



28th  
**SAIMS**  
CONFERENCE

4 – 7 SEPT  
2016

## Conference Programme

**Managing in Resource Restricted Times:  
Make Every Day Matter**



# Message from Chairperson

## Dear conference delegates,

It is a great pleasure to welcome you to the 28th conference of the Southern Africa Institute of Management Scientists in Pretoria, organised by the Management Sciences Cluster, Faculty of Economic and Management Sciences at the University of Pretoria from 4 – 7 September 2016. It is necessary to almost stand still at this conference and review, discuss and debate the higher educational environment of South Africa. We have seen many new developments, processes and challenges over the last year and with that the development of various different coping strategies. We are becoming more restricted regarding resources which pressure each one of us to think differently.

This conference is dedicated to the advancement of the theory and practices in Management Sciences. It challenges scholars to reveal, share, question, critique, develop and re-think management ideas. The theme “Managing in Resource Restricted Times: Make every day matter” addresses the critical issues facing industry today. I am looking forward to presentations that will shed light on these issues and I am sure that SAIMS 2016 will provide a forum and the stimulus for reflection to enhance the quality of management and practices in Southern Africa.

On behalf of the board, I would like to take this opportunity to express our sincere thanks to Prof. Karel Stanz and the conference organising committee for arranging this prestigious event in Pretoria. We are indebted to each person who has worked tirelessly to create this opportunity for all of us. We are also grateful towards our valued sponsors – thank you for your generosity and participation.

The Board of Directors of SAIMS is honoured and delighted to personally welcome you all to the SAIMS 2016 Conference. May you benefit from excellent presentations, discussions, social sessions and networking! Thank you for sharing your ideas and research at this conference. You are SAIMS and this conference is the flagship of Management Sciences.

I wish you a successful and inspiring conference and may you enjoy your time here in Pretoria!

**Elmarie Slabbert**

Chairperson of the board of directors 2016

# SAIMS 2016

## Preliminary Conference Programme

### Sunday, 4 September 2016

17:00	<b>Registration starts</b>	<b>Venue: Sanlam Auditorium</b>
17:30	Welcoming by EMS Dean: Prof. E. Loots	Venue: Sanlam Auditorium
17:45	Pearson Book Launch Cocktail Dinner and networking	Venue: Function Hall, UP Conference Centre

### Monday, 5 September 2016

07:30	<b>Registration</b>			
08:30	<b>Plenary Session:</b> Prof. Karel Stanz	Venue: Sanlam Auditorium		
08:45	<b>Keynote Address:</b> An ethical leadership competence imperative Prof. Leon van Vuuren, Ethics Institute SA	Venue: Sanlam Auditorium		
09:15	<b>Keynote Address:</b> The Uber Story: From small to transformational Mr Tinashe Ruzane	Venue: Sanlam Auditorium		
09:45	<b>SAIMS Annual General Meeting</b> Chair: Elmarie Slabbert	Venue: Sanlam Auditorium		
10:30	<b>Tea Break</b>			
	Post-graduate centre L1-64	Post-graduate centre L1-68	Post-graduate centre L1-70	Post-graduate centre L-72
<b>Session Chair</b>	Dr Estelle de Beer	Prof. Shelley Farrington	Dr Anneli Douglas & Dr Elizabeth Kruger	Prof. Hendrik Wolmarans
11:00	Callaghan	Lekoko	Sifolo, Rugimbana & Hoque	Mpiti & Rambe
	Managing in uncertain and resource constricted times: Burrell and Morgan revisited. Contemporary insights from social sciences and implications for management	The influence of entrepreneurial leadership on business success	Public and Private sector perspective on the challenges facing the tourism sector in the Northern Cape Province	The influence of public finance on the performance of SMMEs in the Free State: A case of afro hair salons in Mangaung Metropolitan Municipality.
11:30	Viviers	Kutekala & Van Wyk	Ramukumba	Moos & Visser
	Should South African companies be concerned about the rising tide of public shareholder activism?	The relationship between transformational leadership and perceived organisational support	Perceived constraints of adopting sustainable tourism business practices: A view from guest houses in the Eden District Municipality, South Africa	Determining the relationship between entrepreneurial self-efficacy, personality and gender differences
12:00	Viviers & Mans-Kemp	Sibiya, Makoni & Van Wyk	Kotze	Brinkley & Le Roux
	Board gender diversity and corporate citizenship: A South African perspective	Investigating the relationship between ethical climate and psychological capital	South African tourism advertisements in magazines: A changing phenomenon	Coaching as a support function for potential entrepreneurs

12:30	Swart & Conradie	Smith & Muller	Idahosa, Nyankomo & Akotey	Lambrechts
	Reflections on the first two years of a post graduate diploma in integrated reporting	Creating a culture of sustainability in organisations in Nelson Mandela Bay	Energy consumption in South African hotels: A panel data analysis	The performance of initial public offerings in the construction and materials sector of the JSE, 2006 – 2007
<b>13:00</b>	<b>Lunch</b>			
	Post-graduate centre L1-64	Post-graduate centre L1-68	Post-graduate centre L1-70	Post-graduate centre L-72
<b>Session Chair</b>	Prof. Marius Pretorius	Dr Anne Crafford	Prof. Pierre Mostert	Prof. Henco van Schalkwyk
14:00	Le Roux & Pretorius	Roberts, Van Wyk & Dhanpat	Boshoff, Van der Schyff & Beelders	Enslin, Hall & Du Toit
	The choice against formal business rescue	Exploring practices for effective collaboration	Redesigning a radio station website through an multi-method experiment	Behavioural influences affecting decisions of management accountants: Make every business decision matter!
14:30	Janse van Rensburg, Rosslyn-Smith & Pretorius	Callaghan	Janse van Vuuren, Pentz & Du Preez	Louw, Hall & Brümmer
	Factual evaluation of rescue feasibility: A signalling theory approach	Gendered motivational values effects and academic job performance: Implications for management theory and practice	Perceived risk scale development: a new world wine application	The impact of working capital financing on firm profitability: A study of retail firms
14:40	Pretorius, Rosslyn-Smith & Le Roux			
	Applying affordance theory to reasonable prospect determination for ventures operating in the zone of insolvency			
15:00	Mkhondo & Pretorius	Gilham & Mulenga	Vadwa, Stiehler & Mashaba	Habanabakize & Muzindutsi
	Pre-packaged applications in business reorganisations: International guidelines for principles, patterns and antecedents	The relationship between hope, optimism, physical activity and involuntary absenteeism	The influence of age generations on social network usage and behaviour	A cross-sector analysis of a dynamic interaction between investment spending and job creation in South Africa: Application of ARDL Model
<b>15:30</b>	<b>Tea Break</b>			

Session Chair	Prof. Cecile Schultz	Dr Cobus Oosthuizen	Dr Liezl-Marié Kruger	Prof. John Hall
16:00	Diniso & Duh	Skosana, Maleka & Lekgothoane	Robertson	Gasela, Du Toit & Enslin
	An integrated framework to measure customer-based brand equity	Determinants related to job satisfaction and positive emotion: Evidence from a South African municipality	Micro-moments that matter: The relationship between user expectations of micro-moments and mobile design utilities	Investigating the relationship between the gold price and the value of the JSE 150 Gold Mining Index
16:30	Mbumbwa & Chigada	Farrington & Venter	Rootman & Cupp	Molefe & Muzindutsi
	Factors influencing black South African millennials when considering African Ankara fabric fashion	In search of entrepreneurially-orientated strategies adopted by a successful South African family business	The impact of social media on customer satisfaction and retention in the banking industry: Views of clients and managers	Effect of capital and liquidity management on profitability of major South African banks
17:00	Stoch	Nambahu & Marwa	Goneos-Malka, Grobler & Strasheim	Van Deventer & De Klerk
	Mitigating and adapting to unprecedented mismanagement of a national sports federation, with special reference to the South African Equestrian Federation	Investigating the causes of delays in public construction projects in Namibia	Exploring the application of service-dominant logic (S-D logic) to digital marketing communication activities: a postmodern marketing perspective	African Generation Y students' knowledge of personal financial management
19:00	<b>JUTA Gala Dinner</b>		<b>Venue: Function Hall, UP Conference Centre</b>	





## Tuesday, 6 September 2016

08:00	Registration			
08:30	<b>Plenary Session:</b> Prof. Karel Stanz		Venue: Sanlam Auditorium	
08:45	<b>Keynote Address:</b> Prof. Tinyiko Malulele (UP)		Venue: Sanlam Auditorium	
09:15	<b>Panel Discussion:</b> The future of Management Research		Panel: Prof. Stella Nkomo and Prof. Jenny Hoobler	
10:30	Tea Break			
	Post-graduate centre L1-64	Post-graduate centre L1- 68	Post-graduate centre L1-70	Post-graduate centre L1-72
Session Chair	Dr Melodi Botha	Mr Theus Louw	Ms Nontu Mashaba	Dr Orpha Cilliers
11:00	Mbuya & Schachtebeck	Handley & Louw	Desai & Chigada	Mkwanazi & Mbohwa
	Student entrepreneurial intention at an urban university in South Africa	The similarities and differences between South African and Chinese definitions and descriptions of leadership style: A mining joint venture case study	Analysing the loyalty levels displayed by football fans: A case study of Ajax Cape Town football club	Supplier development grants as an alternative method of funding to improve the business performance of sewing cooperatives
11:30	Van Vuuren & Du Randt	Ndoro, Louw & Kanyangale	Kruger	Nel, De Goede & Niemann
	International market-leading entrepreneurial organisations: Identification of the characteristics of their business models	Chinese practices in identifying opportunities within the South African business environment	For love of the brand and myself? An exploratory study of parents' vicarious consumption of toddler clothing brands	Relational outcomes of supply chain disruption management: A qualitative study of South African 3PLS
12:00	Fayomi & Fields	Chigwendere, Louw & Jackson	Humbani & Jordaan	Loury-Okoumba & Mafini
	Family mentoring, self-practice and entrepreneurial leadership development in Nigerian universities: A conceptual framework	Intercultural communication effectiveness in Sino-African interactions: A theoretical perspective	The attitudes of Gauteng users towards SMS advertising	SME owner-manager perceptions towards supply chain relationships and performance
12:30	Farrington & Jappie	Mayer, Boness, Louw & Louw	Maree	Mafini & Loury-Okoumba
	The field of family business in South Africa: A preliminary review	Intra- and inter-group perceptions of Chinese and Tanzanian employees in intercultural cooperation	An investigation of LinkedIn users: Social media use integration, attitudes and motivations	Buyer-supplier commitment, trust and cooperation as influencing factors of business performance in the fast moving consumer goods industry
13:00	Lunch			

	Post-graduate centre L1-64	Post-graduate centre L1- 68	Post-graduate centre L1-70	Post-graduate centre L1-72
<b>Session Chair</b>	Prof. Jurie van Vuuren	Mr Pharny Chrysler-Fox	Dr Tania Maree	Mr Theuns Kotzé
14:00	Olaitan, Herselman & Wayi	Sibanda, Harunavamwe & Kabungaidze	Ngxukumenshe, Smith & Mazibuko	Neneh, Van Zyl & Van Noordwyk
	Taxonomy of literature to justify data governance as a pre-requisite for information governance	An investigation on the relationship between job satisfaction and selected demographic variables to turnover intentions among academic staff in selected higher education institutions	Assessing the impact of job considerations on organisational citizenship behaviour in a retail setting	Gender differences in entrepreneurial orientation and performance: Evidence from South Africa
14:30	Mbeo & Rambe	Crafford, Booyesen, Naidoo & Parsons	Schultz	Human & Hill
	Assessing the feasibility of a knowledge management model for research knowledge retention at a University of Technology	Exploring retention factors in generation Y engineers: A petrochemical case study	Preparing for the future workplace	Interaction experience and customer loyalty in business to business relationships: Exploring sources of heterogeneity
15:00	Ncoyini & Cilliers	Uitzinger, Chrysler-Fox & Thomas	Chipumuro, Louw & Radloff	Uta, Chiliya, Chinomona & Chuchu
	Critical success factors to improve knowledge sharing in South African local government	Retention strategies for top- and middle-level managers	The relationship between leaders' emotional intelligence and employees' self-concept motivation	An exploratory study on factors that influence the adoption of self-service fuel stations in Johannesburg: motorists' perspective
<b>15:30</b>	<b>Tea Break</b>			
<b>Session Chair</b>	Dr Sumari O'Neil	Dr Menisha Moos	Prof. Yolanda Jordaan	Mr Wesley Niemann
16:00	Makambe	Khaola & Monyolo	Muposhi	Mpshane, Niemann & Kotzé
	Unpacking the state of human capital in African universities – The case of Zimbabwe	The influence of affect on entrepreneurial intentions: An exploratory study	The influence of green atmospherics on store image, store loyalty and green purchase behaviour	Influencers of collaborative buyer-supplier relationships: A case study in the South African banking industry
16:30	Mmako	Matchaba-Hove & Goliath	Synodinos	Dlamini & Ambe
	Employee engagement: Evidence from TVET colleges in South Africa	The entrepreneurial orientation and performance relationship: A study of young-adult owned small businesses	Gender differences amongst African generation Y students' environmental beliefs	Procurement facets influencing management of restricted resources in South African comprehensive universities
17:00	Khaola & Coldwell	Oosthuizen	Berndt, Petzer & Mostert	Matsoma & Ambe
	Teachers' citizenship and innovative work behaviours: Examining the role of leadership, organisational commitment and fairness	Entrepreneurial intelligence: Expanding Schwab's four-type intelligence proposition to meaningfully address the challenges of the fourth industrial revolution	Brand avoidance: An exploratory study in a services context	Demand planning approaches employed in the South African clothing industry stakeholders
<b>17:30</b>	<b>Book Launch Oxford Cocktail dinner and networking</b>		<b>Venue: Old Graduate Centre Foyer</b>	

**Wednesday, 7 September 2016**

Post-graduate centre L1-64		Post-graduate centre L1-70
<b>Session Chair</b>	Dr Sumari O'Neil	Dr Alex Bignotti
08:00	Maritz, Bermingham & Chen	Van Greunen & Venter
	How strategic management is taught in South African tertiary institutions: An exploratory study	A proposed model and measurement of individual-related factors influencing knowledge-sharing intention in knowledge-intensive businesses
08:30	<b>Plenary session:</b> Ensure the Future: Developing successful lecturers and students Prof. Johan Oberholster, Mrs Roxanne Fick and Dr Sanet Haupt	Venue: Sanlam Auditorium
10:00	<b>Plenary session:</b> The flipping new classroom: Co-creating for curriculum transformation Prof. Alex Antonites	Venue: Sanlam Auditorium
<b>12:00</b>	<b>Best Paper Award and Closing:</b> Presented by Prof. Arien Strasheim	
<b>12:30</b>	<b>Lunch</b>	
<b>13:00</b>	<b>Experiential trips</b> Company 1: Shoprite Centurion Distribution Centre (30 seats) Company 2: Woolworths Midrand Distribution Centre (30 seats)	



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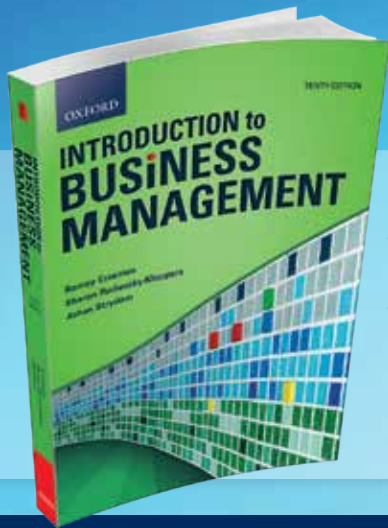
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Simply complete the competition entry form at the Oxford exhibition stand, and answer one easy qualifying question:  
*What edition of Introduction to Business Management is OUP launching at SAIMS 2016?*

Competition draw and prize-giving will take place at the OUP book launch event on Tuesday after the last session – see program for details.



### Introduction to Business Management

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and go on to realise  
their full potential.



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