DUT
DURBAN UNIVERSITY OF TECHNOLOGY
INYUVESI YASETHEKWINI YEZOBUCHWEPHESHE

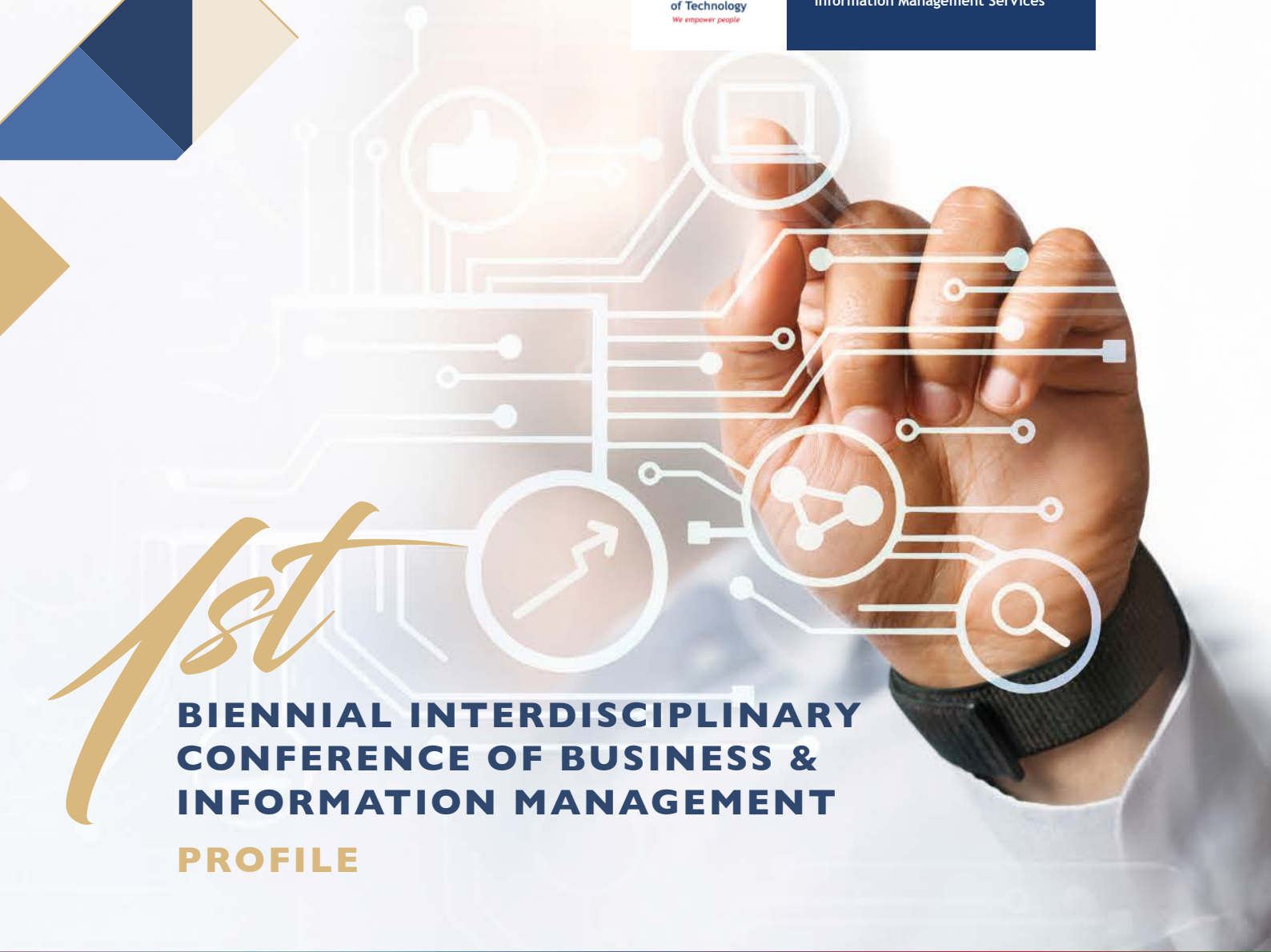
FACULTY OF ACCOUNTING & INFORMATICS

DEPARTMENT OF INFORMATION & CORPORATE MANAGEMENT

Tshwane University of Technology
We empower people

Faculty of Management Sciences

Department of Business and Information Management Services



1st BIENNIAL INTERDISCIPLINARY CONFERENCE OF BUSINESS & INFORMATION MANAGEMENT

PROFILE

Conference Hosts

DUT
DURBAN UNIVERSITY OF TECHNOLOGY
INYUVESI YASETHEKWINI YEZOBUCHWEPHESHE

FACULTY OF ACCOUNTING & INFORMATICS

DEPARTMENT OF INFORMATION & CORPORATE MANAGEMENT

The Department of Information and Corporate Management offers a full suite of qualifications from the Diploma to PhD level.

We offer a 3-year Diploma in Business and Information Management alongside a 4-year Extended Curriculum Programme (ECP). Diplomates progress first to the Advanced Diploma and thereafter, the Post-graduate Diploma in BIM respectively.

Further on, students pursue a Master of Management Sciences in Administration and Information Management capping of with a PhD in Business and Information Management.

As a qualification, Business and Information Management seeks to develop students with specific core knowledge, skills, and career training in managing information in the business context who become lifelong learners and engaged citizens aspiring to pursue careers and professional growth both locally and internationally.

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Department of Business and Information Management Services

The strategic focus of the Department is to develop students to meet labour market needs.

The Department offers two fields of study namely, Administrative Information Management and Contact Centre Management.

These programmes aim at developing a high level of academic engagement that is applicable to both fields of study. Incumbents can select careers in multi-disciplinary environments in the public and private sectors.

The Administrative Information Management programmes and Contact Centre Management field covers a Diploma, Advanced Diploma, Postgraduate Diploma, Master's and Doctoral qualifications.

Conference Theme

Business and Information Management Realities in a world of global disruption of 4IR and Beyond

Date:

3 & 4 October 2024

Background

The realities facing the field of Business and Information Management in a world of global disruption and the emergence of the 4IR are diverse. The discourse shows that numerous business sectors have started to adapt to the Fourth Industrial Revolution (4IR) in response to common issues like high operating costs (resulting in relatively low-profit margins) (Enaifoghe, Balogun & Afolabi, 2021). High customer expectations and demands, the triple bottom line expectations, health and safety issues for its workers, and so forth. The 4IR has changed many aspects of a firm, including its organizational culture, relationships, value creation, customer expectations, and market position (Lucas, Agarwal, Clemons, El Sawy & Weber 2013).

The changes extend beyond procedures as existing organizations are compelled to modify and to a certain extent completely change their primary business models to fit with the trend toward digitalization to remain competitive and avoid being disrupted by new market entrants (Schaller, Schaller & Vatananan-Thesenvitz, 2022). Nevertheless, the recent global disruption introduced the fifth industrial revolution (5IR) which is supported by the concept that it will give industries new opportunities, including fully integrated value chains, improved efficiency, and quality throughout the value chain. The adoption of 5IR in Business and Information Management is projected to reduce resource input, a

strengthen position in the market, and optimal business activities (Enaifoghe, 2021; Zulu, Pretorius, & van der Lingen, 2021; Barthel, 2021; Gao, Hakanen & Rajala, 2020).

High degrees of uncertainty and technical discontinuities are brought on by the 4IR. Discontinuities present firms with at least three obstacles, including issues with value creation, value capture, and value delivery. Understanding the impact of the Fifth Industrial Revolution (5IR) on the commercial environment is significant. We often read articles about the Fifth Industrial Revolution every day. It initially appears to be a modernized version of the Fourth Industrial Revolution, because of how frequently the media mentions it, we all assume that we are aware of what it is and how it impacts us, but we never actually define it. Recent research has stressed the significance of comprehending technological inflexions in the era of 5IR, particularly in relation to artificial intelligence (AI) (Shankar et al. 2021; Davenport et al. 2020; Guha et al. 2021).

Several studies emphasize the importance of human-technology interactions (e.g., augmented technologies, Grewal et al. 2020a; AI, Shankar 2018; Wilson and Daugherty 2018) and the necessity of comprehending the advantages that each party brings to these encounters (Huang and Rust 2018; Huang, Rust, and Maksimovic 2019), to make sure that their complementary skills are appropriately augmented (Chintagunta, Hanssens, and Hauser 2016; Kopalle et al. 2022). Consumers, workers, and businesses will soon realize a world in which "people and machines act synergistically," according to a consensus within this study stream (Haesevoets et al. 2021, p. 2).

To create a comprehensive framework for the (r)evolution associated with accepting human-machine partnerships, we must explicitly investigate how the 5IR applies to retailing and services (and the broader field of marketing). The Fifth Industrial Revolution (5IR) differs from the Fourth Industrial Revolution (4IR) (Gauri & Van Eerden, 2019), which mostly concentrated on employing technology to achieve efficiencies.

Aim of the Conference

The main goal of this conference is to give a forum and encourage discussion on many topics affecting interdisciplinary business studies. Given the diverse challenges that currently confront firms during the global disruptions in advancing sustainable business, regardless of their nature and size must tap into the enhancements made available by digitisation to increase their chances of survival, growth, and long-term sustainability in the 4IR era. The Business and Information Management programme of the Information and Corporate Management department at Durban University of Technology (DUT) and the Business and Information Management Services department at Tshwane University of Technology (TUT) invite conference delegates, authors, and researchers to submit theoretically grounded and empirically sound papers. These papers should demonstrate how businesses can exploit technological advancements and digitisation to transform their organizational processes and practices to sustain themselves in the era of the Fourth Industrial Revolution (4IR), with the hope to incorporate the Fifth Industrial Revolution (5IR) in the near future.

Conference Structure

The conference will be a two-day event comprising an inauguration segment; three plenary sessions will be held in parallel on the sub-themes listed below. The conference will also host a gala dinner on the first day of the event.

Sub Themes:

1 BUSINESS INNOVATION AND DIGITALISATION

- Digitisation of workspaces – a new era
- Acceleration of 4IR Post pandemic

2 SOCIAL IMPLICATIONS OF WORK RELATIONSHIPS WITHIN THE BUSINESS ENVIRONMENT

3 HIGH IMPACT PRACTICES RESPONDING TO GLOBAL DISRUPTIONS WITHIN TEACHING AND LEARNING

4 ENTREPRENEURSHIP

- Corporate and social entrepreneurship
- Entrepreneurship education practices and best practices

Keynote Speakers

Professor Paul Edmund Green
Dean of Business and Management Science
Cape Peninsula University of Technology

Dr Prosper Kweku Hoeyi
Head of Department : Business Support Studies
Central University of Technology

Target Audience

This conference welcomes staff and postgraduate students at the Durban University of Technology (DUT), the Tshwane University of Technology (TUT), researchers from higher education institutions in South Africa, industry experts, and practitioners.

Conference Details

Date	3 & 4 October 2024
Venue	Protea Hotel Marriott, Umhlanga
Participants	100 Delegates
Registration Fee	R3500: Delegate R2500: Students
Early Bird Registration Fee	R3000: Delegate R2000: Student

Conference Chair

Dr S Moyane
Durban University of Technology

Dr E Bruhns
Tshwane University of Technology

Conference Directors

Dr T Ramsuraj
Durban University of Technology

Dr P Mthalane
Durban University of Technology

Organizing Committee

Dr T Ramsuraj
Dr P Mthalane
Dr M Ngibe
Mrs R Reddy
Ms A Sathyanand
Mr N Nkomo
Dr DM van Vuuren Marais
Dr SS Mkhomazi
Dr CPJ Harmse
Dr HJ Thomas

Pertinent Dates

Call of abstracts	Call Close: 12 April 2024
Notification of accepted abstracts to authors	26 April 2024
Final submission of full papers	28 June 2024

Registration and conference fee payment deadline

Early Bird Registration	3 May 2024
Registration Close date	6 September 2024

For conference enquiries please contact

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