

LECTURERS RESEARCH LIST

LOTRIET RONNIE, PROF

International & National Publications (list publications of the last 3 years)

Lotriet Ronald Aubrey, RA. 2018. Die dood van die tradisionele koerant: 'n Strategiese assessering. Accredited Journal Article.

An enquiry into the management challenges of millennial employees within the hotel industry: A Case Study. Conference Contribution. International Conference on Business and Management Dynamics (ICBMD-2019).

2019. An enquiry into the management challenges of millennial employees within the hotel industry: A Case Study. Conference Contribution. International Conference on Business and Management Dynamics (ICBMD-2019).

2019. Engineering a manager: assessing the factors affecting the career transition. Conference Contribution. International Conference on Business and Management Dynamics (ICBMD-2019).

Lotriet, R.A & Le Roux, D.B. 2019. An enquiry into the management challenges of millennial employees within the hotel industry: A Case Study, RA. Swakopmund, 3 Sept 2019. 5th International Conference on Business and Management Dynamics (ICBMD-2019).

Lotriet, R.A & Maree, M.C 2019. Engineering a manager in South Africa: Assessing some of the factors affecting the career transition. Swakopmund, 3 Sept 2019 5th International Conference on Business and Management Dynamics (ICBMD-2019). Published in accredited conference journal.

Lotriet, RA & Louw, JJ. 2019 Assessing organisational climate & commitment @ a SA mining services supplier.. Paper presented at the IBC. Hermanus. 23 Sept. 2019. Published in accredited conference journal.

Lotriet, RA. 2020. Assessing some market orientation dimensions: A strategic imperative for contemporary South Africa. Published in DOE-Accredited Conference Proceedings.

Modise, M & Lotriet, RA. 2020 Comparative Study between Tavern and Shebeen License Holders in Yeoville, South Africa. Published in DOE-Accredited Conference Proceedings

Lotriet, RA. 2020. 'n Assessering van die persepsies oor digitale transformasie by 'n Suid-Afrikaanse handelsbank – 'n geval van Antropogeen-ontkenning vir die ekonomie? Tydskrift vir Geesteswetenskappe.

Another 2 planned for 2021 (one already accepted for publication)

National & International Papers delivered (of the last 3 years)

Lotriet, R.A, Kole, A & Bisschoff, CA. 2018. Assessing fertilizer buying behaviour of emerging farmers in a South African Grain producing area. Paper accepted for the 20-24 AFMA-10 International Conference, Mauritius, *but did not attend*.

Lotriet, RA & Chiloane, S. 2018. Assessing the efficiency of water loss projects in Ekurhuleni Metropolitan Municipality in South Africa. Sustainable Sanitation and Water Management Conference. 20-23 November 2018. Century City, Cape Town.

Muzondo, N, Lotriet, RA & Bisschoff. 2019. A stakeholder-oriented conceptual framework to measure brand equity of national foreign direct investment: Exploratory evidence from South Africa. Paper presented at 3rd International Conference on Advances in Business & Law (ICABL2019), Dubai, UAE.

Lotriet, R.A. & Ditshego, K. Kokotwane. 2019. 'n Assessering van die persepsies oor digitale transformasie by 'n Suid-Afrikaanse Handelsbank – 'n geval van Antropogeen-ontkenning vir die ekonomie? Paper presented: Suid-Afrikaanse Akademie vir Wetenskap en Kuns. 12-13 Junie 2019. Pretoria.

Lotriet, R.A & Le Roux, D.B. 2019. An enquiry into the management challenges of millennial employees within the hotel industry: A Case Study, RA. Swakopmund, 3 Sept 2019. 5th International Conference on Business And Management Dynamics (ICBMD-2019)

Lotriet, R.A & Maree, M.C 2019. Engineering a manager in South Africa: Assessing some of the factors affecting the career transition. Swakopmund, 3 Sept 2019 5th International Conference on Business And Management Dynamics (ICBMD-2019)

Lotriet, RA & Louw, JJ. 2019 Assessing organisational climate & commitment @ a SA mining services supplier.. Paper presented at the IBC. Hermanus. 23 Sept. 2019

Lotriet, R.A & Kruger, L. 2018. Exploring antecedents that determine consumer behaviour in the South African Life Insurance Industry. IBC: 23-26 September. Le Meridien Le Maurice, Mauritius.

Muzondo, N, Bisschoff, C.A & Lotriet, R.A. 2019. Measuring national brand equity: Appraisal of alternative approaches.

Lotriet, R.A & Ditshego, K. 2019. 'n Assessering van die digitale transformasie op die sogenaamde digitale volwassenheid van 'n groot Suid-Afrikaanse korporatiewe bank. Symposium. 12-13 September 2019. Suid-Afrikaanse Akademie vir Wetenskap en Kuns.

Lotriet, RA. 2020. Assessing some market orientation dimensions: A strategic imperative for contemporary South Africa. International Conference on Business Dynamics

Modise, M & Lotriet, RA. 2020 Comparative Study between Tavern and Shebeen License Holders in Yeoville, South Africa. International Conference on Business Dynamics

Lotriet, RA. 2020. 'n Assessering van die persepsies oor digitale transformasie by 'n Suid-Afrikaanse handelsbank – 'n geval van Antropogeen-ontkenning vir die ekonomie? *Tydskrif vir Geesteswetenskappe*

3 submitted for 2021