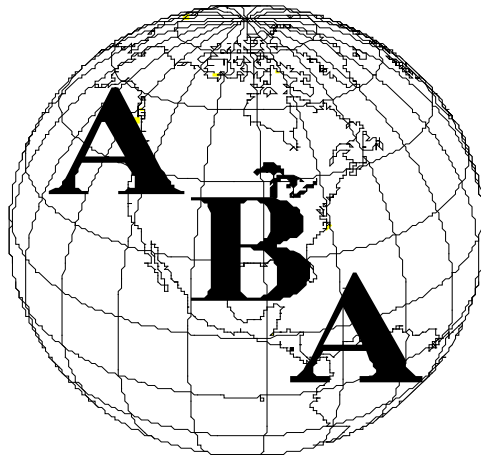


ACADEMY OF BUSINESS ADMINISTRATION

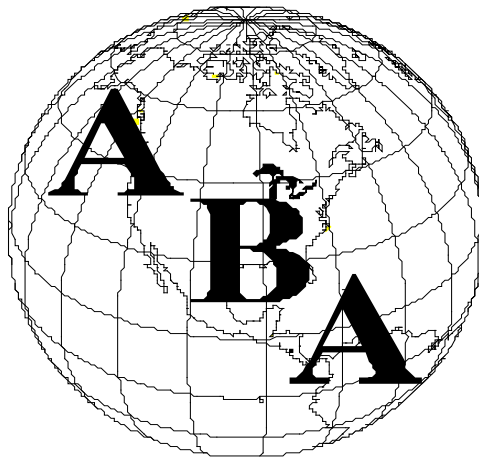


**2015
International Conference**

**Garden Court Marine Parade
Durban, South Africa
August 6 - 10, 2015**

ACADEMY OF BUSINESS ADMINISTRATION

2015 International Conference



**Garden Court Marine Parade
Durban, South Africa
August 6 - 10, 2015**

WELCOME

I am pleased to extend a warm welcome to all participants of the 2015 International Conference of the Academy of Business Administration.

I would like to take this opportunity to express my appreciation to everyone who contributed their time, energy, and expertise to make this conference a success. Each participant's contribution is a valuable asset in helping the Academy fulfill its mission of disseminating high quality research.

Each conference has as its backbone the program committee. No conference could be held without the diligent work of the Program Chair and the Track Chairs; the 2015 International Conference Program Committee was extremely efficient in performing their duties. My sincere appreciation goes to Dr. David L. Moore who served in the role of Program Chair; he is to be commended for continuing to assume an important leadership role in the ABA and for exhibiting professionalism in the planning and implementation of the Conference program. We are also very grateful for the continued contributions of our track chairs and their reviewers; it is their diligence that helps assure a successful conference. In this era of reduced budgets and travel reluctance, they have all worked hard to develop an excellent program while maintaining high expectations on the part of the presenters. We owe special thanks to my good friend, Christo Bisschoff who worked diligently to bring a good contingent of delegates from South Africa and another good friend, Mitch Rice, who did likewise to secure two solid sessions in the area of Public Administration.

Each of the aforementioned individuals has made important contributions in helping the ABA achieve its goal of excellence, and I would again like to thank everyone for being a part of the continuous progress of the ABA.

I look forward to your feedback and I hope that you enjoy the conference, your stay, and the many sights and attractions of Durban. I have been here before and we have some delegates from the area as well. Don't be afraid to ask us some questions.

Dr. Sam Fullerton
Conference Chair

A WORD FROM THE PROGRAM CHAIR

Welcome to the 2015 International Conference of the Academy of Business Administration. I am certain that you will find the sessions interesting and enlightening. I am very pleased with the number of participants who will be presenting papers, and assisting in the day-to-day operations of the conference. Your willingness to devote your time and energy is a sign that our efforts were a good investment.

While the participants are the lifeblood of the conference, I would be remiss if I failed to acknowledge the incredibly important contributions of those individuals who have served as track chairs and reviewers. Without these individuals, a conference would not be possible, so I thank each of these individuals for helping to make this conference a reality. I'm also grateful to have the able assistance and tireless efforts of Dr. Sam Fullerton who provides invaluable help to conference attendees. Special thanks go to the Department of Marketing and the College of Business at Eastern Michigan University and the School of Business Administration at Le Moyne College for their support and understanding. Everyone is working hard in this era of declining travel budgets to attract quality research and stage a conference that provides good value for the registration fees and valuable insight into the business and public administration disciplines.

I hope that you will take advantage of the program planned for you, and I hope that you enjoy your stay in Durban. Please feel free to contact Sam Fullerton or me if you have any questions. We want to make your stay one which will encourage you to participate in our future conferences. For those of you not from here, welcome to South Africa! For our South African delegates, we hope you can enjoy the conference while passing along your pearls of wisdom in both your conference activities and as unofficial advisors regarding things to do and places to eat.

Dr. David L. Moore
Program Chair

SCHEDULE FOR SPECIAL EVENTS

THURSDAY, AUGUST 6

3:00 PM - 5:00 PM Registration

7:00 - 9:00 PM Reception

FRIDAY, AUGUST 7

9:00 AM - 1:00 PM Registration

9:30 AM - 11:00 AM Competitive Sessions

11:00 AM - 11:30 AM Coffee Break

11:30 AM - 1:00 PM Competitive Sessions

1:30 – 2:30 PM Luncheon

SATURDAY, AUGUST 8

9:00 AM - 1:00 PM Registration

9:30 AM - 11:00 AM Competitive Sessions

11:00 AM - 11:30 AM Coffee Break

11:30 AM - 1:00 PM Competitive Sessions

1:30 – 2:30 PM Luncheon

SUNDAY, AUGUST 9

9:00 AM - 1:00 PM Registration

9:30 AM - 11:00 AM Competitive Sessions

11:00 AM - 11:30 AM Coffee Break

11:30 AM - 1:00 PM Competitive Sessions

MONDAY, AUGUST 10 – Travel Day. Have a safe and comfortable trip home.

2015 PROGRAM COMMITTEE

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Dr. Sam Fullerton
Eastern Michigan University

PROGRAM CHAIR

Dr. David L. Moore
Le Moyne College

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Dr. Larry Neale, Queensland University of Technology **AUSTRALIA**
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Dr. Larry Neale, Queensland University of Technology (Australia)
Dr. Christo Bisschoff, Potchefstroom Business School (South Africa)

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Dr. Audrey Mathews, California State University-San Bernardino
Dr. Brenda Marina, Georgia Southern University
Dr. Bill Trombetta, St. Joseph's University

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Christopher Coyne	Saint Joseph's University
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S. Altan Erdem	University of Houston, Clear Lake
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Mary Lemons	University of Tennessee - Martin
Bala Maniam	Sam Houston State University
Audrey Mathews	California State University - San Bernardino
Ginette McManus	Saint Joseph's University
David L. Moore	Le Moyne College
Monica Parzinger	St. Mary's University
Mitchell Rice	Texas A&M University
Carolin Schellhorn	St. Joseph's University
Charles Seifert	Siena College
Aileen Smith	Stephen F. Austin State University
Ahmet Tezel	Saint Joseph's University
Rita Thakur	University of La Verne
Robert Twells	Eastern Michigan University
Peter Yannopoulos	Brock University
Rama Yelkur	University of Wisconsin – Eau Claire

**YOUR PROGRAM COMMITTEE IS
PLEASED TO PRESENT YOUR PROGRAM
FOR THE 2015 INTERNATIONAL CONFERENCE
OF THE ACADEMY OF BUSINESS ADMINISTRATION**

THURSDAY, AUGUST 6

3:00 PM - 5:00 PM Registration

Reception – 7:00 PM – 9:00 PM Location TBA

FRIDAY, AUGUST 7

9:30 AM - 11:00 AM

Meeting Room A Vehicles and Brand Loyalty

**Session Chair: Christo Bisschoff, NWU Potchefstroom
Business School (South Africa)**

-
- **Assessing the Lifestyle Risk Factors for Long Distance Truck Drivers in South Africa**
Ronnie Lotriet, NWU Potchefstroom Business School (South Africa)
B. K. von Wielligh, NWU Potchefstroom Business School (South Africa)
 - **Determining the Business Success Factors of the Second-hand Vehicle Industry in the Vaal Region**
Enock C. Mabaso, NWU Potchefstroom Business School (South Africa)
Henry M. Lotz, NWU Potchefstroom Business School (South Africa)
 - **Measuring the Effect of a Brand Loyalty Programme on Breeders – a Conceptual Model**
Suné Basson, NWU Potchefstroom Business School (South Africa)
Christo Bisschoff, NWU Potchefstroom Business School (South Africa)
-

FRIDAY, AUGUST 7

11:00 AM - 11:30 AM COFFEE

11:30 AM - 1:00 PM

Meeting Room A Contemporary Public Policy And Public Administration Issues And Developments

Session Chair: Scott Jackson Dantley, The Council for Accreditation of Educator Preparation, Washington, DC)

-
- **Public Policy, Administration and Social Equity: The Case for Policy Issue Networks**
Lenneal J. Henderson, University of Baltimore
(Distinguished Professor Emeritus)
 - **A Comparative Analysis of Health Disparities Between South Africa and the United States**
Jeffrey J. Guidry, Texas A&M University
Angie Zuniga, Texas A&M University
 - **Policing Culturally and Linguistically Diverse Communities In An Era of Terrorism: Improving Community Policing at the Grassroots Level**
Mitchell F. Rice, Texas A&M University
-

Luncheon Today 1:30 PM Location TBA

SATURDAY, AUGUST 8

9:30 AM - 11:00 AM Consumer Behaviour in the Marketplace

Meeting Room A

**Session Chair: Colleen Lotz, Durban University of Technology
(South Africa)**

-
- **Consumer Ethics: A Comparison of South Korean and American Attitudes Regarding Ethically Questionable Consumer Actions in the Marketplace**
Jungki Lee, Korea University at Sejong (South Korea)
Sam Fullerton, Eastern Michigan University & Potchefstroom Business School

 - **Trust and Commitment as Mediators of the Relationship between Quality Advice and Customer Loyalty**
Estelle van Tonder, North-west University (South Africa)

 - **An Analysis of South African Patients' Attitudes as Behavioral Drivers towards Proactive Health Care**
C. A. Bisschoff, NWU Potchefstroom Business School (South Africa)
-

SATURDAY, AUGUST 8

11:00 AM - 11:30 AM COFFEE

11:30 AM - 1:00 PM Comparative Issues in Higher Education

Meeting Room A

Session Chair: Mitchell Rice, Texas A&M University

- **Raising the Bar in Teaching Education: Revisiting Social Justice and Quality Assurance**
Scott Jackson Dantley, The Council for the Accreditation of Educator Preparation, Washington, DC
- **The Influence of Class Size on Student Academic Achievement at a Higher Education Institution in South Africa**
Manduth Ramchander, Durban University of Technology, Durban (South Africa)
Micheline Julianna Naude, University of KwaZulu-Natal, Durban (South Africa)
- **Women in Academia: A Cultured Critique**
Brenda L. H. Marina, Georgia Southern University

Luncheon Today 1:30 PM Location TBA

SUNDAY, AUGUST 9

**9:30 AM - 11:00 AM Management Imperatives with a Focus on
Southern Africa**

Meeting Room A

**Session Chair: Ziska Fields, University of Kwazulu Natal (South
Africa)**

-
- **Cooperation, Collaboration and Partnerships: A Discussion of Failure Factors in Strategic Alliances**
Olajumoke F. Lawrence-Ogunsanya
Ziska Fields
University of Kwazulu Natal (South Africa)

 - **On the Conception of Endogenous Imperatives of Small Business Entrepreneurship in Zimbabwe**
M. C. Madondo
M. Phiri
University of Kwazulu Natal (South Africa)

 - **Media Agenda-Setting and Choice Factors for Digital Media Music Services The Power of Bad Press**
Annette Singleton Jackson
Yvette M. Holmes
Hudson C. Nwakanma
Florida A & M University, Tallahassee

 - **The Role of Collective Creativity and Responsible Management Practices to Prevent a Sixth Extinction**
Ziska Fields, University of Kwazulu Natal (South Africa)
-

SUNDAY, AUGUST 9

11:00 AM - 11:30 AM COFFEE

11:30 AM - 1:00 PM Potpourri

Meeting Room A

Session Chair: Christoff Botha, NWU Potchefstroom Business School (South Africa)

- **Drivers of eParticipation: Case of Saudi Arabia**
R. Alrashedi
A. Persaud
Gurprit Kindra
University of Ottawa (Canada)
 - **The June Phenomenon and the Changing Month of the Year Effect**
Anthony Yanxiang Gu
State University of New York, Geneseo
 - **A Priori Case Study Approach to Learning: A Case for Live-Case as a Tool for Improving Learning in Marketing Courses**
Hudson C. Nwakanma
Florida A & M University, Tallahassee
 - **A Managerial Model for Mergers in Local Government at Municipalities in the Free State Province**
Christoff Botha, NWU Potchefstroom Business School
(South Africa)
-

Take advantage of the opportunity to explore some of the many unique sights to see in the beautiful city of Durban and/or the surrounding area.

MONDAY, AUGUST 10

Travel Day – Have a safe and comfortable trip home.

NOTES

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