BEMSH-Jan-2020

Venue: Mercure Hotel Amsterdam City

Date: January 25-26, 2020

Social Sciences
and Economics
Research Society

SSERS 2nd International Conference on Business Economics, Management, Social Sciences & Humanities (BEMSH-JAN-2020)

Conference organized by:

Social Sciences and Economics Research Society

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SSERS 2nd International Conference on Business Economics, Management, Social Sciences & Humanities (BEMSH-JAN-2020)

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Welcome Message

The Social Sciences And Economics Research Society (SSERS) welcomes you to SSERS 2nd International Conference on Business Economics, Management, Social Sciences & Humanities

We are happy you decided to join your colleagues from around the world to explore innovative technologies, pioneering pedagogical strategies, and a sampling of international collaborations that are being used to engage and retain students, researchers and Scholars in the new millennium.

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Acknowledgements

Social and Community Studies

Sociology: concepts and practices, Geographical perspectives on spaces and flows, what are the behavioral sciences, Psychology of the social. Where mind meets world: cognitive science as interdisciplinary practice, Economics as social science, Sociology and history: the dynamics of synchrony and diachronic, Philosophys place in the social sciences, Social welfare studies as interdisciplinary practice, Health in community, Horizons of interest: agenda setting in the social sciences, Research and knowledge in action: the applied social sciences, Social sciences for the professions, Social sciences for social welfare, Accounting for inequalities: poverty and exclusion, Social breakdown: dysfunction, crime, conflict, violence, Social sciences addressing social crisis points, Technologies in and for the social Economics, politics and their social effects: investment, ownership, risk, productivity, competition, regulation and deregulation, public accountability, stakeholders, trust, work life, resource distribution, consumption, well being, living standards, Commonalities, differences and relationships between the social and the natural sciences: research methodologies, professional practices and ethical positions, Research methodologies involving human subjects, The social sciences in the applied sciences and professions: engineering, architecture, planning, computing, tourism, law, health.

Arts

Teaching and Learning the Arts, Arts Policy, Management and Advocacy, Arts Theory and Criticism, Social, Political and Community Agendas in the Arts, Visual Arts Practices, Performing Arts Practices: Theater, Dance, Music, Literary Arts Practices, Media Arts Practices: Television, Multimedia, Digital, Online and Other New Media, Other Arts

Humanities

Media, Film Studies, Theatre, Communication, Aesthetics, Design, Language, Linguistics, Knowledge, Philosophy, Ethics, Consciousness, History, Historiography, Literature/Literary Studies, Political Science, Politics, Teaching and Learning, Globalization, Ethnicity, Difference, Identity, Immigration, Refugees, Race, Nation, First Nations and Indigenous Peoples, Sexuality, Gender, Families, Religion, Spirituality, Cyberspace, Technology, Science, Environment and the Humanities, Other

Civic and Political Studies

Political science as disciplinary practice, Investigating public policy, Law as a social science, Criminology as social science, Public health, Social sciences in the service of social policy: risks and rewards, Accounting for the dynamics of citizenship, participation and inclusion, Trust, social capital, social cohesion and social welfare, Politics and social sciences, Interdisciplinary perspectives on politics, public policy, governance, citizenship and nationality, Security and insecurity, conflict and cohesion, war and peace, terror and anti-terror, The neo- liberal state and its critics, Policy measures: assessing social need and social effectiveness

Cultural & Global Studies

Cultural studies are of human life ways: anthropology in its contexts; Of human life courses: family, childhood, youth, parenting and aging; Of human origins: paleontology, primate evolution, physical anthropology, Ethnographic methods, Social meanings: language, linguistics, discourse, text, Cultural studies as a constitutive field, Social science stances: modernism and postmodernism; structuralism and post structuralism, Where humanities and social sciences meet, Social structure and human culture: the sociological and the anthropological, Interdisciplinary perspectives on human differences, Identities in social science: generational, gender, sexuality, ethnic, Perspectives on, and voices of, difference: multiculturalism and feminism, Religion and the human sciences, Health, well-being and culture, Global flows, Global security, Human movement: migration, refugees, undocumented migrants, The dynamics of globalization, diaspora and diversity, Globalized economics: inequalities, development, free and fair trade, Developed and developing worlds, Inequalities in international perspective, Poverty and global justice, Human rights in global perspective, The local and the global

Environmental Studies

The natural and the social: interdisciplinary studies, Human environments, Sustainability as a focus of interdisciplinary study, What are applied sciences?, Health and the environment, People, place and time: human demography, Environmental governance: consumption, waste, economic externalities, sustainability, environmental equity, Human interests in the natural sciences: the politics of the environment

Organizational Studies

Management as social science, Culture in organizations, Technology and work, The social dynamics of organizations, Human resource management, Workers rights, Corporate governance, Organizational and social sustainability, Corporate social responsibility, Knowledge ecologies: embedded knowledge in the organizational setting, Tacit and explicit knowledge, Private and public knowledge, Scenario building and futures forecasting, Organizational change

Educational and Communication Studies

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Economics, Finance & Accounting

Financial Accounting, management accounting, auditing tax accounting, Accounting information systems Islamic Finance, Financial Markets, Money and Capital Markets, International Finance, Derivatives & Foreign Exchange Rates, Islamic Banking, Portfolio & Funds management, Behavioral finance, International Economics, Public Finance (GST & Taxes), Monetary Economics, Sectorial Studies, Macroeconomic Issues

Business and Management Studies

International Business, Globalization, International Law, Management in Multicultural Society, International Market Entry, Cross Cultural Management, Business Models, Organizational Studies Organization Behavior, Organization Theory & Design, Organization Development, Organization Culture and Values, Operations & Supply Chain Management, Operations Management, Sourcing, Logistics management, Supply chain strategy, Project Management, Human Resource Management, Training & Development, Conflict Resolution, Global and Multicultural Issues, Strategic HR Management, Recruiting and Staffing, Marketing Management, Hospitality and Tourism, Advertising, Promotion & Marketing Communication, Branding & Positioning, Consumer Behavior, Innovation & New Product Development, International and Cross-Cultural Marketing, Customer Relationship Management (CRM),Pricing, Public Relation, Retailing and Sales Management, Marketing Technology, Modeling and forecasting, Social Responsibility, Ethics and Consumer Protection, Sports Marketing, Social Entrepreneurship and SME Management, New Business Models, Agri-Business, SME challenges & Issues, SME & Globalization, Entrepreneurial Marketing, Entrepreneurial Education, Technology Management Management Information System, Enterprise Resource Planning, Innovation & Creativity, E-Commerce & E-biz, Global Technology Transfer, Research & Operations, Education Technology Strategic Management, Small - Medium size Firms in Crisis, Social Issues in Management, Collaboration and Strategic Alliances

Conference Schedule

SSERS 2nd International Conference on Business Economics, Management, Social Sciences & Humanities (BEMSH-JAN-2020)

Mercure Hotel Amsterdam City
January 25-26, 2020

09:00 - 09:10 am	Arrivals, Doorstep and Handshake
09:10 - 09:20 am	Introduction of Participants
09:20 - 09:30 am	Welcome Remarks (Mr Bashar)
09:30 - 10:00 am	Tea & Grand Networking Session/ Group Photo

*All in local time

SSERS 2nd International Conference on Business Economics, Management, Social Sciences & Humanities (BEMSH-JAN-2020)

Day 01: Saturday
January 25, 2020

Session 01: 10:00 am - 01:00 pm

Track A: Business Management, Economics, Social Sciences and Humanities

Presenter Name: Ven . Olaganwatte Chandasiri

Reference ID: BEMSH-JAN20-12

Paper Title: Study on the Structural Influncr by the Colonialisation on Tradition Sri Lankan Society

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Presenter Name: Syafrie Bima Setiawan

Reference ID: BEMSH-JAN20-13

Paper Title: Sustainability and the Competitive Advantage: The Perspective of the Logistics Industry transition?

Presenter Name: Muhammad Subhodeep Ganguly

Reference ID: BEMSH-JAN20-15

Paper Title: Improving Customers experience to Gain Competitive Advantage: Innovation of 5G on Cloud Gaming

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Presenter Name: Ramadhan H. Wicaksana

Reference ID: BEMSH-JAN20-18

Paper Title: Bidder Value Implications of Cross-border vs Domestic Acquisitions: A Study of Dutch Firms

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Presenter Name: Maudlin Klissa Dhiandra Putri

Reference ID: BEMSH-JAN20-19

Paper Title: The Role of Methods of Service Encounter and Surprise on Customer Delight and Customer Loyalty in Indonesian Supermarkets

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Presenter Name: Verona Mentari Mohammad

Reference ID: BEMSH-JAN20-22

Paper Title: Consumer Trust towards Content Marketing of Food & Beverage Businesses on Instagram: Empirical Analysis of Taiwanese and Singaporean Consumers

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Presenter Name: Sepvina Mutikasari

Reference ID: BEMSH-JAN20-23

Paper Title: Analysis of How Agile Manufacturing Capabilities Could be used Differently in Plants Within the Footloose and Rooted Subnetworks of the Global Production Network

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Presenter Name: Chelsie Farah Utami

Reference ID: BEMSH-JAN20-24

Paper Title: The Innovation of 5G in on-the-go FMCGs Food sector Manufacturings Sustained Competitive Advantage

SSERS 2nd International Conference on Business Economics, Management, Social Sciences & Humanities (BEMSH-JAN-2020)

Day 01: Saturday
January 25, 2020

Session 01: 10:00 am - 01:00 pm

Track A: Business Management, Economics, Social Sciences and Humanities

Presenter Name: Dr. Thembisile Molose

Reference ID: ISMP20-01-102

Paper Title: Measuring the Experience of Ubuntu to a Hospitality Organisation: Scale Development and Validation

Presenter Name: Ndileka Bala

Reference ID: ISMP20-01-103

Paper Title: Knowledge Skills and Graduate Attributes Required for Entrepreneurial Education at Higher Education Instutitions: A Review of the Literature

Presenter Name: Dr. Jorge Arenas-Gaitan

Reference ID: ISMP20-01-10

Paper Title: Local fresh food products: An analysis of their relation with plant-based diets

Closing Ceremony & Lunch (01:00 pm - 02:00 pm)

SSERS 2nd International Conference on Business Economics, Management, Social Sciences & Humanities (BEMSH-JAN-2020)

Day 02: Sunday
January 26, 2020

Conference second day is reserved for participants own tourism activities.

Conference Abstracts

Track A: Business Management, Economics, Social Sciences and Humanities

Study on the Structural Influncr by the Colonialisation on Tradition Sri Lankan Society

Ven . Olaganwatte Chandasiri[*]
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Occupation of Sri Lanka by three major European powers, namely the Portuguese, the Dutch and the British brought about a tremendous transformation to the Sri Lankan social conditions and society. Of the powers, the British influenced the Sri Lankan society in several ways. The activities of the missionaries who came to Sri Lanka during the first decade of the 19th Century and the reforms introduced by the Colebrook Commission for administrative purposes also influenced the transformation of Sri Lankan society. The printing press, though solely introduced for administrative purposes, expanded rapidly in the country. For the first time, books, periodicals and newspapers came into circulation. The competition between the Christian missionaries and the Buddhists, who resorted to take advantage of the printing technique, indirectly caused a religious and literary renaissance. The publication of books and periodicals, replacing the ola leaf, created a new reading public in society. Consequently, new theories and ideologies began to evolve as a result of the spreading of the reading and writing abilities of the people. The question, therefore, arises whether it is possible to analyse the social condition of the 19th Century by means of the printed publications. From the available printed poetry booklets, mostly published after 1860 decade, it could be seen that these poets depict the social changes in their creations. Businessmen and entrepreneurs encouraged these poets to compose more poetry booklets in order to expand their businesses. Although these poetical publications cannot be deemed to be of a high literary standard, they constitute a major source of information about the caste system, the Bhikkhu society, culture and contemporary society. The poets vision of the social institutions are depicted. These creations constitute a new tradition in poetic literature. The poetical creations, which cannot be categorized as loose leaf (kavi kola) verse publications prevalent at the time, were a challenge to those persons deeply concerned with safeguarding the tradition.In addition, the published newspapers and printed leaflets are a significant source that illustrates contemporary society. Various incidents in the daily social life are reported in these contemporary newspapers and magazines. Significantly, these interesting incidents depict contemporary social life and indicate how traditional folk life transformed along with the colonialisation. Contradictions can be observed in the transformation of traditional folk life and the rise of the new social order. New dimensions can be found through certain incidents on deciding whether to accept or decline the new social order.This research paper is based on the poetical works and newspapers published in the 19th century of Sri Lanka. The sources are available in the main libraries of Sri Lanka and the British Library, UK. These publications are identified as a major source of information on contemporary Sri Lankan society. They represent a transitional chapter in the evolution of Sri Lankan literature.

Index Terms: Booklets, Colonialisation, Newspapers, Poetic, Press

Sustainability and the Competitive Advantage: The Perspective of the Logistics Industry

Syafrie Bima Setiawan[*]
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Globalization plays a major role in this era. It encourages global trade due to the free trade agreement between countries and the technology advancement. These factors boost the global supply chain demand and freight transport in the logistics industry. In turn, the more frequent the freight transport is, the more impact it has on the environment because of the emission and pollution it generated. To stabilize the environment and supply chain activities, sustainability should be implemented to reduce the negative impacts it has on the environment. Some research has shown that sustainable actions improve consumers trust and companys reputation that will help companies to sustain their competitive advantage. Unfortunately, sustainability research in sustaining competitive advantage only received limited attention. The authors hope that this paper could fill the gap on that matter. Thus, the research question of this paper would be how does sustainability matter in the logistics industry to sustain competitive advantage? Two theories will be used to discuss this matter, which are Research-Based View and Dynamic Capabilities. The result showed that companies who adopt sustainable practices within its operations could sustain their competitive advantage due to the improvement of its customers satisfaction and the companys ESG ratings. Also, the use of DC theory complements the RBV in a sense that resources should be maintained and developed rather than taken as granted. It is relevant to discuss this issue since the demand for logistics is increasing over time and the activities will impact the environment to a greater extent.

Index Terms: Sustainability Sustained, Competitive Advantage, Freight Transport, Logistics Industry, Sustainable Supply Chain Management

Improving Customers experience to Gain Competitive Advantage: Innovation of 5G on Cloud Gaming

Muhammad Subhodeep Ganguly [*]
Faculty of Economics and Business, University of Groningen, Groningen, Netherlands

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The gaming industry is a major part of popular culture and has a substantial impact on the economical aspect in business with unlimited potential for growth. It is a USD$139 billion a year business and like any tech-related industries it is continually evolving as the years go by. This paper specifically examines how 5G technology may influence customer experience in cloud-gaming. Cloud-gaming in general has been around for a while but only now that companies are taking serious measures to dive deep into the potential capabilities of what the technology can offer. Thus this research covers on how 5Gs capabilities can play an important role in shaping customer experience to create a competitive advantage in the cloud-gaming sphere. The fundamental theory used for this study is resource-based view and dynamic capabilities where the analysis will revolve around how the industrys firms rely on renewing their capabilities while also implementing old capabilities with new technology to create a competitive advantage in the market. Since there are many topics and research regarding cloud-gaming, latency issues and 5G potential, the expectation is that 5G can greatly improve the streaming quality of cloud-based games thus improving customer experience and reaffirms a companys competitive advantage. The discussion presented from this study mainly boils down to how a brand new network technology such as 5G, can affect customer experience to gain a competitive advantage in the cloud sector of the gaming industry. The research analyzed the developments of 5G and how it can affect customer experience which can influence customer engagement on the product; this can help determine how will companies in the future make use of 5G technology to stay competitive, while also giving an informed speculation for the readers of the potential changes that will occur in this industry.The discussion in the study provided shows the development of networks in the future, by using 5G to improve customer experience through 4 aspects; these are, latency, lag compensation techniques, matchmaking and in-game contents. 5G will drop or even completely abolish latency while lag compensation techniques can be greatly improved, in-game contents will likely to grow as there are less threshold for developers to create content and matchmaking will be much quicker, leading to more engagement. Without 5G, improvements on these four aspects in cloud-gaming will be very small and will not provide the major push the gaming industry needs for consumers to change their behavior of playing physical video game products.The research question proposed for this study is how does the integration of 5G to cloud-gaming infrastructure increase customer experience to gain a competitive advantage?

Index Terms: Customer Experience, Cloud-Gaming, 5G, Internet, Technology

Bidder Value Implications of Cross-border vs Domestic Acquisitions: A Study of Dutch Firms

Ramadhan H. Wicaksana [*]

Faculty of Economics and Business, University of Groningen, Groningen, Netherlands

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This study aims to investigate the value implications of cross-border as well as domestic acquisitions which are undertaken by Dutch bidding firms. This study focuses on Dutch firms since the Netherlands is one of the worlds largest sources of cross-border investments, and cross-border acquisitions are a prime example. Past literature which focuses on different regions/countries discovered conflicting findings regarding value implications of cross-border and domestic acquisitions. Some recorded results which pointed towards value creation for cross-border acquisitions while some found the opposite. This study utilizes the event study methodology to find out whether cross-border and domestic acquisitions create significant value right after the announcement of the acquisition. This is done by testing the significance of the cumulative average abnormal returns (CAARs) of 62 cases of acquisitions, comprised of 31 cross-border and domestic acquisitions, all involving a Dutch bidding firm. The significance tests yielded statistically insignificant results for all the groups of samples. However, the CAARs themselves were positive for the cross-border acquisitions and also positive but lower for domestic acquisitions. The unexpected results led to the conclusion that there is weak support towards the value creating nature of cross-border acquisitions and that engaging in a domestic acquisition instead also does not guarantee value creation, while further inspection discovered that the firms strategy may also play a role in the Dutch acquisitions value creation.

Index Terms: Bidder Value, Cross-Border, Domestic Acquisitions

The Role of Methods of Service Encounter and Surprise on Customer Delight and Customer Loyalty in Indonesian Supermarkets

Maudlin Klissa Dhiandra Putri [*]
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Traditionally, service encounters in firms have been conducted through interactions between customers and employees. In this digital age, however, different industries have begun to adopt self-service technologies (SSTs) in which customers are serviced by a machine rather than a human employee. This study hypothesized that customer delight, customer retention intent, and word-of-mouth (WOM) intent can all be driven by both SST use and surprise. The purpose of this study was thus to examine the role of SSTs and surprise on the three aforementioned dependent variables in an Indonesian supermarket setting. 189 respondents were selected as the convenience sample to represent the Indonesian population and a between-subjects experiment was conducted. The results revealed that neither service encounter method nor surprise had a significant impact on the three dependent variables. Surprise may not necessarily induce delight perhaps due to a lack of a solid explanation that followed it and differences in cultural perceptions of surprise. Moreover, it was predicted that, rather than the SST use itself, customer responses are influenced by the awareness of other Indonesians towards SSTs.

Index Terms: Surprise SSTs, Customer Delight, Customer Retention Intent, WOM Intent

Consumer Trust towards Content Marketing of Food & Beverage Businesses on Instagram: Empirical Analysis of Taiwanese and Singaporean Consumers

Verona Mentari Mohammad [*]
Faculty of Economics and Business, University of Groningen, Groningen, Netherlands

Nowadays, food and beverage businesses need some adjustments regarding their marketing strategy as the lifestyle and dietary patterns of people are varied. A local restaurant is one of the businesses in the food and beverage industry that markets its product dominantly through social media. One of the marketing strategies on social media which local restaurant marketers can adopt is content marketing. However, content marketing will not work until trust is established (Newman, 2014). Marketers must ensure that the contents are genuine and transparent enough to develop trust (Wong & Yazdanifard, 2015). This study aims to examine the effect of product transparency on consumer trust to increase the effectiveness of content marketing, and to investigate whether one of Hofstedes cultural dimensions, uncertainty avoidance, can be the moderator of this relationship. The valid respondents of the online survey were 111 Taiwanese and Singaporean. It was revealed that product transparency has a positive influence on consumer trust and uncertainty avoidance cannot be the significant moderator of this relationship. Furthermore, an additional analysis provided an evidence where the uncertainty avoidance has a negative influence on consumer trust. Therefore, providing transparent information regarding food products in content marketing would help to increase the effectiveness of local restaurants marketing strategy through social media, and recognizing the cultural dimensions of where the business operates will give an initial hint of the consumers propensity to trust.

Index Terms: Product Transparency, Uncertainty Avoidance, Consumer Trust, Content Marketing, Local Restaurant.

Analysis of How Agile Manufacturing Capabilities Could be used Differently in Plants Within the Footloose and Rooted Subnetworks of the Global Production Network

Sepvina Mutikasari [*]
 Faculty of Economics and Business, University of Groningen, Groningen, Netherlands

This paper provides a literature review study to investigate how agile manufacturing capabilities could be used in different plants within a company's global production network. To do this, this paper makes use of Ferdows, Vereecke, and Meyer (2016) subnetworks positions framework. Each of the subnetwork positions has its own manufacturing characteristics and missions. From the four subnetworks, this paper focused on the main two, footloose and rooted. 17 articles were analyzed and this paper found that there are four major agile manufacturing capabilities categories, namely responsiveness, flexibility, integration, and competency. Each of the agile manufacturing capabilities categories could be used differently in each of the subnetworks depending on the focus factors emphasized in each category. With that, this paper has presented how agile manufacturing system capabilities could help plants in the footloose and rooted subnetworks to achieve their missions. Further, this study provides an early phase to understand how AM system could accommodates different plants positions in the GPN. This study also set out an insight that, despite being founded 29 years ago, agile manufacturing system with their capabilities, is still relevant to be continuously implemented in the present time. This paper does not provide any empirical validation yet for the findings. Thus, this paper also provide avenues for future research.

Index Terms: Agile Manufacturing (AM), Global Production Network (GPN), Capabilities, Subnetworks

The Innovation of 5G in on-the-go FMCGs Food sector: Manufacturings Sustained Competitive Advantage

Chelsie Farah Utami [*]

Faculty of Economics and Business, University of Groningen, Groningen, Netherlands

The fluctuating interests of a fast and convenient lifestyle in the 21st century are on the rise, especially Fast Moving Consumer Goods' food sector. Manufacturers are under extreme pressure of squeezed margins due to heightened maintenance costs and complicated procedures of unstable and growing demand. More services and replacement of machine parts increases costs, planned downtime, and disruption to operations. This study presents a way 5G enables factory machines appliances to fulfill demand uncertainty by adapting to the environment and business process through machine-to-machine communication. It is possible by establishing higher flexibility, efficiency, and shorter lead times for factory floor production and layout changes (Josefsson, 2019). How does 5G matters for manufacturing in the FMCG food sector for firms to sustain competitive advantage? Two perspectives of stakeholder-based competition and resource-based promote the maximization of profit. With direct involvement between machines, 5G build up efficiency and error detection ability of manufacturing. The most noticeable advantage of 5G is reliable communication protocols, sensors, accurate detection of machine maintenances, and faults. 5G is the future direction for the modernization of manufacturing; however, massive investment price indicates the commercial success of 5G in manufacturing is not expected in the next several years until the required cost of expenditure reduces. This research shows 5G in food manufacturing with big data application negatively correlate to efficiency for the near future. Later, food manufacturers can continuously enhance the knowledge and technology to acquire the best benefit of 5G at a beneficial cost and returns to a company's sustained competitive advantage.

Index Terms: FMCG, 5G, manufacturing, Machine-to-Machine Communication, Sustained Competitive Advantage, Food

Measuring the Experience of Ubuntu to a Hospitality Organisation: Scale Development and Validation

Dr. Thembisile Molose[*]
 Cape Peninsula University of Technology, South Africa

The objective of this paper was to identify what hospitality frontline managers experience as Ubuntu and subsequently presents a compact assessment scale for measuring frontline managers experience of Ubuntu culture to a hospitality organisation in South Africa. A mixed-method research design encompassing qualitative and quantitative studies resulted in 26 item measures for the Ubuntu concept. The two studies were conducted to test aspects of a fourfold model of Ubuntu which integrates compassion (care, empathy, being there physically and emotionally), survival (ability to survive in spite of difficulties, a shared will to survive and focus), group solidarity/collectivism (idea of achieving collectively; organisation exists to benefit employee community), and respect and dignity (valuing the worth of others). In Study 1, scales were developed to measure these aspects. Relationships among the four values of Ubuntu and with variables considered their antecedents were examined in Study 2. Results of a factor analysis suggested that, as predicted by the fourfold model are empirically distinguishable dimensions that can be experienced simultaneously by frontline managers. The importance of encouraging the study of Ubuntu as a culture, both in research and to the organisation, is discussed. As such, the study suggested that the culture of Ubuntu, if consciously harnessed can play a pivotal role in managing diverse workforce.

Index Terms: Culture, Hospitality Frontline Manager, Measurement Scale, South Africa, Ubuntu

Knowledge Skills and Graduate Attributes Required for Entrepreneurial Education at Higher Education Instutitions: A Review of the Literature

Ndileka Bala [1*] , Molose Thembisile [2], Tshinakaho Nyathela [3]
[1,2,3] Cape Peninsula University of Technology, South Africa

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South African Higher Eduction instutitions (HEIs) are under emense pressure to equip graduates with the requisite knowledge, skills and attributes that would enable them to become highly entrepreneurial. Chief among the reasons for such pressures is that various education programmes, particularly tourism and hospitality that are awarded by HEIs do not reflect entrepreneurial knowledge skills and attributes that the South African government expect graduates to acquire which would make them become entrepreneurs in their fields. The role of HEIs in South Africa will become prominent as they will need to steer, design and build education curriculum that create not only highly employable graduates, but also a future of graduates that will create employment. It is important to identify which knowledge skills gap that need to be developed in tourism and hospitality management programmes of HEIs in order to prepare graduates for the knowledge economy and entrepreneurial development in the entire tourism industry. This paper looks to identify the skills, competencies, and behaviours that agile graduates require to succeed in an environment that is confronted by rising high unemployment and characterised by accelerated high levels of poverty. Hence, the more reasons to identify and understand important knowledge, behaviours and best practices within the knowledge domains of entrepreneurial education.

Index Terms: Management Education, Entrepreneurship, Programme Evaluation, South Africa, Literature Review

Local Fresh Food Products: An Analysis of their Relation with Plant-Based Diets.

Dr. Jorge Arenas-Gaitan[1*], Arenas-Gaitan, Jorge[2], Peral-Peral[3]

[1,2,3] Universidad de Sevilla, Spain

This work analyzes the relation between local fresh food products, especially greens and fruits, and their consumption by those who follow plant-based diets. To do so, we go deeply into the knowledge that consumers have concerning local products, and what the sociodemographic characteristics and the consumption behaviors of consumers who follow a special diet are. To achieve this aim, we design empirical research, using a sample of 600 consumers. The results indicate that in spite of the two food trends analyzed (the consumption of local products and plant-based diets) sharing benefits, exist a significant relation between them.

Index Terms: Food Products, Plant-Based Diets, Consumption

Upcoming Events