

Please note that the publications listed are not all under the Henley affiliation but authored by researchers currently associated with Henley Business School Africa.

Published 2022

Cunningham, N. and Petzer, D. J. (2022). Examining the luxury apparel behavioural intentions of middle-class consumers: the case of the South African market. *Journal of Consumer Behaviour*, 21(5): 955–72. Available from <https://doi.org/10.1002/cb.2010> [Accessed 10 Oct 2022]. (Non-Henley affiliation.)

Claassen, L. (2022). Virtual reality in business education. Paper presented at the *South African Cultural Observatory 4th International Conference*. Cape Town, 10 November 2022.

Claassen, L. (2022). *Virtual reality in business education* [White paper]. Paulshof: Henley Business School Africa.

Day, J. (2022). *Deliberate collaboration* [White paper]. Paulshof: Henley Business School Africa.

Foster-Pedley, J. (2022). *Amplifying the impact of African business schools* [White paper]. Paulshof: Henley Business School Africa.

Henley Business School Africa. (2022). *Ofgen: eyeing growth in Africa's sustainable energy sector* [Case study]. Paulshof: Henley Business School Africa.

Henley Business School Africa. (2022). *Serena Hotels: deliberating the use of solar at Kenya's Amboseli Serena Safari Lodge* [Case study]. Paulshof: Henley Business School Africa.

Henley Business School Africa. (2022). *Sultan Green: data-driven conservation agriculture in Africa* [Case study]. Paulshof: Henley Business School Africa.

Henley Business School Africa. (2022). *Agtech in Africa: digital solutions to empower small-scale farmers* [Case study]. Paulshof: Henley Business School Africa.

Henley Business School Africa. (2022). *Gikomba Market: adapt or die, or something in between* [Case study]. Paulshof: Henley Business School Africa.

Henley Business School Africa. (2022). *Gikomba Market: a vendor's dilemma* [Case study]. Paulshof: Henley Business School Africa.

Henley Business School Africa. (2022). *Gikomba Market: the life cycle of a shoe* [Case study]. Paulshof: Henley Business School Africa.

Messina, L. (2022). *EOH: corruption, losses, and the impact of a poor risk culture* [Case study]. Paulshof: Henley Business School Africa.

Orr, W. (2022). *A 'Faustian pact'? Implementing a COVID-19 vaccination policy in a South African corporate* [Case study]. Paulshof: Henley Business School Africa.

O'Shea, E. and Bick, G. (2022). Key success factors for improving customer service to adapt to changing customer needs in the UK social housing sector. Paper presented at the *British Academy of Management Conference 2022*. Manchester, 31 Aug to 2 Sep 2022.

Petzer, D. J. and Roberts-Lombard, M. (2022). Investigating commitment as a unidimensional or a multidimensional construct in a retail banking setting. *Journal of Relationship Marketing*, 21(4): 285–323. Available from <https://doi.org/10.1080/15332667.2022.2079340> [Accessed 10 Oct 2022]. (Non-Henley affiliation.)

Prinsloo, M. (2022). *How machine learning is transforming revenue assurance into a real-time business tool* [White paper]. Paulshof: Henley Business School Africa.

Ramkylas, V., Bick, G. and Carmichael, T. (2022). Challenges faced by small, medium and micro retailers in South Africa in developing an e-commerce route to market. *In: Bisschoff, C. A. (ed.) 2022 International Business Conference: Conference Proceedings*, Somerset-West, Cape Town, 25–28 Sep 2022. Potchefstroom: North-West University, pp. 2096–2114.

Singh, R. and Bick, G. (2022). Factors determining successful business-to-business salesforce transition to adapt to changing customer needs. Paper presented at the *ATINER 20th Annual International Conference on Marketing*. Athens, 27–30 Jun 2022.

Spini, L. and Innes, A. G. (2022). Johnny Clegg: a polycultural anthropologist on stage for social justice. *International Journal of Anthropology*, 37(1–2): 75–94. Available from <https://doi.org/10.14673/IJA2022121089> [Accessed 10 Oct 2022].

Van Tonder, E. and Petzer, D. J. (2022). Factors promoting customer citizenship behaviours and the moderating role of self-monitoring: a study of ride-hailing services. *European Business Review*, 34(6): 876–896. Available from <https://doi.org/10.1108/EBR-09-2021-0197> [Accessed 10 Oct 2022].

Van Zyl, B. (2022). *From rigidity to resonance* [White paper]. Paulshof: Henley Business School Africa.

Presented, published or accepted for publication 2023

Alexander, K. (2023). Powering Africa’s growth: the renewable energy landscape [White paper]. Paulshof: Henley Business School Africa.

Berndt, A. D. and Petzer, D. J. (in press). Brand avoidance in the airline industry. *In: Rather, R. A. (ed.) Customer Brand Relationships in Tourism: An International Perspective*. Springer Nature.

Berndt, A. D. and Petzer, D. J. (in press). Evidencing the impact of customer engagement through metrics. *In: Rather, R. A. and Ramkissoon, H. (eds.) Customer Engagement in Tourism Marketing: Current Issues and Challenges*. Cheltenham: Edward Elgar.

Claassen, L., Bouwer, C., & de Villiers, V. (2023). *Emerging technologies and immersive learning* [White paper]. Paulshof: Henley Business School Africa.

Cupido, Z. (2023). *Surgical leadership: disrupting the status quo*. [Case study]. Paulshof: Henley Business School Africa.

De Villiers, V., van der Colff, F., Stiehler-Mulder, B., & Mafuratidze, N. (2023). *Exploring a motivational approach to curb employee theft in FMCG retailing in South Africa*. Project 2023/01. ISBN 978-0-7961-1673-4. Johannesburg: Henley Business School Africa.

King Gabrielides, S. (2023). *A step-by-step approach to personal leadership development* [White paper]. Paulshof: Henley Business School Africa.

Machaba, T., Prinsloo, M., Ferguson, M., & Rebeiro, P. (2023). Exploring Situational Leadership Using Critical Incident Technique in the Times of COVID-19. Paper presented at the 5th International Conference on Finance, Economics, Management and IT Business Conference (FEMIB). Prague, Czech Republic from 23 – 24 April 2023.

Makhoalibe, P. (2023). *Using the Project Artistry framework to optimise executive education*. [White paper]. Paulshof: Henley Business School Africa.

Morais, F., Malherbe, H., Prinsloo, M., Vawda, S., & de Villiers, V. (2023). *ESG adoption and strategic integration in leading JSE listed firms: Insights from interviews with executives and board members*. [Research Report].

Petzer, D.J., Matthee, M., Kühn, S.W. & De Villiers, V. (2023). *South Africa's fresh fruit industry: Optimising export performance and securing sustainable exporter-importer relationships*. [White paper]. Paulshof: Henley Business School Africa.

Petzer, D.J. & Roberts-Lombard, M. (2023). You want my loyalty? Treat me fairly! A study of Islamic banking customers in South Africa. Paper presented at the 29th Recent Advances in Retailing and Consumer Sciences Conference in Lyon, France, July.

Petzer, D.J. & Roberts-Lombard, M. (2023). Revisiting the satisfaction-loyalty link – a perspective of banking customers in South Africa. Paper accepted for presentation at the 12th Emerging Markets Conference Board (EMCB) Conference in George, South Africa, October.

Petzer, D.J., Van Tonder, E., & Fullerton, S. (2023). Anti-consumption: investigating the role of socio-psychological factors in motivating customers to help other customers not to shop. *South African Journal of Economic and Management Sciences*. (Accepted for publication).

Pila Machaba. T., Prinsloo, M., Ferguson, M., & Rebeiro, P. & Erasmus, A. (2023). *The success of situational leadership during the COVID-19 pandemic: fact or furore?*. [White paper]. Paulshof: Henley Business School Africa.

Smit, H. (2023). Leadership integrity and the development of people and places of attachment. Paper presented at the 13th Developing Leadership Capacity Conference (DLCC), Henley Business School, Henley -upon-Thames, UK, July.

Van Tonder, E. & Petzer, D.J. (2023). Promoting customer advocacy in the ride-hailing sector – a generational cohort perspective. *South African Journal of Economic and Management Sciences*, 26(1):1-14.

Van Tonder, E., Petzer, D.J., Fullerton, S., Lee, J. & Bischoff, C. (2023). Developing and validating a measurement scale for green customer citizenship behaviours across contexts. Paper accepted for presentation at the 14th Annual Summer Global Business Conference 2023 in Zagreb, Croatia, September.

Research output under review

Petzer, D.J. & Roberts-Lombard, M. (2023). Revisiting the satisfaction-loyalty link – a perspective of South African banking customers. (Accepted for review).

Roberts-Lombard, M. & Petzer, D.J. (2023). Is trust and loyalty the same for all banking customers? A comparison of Islamic and non-Islamic banking customers. (Accepted for review).

Roberts-Lombard, M., & Petzer, D. J. (2023). You want my loyalty? Treat me fairly! A study of Islamic banking customers in South Africa. (Accepted for review).

Van Tonder, E. & Petzer, D.J. (2023). Promoting personal initiative: the role of positive psychological capital and emotional self-control. (Accepted for review).

Research output in progress

Alexander, K. (2023). *Exploring the artificial intelligence footprint in Africa*. [White paper].

Alexander, K. (2023). *An action learning approach: beyond the business school*. [Mini white paper].

Alexander, K. (2023). *An action learning playbook: working together, improving outcomes*. [Mini white paper].

Erasmus, A., & de Villiers, V. (2023). *Food and Nutrition Security in South Africa: can businesses afford to turn a blind eye?* [White paper].

Prinsloo, M. (2023). *Understanding the land title, tenure tightrope: is technology the solution to Africa's complex land ownership challenges?* [White paper].