

# Mr. R Baard

## Qualifications and Advanced Degrees

BAcc (Stellenbosch)

BCom Hons (Management Accounting) (Stellenbosch)

CIMA (passed finalist) London

MBA (Stellenbosch)

## Publications

### Accredited Journals

1. Nel, G.F. and Baard, R.S. 2006. Using corporate Web sites in Africa to market to investors. *South African Journal of Information Management*, 8(3): 1-9.
2. Nel, G.F. and Baard, R.S. 2007. Do corporate web sites in Africa communicate investor information according to best practice guidelines? *South African Journal of Information Management*, 9(3): 1-16.
3. Steenkamp, L.P., Baard, R.S. and Frick, B.L. 2009. Factors influencing success in first-year Accounting at a South African university: A comparison between lecturers' assumptions and students' perceptions. *South African Journal of Accounting Research*, 23(1): 113-140.
4. Baard, R.S., Steenkamp, L.P., Frick, B.L. and Kidd, M. 2010. Factors influencing success in first-year Accounting at a South African university: the profile of a successful first-year Accounting student. *South African Journal of Accounting Research*, 24(1): 129-147.
5. Baard, R.S. and Nel, G.F. 2011. Corporate websites in Africa: Has online investor relations communication improved during the past four years? Evidence from Egypt, Kenya, Morocco, Nigeria and Tunisia. *The South African Journal of Information Management*, 13(1): 1-7.
6. Steenkamp, L.P., Baard, R.S. and Frick, B.L. 2012. A Holistic investigation into a tutor programme in First-year Financial Accounting. *Meditari Accountancy Research*, 20(1): 68-87.
7. Du Preez, R., Steenkamp, L.P. and Baard, R.S. 2013. An investigation into a peer module mentoring programme in Economic and Management Sciences. *International Business & Economics Research Journal*, 12(10): 1225-1238.
8. Baard, R.S. and Nel, G.F. 2016. An explanatory study of the use of e-mail investor communication by South African listed companies. *SA Journal of Information Management*, 18(1): 1-9.
9. Nel, G.F. and Baard, R.S. 2019. Minimum corporate website disclosure levels and information asymmetry: Evidence from Johannesburg Stock Exchange small-cap companies. *South African Journal of Accounting Research*, 33(3): 187-204.
10. De Jager, E. and Baard, R.S. 2019. Does 'free' higher education in South Africa make economic sense? Views of commerce students. *South African Journal of Higher Education*, 33(6): 70-91
11. Nel, G.F. & R Baard. 2022. Investor communication channels: the case of e-mail and corporate websites – mutually exclusive or complementary? *Corporate Communications: An International Journal*: Volume 27

## Papers delivered at conferences

1. Students' opinions on factors affecting success in Financial Accounting 188. Presented at the Second Conference on the Scholarship of Teaching and Learning on 20/21 May 2008 (co-author with LP Steenkamp) (Awarded joint winner as best paper at conference.)
2. Students' Perceptions of Factors Influencing Success in First-Year Accounting at a South African University. Presented at the 1st Southern African Conference on the First-year Experience 2008, Stellenbosch, 8-10 September 2008 (Co-authors: Steenkamp, LP & Frick, BL).
3. Factors influencing success in Financial Accounting 188: A predictive model. Presented at the Third Conference on the Scholarship of Teaching and Learning on 19/20 Mei 2009 (Co-authors: LP Steenkamp, BL Frick, SA du Plessis) (Short listed for best paper.)
4. Baard RS, Steenkamp, LP & Frick BL. Financial Accounting 188: A profile of successful and at-risk students. Vierde Konferensie oor die Akademieskap van Onderrig en Leer, Universiteit van Stellenbosch, 11/12 Mei 2010 (Behaal die kortlys van beste referate).
5. Baard RS, Steenkamp, LP & Frick BL. The use of institutional data in early identification of at-risk students. Southern African Association For Institutional Research International Forum 2010. University of Johannesburg, 21 – 23 September 2010.
6. 'Corporate websites in Africa (excluding South Africa): Did anything happen during the past four years relating to investor relation communication?'. Presented at the 7th African Finance Journal Conference 18-19 March 2010 (co-presented with GF Nel)
7. Baard RS, Steenkamp LP & Frick BL. Early identification of at-risk students in first year Financial Accounting. Higher Education Learning & Teaching Association of South Africa (HELTASA). University of Limpopo, 22 – 25 November 2010.
8. Steenkamp LP, Baard RS & Frick BL. Three perspectives on a tutor programme in first year Financial Accounting. Higher Education Learning & Teaching Association of South Africa (HELTASA). University of Limpopo, 22 – 25 November 2010.
9. Baard, RS, Steenkamp, LP, Frick, BL (2010). Early identification of first year students in need of academic support. ICERI2010: International Conference of Education, Research and Innovation. 15-17 November 2010, Madrid, Spain.
10. Steenkamp, LP, Baard, RS & Uys, DW (2011). The implementation of computer-aided assessment: Impact on students and lessons learned. Vyfde Konferensie oor die Akademieskap van Onderrig en Leer, Universiteit van Stellenbosch, 16/17 Mei 2011
11. Baard RS & Steenkamp, LP. Financial Accounting 188: The effect of institutional changes on the profile of successful and at-risk students. Sesde Konferensie oor die Akademieskap van Onderrig en Leer, Universiteit van Stellenbosch, 22/23 Mei 2012.
12. Baard, RS & Steenkamp, LP. The impact of institutional changes on first-year Financial Accounting students. Conference of the Southern African Accounting Association, Cape Town, 7 September 2012.
13. Baard RS & Steenkamp, LP. The impact of implementing English classes and higher admission requirements on first year students. Higher Education Learning & Teaching Association of South Africa (HELTASA). University of Stellenbosch, 28 – 30 November 2012.
14. Baard, RS. The effect of institutional changes on the profile of successful and at-risk first-year Accounting students at a South African University. The International Academy of Business and Public Administration Disciplines, Madrid, Spain, 23 – 26 July 2014.
15. Nel, GF & Baard, RS. Symmetrical company investor e-mail communications: Do actions speak louder than words? The International Academy of Business and Public Administration Disciplines, Madrid, Spain, 23 – 26 July 2014.

16. Baard, RS, Steenkamp, LP & Herron, A (2016). Introduction to Financial Accounting: Are we preparing EDP students to be successful in mainstream Accounting? *Scholarship of Teaching and Learning Conference*, Stellenbosch University, 25/26 October 2016.
17. Baard, RS, & Steenkamp, LP (2018). The ignored middle: Transition from first-to second-year in Financial Accounting. *Scholarship of Teaching and Learning Conference*, Stellenbosch University, 30/31 October 2018. (Short listed for best paper.)

## Other

### Chapters in books:

Steenkamp, LP, Baard, RS & Frick, BL. 2009. Student perceptions of the factors influencing their success in firstyear Accounting. Pp 143-154. In Leibowitz, B, Van der Merwe, A & Van Schalkwyk, S. 2009. Focus on first-year Success: Perspectives emerging from South Africa and beyond. SUN MeDIA: Stellenbosch South Africa