

# SAMRA Convention on track to present top quality papers

The 2005 Southern African Marketing Research Association (SAMRA) Convention will be held at the spectacular Spier Wine Estate in Stellenbosch from the 11th to the 14th of May. The convention's theme, "Fact, Fantasy & Fiction", lends itself well to a broad spectrum of people, from research suppliers to research users.

In line with the organisation's determination to evolve a credible, professional and quality Southern African Research industry, all of the papers presented promise to be of a very high standard.

The following papers will be presented:

## Case Study

- *Marketing Brand South Africa: Beyond "Alive with Possibility"*

By Nicola Petersen-Van Voore

- *It's not the insight, it's the action*

By Jill Barnes and David Somers

- *BEE Facts and Figures*

By Sanjiv Singh

- *Exploring the relationship between Brand recognition, brand presence and brand introduction*

By Tracey Crommelin

- *Through the Eye of the Tiger: Dispelling the myth of the "emerging black market"*

By Patience Muyambo

- *Money attitudes and innovative consumer behaviour: Hedge funds in South Africa*

By Steven Burgess, Nick Battersby, Leonard Gebhardt, Antony Stevens

- *The visual wizardry that makes advertising great*

By Hendrik Van Vuuren

## Corporate Social Responsibility

- *To give or not to give is NOT the question anymore*

By Aleksandra Jablonska

## Demographics

- *Who, What and Where are Rural Areas*

By Sifiso Falala

## Forecasting/Predictive Modelling

- *How good are we at predicting stuff?*

By Adhil Patel

- *How loud should I be yelling?*

By Raymond Ellis & Lindy Wertheim

- *An empirical analysis of Markov and logistic model predictive accuracy for predicting market share and individual level switching behaviour a year ahead*

By Craig Kolb

## Qualitative Techniques

- *I kid you not*

By Carol Affleck

## Research Issues

- *Research and the law*

By Clive Corder

- *That was then... this is now*

By Nikki Quinn

- *Self-reported behaviour - fact or fiction*

By Alice Louw & Vanessa Withington & Alida Jansen

- *Your qualitative recruiting - is it Fact, Fantasy or Fiction*

By Jean and Michael Green

## Research Techniques/Methodology

- *Still in the realm of Fantasy: The impact and current use of the internet on Marketing Research in South Africa*

By Kerry Chipp

- *A solution to market research in a BI context*

By Keith Barker

- *Simultaneous segmentation and driver analysis*

By Vincent Shahim

- *Fieldwork challenges in Africa*

By Maggie Irere

- *Outsourcing international research to SA*

By Lesley van der Walt & Nicky Liddle & Shanee Duveen-Apostolou

## Segmentation

- *What does South Africa really look like?*

By John Simpson, Jan Hofmeyr, Kutlwano Ramaboa

- *Life Values Segmentation - A comparison between South and East African Consumers*

By Andy Bhanot

For more information about the convention, or to make a booking, contact Cathleen at

For more, visit: <https://www.bizcommunity.com>