Research output

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Ablett, K. (2025) Unlocking retention success in South Africa's software industry [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.

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).

Smit, A. (2025) *Sales force automation in the marketing industry: a force to be reckoned with* [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.