



PROGRAMME: BMC 2014

Venue: Durban Spa¹

WEDNESDAY 17 SEPTEMBER 2014

07.30 – 08.30	Registration	
SESSION 1		
Chair: Professor Marita Carnelley, College Dean of Research		
08.30 – 08.40	Welcome Address Professor John C Mubangizi Deputy Vice-Chancellor and Head of the College of Law and Management Studies	
08.40 – 09.15	Address Professor Jonathan Blackledge UKZN Deputy Vice-Chancellor of Research <i>Business and Trade in the Digital Age: Understanding the Nature of Communications Security</i>	
09.15 – 09.20	Introduction of Keynote Speaker Professor Henry Wissink Dean and Head: School of Management, Information Technology and Governance	
09.20 – 10.00	Keynote Address Professor Manuel Escudero Special Adviser, PRME Secretariat, UN Global Compact <i>UN Global Compact & PRME: Business & Management Education in a Changing World</i>	
10.00 – 10.30	TEA	
SESSION 2		
	VENUE: DHS 1 CHANGING TRENDS IN BUSINESS AND ENTREPRENEURSHIP WITHIN EMERGING ECONOMIES	VENUE: GLENWOOD RESPONSIBLE FINANCIAL DECISION-MAKING IN A CHANGING GLOBAL ENVIRONMENT, AND THE ROLE OF THE ACCOUNTING PROFESSION TO MAINTAIN RESPONSIBLE AND ACCOUNTABLE BUSINESS AND PUBLIC SECTOR GOVERNANCE PRACTICES
	Chair: Dr Mogie Subban	Chair: Professor Anesh Singh
10.30 – 11.00	Mr Sachin Suknunan & Professor Manoj Maharaj <i>Knowledge Driven Strategy in Higher Education: Exploring the Influence of Business Intelligence and Knowledge Management on Institutional Strategy in Developing Economies</i>	Mrs Faezah Peerbhai & Mr Barry Strydom <i>A Conditional Approach to Testing the Viability of the ICAPM in a South African Context</i>
11.00 – 11.30	Mr Patrick Ndayizigamiye & Professor Manoj	Mr Durrel Ramrathan & Dr Mabutho Sibanda

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	Maharaj <i>The Adoption of Mobile Health (M-Health) In African Developing Countries: A Case of East African Community</i>	<i>Impact of Information Technology on Company Performance and Financial Decision Making</i>
11.30 – 12.00	Mr Patrick Ndayizigamiye & Professor Manoj Maharaj <i>An Analysis of the Suitability of Mobile Health in Burundi</i>	Mr Abdulkader Mahomedy <i>Can There Be An Alternative Paradigm for Economics?</i>
12.00 – 12.30	Mrs Andrisha Beharry-Ramraj <i>An Evaluation of the Success of Marketing and Management Strategies Implemented by SMMES</i>	Mr Sebhuzo Gisanabagabo <i>Financial Intermediation Links to Economic Growth: Evidence from Rwanda</i>
12.30 – 13.00	Professor Stephen Migiro & Mr J Amolo <i>Small Business and Entrepreneurial Venture In An Economic Conundrum</i>	Mr Sajjad Rehman <i>Accountability and Corporate Defaults: A Study of Lehman Brothers Inc.</i>
13.00 – 14.00	LUNCH	
SESSION 3		
	Chair: Dr Uju Okeke-Uzodike	Dr Vannie Naidoo
14.00 – 14.30	Mrs Jeanine Nothnagel <i>The Changing Nature of Work: Postgraduate Supervision as "Category Boundary Work"</i>	Mr Vijay Kumar <i>An Empirical Evidence of Ineffectiveness in Detecting Unethical Practices because of Highly Structured & Rule-based Audit and Accounting Systems</i>
14.30 – 15.00	Mrs Bianca De Klerk <i>Green Golf Tourism - A Fad of a Fad: The Golfer's perception</i>	Mr Adebayo A Kutu <i>The Real Effects of Monetary Policy Shocks and Output Growth in BRICS Countries</i>
15.00 – 15.20	TEA	
SESSION 4		
	Chair: Dr Given Mutinta	Chair: Dr Mabutho Sibanda
15.20 – 15.45	Ms Lindiwe Kunene & Ms Nomalizo F Dyili <i>Socio-Economic Viability of the Protex Business Hive Infrastructure for the Kwa-Dabeka Township in Kwazulu-Natal (South Africa)</i>	Mr Sthabiso Mkhwananzi <i>The Analysis of Style Investing in South Africa and Information Carried by their Past Returns</i>
15.45 – 16.10	Ms Nomalizo Dyili & Ms Mbalenhle Mngadi <i>Cost Barriers Encountered by Automotive Component Manufacturers in Green Supply Chains</i>	Mr Barry Strydom & Ms Ailie Charteris <i>Capital Mobility and Volatility: An Investigation of the Five Sub-Saharan Treasure Bill Rates</i>
Comfort Break		
16.10 – 16.35	Professor Stephen Migiro & Mr J Amolo <i>Family Business Succession Gaps at Newcastle in KwaZulu-Natal</i>	Hamidreza Joodaki, Sara Farzaneh & Jaleh Qhazvin <i>Role of Tourism in Increasing of Price of Land and Housing in Iran</i>
16.35 – 17.00		Ms Kudakwashe Chodokufa <i>The Relationship between Insurance Brokers and SMEs in the Nelson Mandela Metropolitan Area in South Africa</i>
18.00	WELCOME COCKTAIL – Southern Sun Maharani Hotel	

THURSDAY 18 SEPTEMBER 2014

	VENUE: DHS 1 CHANGING TRENDS IN BUSINESS AND ENTREPRENEURSHIP WITHIN EMERGING ECONOMIES	VENUE: GLENWOOD MARKETING AND MARKETING PRACTICES FOR GLOBAL CONSUMPTION
	Chair: Ms Lindiwe Kunene	Chair: Professor Micheline Naude
08.00 – 08.20	Dr Zanele Mfusi & Professor Krishna Govender <i>Alleviating Poverty in South Africa - A Theoretical overview of the expanded public works programme</i>	Professor Deseré Koko & Ms Thakane Koelane <i>Reflecting on Information Communication Technology (ICT) in Marketing from a Marketer's and Student's Perspective</i>
08.20 – 09.40	Professor Saket Kushwaha, Professor Jabir Ali, Dr Tribhuvan Nath & Dr Virendra Kamalvanshi <i>"Hybrid" Organization for Transforming Micro, Small and Medium Enterprises (MSMEs) Into Sustainable Social Enterprises: Entrepreneurial Evidence for Emerging Economies</i>	Mr Njabulo Mkhize & Professor Debbie Vigar-Ellis <i>The Existence of the Green Gap and the Reasons for the Gap in a Developing Country</i>
08.40 – 09.00	Dr G Daketima Briggs <i>Project Management: A Catalyst for Productivity and Organizational Performance</i>	Dr Sara Ferrari <i>Sport Fanship, Social Media and Marketing Strategies</i>
Comfort Break		
09.10 – 09.30	Mr Mashau Pfano & Mrs Andrisha Beharry-Ramraj <i>The Effect of Modern Office Technologies on Management Performance</i>	Mr Johan Hattingh <i>Current Dynamics of Urban Tourism in Bloemfontein</i>
09.30 – 09.50	Dr Vangeli Gamede & Dr Maxwell Phiri <i>Supervisory Support as an Antecedent for Transfer of Training at a manufacturing factory in Pietermaritzburg / South Africa</i>	Alao E Abiodun & Odumbaku A Aliu <i>Strategic Marketing and SMEs Performance in Nigeria</i>
09.50 – 10.10	Dr Bianca Manners, Ms Hanneri Borstlap & Professor Melville Saayman <i>Is there More to a Visual Art Exhibition than just Art?</i>	Mr J Daniels <i>Responsible Marketing: Curbing Global Obesity Amongst Children</i>
10.10 – 10.30	TEA	
SESSION 2		
	RESPONSIBLE BUSINESS AND MANAGEMENT EDUCATION PRINCIPLES AND PRACTICES (PRME)	BUSINESS AND TRADE IN THE DIGITAL AGE - E COMMERCE AND TRADE INNOVATIONS
	Chair: Professor Manuel Escudero	Chair: Professor Brian McArthur
10.30 – 11.00	Professor Intaheer Marcus Ambe <i>The Implication of Postponement Decisions on Supply Chains of Light Vehicle Manufacturers in South Africa</i>	Dr Virimai Victor Mugobo & Mr Tichaona Musikavanhu <i>Bricks and Mortar versus Bricks and Clicks: Problems & Prospects for Book Retailers in the Western Cape</i>
11.00 – 11.30	Ms R Sahadeo & Dr Mogie Subban <i>Impact of Mobile Health Services Within Ilembe Health District: A Batho Pele Perspective</i>	Ms Fathima Khan & Dr Vannie Naidoo <i>An Investigation into the Effects of Social Media on Student Buying Behaviour - A Case Study at the University of Kwazulu-Natal</i>
11.30 – 12.00	Ms Winnie Dlamini & Professor Intaheer Marcus Ambe <i>Public Procurement Policies and the Application of Procurement Practices in South African Higher Education Institutions</i>	Ms Sumedha Chauhan <i>Evaluating Technology Acceptance of Mobile Money by Poor Citizens of India</i>

12.00 – 12.30	Ms Phumzile Dlamini & Professor Intaher Marcus Ambe <i>Effectiveness of Performance Monitoring and Evaluation: A Critical Review of Local Government, South Africa</i>	Mr Mashau Pfano & Mrs Andriisha Beharry-Ramraj <i>The Effect of Modern Office Technologies on Management Performance</i>
12.30 – 13.30	LUNCH	
SESSION 3		
	Chair: Professor Marita Carnelley	Chair: Dr Colette Muller
13.30 – 14.00	Eric E Mang'unyi & Professor Krishna Govender <i>Perceived Service Quality and Customer Satisfaction - Employees' Perspectives of Kenyan Private Universities</i>	Mr Patrick Ndayizigamiye & Professor Brian McArthur <i>A Comparative Approach to E-Commerce Adoption in South Africa</i>
14.00 – 14.30	Professor Rembrandt Klopper <i>Publishing from an Editor's Perspective</i>	Mr Pinigas Mbengo & Dr Maxwell Phiri <i>Mobile Banking Adoption: A Rural Zimbabwean Perspective</i>
14.30 – 15.00		THE CHANGING NATURE OF WORK Professor Tshedi Naong <i>Skills Transfer as a Moderator to Perceived Organizational Climate and Employee Performance: A Case-Study of Selected South African Companies</i>
15.00 – 15.30	TEA	
SESSION 4		
	Chair: Professor Henry Wissink	Dr Colette Muller
15.30 – 16.00	Professor Manuel Escudero Establishing an African Chapter for PRME	Mr Moses Jumbe <i>Exploring the Impact of Institutional Culture on Change Initiatives in an Electric Utility Company in Africa</i>
16.00 – 16.30		Ms Polite Masvaure & Dr Shaun Ruggunan <i>Work Engagement, Intrinsic Motivation and Job Satisfaction among Employees in a Mining Company in Zimbabwe</i>
16.30 – 17.00		Mr Irshad Abdulla & Professor Brian McArthur <i>Challenges of Government-to-Government e-Government: A Case Study of KwaZulu-Natal Department of Transport</i>
18.30 for 19.00	GALA DINNER – Southern Sun Maharani Hotel MASTER OF CEREMONIES: PROFESSOR KRIBEN PILLAY (DEAN: TEACHING AND LEARNING – COLLEGE OF LAW AND MANAGEMENT STUDIES) SPEAKER: PROFESSOR JOHN C MUBANGIZI (DVC AND HEAD: COLLEGE OF LAW AND MANAGEMENT STUDIES, UKZN)	
FRIDAY 19 SEPTEMBER 2014		
7.30 – 8.30	Registration	
SESSION 1		
	VENUE: DHS 1 THE ROLE OF GOVERNMENT TO SUPPORT SUSTAINABLE LOCAL AND GLOBAL ECONOMIC GROWTH, ENTREPRENEURSHIP AND TRADE	VENUE: GLENWOOD ETHICS, ACCOUNTABILITY AND SOCIAL RESPONSIBILITY IN BUSINESS AND GOVERNMENTAL PRACTICES
	Chair: Professor Henry Wissink	Chair: Dr Fayth Ruffin
08.00 – 08.25	Dr Cleopas Sanangura <i>The Role of Government to Support Sustainable Local and Global Economic Growth,</i>	Mr Emmanuel Imuezerua <i>Budget Allocation and Expenditure Patterns of Sedibeng District Municipality on Service Delivery</i>

	<i>Entrepreneurship and Trade</i>	<i>in the Gauteng Province in South Africa</i>
08.25 – 08.50	Prof Dr Sanjiv Mittal <i>Vocational Educational & Training - Practices in India and the Role of Government to promote Entrepreneurship</i>	Mr Sagaren Govender & Ms Cecile Gerwel Proches <i>The Role of Leadership in Healthcare Service Delivery in a Public Hospital in Durban</i>
08.50 – 09.15	Mr Peter Gilmore & Dr Mihalis Chasomeris <i>An Evaluation of the Umbumbulu Agricultural Hub as a Model to Support Small Scale Farmers</i>	Dr Thembie Ntshakala & Dr Thokozani Ian Nzimakwe <i>The Role of Transparency and Public Participation in Good Governance: A Case Study of West Rand District Municipality</i>
09.15 – 09.40	Mrs Claudia Ariatti & Dr Mihalis Chasomeris <i>Methods, Models, Metaphors: Umshwathi And Local Economic Development</i>	Ms Ntokoza Makoba & Dr Fayth Ruffin <i>Democratic Governance and the Outcomes Approach to Performance Management through African Epistemologies</i>
09.40 – 10.05	Mrs Rebecca Setino, Professor Intaher Marcus Ambe & Professor Johanna Badenhorst-Weiss <i>Supply Chain practices in South African State Owned Enterprises (SOEs)</i>	
10.05 – 10.30	TEA	
SESSION 2		
	Chair: Mrs Andrisha Beharry-Ramraj	Chair: Dr Elias Munapo
10.30 – 11.00	Ms Lindiwe Kunene & Ms Noxolo Somhlahlo <i>Perceptions of Second-tier Cooperative Potential by Sicabazini Farming Cooperatives</i>	Dr Mogie Subban & Dr Henk Theron <i>National Development Plan: New Challenges and Planning Work Procedures Requiring Sound Ethical Behaviour</i>
11.00 – 11.30	Dr Philip Dahida <i>The Crisis of Industrialisation in Africa: A Focus on Nigeria</i>	Mr Bongani Qwabe & Dr Fayth Ruffin <i>Ethical Skills and Public Procurement for Infrastructure Development in South Africa: A Missing Link</i>
11.30 – 12.00	Dr Obianuju Okeke-Uzodike, Professor Pepukayi Chitakunye & Dr Ziska Fields <i>The Role of Government in Building Sustainable Women Entrepreneurship: A Comparative Assessment of Brazil and South Africa</i>	Professor DAL Coldwell <i>Management Moral Orientations and Regulations' Prescriptiveness on Levels of Trust and Financial Governance Effectiveness: A Conceptual Model</i>
12.00 – 12.30	Dr Funminiyi Olajide & Professor Manoj Maharaj <i>An Investigation into the Criminological Concept of Cybercrime Issues and the effect of Cybercrime Security in Business</i>	Kaveh Mehdi far <i>Factors Affecting in Development of Rural ICT's Office</i>