



35th ANNUAL CONFERENCE CALL FOR PAPERS

THEME:
A SENSE OF GOOD BUSINESS
8-11 SEPTEMBER 2024
STELLENBOSCH

HOSTED BY



DEPARTMENT OF
BUSINESS
MANAGEMENT

100
1924 - 2024



About the Southern Africa Institute for Management Scientist

The Southern African Institute for Management Scientists (SAIMS) was established in 1988 with the purpose of promoting the interests of Management Scientists in Southern Africa and also to act as a forum to discuss management education and research. Thirty-three years later this organisation is still the voice in management sciences!

Read more about SAIMS here: www.saims.org

VISION:

Cultivating a dynamic community of management scientists.

MISSION:

Creating opportunities for management scientists to advance knowledge, engage and collaborate.

Exciting opportunities coming soon. Be on the look out for:

- Call for Toyota funding
- Call for Toyota Academy funding
- Call for new SAIMS board members
- Call for doctoral colloquium

SAIMS MEMBERSHIP

At SAIMS, our membership is our pride, and we want to broaden membership by welcoming both national and international academics and practitioners.

SAIMS MEMBERSHIP IS AVAILABLE

For student members: R150 per year

For ordinary members: R300 per year

For Membership inquiries email admin@saims.org

Payable at www.saims.org/home/saims-membership

ABOUT THE 2024 HOSTS

THE DEPARTMENT OF BUSINESS MANAGEMENT, STELLENBOSCH UNIVERSITY

The world has changed, and we have the opportunity to explore what a sense of good business entails together in Stellenbosch from 8-11 Sept 2024



DEPARTMENT OF
**BUSINESS
MANAGEMENT**



In 2024, the Department of Business Management is celebrating its centenary. Over the last 100 years the Department has grown from two first-year students to just over 2 000 registrations. Whereas topics such as the distribution of agricultural products no longer feature in our curricula, others still warrant research and debate. These include effective leadership, customer satisfaction and dealing with rapid technological change. From the very start, colleagues asked questions about the purpose of private enterprise and how best to achieve this purpose. Join us at the conference to reflect on how mindsets and business practices have changed and what we currently regard as good business sense.

CONFERENCE CHAIRPERSONS



Dr Debbie Human-Van Eck
Conference Chairperson



Dr Stefanie Kühn
Publications Chairperson

WE HOPE TO SEE YOU THERE!

You are invited to send submissions for the
35th Annual SAIMS conference,
 which will be hosted by the
Department of Business Management
at Stellenbosch University,
 during the period 8–11 September 2024.

Two types of papers may be submitted:

1. Competitive Papers (Full Paper): 15 pages max (incl ref).
2. Work-in-Progress (Abstract only): 500 words max (excl ref).

Deadlines for submission: 13 May 2024

Please visit the following website for all submissions: www.saims2024.saims.org

Admin enquiries: admin2024@saims.org

Paper enquiries: papers2024@saims.org

The 2024 SAIMS Conference theme is:

A Sense of Good Business

You may have overheard or participated in a conversation
 where the words have been said:

That person has good business sense. I suppose it's a gift.
 And if you have good business sense, *You should be grateful.*

For the 2024 SAIMS conference, our interest is in
 deconstructing the well-known comment, to explore what
 a sense of good business could entail.



SUBMISSION DETAIL

TRACKS

You are welcome to submit papers in one of the following tracks:

- Track 1: Accounting, Banking and Insurance
- Track 2: Finance and Investment
- Track 3: Economics
- Track 4: Entrepreneurship and Small Business Management
- Track 5: General and Strategic Management
- Track 6: Marketing (excluding Digital Marketing)
- Track 7: Digital Marketing (including Social Media)
- Track 8: Consumer Behaviour
- Track 9: Corporate Social Investment and Business Ethics
- Track 10: Logistics and Supply Chain Management
- Track 11: Information and Communication Technology
- Track 12: Human Resource Management
- Track 13: Management Education
- Track 14: Public and Development Management
- Track 15: Innovation
- Track 16: The Business of Wine
- Track 17: Specialised topics

The aim of this track is to invite submissions from a diverse background that do not necessarily resort under any of the above-mentioned tracks.

Examples hereof are sports management, tourism management, non-profit management, globalisation, doing business in an emerging economy, international business, as well as any other submissions that support the overall theme of the conference.

SUBMISSION DETAILS

For more information on the papers submission process via ConfTool, please visit our website: www.saims2024.saims.org
For conference registration fees, please refer to page 14.

FORMAT OF SUBMISSION

**Papers can be submitted in one of two streams:
A Work-in-progress paper or a Competitive paper.**

1. WORK-IN-PROGRESS PAPERS

Incomplete research, ongoing research or ideas for future research in order to generate feedback on any topic listed in tracks or related to the theme of the conference.

- Submissions should not exceed 500 words in length (excluding references).
- Only PDF documents will be accepted.
- Save the abstract under the title of your paper.
- Font: Arial 11, 1.5-line spacing, 2 cm margins all-round, justified.
- See AUTHOR GUIDELINES (page 7) for technical details.

The following minimum aspects should be addressed in the paper:

- Title of paper
- Four (4) keywords describing the paper
- Introduction providing a brief background into the nature of the problem or Case Study under investigation
- A Preliminary Literature Review
- A clear formulation of the main problem(s) to be investigated
- Envisaged research methodology
- Preliminary findings
- Conclusions and managerial implications or recommendations
- List of references

SUBMISSION DETAILS

FORMAT OF SUBMISSION

2. COMPETITIVE PAPERS

Complete research papers on any track related to the theme of the conference.

- Submissions should not exceed 15 pages (including the abstract references, and annexures if applicable).
- Only PDF documents will be accepted.
- Save the submission under the title of your paper.
- Font: Arial 11, 1.5-line spacing, 2 cm margins all round, justified.
- See AUTHOR GUIDELINES (page 7) for technical details.

The following minimum aspects should be addressed in the paper:

- Title of paper
- Abstract (150 words)
- Four (4) keywords describing the paper
- Introduction
- Literature review and problem investigated
- Research objectives and/or hypotheses
- Research Methodology
- Results/findings
- Practical managerial implications and recommendations
- Conclusions
- List of references
- Annexures (if applicable)

FORMAT OF SUBMISSION

IMPORTANT DATES AND DEADLINES

Submission deadline (both streams):
Monday, 13 May 2024, before 23:59

Feedback via email:
Friday, 26 July 2024

Final submission of corrected papers (based on the feedback of reviewers):
Friday, 23 Augustus 2024

Important information about submissions

All full-length competitive papers and work-in-progress abstracts will be submitted to a double-blind peer-review process.

- Only full-length competitive papers will qualify for the Best Paper Award.
- Only full-length papers published in the conference proceedings will qualify for subsidy purposes. If, after the double-blind peer review process and acceptance, you do not wish to publish your full paper in the conference proceedings, you must communicate this clearly to the conference organisers within a month of acceptance and a two-page summary still needs to be provided for publication.
- Papers that do not comply with the format requirements of submissions will be returned to authors for corrections.
- A maximum of two papers may be presented by one individual.
- Please ensure that the names of the authors do not appear anywhere in the submission.
- To facilitate a blind review, all submitted papers must be in PDF type format. Other file types (such as Pages, Word Documents, etc.) will not be accepted.

AUTHOR GUIDELINES

GENERAL GUIDELINES

- Submissions should be typed in 1.5 line spacing, including references.
- Single spacing between paragraphs. Do not use double spacing anywhere.
- No spacing between heading or sub-heading and paragraph.
- Page numbers are to be placed in the upper right-hand corner of every page.
- Do not use any tab indents for paragraphs. Do not number paragraphs.
- The text must preferably be limited to three levels. Main headings are presented in capitals (bold); sub-headings in lower case (bold), and sub-subheadings in normal text, lower case.

FOR INSTANCE

METHODOLOGY

Sampling procedure

Composition of sample

- Submissions should have margins of 2 cm.
- Documents need to be justified.
- Length of submissions:
 - Full papers: Maximum 15 pages (including the abstract and references, and annexures if applicable).
 - Work-in-Progress: 500 words (excluding references)
- The 11-point Arial font must be used.

AUTHOR GUIDELINES

STRUCTURE

- Since all papers are electronically submitted, the submission needs to be submitted as single files.
- In the case of full papers, start with the title of your paper, followed by the abstract (maximum 150 words), then the introduction ... and the rest of your paper.
- Work-in-Progress requires the submission of an abstract consisting of 500 words maximum. The abstract should provide a substantive summary of the paper. It should be informative, giving the reader an overview of the paper (or the envisaged paper/research).

TABLES

- Tables should have a table number starting at one and a title which should be centred over the table.
- The table number and title should be typed on separate lines, in capital letters.
- All rows and columns should be clearly labelled.
- No more than two decimal points should be provided.
- A reference should be provided below the table.

FOR INSTANCE

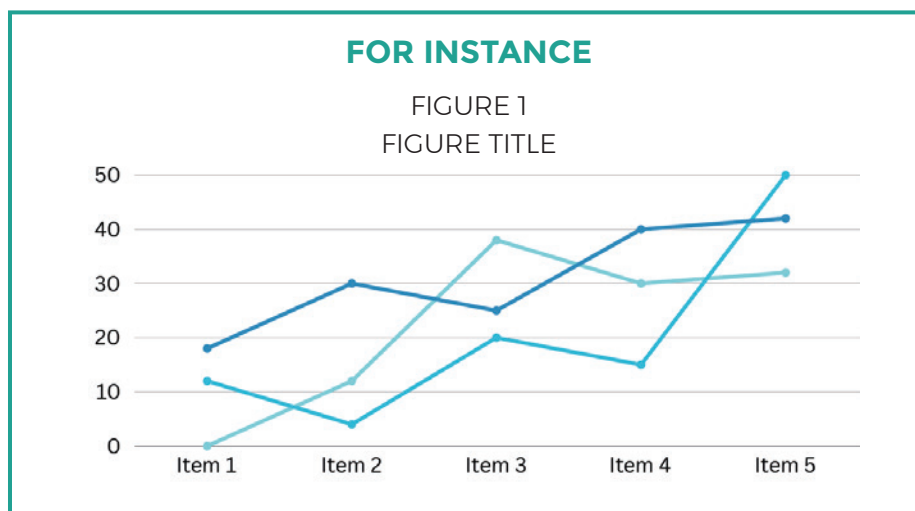
TABLE 1
TABLE TITLE

Item	Sub-heading	Sub-heading
Item 1	1.00	-0.03*
Item 2	-0.04**	0.00

AUTHOR GUIDELINES

FIGURES

- Figures should have a figure number starting at one, and a heading which should be centred over the figure.
- The figure should be clear and add value to the paper.
- A reference should be provided below the figure.
- The figure number and title should be typed on separate lines, in capital letters.
- Figures and artwork must be of high quality and camera-ready. Please avoid the use of gray-scale shading.
- In the text, all illustrations and charts should be referred to as figures.



MATHEMATICAL NOTATIONS

Mathematical notations should be clearly explained within the text. Equations should be centred on the page. If equations are numbered, type the number in parentheses flush with the right margin. Unusual symbols and Greek letters should be identified. For equations that may be too wide to fit in a single column, indicate appropriate breaks.

AUTHOR GUIDELINES

REFERENCING

Use the Harvard method of referencing.

CITATIONS WITHIN TEXT

- Citations in the text should include the author's last name and year of publication enclosed in parentheses, for example, (Jones, 1990). If practical, the citation should be placed immediately before a punctuation mark. Otherwise, insert in a logical sentence break.
- If a particular page, section, or equation is cited, it should be placed within the parentheses, for example, (Jones, 1990: 112).
- For multiple authors, use the first time in full if a source is cited irrespective of the number of authors. For subsequent citations of three authors and more use "et al." (in italics). For example: (Smith, Wesson, Brown and Green, 2000). and afterwards, (Smith et al., 2000).
- If the same authors published another work in the same year, a distinction must be made by using lower caps a or b. For example: (Smith, Wesson, Brown, and Green, 2000b).
- In the case of multi-authors and different dates of publication, list it in order of the latest publication first. Authors' names should not be listed alphabetically. For example: (Jones, 2001; Bennet and Podaysky, 1998; Fulton and Bowker, 1990).

AUTHOR GUIDELINES

REFERENCING

REFERENCING LIST

- An example of multiple-author references for books is:
Donners, J H. and Williams, D.F. 1992. Marketing of Art. New York: Wiley.
- Examples of single- and multiple-author references for periodicals are:
Steenkamp, J. 1998. Analysing the effect of marketing on strategy. Journal of Marketing, 9 (3): 226-230.
Steenkamp, J., du Toit, F. and Mazibuko, H. 1998. Analysing the effect of marketing on strategy. Journal of Marketing, 9 (3): 226-230.
- An example of using a web page is as follows:
Williams, M.T.N. 2005. Marketing on the internet. BizzCommunity. Available: <http://www.BizzCommunity.com> [Accessed: 12 April].
- Examples of a paper read at a conference, and/or an (unpublished) dissertation or thesis are as follows:
Parasuraman, A. 1996. Understanding and Leveraging the Role of Customer Service in External. Interactive and Internal Marketing. Paper read at Frontiers in Services Conference. Nashville, Tennessee (October).
Webb, C. 2003. The Role of Women in Society. Unpublished D.Comm dissertation, University of Botswana.

PRESENTATION GUIDELINES

- Presentations should not exceed 15 minutes, and afterwards, there will be five minutes for questions and feedback.
- One individual may present a maximum of two papers.



CONFERENCE REGISTRATION FEES

For more information on the conference registration process via ConfTool, please visit our website: www.saims2024.saims.org

REGISTRATION FEES

SAIMS Members	R4 000
Non-SAIMS Members	R4 500
Students with student cards (members)	R2 000
Students with students cards (non-members)	R2 500
SAIMS Members Day Fee	R2 000
Non-SAIMS Members Day Fee	R2 300

For any admin-related queries, contact: admin2024@saims.org
For any paper-related queries, contact: papers2024@saims.org

“Uncurios people do not lead examined lives; they cannot see causes that lie deeper than the surface”

- Yvon Chouinard, Let My People Go Surfing:
The Education of a Reluctant Businessman