

NELSON MANDELA METROPOLITAN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT

PERSONAL DETAILS

FULL NAMES: Shelley Beryl Saunders

TELEPHONE NUMBERS: Work: +27 (0)41 504 1392

E-MAIL ADDRESS: shelley.saunders2@nmmu.ac.za

LANGUAGES: English (spoken & written); Afrikaans (spoken & written)

TERTIARY EDUCATION:

Qualification Awarded	Institution	Year
BCOM	Nelson Mandela Metropolitan University	2010
BCOM (Hons)	Nelson Mandela Metropolitan University	2011
MCOM (Cum Laude)	Nelson Mandela Metropolitan University	2013

LEADERSHIP AND COMMITTEE ACTIVITIES:

2009 - Society Treasurer: Industrial and Organisational Psychology Society, NMMU

2012 - Treasurer: Humewood Golf club Ladies section

2013 - Present: Trustee of Body Corporate at San Michele Apartments, PE

2013 - Present: Southern African Institute of Management Scientists (SAIMS) member

2014 - Present: NMMU Family Business Unit member (School of Management Sciences at NMMU)

2015 - Business Management Module Statistics committee

2015 - NMMU Blended Learning Committee

LECTURING EXPERIENCE:

Lectures presented in the following fields:

Business Management

Business Functions

Entrepreneurship

Marketing Management

Financial Management

Business Research

2011 - 2012 Bridging maths BMAT021

2011 - 2012 Quantitative methods SCQT121

2011 - 2012 Research methodology SRSM211

2011 - 2012 Introduction to financial accounting CIFA111
2012 - 2012 Entrepreneurship EBM106
2012 - Present: Business Functions EB102/EB112
2014 - Present: Introduction to Business EB101
2014 - Present: Marketing Management EBM201
2014 - Present: Financial Management EBM301
2014 - Present: International Marketing EBM305

Vacation School Program participation:

July 2012: EB102 Winter School - facilitated tutorials, assisted with admin and invigilation duties.
July 2013: EB102 Winter School - facilitated tutorials, assisted with admin and invigilation duties.
November 2013: EB101 Summer School - lecturer, marking of class tests, exam marking and assisted with admin duties.
July 2014: EB102 Winter School - lecturing duties, administer class tests, exam marking.
November 2014: EB101 Summer School - lecturer, marking of class tests, exam marking and assisted with admin duties.
July 2015: EB102 Winter School - lecturer, marking of class tests, exam marking and assisted with admin duties.

RESEARCH SUMMARY

Completed research projects:

2010 – Entrepreneurial attributes of undergraduate business students at selected tertiary institutions in South Africa (BCom Honours Treatise).
2013 – Assessing the entrepreneurial attributes of undergraduate business students at Nelson Mandela Metropolitan University (MCom Thesis).

Research Work in Progress:

2014 – The influence of South African parental role models on the next generations intentions to take over the family business (DCom Thesis).

Postgraduate Students:

Research projects completed

2014 – Wangechi, N. & Mabatshwa, G. *The influence of authentic leadership on job satisfaction and organisational commitment of small business employees.* (BCom Honours Treatise)

Research projects in progress

2015 – Mashologu, N. & Porter, S. *The influence of individual entrepreneurial orientation on the entrepreneurial intentions of Nelson Mandela Metropolitan University students.* (BCom Honours Treatise)

CONFERENCES

Attended the following Conferences:

The Southern African Institute of Management Scientists 25th Annual Conference, Potchefstroom, South Africa 15-17 September 2013.

The International Business Conference, 8th Annual Conference, Swakopmund, Namibia 19-20 August 2014.

Ireland International Conference on Education, Dublin, Ireland, 20-22 April 2015.

The International Business Conference, 9th Annual Conference, Victoria Falls, Zambia 20-23 September 2015.

Papers published in Conferences proceedings – Refereed / Reviewed:

Saunders, S.B. & Farrington, S.M. 2013. *Assessing the entrepreneurial attributes of undergraduate business students at NMMU*. The 25th Annual Conference of the Southern African Institute for Management Sciences, 15-17 September.

Goliath, J.E., Farrington, S.M. & **Saunders, S.B.** 2014. *Using word associations to assess small business owner perceptions of an entrepreneur*. 8th Annual Conference, Swakopmund, Namibia 19-20 August 2014. (*Best paper Runner-up*)

Goliath, J.E., Farrington, S.M. & **Saunders, S.B.** 2014. *Establishing student perceptions of an entrepreneur using word associations: A gender and ethnicity perspective*. The 26th Annual Conference of the Southern African Institute for Management Sciences, 15-17 September.

Saunders, S.B. & Rootman, C. 2015. *Improving business management students' reading ability and academic performance through blended learning*. Ireland International Conference on Education, Dublin, Ireland, 20-22 April 2015.

Rootman, C., Krüger, J. & **Saunders, S.B.** 2015. *The use of Moodle in financial management: Students' perceptions*. Ireland International Conference on Education, Dublin, Ireland, 20-22 April 2015.

Farrington, S.M. & **Saunders, S.B.** 2015. *Authentic leaders and employee outcomes: An SME perspective*. The 27th Annual Conference of the Southern African Institute for Management Sciences, 30 August – 1 September.

Krüger, J., Rootman, C. & **Saunders, S.** 2015. *Macro-economic factors influence on South African SMME business performance*, 15-19 September 2015, IISES, Florence, Italy.

Saunders, S.B., Goliath, J.E. & Smith, E.E. 2015. *Perceptions regarding sustainability planning in organisations*. 9th Annual Conference, Victoria Falls, Zambia 20-23 September 2015.

Scheepers, J., Farrington, S.M., Venter, E. & **Saunders, S.B.** 2015. *Age and perceptions of success among family business owners*. 9th Annual Conference, Victoria Falls, Zambia 20-23 September 2015.

Farrington, S.M. & **Saunders, S.B.** 2015. The influence of authentic leadership on the financial performance of SMEs. 9th Annual Conference, Victoria Falls, Zambia 20-23 September 2015. (*Best paper Runner-up*)

Papers read at Conferences (Nationally):

Saunders, S.B. & Farrington, S.M. 2013. *Assessing the entrepreneurial attributes of undergraduate business students at NMMU*. The 25th Annual Conference of the Southern African Institute for Management Sciences, 15-17 September.

Goliath, J.E., Farrington, S.M. & **Saunders, S.B.** 2014. *Establishing student perceptions of an entrepreneur using word associations: A gender and ethnicity perspective*. The 26th Annual Conference of the Southern African Institute for Management Sciences, 15-17 September.

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Papers read at Conferences (Internationally):

Goliath, J.E., Farrington, S.M. & **Saunders, S.B.** 2014. *Using word associations to assess small business owner perceptions of an entrepreneur*. 8th Annual Conference, Swakopmund, Namibia 19-20 August 2014. (*Best paper Runner-up*)

Saunders, S.B. & Rootman, C. 2015. *Improving business management students' reading ability and academic performance through blended learning*. Ireland International Conference on Education, Dublin, Ireland, 20-22 April 2015.

Rootman, C., Krüger, J. & **Saunders, S.B.** 2015. *The use of Moodle in financial management: Students' perceptions*. Ireland International Conference on Education, Dublin, Ireland, 20-22 April 2015.

Krüger, J., Rootman, C. & **Saunders, S.B.** 2015. *Macro-economic factors influence on South African SMME business performance*, 15 – 19 September 2015, IISES, Florence, Italy.

Saunders, S.B., Goliath, J.E. & Smith, E.E. 2015. *Perceptions regarding sustainability planning in organisations*. 9th Annual Conference, Victoria Falls, Zambia 20-23 September 2015.

Scheepers, J., Farrington, S.M., Venter, E. & **Saunders, S.B.** 2015. *Age and perceptions of success among family business owners*. 9th Annual Conference, Victoria Falls, Zambia 20-23 September 2015.

Farrington, S.M. & **Saunders, S.B.** 2015. The influence of authentic leadership on the financial performance of SMEs. 9th Annual Conference, Victoria Falls, Zambia 20-23 September 2015. (*Best paper Runner-up*)

Articles published in South African Journals:

Goliath, J.E., Farrington, S.M. & **Saunders, S.B.** 2014. Establishing student perceptions of an entrepreneur using word associations. *Acta Commercii*, 14(2):1-9.

COMMUNITY ENGAGEMENT ACTIVITIES

2015 - Hillside secondary school in Port Elizabeth, visits to encourage and motivate the students to pursue tertiary education