

From the Editor's Desk

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This issue should have been published late last year, had it not been for the covid pandemic which impacted the work of researchers and publishers alike. Both covid itself and the measures taken by government to prevent its spread disrupted ongoing research in a significant way. For example, the review process got delayed because some reviewers got sick with covid while others were either quarantined or in self-isolation. Similarly, due to the requirements to comply with covid protocols, data collection could not continue as initially planned resulting in further delays. In spite of all these challenges, we persevered and are pleased that our collective efforts have come to fruition with the publication of this issue.

This issue is made up of four papers: in the first paper, Chatibura, Kealesitse, Moeti-Lysson, and Nametsegang present preliminary findings of a broader study undertaken to address the recurring problem of high failure rates for the fourth-year research projects at the Faculty of Business are presented, University of Botswana. They used an expectation disconfirmation approach to analyse undergraduate business students' satisfaction with the role of the supervisor and the institution/faculty in the research supervision process. Their results show that most of the students were dissatisfied with the role of the supervisor regarding the provision of feedback, availability for scheduled meetings and the identification of research training the students need. The students were also displeased with the training on research provided, the adequacy of resources for photocopying, printing, as well as the adequacy of financial resources for research.

The second paper by Marandu and Phambuka-Nsimbi investigates the impact of Non-Tariff Barriers (NTBs) on Botswana's trade within the Southern African Development Community region. They found that administrative barriers were the most impactful, followed by Infrastructure, and then by Trade Policy; Technical NTBs were the least. They also found that managers of smaller firms and less experienced firms perceived a higher level of NTBs. Their findings suggest that studies in developing economies that omit infrastructure barriers may be misleading because of under-specification of an important trade barrier. They recommended that export promotion programmes should concentrate on small and less experienced firms because their managers have a tendency to overestimate the impact of NTBs.

The third paper Chatibura, Basupi, and Motshegwa analyses 71 sub-optimal TripAdvisor narratives of restaurant service recovery in Gaborone and Maun, Botswana, is undertaken. Using the Labovian structure, their study highlights that for the two sites, reviewers presented their narratives in an emotional manner, clouded with disappointment and regret. The narratives eventually lead to the presentation of codas, some that communicate decisions not to visit the facility again. In minor incidents, a balancing act through the use modal verbs and adverbs of contrast in the coda is achieved; that rouses an optimistic decision for repeat visitation.

The last paper by Themba, Maswabi and Mokobi investigates the influence of attitudes and subjective norms on entrepreneurial intentions among undergraduate business students focusing specifically on Network Marketing (NWM) business. They show that both attitude and subjective norms have a significant and positive influence on undergraduate business students' intention to engage in NWM business, with attitude exerting a much stronger influence. The findings also indicate that subjective norms have a significant and positive influence on attitudes towards NWM business. Furthermore, the findings indicate that while there is no variation in the influence of attitudes and subjective norms on entrepreneurial intentions among undergraduate business

students based on gender, there is variation based on the training in direct selling. These findings highlights the importance of attitudes, social influences and experiential training in the development of entrepreneurial intentions among undergraduate business students.

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