



**2016**

**Volume 284, Issue 2**

# **BESSH**

**September 3-4, 2016**  
**Cape Town, South Africa**



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# CONFERENCE PROCEEDINGS

## BOOK OF ABSTRACT BESSH-2016

**International Conference on  
“Business Economics, Social Science & Humanities”  
(BESSH-2016) Cape Town, South Africa**

# **Book of Abstracts Proceedings**

**International Conference on  
“BUSINESS ECONOMICS, SOCIAL SCIENCE &  
HUMANITIES”  
(BESSH-2016)**

**Cape Town, South Africa**

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Proceedings of the International Conference on

**“Business Economics, Social Science & Humanities  
(BESSH-2016)”**

**ISBN: 978-969-670-847-6**

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# TABLE OF CONTENTS

<b>ORGANIZING COMMITTEE .....</b>	<b>V</b>
<b>CONFERENCE CHAIR MESSAGE.....</b>	<b>VI</b>
<b>CONFERENCE PROGRAM .....</b>	<b>VII</b>
<b>LIST OF CONFERENCE ATTENDEES .....</b>	<b>X</b>
<b>TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES .....</b>	<b>12</b>
1. IMPACT OF HEDONIC AND UTILITARIAN VALUES ON ONLINE PURCHASE BEHAVIOR .....	13
2. KNOWLEDGE AND UNDERSTANDING OF ACCOUNTANTS TOWARD RULES FOR CALCULATING NET INCOME FOR CORPORATE INCOME TAX BY SECTION 65 TER IN THAILAND.....	14
3. ORGANISATIONAL COMMITMENT AND JOB SATISFACTION AS ANTECEDENTS OF ORGANISATIONAL CITIZENSHIP BEHAVIOUR IN A WATER UTILITY COMPANY IN GAUTENG .....	15
4. SUSTAINABLE COMMUNITY DEVELOPMENT: THE IMPACT OF INCOME-GENERATING PROJECTS ON STIMULATING ENTREPRENEURIAL ACTIVITIES IN COMMUNITIES; THE “HOLDING HANDS” CASE.....	16
5. THE INFLUENCE OF CAPITAL STRUCTURES ON THE LISTED INDUSTRIAL COMPANIES IN SOUTH AFRICA.....	17
6. STRATEGIES FOR IMPROVED PERFORMANCE OF SMALL SUPERMARKETS IN THULAMELA LOCAL MUNICIPALITY OF SOUTH AFRICA .....	18
<b>TRACK B: ENGINEERING AND TECHNOLOGY .....</b>	<b>19</b>
7. USING M-COMMERCE TO ACHIEVE STRATEGIC OBJECTIVES IN SOUTH AFRICAN RETAIL ORGANISATIONS .....	20
8. AN OVERVIEW OF SUSTAINABLE COPPER RECOVERY IN ZAMBIA VIA BIOLEACHING.....	21
<b>TRACK C: MEDICAL, MEDICINE AND HEALTH SCIENCES.....</b>	<b>22</b>
9. ATTITUDES AND BELIEFS TOWARDS MARIJUANA USE: CHRONICLES OF MARIJUANA SMOKERS FROM TWO MARIJUANA GROWING COMMUNITIES IN SOUTH AFRICA .	23
10. RECENT ADVANCES IN THE HEALTHCARE QUALITY IN THE REPUBLIC OF CAMEROON .....	24
<b>FUTURE EVENTS.....</b>	<b>25</b>

**International Conference on  
“Business Economics, Social Science & Humanities  
Cape Town, South Africa  
Venue: The Westin Cape Town, South Africa  
Convention Square, Lower Long Street, Cape Town,  
South Africa**

**ORGANIZING COMMITTEE**

**1. Ms. Grace Ooi**

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## **CONFERENCE CHAIR MESSAGE**

**Dr. Malika Ait Nasser (PhD)**

International Conference on Business Economic, Social Science & Humanities” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honourable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

**Dr. Malika Ait Nasser (PhD)**

**Conference Chair**

**Email: [Chair2016@academicfora.com](mailto:Chair2016@academicfora.com)**

**BESSH-2016**

# CONFERENCE PROGRAM

**DAY 01 Saturday (September 3, 2016)**  
**Welcome Reception & Registration**

**9:00– 9:30 am**

**Opening Ceremony (09:30 – 10:00 am)**  
**Venue: Room 1**

09:30 – 9:40 am	Introduction of Participants
09:40– 9:50 am	Welcome Remarks – <b>Mr. Metha Shahi</b> - Conference Coordinator Academic Fora
09:50 – 10:00 am	Group Photo Session

**Grand Networking Session and Tea Break (10:00– 10:30 am)**



**DAY 01 Saturday (September 3, 2016)**

**Session 1 (10:30 am – 12:00 pm)**

**Session Chair: Leon Yap**

**Venue: Room 1**

**Track A: Business, Management and Economics**

<b>CTS-196-102</b>	Impact of Hedonic and Utilitarian Values on Online Purchase Behavior	MURRAY R. MILLSON
<b>CTS-196-103</b>	Knowledge and Understanding of Accountants Toward Rules for Calculating Net Income for Corporate Income Tax by Section 65 ter in Thailand.	Mr.Paiboon Pajongwong
<b>CTS-196-104</b>	Sustainable community development: The impact of income-generating projects on stimulating entrepreneurial activities in communities; the “Holding Hands” case.	Ms. C. M. Niesing
<b>CTS-196-108</b>	The Influence of Capital Structures on the Listed Industrial Companies in South Africa	Popoola Babatunde Adedeji
<b>CTS-196-110</b>	Strategies for improved performance of small supermarkets in Thulamela Local Municipality of South Africa	L.G. Nkondo1
<b>CTS-196-115</b>	Organisational commitment and job satisfaction as antecedents of organisational citizenship behaviour in a water utility company in Gauteng.	Thembi Motaung

**(Lunch Break: 12:00 to 1:00pm)**

**DAY 01 Saturday (September 3, 2016)**

**Session 11 (1:00 pm – 2:30 pm)**

**Session Chair: Leon Yap**

**Venue: Room 1**

**Track B: Engineering and Technology**

<b>CTE-196-110</b>	Using m-commerce to achieve strategic objectives in South African retail organisations	Nomusa Nomhle Dlamini
<b>CTE-196-111</b>	An Overview of Sustainable Copper Recovery in Zambia via Bioleaching	Ronald Ngulube

**Track C: Medical, Medicine and Health Sciences**

<b>CTM-196-104</b>	Attitudes and Beliefs towards Marijuana Use: Chronicles of Marijuana Smokers from Two Marijuana Growing Communities in South Africa	Emmanuel Manu
<b>CTM-196-105</b>	Recent Advances in the Healthcare Quality in the Republic of Cameroon	Loveline Fri Fon

**(Closing Ceremony)**

## LIST OF CONFERENCE ATTENDEES

The following Scholars/ practitioners/educationist who don't have any paper presentation, however they will attending the conference as delegates & observers.

<b>Sr.no</b>	<b>Official ID</b>	<b>Name</b>	<b>Affiliation Details</b>
1	<b>CTS-196-116A</b>	John Crawford	USA

## **DAY 02 Sunday (September 4, 2016)**

### **City Tour and Shopping Day**

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.



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**TRACK A: BUSINESS, ECONOMICS, SOCIAL  
SCIENCES AND HUMANITIES**



## Impact of Hedonic and Utilitarian Values on Online Purchase Behavior

**Murray R. Millson\***

College of Business, California State University Monterey Bay, California

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### Abstract

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The purpose of this research is to investigate the impact of consumers' buying philosophies on online product purchase intentions and product purchases. The research question investigated by the study is "to what degree do Hedonic and Utilitarian values impact (1) Intent to Purchase Products Online and (2) Consumer's Online Purchase Behavior". The specific variables that are investigated in this research include (1) Utilitarian purchase values as measured by online purchase usefulness, convenience, and value and Hedonic purchase values as measured by consumer purchase pleasure, fun, and satisfaction, (2) Behavioral intention as the influence that beliefs and attitudes have on a person's probability of performing a behavior, and (3) Online consumer purchase as measured by whether a respondent has purchased products online or not. These variables were measured in the following manner: (1) The Intent to Purchase Products Online was measured using a single element Likert scale, (2) Hedonic and Data for this study was gathered through a survey process that involved a convenience sample of undergraduate students attending a small public university in the Western region of the United States. The implications of this study's findings include the following. Given the undergraduate sample of juniors and seniors involved in this research, both hedonic and utilitarian values are exhibited by those who intend to purchase products online. Therefore, although it may be thought that online shopping is often pleasurable, the proportion of hedonic and utilitarian buyers may vary by marketplace and product, category. This resulted in the impact of Utilitarian values being insignificant. But, Hedonic values were found to be significant which suggests that the potential of buying online based on Hedonic values are about 1.8 times less than buyers without Hedonic values. Therefore, an increase in Hedonic values resulted in a decrease in the likelihood of purchasing products online.

**Keywords:** New Product Purchase Intention; Hedonic Values; Utilitarian Values; Online Product Purchase

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College of Business, California State University Monterey Bay  
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## Knowledge and Understanding of Accountants Toward Rules for Calculating Net Income for Corporate Income Tax by Section 65 ter in Thailand

**Miss Ketrudee Ketsiri<sup>1</sup>, Mr.Paiboon Pajongwong\*<sup>2</sup>**

<sup>1,2</sup> Kasetsart University, Thailand

### Abstract

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The aim of this research was to improve Knowledge and Understanding of Accountants toward Rules for Calculating Net Income for Corporate Income Tax by Section 65 ter (Non-deductable Expenses) and the difference in individual factors that might impact to the basis. Sample Size of this research—is an Accountant, is associated with infinite population. The Data Collection in this study, we make use of questionnaires in 400 pieces during period from December 2558 to January 2559. Consider Statistics to analyze the data—explication of frequencies, percentages, medians, and hypothesis, by applying T-Test and F-Test named One-Way ANOVA (Analysis of Variance) at 0.5 of the statistically significant. From the study, the Accountants have fairly Knowledge and Understanding of Accountants Toward Rules for Calculating Net Income for Corporate Income Tax by Section 65 ter (Non-deductable Expenses), the researcher also found that the Accountants should have knowledge-development, for example, expenses specifically for education and sports, entertainment expenses, non-expenses for carrying on business in Thailand, and especially net gain (loss) accumulated not exceeding than 5 years. The results indicate the individual factor that, the differences in experiences, positions, and ages of the Accountants, is an indicator of know-what and know-how of Basis of Income Tax Section 65 Ter (Non-deductable Expenses). Other factors—genders, degrees, types of business, business natures, and certificates. This study is useful to public regulators and accountants, is point out what they really need to improve, especially, when the government party release out new rules, regulations, acts, and royal decrees that aim to be more of uprightness of tax submission. In the end, researcher believes that, the development which stated in this study can maximize beneficial valuation on Accountants.

**Keywords:** Knowledge, Understanding, Non-deductable Expenses, Corporate Income Tax

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## Organisational commitment and job satisfaction as antecedents of organisational citizenship behaviour in a water utility company in Gauteng

**Thembi Motaung\***

Human Resource Department Faculty of Management Sciences, South Africa

Abstract

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Organisations need employees who are willing to go beyond the requirements of the job to contribute the organisation's effectiveness. An evolving trend in the organisational behaviour literature indicates that job satisfaction and organisational commitment are attitudes that have major impact on organisational outcomes such as productivity, job performance, turnover intentions and organisational citizenship behaviour. The primary objective of this study was to investigate the impact of organisational commitment and job satisfaction on organisational citizenship behaviour at a water utility company in Gauteng. A quantitative research approach and a survey-based descriptive research method were used to achieve the primary objective. A structured questionnaire was issued to 400 simple randomly sampled respondents. Furthermore, means and factor analysis were performed to determine the level of job satisfaction, organisational commitment and organisational citizenship behaviour of employees and to establish the underlying factors of the constructs respectively. Finally, a regression analysis was performed to confirm the predictive relationship between factors. The findings of this study showed a positive correlation between affective commitment, indebted obligation and moral imperative; JS and OCB; and no predictive relationship was observed between continuance commitment and OCB. On the basis of the findings, it was recommended that JS should be improved through mechanisms such as job-fit, job enrichment and career advancement. Furthermore, performance-related pay and mentorship programme should be introduced to improve employees' organisational commitment. Finally, recognition should be given to employees to encourage them to maintain their willingness to display citizenship behaviours.

**Keywords:** Organisational Commitment, Job Satisfaction And Organisational Citizenship Behaviour

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## Sustainable Community Development: The Impact of Income-Generating Projects on Stimulating Entrepreneurial Activities in Communities; The “Holding Hands” Case

**Ms. C. M. Niesing\*<sup>1</sup>, Prof. S. van der Merwe<sup>2</sup>, Ms. D. M.  
Potgieter<sup>3</sup>**

<sup>1,2,3</sup> Faculty Health Sciences, Potchefstroom Campus NWU, South Africa

### Abstract

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Poverty levels of rural households in South Africa remains an unresolved issue. The South African Government introduced interventions and policies to combat the issue of poverty and inequality through the initiation and development of income-generating community projects. These projects do have a positive impact on the communities, but fail to develop into sustainable businesses. The participants of these income-generating community projects are mostly women. The methodology of the study consist of a qualitative single case embedded design used to construct constructivist grounded theory. The case of the “Holding Hands” income-generating community project in the North West Province in South Africa was used to develop the case study. The case study was constructed in ATLAS.ti on a time-line using document analysis to develop the themes and codes. The gaps in the data was filled by conducting interviews with the participants of the project. In the case of the “Holding Hands” income-generating community projects the initiation of an income-generating community project stimulated the development of other entrepreneurial activities in the community. To strengthen sustainable development of income-generating community projects and maximize the impact on sustainable community development, entrepreneurial skills should be a development focus in the skills development programmes included in the development plans of income-generating interventions. Replicating these interventions in a responsible, well-designed manner in various communities will have a positive impact on the levels of poverty and job-insecurity currently experienced in South Africa.

**Keywords:** Sustainable Community Development, Income-Generating Community Projects, Impact of Interventions, Poverty Reduction Strategies

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## The Influence of Capital Structures on the Listed Industrial Companies in South Africa

**Popoola Babatunde Adedeji\***

Vaal University of Technology, South Africa

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### Abstract

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The study did examine the capital structure theories, explicitly the trade-off theory and the pecking order theory. It was imperative that proper and critical analyses towards the influence of the capital structures choice among 72 listed industrial companies on the JSE in South Africa from 2005-2013 be examined whether the listed firms follow the trade-off theory or the pecking-order theory. External database (INET BFA) was found to be the suitable approach in obtaining data needed for statistical analysis. From the INET BFA, annual standardised financial statements, income statement, cash flow statement, financial ratios, change of equity statement and the retained earnings to debt ratio of all the listed industrial companies in South Africa from 2005-2013 was extracted in order to enable the conducted research. The summarised finding using a correlation analysis indicates that none of the capital structure theories (trade-off theory and the pecking order theory) had a significant influence on the influence on the performance and value of the examined industrial listed companies in South Africa from year 2005-2013. Therefore, it can be deduced from the findings, that the application of capital structure theories (the trade-off theory and pecking order theory) among the examined industrial companies in South Africa is yet to be exploited maximally such that can bring about a significant impact on the share price of these industries, which could signify that the capital structure theories have considerable contributions to the value of the industries. Furthermore, the study revealed that three of the sectors (diversified industrials, electrical components and equipment and marine transportation) showed some significant level in the application of the trade-off theory in its businesses, which had an effect on its share prices. Finally, the trade-off theory had no significant impact on other industries, while the pecking order theory had no significant impact on any of the industries.

**Keywords:** Capital Structure; Share Price; Trade-Off Theory; Pecking-Order Theory

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## Strategies for improved performance of Small Supermarkets in Thulamela Local Municipality of South Africa

**L.G. Nkondo<sup>\*1</sup>, J. Francis<sup>2</sup>, T. Madzivhandila<sup>3</sup>**  
University of Venda, South Africa

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### Abstract

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Despite the achievements that have been made in other industries, there has been a huge decline in the ownership of small supermarkets by black South Africans. These are the businesses that should be thriving to contribute to poverty reduction and job creation due to their past experience in the industry. This study was conducted to suggest possible intervention strategies that could contribute to the resuscitation of small supermarkets in the Thulamela Local Municipality of South Africa. Qualitative, explorative research approach that used face-to-face semi-structured interviews with 36 respondents was conducted. They included five officers employed in the local economic development departments, five representatives of associations of business owners, 14 and 12 Asian and Black Africans small supermarket owners, respectively. Indian and Chinese supermarket owners constituted the Asian small supermarket owners composed of 12 Indians and 2 Chinese. The Blacks Africans were entirely 6 Venda and 6 Shangaan-speaking small supermarket owners. Snowball sampling was used to select the respondents. The sample size was determined by data saturation. The data were analyzed using Atlas ti7.0.81. The major intervention strategies revealed by the results were: Promotion of cooperative ventures, registration and regulation of businesses, diversification of product markets, business skills training vertical integration and improved communication with parastatals. The study is one of few, if any, that has found strategies for improved performance of small supermarkets. Previous studies focussed on large supermarkets. The study contributes to an understanding of challenges and strategies that can be implemented by small supermarket owners and policy makers by using views from different racial and ethnic groups who were living within the same environment.

**Keywords:** Strategies; Intervention; Small Supermarkets; Job Creation; Poverty Reduction

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Abstract proceeding book  
BESSH-September 3-4, 2016  
Cape Town, South Africa  
ISBN: 978-969-670-847-6

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## **TRACK B: ENGINEERING AND TECHNOLOGY**

## Using M-Commerce to Achieve Strategic Objectives in South African Retail Organisations

**Jeremy Sissing<sup>1</sup>, Nomusa Nomhle Dlamini\*<sup>2</sup>, Kevin Johnston<sup>3</sup>**  
<sup>1, 2, 3</sup> University of Cape Town, South Africa, South Africa

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### Abstract

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The purpose of the paper is to explore how South African retail organisations can use m-commerce to achieve their strategic objectives. Strategic objectives include increased return on capital, improved operating quality and efficiency, growing high value customer relationships, accelerating product innovation, and creating a high performance culture. Literature surveyed highlighted that there could be an opportunity for retail organisations within South Africa to achieve their strategic objectives by implementing effective m-commerce strategies which are aligned with the business strategy, therefore, improving and updating their business processes and having the ability to modify their business models in order to maximise the potential opportunity to create a competitive advantage. The main research question was can South African retail organisations use m-commerce to achieve their strategic objectives? The context of the study was the retail market of South Africa. South Africa is a third world emerging market where the majority of potential customers do not have access to personal computers and the internet. Research questions were generated from a strategy map that identified five strategic themes each with their own objectives. A qualitative approach to the research was taken with open-ended interview questions and thematic analysis was used to analyse the data. The findings from the literature and the data analysis indicated that m-commerce can be used by South African retail organisations to achieve all the strategic objectives. The findings did, however, indicate that m-commerce, within the South African retail context, is more suited to increasing return on capital, growing high value customer relationships and improving operating quality and efficiency.

**Keywords:** M-Commerce, Strategic Objectives, Retail Context

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## An Overview of Sustainable Copper Recovery in Zambia via Bioleaching

Ronald Ngulube\*<sup>1</sup>, Mwema Wanjiya<sup>2</sup>, Kenny Nyirenda<sup>3</sup>  
Copperbelt University, Kitwe, Zambia

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### Abstract

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Since early 1930s, the copper mining industry has been the economic and social pillar of Zambia with about 80% contribution to the total export earnings and about 13% Gross Domestic Product (GDP). However, the copper mining industry has been employing traditional techniques which have disruptive effects such as land degradation, air and water pollution which pose long term threats on the local livelihood of the people and biodiversity. Furthermore, the ore mineralogical composition has changed through the years of exploitation of the copper in Zambia, the copper oxides have become scarce; the only sources of copper are sulfides, and its content has diminished down to approximately 1%. Bioleaching has emerged as an alternative and sustainable technology with great potentials to process bulky low grade sulphide mineral ores with minimum environmental degradation using low capital expenditure. This study looks at an overview of copper mining in Zambia and presents new opportunities related to the development of sustainable method for copper recovery by means of bioleaching. The Zambian Copperbelt is part of the Central African Copperbelt which forms one of the world's largest metallogenic provinces containing one-fifth of all global copper resources with low grade. Reports show that more than one billion tons of ore (c.2.7% Cu) has so far been mined from the mines on the Copperbelt Province of Zambia and conservative estimates suggest that a further two billion tons await exploitation. This provides considerable opportunities for further exploration and mining in the country. Zambia needs to focus its effort on research in bioleaching process and its application to achieve sustainable copper recovery within the context of economical, ecological and social sustainability.

**Keywords:** Bioleaching, Copper Extraction, Sustainable Mining, Mining in Zambia

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Abstract proceeding book  
BESSH-September 1-2, 2016  
Bangkok, Thailand  
ISBN: 978-969-670-828-5

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## **TRACK C: MEDICAL, MEDICINE AND HEALTH SCIENCES**

## Attitudes and Beliefs towards Marijuana Use: Chronicles of Marijuana Smokers from Two Marijuana Growing Communities in South Africa

**Emmanuel Manu\***  
Walter Sisulu University, Ghana

### Abstract

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**Background:** Marijuana use prevalence in South Africa has been extensively reported over the years. The functionalist theory posits that societal norms and practices which are passed on from generation to generation in a top-bottom approach, sometimes play a role in influencing individuals to use illicit substances such as marijuana. Perceptions toward marijuana in a community are likely to be passed on to adolescents adults, influencing them to indulge in marijuana smoking. **Methodology:** Qualitative research methods, underpinned by constructivist philosophical assumptions were used in this study. A total of 17 marijuana smokers, comprising of 15 focus group participants and 2 key informants were interviewed in two communities. Two-staged non-randomized sampling techniques; purposive and snowball sampling techniques, were used to select the communities and the individual participants for the study. Purposive sampling was used to select the communities while snowball sampling technique was used to select the individual participants for the study. This was done by making contact with few individuals who smoked marijuana in both communities who help recruit the rest of the participants. **Results:** Thematic content analysis procedure was used to analyse the data for the study. The results obtained revealed that marijuana smokers hold the belief that marijuana is not harmful. The major problems they associate with marijuana use, according to the smokers are social ones. **Conclusion:** Perceptions toward marijuana use among the youth in marijuana growing communities need serious attention if the prevalence of marijuana use, especially among males in such communities is to be controlled. Therefore intervention programmes tailored for marijuana growing communities need to be designed to specifically deal with the problem.

**Keywords:** Perceptions, Marijuana, Smoking, South Africa

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Walter Sisulu University, Ghana  
Email: emanu338@gmail.com





## Recent Advances in the Healthcare Quality in the Republic of Cameroon

**Loveline Fri Fon\***

Center for Community Healthcare Awareness (CCHA), Cameroon

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### Abstract

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In Cameroon Healthcare is offered either through government run hospitals, clinics, primary integrated healthcare centers or through privately run hospitals and clinics which most of the time are profit oriented healthcare centers owned by religious bodies such as Catholics or protestant and as while as individual businessmen. This paper looks at recent advances in the healthcare quality in the republic of Cameroon; Malaria which is the No.1 leading causes of death was met with government decision to provide free malaria treatment for children between the ages of 0 -5years and the freely distribution of malaria treated mosquito sleeping nets Which has gone a long way in reducing infant mortality rate hence an advance in the quality of healthcare. The training of physicians and health personnel as while as the creation of additional hospitals and health centers in rural and urban areas has brought healthcare closer to the community which is impacting on an improve health care availability. The government's reduction in the cost of medical treatment of Hepatic C and the provision of Antiretroviral medications for people living with HIV has been a positive step which is improving on the healthcare quality in the Republic. And recent government drive in fighting corruption and in the health sector is healing fruits and the recent drive of private purchasers, physicians, nurses, insurers, labor unions , hospitals and NGO's have begun to address some of the significant quality problems in Cameroon Healthcare system. This paper concludes that good government, including training and monitoring, allowing more NGO involvement and the needs of the informal health care services providers is important in ensuring effective advances in Healthcare Quality in Cameroon.

**Keywords:** Healthcare, Individual Businessmen, Antiretroviral medications,

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# VISION

“Our vision is to promote research excellence through networking platform.”

## **BESSH-2016** **Capetown, South Africa**

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