen Maged (Paper No. 22)*

A Narrative Study of Livelihood Strategies among Young Female Congolese Migrants Eking a Living in the Informal Sector in Durban, South Africa

*Ndwakhulu Tshishonga (Paper No. 62)*

**TUESDAY 23 JULY 2013: SPECIAL SESSION: 12:10 pm – 12:55 pm**

**Venue:** Venue: Atlantic 1

Submitting Papers for Possible Publication in Refereed Journals: What do Editors & Reviewers Look for?

*Gabriel O Ogunmokun*

***LUNCH 12:55 pm – 1:45 pm***

**Sessions 4 – 6 (1:45 pm – 3:15 pm)**

**TUESDAY 23 JULY 2013: SESSION 4: 1:45 pm – 3:15 pm**

**Business, Marketing, Management and Human Resource**

**Chair:** Deseré Kokt                      **Venue:** Atlantic 1

### **Papers for Presentation**

Improving Capacity Utilization in the Zimbabwean Textile Industry: A Review of Strategies that can be Adopted

*Clemence Tapera Mutopa and Godfrey Ndlovu (Paper No. 8)*

The Challenges of Developing a Performance Management System (PMS) in Academic Institutions: A Case of the Central University of Technology, Free State  
*Deseré Koko (Paper No. 10)*

A Study of the Impact of Records Management in the Sustainability of Small, Micro and Medium Enterprises  
*Patrick Ajibade (Paper No. 11)*

**TUESDAY 23 JULY 2013: SESSION 5: 1:45 pm – 3:15 pm**  
**Finance, Banking, Accounting, IT, Public Administration and Social Policy**

**Chair:** Rachel Barker                      **Venue:** Lagoon View

**Papers for Presentation:**

Knowledge Creation and Sharing in an Online Staff Discussion Forum  
*Rachel Barker (Paper No. 1)*

A Study of Corporate Governance, Internationalization, Diversification, and Financing Decision  
*Chiung-Jung Chen (Paper No. 3)*

The Role of Information Systems in Supply Chain Strategic Agility: A Systematic Literature Review  
*Nicholas Mavengere, Marko Mäkipää and Mikko Ruohonen (Paper No. 13)*

**TUESDAY 23 JULY 2013: SESSION 6: 1:45 pm – 3:15 pm**  
**Social Sciences, Humanities and Education**

**Chair:** Marianne Doubell                      **Venue:** Courtyard 2

**Papers for Presentation**

A Study of the Relationships between Cultural Factors and Perceived Success of Professional and Business Women  
*Marianne Doubell and Miemie Struwig (Paper No. 4)*

A Study of Malaysian Accounting Education in Higher-Learning Institutions: Is Malaysia Preparing Undergraduates for a Tsunami of Fraud?  
*Derek Ong Lai Teik, Sharifah Ameera Al-Mashoor, Siew Weng Chung and Ng Qing Song (Paper No. 9)*

Globalisation and Parastatal Deregulation Programmes: Exploring Critical Concepts and Issues in South Africa  
*Nyawo Gumede (Paper No 60)*

***AFTERNOON TEA BREAK 3:15 pm – 3:45 pm***

## **Sessions 7 – 9 (3:45 pm – 5:15 pm)**

**TUESDAY 23 JULY 2013: SESSION 7: 3:45 pm – 5:15 pm**  
**Business, Marketing, Management and Human Resource**

**Chair:** Yolandi Slabbert **Venue:** Atlantic 1

### **Papers for Presentation:**

A Study of the Dissemination Practices of USA Based Recruitment Agencies: Online Recruitment of Overseas-Trained Teachers  
*J. J. R. de Villiers and S. Books (Paper No. 14)*

The Role of Knowledge Management in the Production and Advancement of Small, Micro and Medium Enterprises in Nkonkobe Municipality, South Africa  
*Patrick Ajibade (Paper No. 15)*

A Study of Mobile Customer Relationship Marketing As a Tool to Create Competitive Advantage within the Licensed Liquor Industry  
*Graeme Grahn, Pieter Steenkamp and Norbert Haydam (Paper No. 16)*

**TUESDAY 23 JULY 2013: SESSION 8: 3:45 pm – 5:15 pm**  
**Finance, Banking, Accounting, IT, Public Administration and Social Policy**

**Chair:** Kabelo Moeti **Venue:** Lagoon View

### **Papers for Presentation:**

Building a Cloud Computing Environment with VMWARE and NETAPP: A Work in Progress  
*Pedro Paz (Paper No. 27)*

Knowledge Management in Software Engineering Environment: A Case Study of a South African Organization  
*Sue Ngobeni and Robert Hans (Paper No. 36)*

Effect of Public Participation: A Critical Assessment of the N2 Gateway Housing Project in Langa/Joe Slovo Townships, South Africa  
*Lusanda Juta and Kabelo Moeti (Paper No. 37)*

**TUESDAY 23 JULY 2013: SESSION 9: 3:45 pm – 5:15 pm**  
**Social Sciences, Humanities and Education**

**Chair:** Miemie Struwig **Venue:** Courtyard 2

### **Papers for Presentation:**

Education and Training of Professionals in South Africa: A Comparative Study of Medical Professions versus Accounting and Law Professions  
*Paul Dalmeyer, Miemie Struwig and Thinus Kruger (Paper No. 26)*



**WEDNESDAY 24 JULY 2013: SESSION 12: 9:00 am – 10:30 am**  
**Social Sciences, Humanities and Education**

**Chair:** Ralph Gallay **Venue:** Courtyard 2

**Papers for Presentation:**

General and Product-Specific Culture Studies in the Base of the Pyramid Venture: The Case of Water and Sanitation Project for South Sudanese Customers

*Kyungeun Sung and Patrick Dichabeng (Paper No. 34)*

Helping Elephants Live Project: Reducing the Demand for Ivory through Education

*Tina Vazin, Wang Wang and Anthony Guarino (Paper No. 38)*

Shifting Identities: The Transition from Undergraduate to Postgraduate Research Study

*Jeanine Nothnagel (Paper No. 39)*

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

**Sessions 13 – 15 (11:00 am-12:45 pm)**

**WEDNESDAY 24 JULY 2013: SESSION 13: 11:00 am-12:45 pm**  
**Business, Marketing, Management and Human Resource**

**Chair:** Sonja Verwey **Venue:** Atlantic 1

**Papers for Presentation:**

From Control to Collaboration: A South African Perspective on Shifting Brand Management Strategies

*Sonja Verwey and Clarissa Muir (Paper No.53).*

A Study of the Effects of Barriers to Innovation on Firm Performance Among Small Owner-Managed Businesses. The Case of Mutare City, Zimbabwe: A Work in Progress Paper

*L. T. Chipunza and C. Chipunza (Paper No.51)*

Evaluating the Effectiveness of the Business Funding Model in Developing Small, Micro and Medium Sized Enterprises (SMME's) with Particular Reference to OR Tambo District Municipality

*Bhasela Mabhaso Yalezo (Paper No. 58)*

**WEDNESDAY 24 JULY 2013: SESSION 14: 11:00 am-12:45 pm**  
**Finance, Banking, Accounting, IT, Public Administration and Social Policy**

**Chair:** Ricky Munyaradzi Mukonza **Venue:** Lagoon View

**Papers for Presentation:**

An Examination of the Role of Number of Companies in Merger Activities in International Capital Market: A Study of the Policy Implications

*David Chih-Hsiang Chen (Paper No. 5)*

Access to Bank Finance Among SMMES: Does Gender Play A Role?  
*Pradeep Brijlal (Paper No 54).*

Zimbabwe's New Constitution and Its Implications for Public Administration  
*Ricky Munyaradzi Mukonza (Paper No. 55).*

**WEDNESDAY 24 JULY 2013: SESSION 15: 11:00 am-12:45 pm**  
**Social Sciences, Humanities and Education and Leadership**

**Chair:** Levy Livhuwani Ndou                      **Venue:** Courtyard 2

**Papers for Presentation:**

Leadership of the African National Congress: Benefits, Impacts and Implications for Public Administration in South Africa.  
*Levy Livhuwani Ndou (Paper No.48)*

Journeying to a Different Space: An Exploratory Case Study of Critical Pedagogy for Teaching HRM in the Context of Social Change  
*Shaun Ruggunan and Dorothy Spiller (Paper No.32)*

A Study of Student Perceptions of Sustainability at a South African University  
*Chantal Rootman and Miemie Struwig (Paper No. 33)*

***LUNCH 12:45 pm – 1:45 pm***

**Sessions 16 – 18 (1:45pm-3:15 pm)**

**WEDNESDAY 24 JULY 2013: SESSION 16: 1:45 pm-3:15 pm**  
**Business, Marketing, Management and Human Resource and Education**

**Chair:** Geoff A Goldman                      **Venue:** Atlantic 1

**Papers for Presentation:**

On the Purpose of the Business Organisation  
*Geoff A Goldman (Paper No.52).*

Motivation of Learning: An Assessment of the Practicality and Effectiveness of Gamification within a Tertiary Education System in Malaysia  
*Derek Ong, Chan Yuen Yeng, Cho Wai Hong and Koh Tse Young (Paper No. 20)*

Corporate Communication as a Strategic Organisation-Stakeholder Relationship Building Function: An Exploratory Qualitative Study among JSE Listed South African Organisations  
*Yolandi Slabbert (Paper No. 21)*



**WEDNESDAY 24 JULY 2013: SESSION 17: 1:45 pm-3:15 pm**  
**Finance, Banking, Accounting, IT, Public Administration and Social Policy**

**Chair:** *Sipho Kenneth Mokoena*                      **Venue:** Lagoon View

**Papers for Presentation:**

An investigation of Service Quality in the Heritage Market: A Study of Sam Chuk Heritage Market in Thailand

*Supatcharajit Jitpraphai (Paper No. 25)*

A Case for Leveraged Exchange Traded Funds in South Africa

*Wiehan Peyper and Zandri Dickason (Paper No. 40)*

Municipal Boundary Re-Determination Paradigm - The Case of Ngwathe Aad Metsimaholo Municipalities (South Africa)

*Sanjay Balkaran (Paper No.49)*

**WEDNESDAY 24 JULY 2013: SESSION 18: 1:45 pm-3:15 pm**  
**Social Sciences, Humanities and Education and Social Media**

**Chair:** Mornay Roberts-Lombard                      **Venue:** Courtyard 2

**Papers for Presentation:**

Factors influencing Generation Y's Evaluation of Social Media Driven Word-of-Mouth: A Work in Progress

*Roy M. Shamyhuyenzva, Mornay Roberts-Lombard, Estelle Van Tonder (Paper No. 44)*

Spirituality and Job Satisfaction: A Proposed Conceptual Model

*Freda van der Walt and Jeremias J de Klerk (Paper No. 45)*

An Exploratory Study of Higher Education Internationalisation Strategies in Australia

*Sarod Khandaker (Paper No. 43)*

***AFTERNOON TEA BREAK 3:15 pm – 3:45 pm***

**Sessions 19 – 21 (3:45 pm-5:45 pm)**

**WEDNESDAY 24 JULY 2013: SESSION 19: 3:45 pm-5:45 pm**  
**Business, Marketing, Management and Human Resource and Public Administration**

**Chair:** Mercy Mpinganjira                      **Venue:** Atlantic 1

**Papers for Presentation:**

Marketing Mix Strategy Formulation, Implementation and Marketing Performance: A Conceptual Model

*Joseph Musandiwa and Mercy Mpinganjira (Paper No. 23)*

Organisational Learning: A Project-Based Approach in Non-Governmental Development Organisations

*Jonathan Makuwira (Paper No. 17)*

Empathetic Connection with Leader-Admirers and Participation in Leader-Myth Construction by Aspirant Leaders: A Work In Progress Paper

*Joseph Wallis and Linda McLoughlin (Paper No. 18)*

Access to Secondary Education in Nigeria: A Study of Trends in Selected Federal Government Colleges

*Philips O. Okunola (Paper No. 56)*

Towards the Indigenisation of Public Administration for People Centred Governance: Essence of Ubuntu Orientated Leadership

*Ndwakhulu Tshishonga (Paper No. 63)*

**WEDNESDAY 24 JULY 2013: SESSION 20: 3:45 pm-5:45 pm**

**Business, Marketing, Education, Public Administration and Social Policy**

**Chair:** Philippe Coffre

**Venue:** Lagoon View

**Papers for Presentation:**

A Study of Salesperson's Non Verbal Efficiency

*Philippe Coffre (Paper No. 24)*

The Impact of Distinctive Teaching Methods on Student Performance and Teacher Behaviour in Selected Schools in the Eastern Cape Province in South Africa

*Makaula Malizole Ndzwana (Paper No. 59)*

Assessing the Impact of Social Development Funded Poverty Alleviation Projects in the Eastern Cape With Specific Reference to Intsika Yethu Municipality

*Nomahlubi Mhlauli (Paper No. 65)*

Party Political Funding in South Africa: The Missing Link.

*P. M. Mampane (Paper No. 66)*

**WEDNESDAY 24 JULY 2013: SESSION 21: 3:45 pm-5:45 pm**

**Social Sciences, Humanities and Education and Public Administration**

**Chair:** Sanjay Balkaran

**Venue:** Courtyard 2

**Papers for Presentation:**

Psychology Eminence Studies and Uncertainty about University Choice

*Lionel Nicholas and Maria Damianova (Paper No. 57).*

A Study of the Effect of Supportiveness on Effective Commitment of Academics in Thailand

*Parisa Rungruang (Paper No. 47)*

A Study of Assessment and Evaluation of the Levels of Understanding in Teaching and Learning In Higher Education

*Sakuntala Romila Palliam and Sumeshini Govender (Paper No. 29)*

The Role of Agriculture in Driving Economic Development: The Case of South Africa

*Sipho Kenneth Mokoena (Paper No. 68)*

**WEDNESDAY NIGHT CONFERENCE DINNER**

**WEDNESDAY 24 JULY 2013**

**7:15 pm-11:30 pm**

**Conference Dinner**

**Venue: Lagoon Beach Hotel**

**Conference Dinner, Presentations & Entertainment**

**THURSDAY 25<sup>TH</sup> JULY 2013**

**FREE TIME FOR SIGHT SEEING AND CHECK OUT TIME**