

PROGRAMME

4TH

BUSINESS MANAGEMENT CONFERENCE

Theme

Innovative and Creative Solutions for Economic
Growth Strategies and Sustainable Futures

24 – 26 August 2016

The Riverside Hotel, Durban

International Supportive Organisations



PRME Principles for Responsible
Management Education

an initiative by the



United Nations Global Compact



UNIVERSITY OF
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INSPIRING GREATNESS

MESSAGE FROM CONFERENCE CONVENOR

Global sustainability challenges such as the global economic downturn, poverty, water and food shortages, natural disasters and climate change calls on scholars, researchers and policymakers as knowledge creators to be on the forefront of coming up with ideas, insights and solutions to these challenges.

As the host of this two day multi-disciplinary conference, the College of Law and Management Studies takes into cognisance that creating a platform for the international community to engage in dialogue and for participants to share their expertise is a progressive step towards addressing the world's most pressing challenges.



Professor Marita Carnelley

The conferences theme: ***Innovative and Creative Solutions for Economic Growth Strategies and Sustainable Futures*** is a further validation that the University of KwaZulu-Natal which prides itself in being a research-led institution is committed to utilising multi-disciplinary and crossborder collaborations as a tool for innovation when it comes to cultivating economic growth and pushing research boundaries where the creation of a sustainable future for all is concerned.

Apart from the serious business of knowledge sharing, we encourage you to take advantage of Durban's leisure facilities such as the uShaka Marine World, Wilson's Wharf on the Victoria Embankment and the Suncoast Casino and Entertainment Centre as the city is well known for its beautiful beaches and for being KwaZulu-Natal's number one tourist destination.

On behalf of the Organizing Team, I am pleased to welcome you to be a part of learning, sharing and networking experience and I excitedly look forward to your participation in the 4th Business Management Conference.

*Professor Marita Carnelley
College Dean of Research
Conference Convenor*

CONFERENCE PROGRAMME

WEDNESDAY, 24 AUGUST 2016			
08.00 – 09.00	REGISTRATION (Foyer Area)		
	SESSION 1 PELICAN SUITE Chair: Professor Marita Carnelley, College Dean of Research		
09.00 – 09.15	General Welcome Professor John C Mubangizi, Deputy Vice-Chancellor and Head of College		
09.15 – 09.25	Introduction of Keynote Speaker: Professor J Mubangizi		
09.25 – 10.00	Professor Dr Stefan Hüsiger <i>Innovation and sustainability. From disruption out of emerging markets to the base of the pyramid. Innovation and beyond.</i>		
	Introduction of Keynote Speaker Professor Marita Carnelley		
	Dr Harold Ngalawa <i>Monetary Policy and Interpolated Informal Financial Sector Credit and Interest Rates: Evidence from Malawi</i>		
10.00 – 10.30	TEA BREAK (Foyer area)		
	SESSION 2		
	VENUE: Pelican 1 Chair: Mogie Subban	VENUE : Pelican 2 Chair: Ola Awolusi	VENUE: Pelican 3 (AAE Summer School) Chair: Taahir Vajeth
10.30	Sulaiman <i>The effects of external reserves and balance of payment changes on Nigeria's economic growth</i>	Gouweloos & McArthur <i>Cloud Computing: A readiness study among small financial service organisations</i>	Chubykina <i>Innovation and creative solutions for responsible and sustainable entrepreneurship as a part of new economic growth strategies and trans-forming societies – The role of the Regional Initiative (Based on a practical example of Altai Krai, Russia)</i>

11.00 – 11.30	Sarpong & Sibanda <i>Trading in Chaos: Applying the Fractal Market Hypothesis to explain the Low-Volatility Anomaly</i>	Hermann-Fankhänel <i>How much social innovation is behind the online platforms of the Sharing Economy?: An exploratory investigation and educing of clusters in the German context</i>	Gara <i>The use of Tax Policy as a tool for growth and sustainability</i>
11.30 – 12.00	Adeyeye, Odeyeye & Aluko <i>Investigating Okun's Law in Nigeria through the dynamic Model</i>	Porat <i>On e-commerce, e-learning and m-health: Case studies, technological considerations and economic development</i>	Frank <i>Success factors for sustainable entrepreneurship in small and medium enterprises</i>
12.00 – 12.30	Govender & Subban <i>The implementation of the National School Nutrition Programme in addressing child poverty in selected schools within the eThekweni Region</i>	Kirchner <i>EU's General Data Protection Regulation – Sustainable Innovation in the European data protection?</i>	Moodley <i>Personality as a Motivational Driver for Entrepreneurship</i>
12.30- 13.30	LUNCH		
	SESSION 3		
	VENUE: Pelican 1 Chair: Vannie Naidoo	VENUE: Pelican 2 Chair: Uju Okeke-Uzodike	VENUE: Pelican 3 Chair: Hermann-Fankhänel
13.30	Ana Martins <i>The nexus between distributed leadership and ambidextrous learning for innovative HEI environments. Are perceptions and expectations the conundrum?</i>	Ramrathan & Sibanda <i>How has the advancement in information technology impacted the use of intuition? A phenomenological approach</i>	Ibrahim <i>A perceptual study of the relationship between the potential value of entrepreneurial education and intent amongst final year commerce students at the University of the Witwatersrand, Johannesburg</i>
14.00 – 14.30	Atiku <i>The relationship between learning culture, creativity and performance at UKZN</i>	Ndamase & Padayachee <i>An investigative exploratory research on users' perceptions of information systems service quality at UKZN</i>	Dressler <i>Frugal innovations from the view-point of sustainability</i>
14.30 – 15.00	Katrodia <i>Information Seeking Behaviour of the Faculty Members of the Selected Management Institutes in Rajkot- Gujarat</i>	Ginger & Govender <i>The use of UTAUT in the understanding of factors affecting teachers' and students' use of technology</i>	Lange <i>Success factors for sustainable entrepreneurship in small and medium enterprises</i>

15.00-15.15	TEA BREAK		
	SESSION 4		
	VENUE: Pelican 1 Chair: Ankit Katrodia	VENUE: Pelican 2 Chair: Rofiah Sarumi	VENUE: Pelican 3 Chair: Gernot Krichner
15.15	Mutureko <i>Analysing the accreditation of higher education programmes in South Africa through Foucault's panopticon and governmentality lenses</i>	Mantey & Naidoo <i>Application of emerging information technologies and delivery of service quality to passengers' of airlines owned by South Africa</i>	Matshidze <i>Mathematics as a Determinant of Critical Skill Professions in South Africa</i>
15.45	Mokoqama <i>Implementing the principle of responsible management education within the curriculum of the GSB&L (UKZN)</i>	Blose & Okeke-Uzodike <i>Developing e-government from a citizen's perspective</i>	Mbonye <i>Implementing a Wi-Fi network that delivers user satisfaction</i>
16.15	Mashau <i>The development of University Technology and Innovation Incubators as a response to the needs of modern economy</i>	Chaka & Govender <i>The prevalence of social networking sites in Nigeria's Higher Education: A case of the College of Education</i>	Charles <i>Reasonable accommodation for disabled people at UKZN</i>
16.45	Boodhoo & Brijball Paramasur <i>Academics' perception on the Principles of Responsible Management Education (PRME) for Sustainable Development</i>	Beharry-Ramraj <i>Millennial Consumers in Durban, South Africa: Identification crises through social media</i>	
18.00	WELCOME COCKTAIL (Pelican Suite)		
THURSDAY, 25 AUGUST 2016			
08.00 – 08.30	REGISTRATION		
	SESSION 1 PELICAN SUITE Chair: Professor Stefan Hüsigg, Chair for Innovation Research and Technology Management at the Technische Universität Chemnitz		
08.30 – 08.40	Welcome & Introduction of Keynote Speaker: Professor Marita Carnelley		

08.40 – 09.15	Mr Alan Mukoki, Chief Executive Officer: South African Chamber of Commerce and Industry (SACCI) <i>Industrial production, trade and economic growth in South Africa: What is the missing piece of the puzzle?</i>		
09.15 – 09.20	Introduction of Keynote Speaker: Professor Henry Wissink		
09.20 – 10.00	Dr Sebastian Liebold, Research Associate at the Department of Political Science at Technische Universität Chemnitz <i>Sustainability and Liberty – Remarks on a Conflict of Social Values</i>		
10.00 – 10.30	TEA BREAK		
	SESSION 2		
	VENUE: Pelican 1 Chair: David Mwesigwa	VENUE: Pelican 2 Chair: Luqman Sulaiman	VENUE: Pelican 3 Chair: Khalida Akbar
10.30 – 11.00	Thompson <i>Rising from the Ashes: Rethinking South-Africa's Developmental Model</i>	Zimano & Ruffin <i>The Manifestations of Historical Legacies on Road Entry Point Management Systems: Southern Africa's Regional Integration Case</i>	Samuels <i>Factors that inhibit the sustainable procurement of packaging at an FMCG</i>
11.00 – 11.30	Njobe <i>The Pioneering Community- Women, a potential force for economic growth in Emerging Economies</i>	Alagbaoso <i>Business management strategies by bio-entrepreneurs: Characteristics that influence the management of biotechnology business in South Africa and Brazil</i>	Mvundla <i>Innovation-friendly public procurement practices and the role they play in solving societal transformations</i>
11.30 – 12.00	Naidoo & Hoque <i>Reducing youth unemployment beyond the youth wage subsidy: A study on Simtech apprentices</i>	Ruggunan <i>Decolonising management studies in South Africa</i>	Sookhoo <i>Dynamics of procurement systems at the selected Schools: A case of UKZN</i>
12.00 – 12.30	Mofolo & Berg <i>Lean Construction: An analysis of its viability and potential impact on the South African economy</i>	Subban & Mngomezulu <i>Management of cultural diversity for performance enhancement: A case study in eThekweni Municipality</i>	Moopanar <i>Promoting responsible and sustainable entrepreneurship by using the PRME principles as a framework for conducting business in the current economic climate</i>

12.30 – 13.00	Yingi <i>The unfinished business: Land restitution and poverty alleviation in South Africa. The case of Soekmeaar in Limpopo Province</i>	Hargarter <i>Assessing the effectiveness of South African banks approach to managing conduct risk</i>	Stierand <i>Participation, international regionalisation and sustainability – chances and necessities</i>
13.00 – 13.30	LUNCH		
	SESSION 3		
	VENUE: Pelican 1 Chair: Ethel Abe	VENUE: Pelican 2 Chair: Paul Thompson	VENUE: Pelican 3 Chair: Taahir Vajeth
13.30 – 14.00	Madondo & Phiri <i>Endogenous Imperatives of Small Business Entrepreneurship? Experimental Conceptualisation</i>	Zondi <i>What can be learnt from the United Kingdom's Brexit vote?</i>	Akbar <i>An Insight of experiences in gaining and sustaining employment post Acquired Brain Injury in the South African workplace</i>
14.00 – 14.30	Chivasa <i>Case study: Assessing the capacity of entrepreneurial initiatives in creating peace and development in local communities in Zimbabwe</i>	Awulosi <i>Determinants of foreign direct investment: Institutional fitness evidence from African countries</i>	Moyane <i>Personal ambitions, motivation and organisational citizenship behaviour in corporate Gauteng firms</i>
14.30 – 15.00	Zondi, Nzimakwe & Reddy <i>Enhancing local economic development through community participation in Ilembe district municipality</i>	Njobe <i>Lessons from Multinationals and aggressive Foreign Direct Investments in emerging economies – A strategic approach</i>	Tshabalala <i>The effects of Leadership on business success in SMEs</i>
15.00 – 15.30	TEA BREAK		
	SESSION 4		
	VENUE: Pelican 1 Chair: Wellington Zondi	VENUE: Pelican 2 Chair: Abe II	VENUE: Pelican 3 Chair: Aretha Williams

15.30 – 16.00	Zegeye, Mbonigaba & Kaye <i>Out of pocket spending by pregnant women attending antenatal care services in Ethiopia and its implications for universal health coverage applying an econometric model</i>	Sulaiman <i>Corporate Restructuring and Performance of Nigeria Quoted Companies: A Panel Model Analysis</i>	Somtseu <i>Building Strategic Public-Private Partnerships (PPPs) to Enhance Entrepreneurial Innovation and Creativity for Socio-Economic Transformation in South Africa</i>
16.00 – 16.30	Govender, Kader & Proches <i>Developing a leadership model to enhance healthcare services delivery in regional hospitals in KwaZulu-Natal</i>	Nzimande <i>Business Cycle Synchronisation in the SADC Area: Evidence from Dynamic Factor Modelling</i>	Mavume <i>Monitoring and Evaluating public procurement: A case study of Ethekewini Municipality</i>
16.30 – 17.00	Govender & Proches <i>The role of leadership in healthcare service delivery in a public hospital in South Africa</i>	Ikeda <i>Business Cycles at the Global Level: With Special Reference to Developing Countries</i>	Fodo <i>An Assessment of Infrastructure Development in Addressing Socio-Economic Challenges in Nyandeni Local Municipality</i>
17.00 – 17.30	Zegeye, Mbonigaba & Kaye <i>Productivity losses of patients attending the prevention of mother-to-child transmissions of HIV/AIDS services in Ethiopia: Urban-rural settings</i>	Abata <i>Corporate Governance and Share Price Determinants in Selected Nigerian-listed Banks</i>	Seidel <i>The concept of sustainable development is no longer relevant in globalised environmental governance – A critically discussion</i>
18.30 for 19.00	GALA DINNER Ms Belinda Francis Scott, MEC for Finance: KwaZulu-Natal Provincial Treasury		
FRIDAY, 26 AUGUST 2016			
08.00 – 08.50	REGISTRATION		
	SESSION 1 PELICAN SUITE Chair: Professor Marita Carnelley		
08.50 – 09.00	Welcome and Introduction of the Keynote Speaker: Professor Marita Carnelley		
09.00 – 09.30	Mr Daniel Mminele, Deputy Governor of the Reserve Bank <i>South Africa's poor economic performance and the relevance of Monetary Policy</i>		

SESSION 2			
	VENUE: Pelican 1 Chair: David Mwesigwa	VENUE : Pelican 2 Chair: Tamlyn Rautenberg	VENUE: Pelican 3 Chair: Sara Ferrari
09.30-10.00	Ferrari <i>Performance Analysis in Sport. Past, present and future</i>	Martins <i>The trap of success: refusal to unlearn. Does age really matter?</i>	Ramasamy-Gurayah & Naude <i>The implementation of organisational development to improve management of public schools in the Umlazi district KZN</i>
10.00-10.30	Abe E <i>The efficacy of wellness programmes as work-life balance strategies in the South African public service</i>	Abe II <i>Supervisor- subordinate relationships influence on work performance in the South African retail sector</i>	Mbambo & Hoque <i>Customer satisfaction and loyalty: An application on FMCG Wholesalers</i>
10.30 – 11.00	TEA BREAK		
SESSION 3			
	VENUE: Pelican 1 Chair: Patrick Adeyeye	VENUE: Pelican 2 Chair: Sulaiman Atiku	VENUE: Pelican 3 Chair: Isabel Martins
11.00 – 11.30	Ngwenya & Naude <i>Supply Chain Management best practices: A case of humanitarian aid in Southern Africa</i>	Rautenberg & George <i>Public expenditure tracking survey – Gauteng, South Africa. A component of public expenditure tracking and quantitative service delivery survey</i>	Binuyo <i>Regulatory environment and access to banking nexus: Evidence from Nigeria and South Africa</i>
11.30 – 12.00	Naude & Mvubu <i>Green Supply Chain Management constraints in the South African fast moving consumer goods industry: A case study</i>	Mahadea <i>The economic and philosophical foundations of subjective well-being and a flourishing good life</i>	Ruffin & Qwabe <i>Inclusive project management pedagogy for infrastructure development: Evidence from students at selected South African universities</i>
12.00 – 12.30	Makanda <i>New regional and international trade opportunities</i>	Dobrevva <i>Dimensions of health and well-being in South Africa: Health, socio-economic rank and inequality</i>	Nxumalo & Ruffin <i>Advancing good governance through the nexus of disaster, risk reducing, IKS and community participation</i>
12.30 – 13.00	LUNCH		

	VENUE: Pelican 1 Chair: Fayth Ruffin	VENUE: Pelican 2 Chair: Norman Chivasa	VENUE: Pelican 3 Chair: Bheki Mpfu
13.00 – 13.30	Foster & Chasomeris <i>Car Guarding as a Viable Livelihood in the Informal Sector</i>	Mkhize <i>Accounting Firms' Managers' and Trainees' Perceptions of the CA Charter</i>	Otieno <i>Evaluation of mixed method research of MBA projects: Towards a pedagogical tool</i>
13.30 – 14.00	Nzimakwe, Naidoo & Phakathi <i>Employees' perceptions on compensation and benefit packages at the University of KwaZulu-Natal</i>	Mwesigwa <i>Voluntary participation: (De)-Linking expectations and voter-turnouts</i>	Mahomedy <i>Why the Rationalist Methodology of Modern Science is Unsuitable for Research in Islamic Economics and Finance</i>
14.00 – 14.30	Mapiye & Makanyesa <i>Does customer service enhance financial performance? Evidence from SMMEs in the manufacturing sector of Zimbabwe</i>	Sarumi <i>Realising the right to adequate food and water in a drought – is the section 27 of the South African Constitution adequate?</i>	Mutengezanwa & Sibanda <i>Financial Literacy among Small and Medium Enterprises (SMEs) in Zimbabwe</i>
14.30 – 15.00			Mpfu <i>Locating pyramids and Icebergs in education: Training and skills needs of SMMEs</i>

The conference organizers wish to thank the following sponsors for their generous support:

