

# Social Sciences International Research Conference

10-13 October 2023  
The Capital Pearls,  
Umhlanga, South Africa (Hybrid)

*Expanding research in a world of new opportunities*

Conference Proceedings

# **Social Sciences International Research Conference**

**10-13 October 2023**

**The Capital Pearls,**

**Umhlanga, South Africa (Hybrid)**

**Organised by**

**Faculty of Economic and Management**

**Sciences**

**North-West University**

**Theme: Expanding research in a world of new  
opportunities**

**Conference Proceedings**



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## PREFACE

The Social Sciences International Research Conference (SSIRC) 2023 proceedings contain full papers submitted to the hybrid SSIRC held in-person and virtually from 10 to 13 October 2023. The conference was organised and hosted at the beautiful seaside hotel, The Capital Pearls in Umhlanga, by the Faculty of Economic and Management Sciences of the North-West University, South Africa

SSIRC 2023 provided novel pre-conference workshop sessions in the form of panel discussions on the topics of: "Meet the Editor" and "The journey from a junior academic to a seasoned researcher." During the first panel discussion, conference delegates received valuable insight from current national and international journal editors to develop high-quality research papers for publication. Likewise, the second panel discussion on how early career academics and post-graduate students can advance their careers, provided impetus to young academics as seasoned researchers shared their knowledge on their journey. During the panel discussions, delegates had the opportunity to engage in Q&A sessions with editors and seasoned academics, enriching their career development. In addition, the workshop by the world-renowned Artificial Intelligence (AI) expert Donald Clark on using AI in education provided SSIRC workshop delegates with practical approaches and AI tools for teaching and learning.

The keynote address by Ms. Brightness Mangolothi, the director of Higher Education Resource Services South Africa (HERS-SA), contributed to the delegates' conference enjoyment and experience augmentation within the higher educational landscape.

The Organising Committee of the SSIRC would like to thank the scientific committee, subject chairs, external reviewers, session chairs, keynote, panellists, panel facilitator, and administrative staff for their contribution to the conference.

We trust that the hybrid conference was an insightful and fruitful experience, contributing to research inspiration.

Prof J Surujlal

SSIRC Co-chair

On behalf of the organising committee

Executive Dean: Faculty of Economic and Management Sciences

North-West University

## REVIEW PROCESS

The first call for papers went out early in December 2022, with a due date of abstract submissions by 30 March 2023. A total of 236 abstracts were submitted and abstract acceptance was communicated by 10 April. The abstracts were blind peer-reviewed by appointed subject chairs who are experts within their respective fields. Authors with accepted abstracts were invited to submit a full paper with a deadline of 1 May 2023. A total of 142 full papers were received. These papers were subjected to a double-blind peer review process managed by the chair of reviewers committee according to South Africa's Department of Higher Education and Training (DHET) refereeing standards. Subject chairs within the different tracks of Business Management, Economics, Finance, Public Relations, Human Resource Management, Marketing, Sport and Leisure and Technology Integration identified reviewer's unknown to the authors and from a different institution for the review process. Likewise, the identity and the institution of the reviewer remained anonymous.

A database of possible reviewers was compiled by the SSIRC organising committee, indicating each reviewer's area of expertise. Each subject chair drew from this database within their subject field or included new additions to the list of reviewers. Some of the reviewers were authors of papers, however, several reviewers were from international institutions. The list of the scientific committee and reviewers is provided within the proceedings. At least two anonymous reviewers reviewed each paper submission and where discrepancies occurred, a third reviewer was used, or the head of the reviewers performed the third review. Papers were reviewed according to the following criteria:

- Significance of the paper
- Originality
- Content including the abstract, quality literature review and/or research question.
- Appropriateness of research methodology
- Adequacy of results and discussion
- Technical, including language, spelling and references.

Authors received a reviewer report on the above-mentioned aspects and attended to comments and recommendations where needed by submitting a change log when required by reviewers. Eight papers were rejected after review. The second manuscript submissions, if needed, were assessed by the head of reviewers when papers were returned, or alternatively reviewed for a second round by the reviewer according to their comments. In total, 104 full papers were included in the conference proceeding.

## INSTITUTIONAL CONTRIBUTIONS

A total of 90 full papers were included in the proceedings after the double-blind peer review process. The contributions of papers were received from 30 different national and international institutions, which is depicted in Table 1. The host institution, NWU contributed 21% of the full papers in the conference proceedings with 79% of the contributions by other institutions. Thus, the proceedings adhere to the DHET criteria that more than 60% of papers must be from other institutions.

**Table 1: Institutional and weighted author contributions**

	<b>n</b>	<b>Institutional %</b>	
1	University of Johannesburg	12	13.3
2	University of Limpopo	14.5	16.1
3	Vaal University of Technology	16.5	18.3
4	North-West University	17	19
5	University of South Africa	6.5	7.2
6	University of KwaZulu-Natal	2	2.2
7	Durban University of Technology	1	1
8	Tshwane University If Technology	4.5	5
9	University of Mpumalanga	0.5	0.6
10	University of Zululand	0.5	0.6
11	University of Pretoria	0.5	0.6
12	STADIO Higher Education	1	1
13	University of Fort Hare	3	3.3
14	Lupane State University, Zimbabwe	1	1
15	Sol Plaatjie University	1	1
16	Independent Researcher	0.5	1
17	Africa Resources in Socioeconomic	1	1
18	Hebei University of Technology (China)	0.5	0.6
19	Central University of Technology	1	1
20	Malawi University of Business & Applied Sciences	1	1
21	Rhodes University	1	1.2
22	Chrisland University, Nigeria	0.5	0.6
23	Obafemi Awolowo University, Nigeria	0.5	0.6
24	Marondera University of Agricultural Sciences and Technology, Zimbabwe	0.5	0.6
25	Institut Supérieur Pédagogique de la Gomba, Democratic Republic of Congo	0.5	0.6
26	Africa University, Zimbabwe	0.5	0.6
27	Nnamdi Azikiwe University Awka, Nigeria	0.5	0.6
28	Edo State Polytechnic, Nigeria	0.5	0.6
29	University of the Witwatersrand	0.5	0.6
<b>Total</b>	<b>90</b>	<b>100</b>	

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