

**RESEARCH MEETS INDUSTRY PROGRAMME**

**15 November 2024 08:30 to 11:00**

[Click here to link to the event](#)

08:30-08:35	<p><b>Opening and introductions by Ms. Michilene Meyer</b>  <b>Coordinator: Research Assignments</b>  <b>Learning and Teaching Division</b></p>				
08:35-08:45	<p><b>Welcome by Tasneem Motala</b>  <b>Head: MBA Programme</b></p>				
<b>PRESENTATIONS</b>					
	<p><b>TRACK ONE</b>  <b>Entrepreneurship and Smes</b></p> <p><b>Chaired By</b>  <b>Ms Adwoa De Beer</b></p>	<p><b>TRACK TWO</b>  <b>Leadership and Organisational Behaviour</b></p> <p><b>Chaired by</b>  <b>Prof Anita Bosch</b></p>	<p><b>TRACK THREE</b>  <b>Health Care</b></p> <p><b>Chaired by</b>  <b>Prof Renata Schoeman</b></p>	<p><b>TRACK FOUR</b>  <b>Operations , Technology and Project Management</b></p> <p><b>Chaired by</b>  <b>Mr Justin Siljeur</b></p>	<p><b>TRACK FIVE</b>  <b>Leadership Coaching</b></p> <p><b>Chaired by</b>  <b>Prof Nicky Terblanche</b></p>
08:50-09:15	<p><b>Meekness Lunga</b></p> <p>Assessing The Influence Of Entrepreneurship Education On Entrepreneurial Intentions And Venture Creation Amongst University Students In Sub-Saharan Africa</p>	<p><b>Ricardo Fumba</b></p> <p>The Relationship Between Quiescent Silence And Employee Well-Being And Turnover Intentions At Work</p>	<p><b>Dimpho Ditsebe</b></p> <p>Co-Production Of Mental Health Outcomes: The Role Of The Patient In Shaping Care Interventions.”</p>	<p><b>Gysbertus Christiaan Immelman</b></p> <p>Beyond Smart: A New Digital Development Framework For Future Cities</p>	<p><b>Neil Bierbaum</b></p> <p>Executive coaches’ methods and rationale for using a more directive approach when coaching</p>
09:20-09:45	<p><b>Harry Coolen</b></p> <p>Fostering Financial Growth Of Small Businesses Through Innovation Ecosystems In Mauritius</p>	<p><b>Marelize Keevy</b></p> <p>The Impact Of Responsible Leadership Development On Capacity Building For Agricultural Land Reform</p>	<p><b>Sven Ryno Du Plessis</b></p> <p>From Clinical Expertise To Strategic Leadership: Adapting Clinician Decision Frameworks In Strategic Management</p>	<p><b>Nompumelelo Maxebengula</b></p> <p>Assessing The Impact Of Project Portfolio Management On Efficiency And Effectiveness</p>	<p><b>Sandra Cooke</b></p> <p>Exploring The Impact Of Vertical Development Coaching On Leaders In South African Organisations</p>

				In Clinical Research Organisations	
09:50 – 10:15	<p><b>Steven Vey</b></p> <p>The Impact Of Founder Personality On Startup Venture Success</p>	<p><b>Esmarie Taljaard</b></p> <p>Interactions That Improve Relationships Between Npos And Donors</p>	<p><b>Vernon Julius</b></p> <p>Value-Based Care: Understanding And Perceptions Among Doctors In The Zambian Public And Private Sectors.</p>	<p><b>Andries Van Heerden</b></p> <p>Investigating The Relationship Between Technology Adoption And Operational Efficiency</p>	<p><b>Sibongile Khumalo</b></p> <p>The role of coaching in the successful transitioning and retention of Black female non-profit CEOs in South Africa</p>
	<p><b>TRACK SIX</b> <b>Marketing</b></p> <p>Chaired By Ms Adwoa De Beer</p>	<p><b>TRACK SEVEN</b> <b>Finance Accounting and Governance</b></p> <p>Chaired by Prof Nicolene Wesson and Prof Lee-Ann Steenkamp</p>	<p><b>TRACK EIGHT</b> <b>Systems Thinking</b></p> <p>Chaired By Ms Tasneem Motal</p>	<p><b>NO TRACK</b></p>	<p><b>TRACK FIVE CONTINUED</b> <b>Leadership Coaching</b></p> <p>Chaired by Prof Nicky Terblanche</p>
10:20-10:45	<p><b>Penelope Davis</b></p> <p>The Influence Of Ewom On Consumer Purchase Intent On Household Appliances: A Comparative Analysis Between South Africa And The United Kingdom</p>	<p><b>Christiaan Johannes Stander</b></p> <p>Working Capital Management As Determinant Of Company Performance During Economic Crises</p>	<p><b>Johannes Gysbertus Bergenthuin</b></p> <p>The Business And Systems Supporting True Crime Entertainment</p>	<p>-----</p>	<p><b>Francois Steenkamp</b></p> <p>Training Small And Medium Enterprise Owners And Managers In Emerging Markets Through The Synthesis Of Human Training And Artificial Intelligence Coaching</p>
10:50-11:00	<p><b>Handover Certificates of Attendance and Closing</b> <b>by Tasneem Motala</b> <b>Head: MBA Programme</b></p>				