

SOUTH AFRICAN JOURNAL OF ECONOMIC AND MANAGEMENT SCIENCES

Tel: (012) 420-3453 Fax: (012) 362-5207

E-mail: sajems@up.ac.za

Editorial committee

Editor in chief

Prof Steve Koch Department of Economics University of Pretoria

Managing Administrator

Ms SJ Laing Department of Economics University of Pretoria

Associate editors

Prof L Edwards International trade, general equilibrium modelling University of Cape Town

Prof DG Gouws Management accounting, financial management University of Pretoria

Prof CH van Heerden Marketing management – marketing communication; international marketing; sport, leisure and tourism marketing University of Pretoria

Prof FJ Herbst Marketing management, marketing strategy and strategic marketing University of Stellenbosch Business School

Prof J Luiz Development economics, comparative political economy, international business and environment of business University of Witwatersrand Business School

Dr R Maritz Strategic management, international business management, contemporary management and leadership University of Pretoria

Prof P Mostert Marketing and consumer behaviour North-West University

Prof C O'Neill Entrepreneurship University of KwaZulu-Natal

Prof TFJ Steyn Marketing, relationship marketing, business managements Cameron University Oklahoma

Prof M Sutherland Human resources management, research methodology Gordon Institute of Business

Prof E Venter Business management, entrepreneurship and small business, family business, marketing and communications management Nelson Mandela Metropolitan University

Prof S Visser Management accounting and financial management North-West University

© Copyright SAJEMS, Faculty of Economic & Management Sciences, University of Pretoria

Juta and Co Ltd, 2004
P O Box 24309
Landsdowne 7770
Cape Town, South Africa

This book is copyright under the Berne Convention. In terms of the Copyright Act 98 of 1978, no part of this book may be reproduced or transmitted in any form or by any means, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from the publisher.

ISSN 1015-8812

Printed and bound in the Republic of South Africa by Megadigital, Cape Town.