Research output

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Presented, published or accepted for publication 2024

Berndt, A.D. and Petzer, D.J. (in press) 'Brand avoidance in the airline industry', in R.A. Rather (ed.) *Customer brand relationships in tourism: an international perspective*. Springer Nature.

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Cupido, Z. and Mia, R. (2024) *Gift of the Givers: harnessing spiritual leadership to help build resilience* [Case study]. Paulshof: Henley Business School Africa.

De Villiers, V., Van der Colff, F. and Pillay S. (2024) Unlocking the potential of lower-level employees: a collaborative approach for upliftment and empowerment in South Africa's FMCG retail sector. Research Report 2024/01. Johannesburg: W&R SETA and Henley Business School Africa.

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