

Research output

Presented, published or accepted for publication in 2025

Ablett, K. (2025) *Unlocking retention success in South Africa's software industry* [White paper]. Paulshof: Henley Business School Africa.

Bignall, M. (2025) *Soft skills required by graduates to excel in the retail industry: line managers' perspectives* [White paper]. Paulshof: Henley Business School Africa.

Bouwer, C., de Villiers, V. and Claassen, L. (2025) *Pitfalls, provocations, and possibilities: adopting immersive learning in a business school context* [White paper]: Paulshof: Henley Business School Africa.

Bouwer, C., and de Villiers, V. (2025) *Lagos, pathos, ethos: why science matters for business* [White paper]. Paulshof: Henley Business School Africa.

Bouwer, C., and Kocovaos, J. (2025) *Kokiville: nurturing a sustainable, shared value business* [Case study]. Paulshof: Henley Business School Africa.

Bouwer, C., and Kocovaos, J. (2025) *Kokiville: an owner-run, hands-on approach to marketing* [Case study]. Paulshof: Henley Business School Africa.

Bouwer, C., and Kocovaos, J. (2025) *Kokiville: what next when bootstrapped funding is no longer enough?* [Case study]. Paulshof: Henley Business School Africa.

Chetty, L. (2025) *Harmony in innovation: artificial intelligence advancement across Africa in ways that matter* [White paper]. Paulshof: Henley Business School Africa.

Collen, A. (2025) *Job burnout: the silent enemy in demanding workplaces* [White paper]. Paulshof: Henley Business School Africa.

De Villiers, V., Van der Colff, F. and Pillay, S. (2025) *Navigating the merchandiser's dilemma: strategies to mitigate role-related challenges*. Research Report 2024/02. Johannesburg: W&R SETA and Henley Business School Africa.

Foster-Pedley, J. (2025) *The role of digital marketing in building global brands: a focus on universities, business schools, and intellect industries. Part 1: the true meaning of so-called 'global' branding* [White paper]. Paulshof: Henley Business School Africa.

Foster-Pedley, J. (2025) *The role of digital marketing in building global brands: a focus on universities, business schools, and intellect industries. Part 2: using behavioural economics to influence consumer behaviour* [White paper]. Paulshof: Henley Business School Africa.

Foster-Pedley, J. (2025) *The role of digital marketing in building global brands: a focus on universities, business schools, and intellect industries. Part 3: social media platform-specific strategies for global branding* [White paper]. Paulshof: Henley Business School Africa.

Foster-Pedley, J. (2025) *The role of digital marketing in building global brands: a focus on universities, business schools, and intellect industries. Part 4: case studies and best practices embracing the future of digital branding, and a checklist to ensure success* [White paper]. Paulshof: Henley Business School Africa.

Foster-Pedley, J. (2025) *A three-layer HAIR-STYLE-VOICE perspective on 21st-century leadership* [White paper]. Paulshof: Henley Business School Africa.

Francis, C., Govender, E. and Ludalo, M. (2025) *A cross-sectoral perspective of gender disparity in the workplace: Perhaps the issue is less complicated than it seems ...* [White paper]. Paulshof: Henley Business School Africa.

Khoza, M. (2025) *Tshepo's omnichannel pursuit: gracing the presence of global giants* [White paper]. Paulshof: Henley Business School Africa.

Maribe-Moremi, D. (2025) *Adopting a Botho-ubuntu behavioural approach in pursuit of leadership excellence* [White paper]. Paulshof: Henley Business School Africa.

Mphogo, T.G. (2025) *Employee retention part 1. Earned wage access: is it the best initiative to prevent low-income earners from quitting?* [White paper]. Paulshof: Henley Business School Africa.

Munzara, Y. (2025) *To switch or not to switch? Clients' banking behaviour in South Africa* [White paper]. Paulshof: Henley Business School Africa.

Orr, W. (2025) *When do organisational values matter?* [Case study]. Paulshof: Henley Business School Africa.

Orr, W. (2025) *If it's not Boeing, I'm not going: what happened to destroy Boeing's safety culture?* [Case study]. Paulshof: Henley Business School Africa.

Roberts-Lombard, M. and Petzer, D.J. (2025) 'You want my loyalty? Treat me fairly! A study of Islamic banking customers in South Africa', *Journal of Islamic Marketing*, 16(2), pp. 627-650. Available at: <https://doi.org/10.1108/JIMA-06-2023-0178> (Accessed: 31 January 2025).

Roux M. (2025) *The impact of social media strategies on a selected food brand: survival of the fittest on social media* [White paper]. Paulshof: Henley Business School Africa.

Reddy, D. (2025) *Leadership's role in the digital transformation of banks' treasuries* [White paper]. Paulshof: Henley Business School Africa.

Smit, A. (2025) *Sales force automation in the marketing industry: a force to be reckoned with* [White paper]. Paulshof: Henley Business School Africa.

Van Zyl, B. (2025) 'Pure Indulgence: Growth At All Costs?', HBS 8764-HTM-ENG. Boston: Harvard Business Publishing Education.