

## CURRICULUM VITAE: WILMA VIVIERS



### **Contact details:**

Chair: WTO Chair Programme

Research professor and leader

TRADE (Trade and Development) research niche area

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### **1. Biography**

I am currently a research professor Economics, leader of TRADE (Trade and Development) research niche area, NRF-rated researcher and WTO Chair holder from 2014 to 2018 at the North-West University (Potchefstroom Campus).

My status as an academic is based on my publications in the fields of Competitive Intelligence and Export promotion that appear in more than 50 peer-reviewed journals, book chapters and national policy reports. My work and contribution to research, policy and practice aimed at improving/promoting South Africa's exports, is internationally recognised and acknowledge.

My research on export promotion has made a significant contribution to developing a scientifically-based decision support model (DSM) for the identification of South African export opportunities, which is a national priority. This research has led to national policy formulation and implementation in South Africa.

I have successfully supervised 10 PhD and 19 master's students (some who have been award winners in their own right), chaired workshops for various stakeholders within South Africa and abroad on academic as well as practitioner-relevant questions. I have been appointed to several editorial boards and national and international committees, which provide additional evidence that a wide range of stakeholders hold my research in high regard.

I have received many research grants and a number of prizes, including ITRISA (International Trade Institute of Southern Africa)'s fellowship for my contribution to enhance South Africa's teaching and research in International trade; Women in Research award of the South African Association of Women Graduates, five university teaching excellence awards as well as the Department of Science and Technology's 'Distinguished Women in Science' first runner-up award in the Social Science and Humanities category.

## **2. Tertiary education**

1979: BCom Economics and Statistics (Potchefstroom University for Christian Higher Education), Cum Laude

1980: HED Education (Potchefstroom University for Christian Higher Education), Cum Laude

1982: BEd Education (Potchefstroom University for Christian Higher Education), Cum Laude

1983: BCom (Honours) Economics (Potchefstroom University for Christian Higher Education), Cum Laude.

1984: MCom Economics (Potchefstroom University for Christian Higher Education), Cum Laude

1988: DCom Economics (Potchefstroom University for Christian Higher Education)

1990: Certificate in Export Practice, (Institute of Export – South African Foreign Trade organisation (SAFTO))

## **3. Employment history**

1983 - 1984: Junior Lecturer - Potchefstroom University for Christian Higher Education

1985 - 1988: Lecturer - Potchefstroom University for Christian Higher Education

1989 - 1993: Senior Lecturer - Potchefstroom University for Christian Higher Education

1994 - 1998: Associate Professor - Potchefstroom University for Christian Higher Education

1999 - 2012: Professor - North-West University, Potchefstroom Campus

2005 - 2012: Director: School of Economics, North-West University, Potchefstroom Campus

2012 - present: Research professor and leader: TRADE Research Niche Area, North-West University, Potchefstroom Campus

## **4. Student supervision**

<b>Student</b>	<b>Degree</b>	<b>From</b>	<b>To</b>	<b>Supervisor</b>	<b>Co-supervisor</b>
Mr WCJM Soontiëns	MCom	1990	1992	Yes	
Mr TFJ Steyn	MCom	1992	1994	Yes	
Mr DJJ Jacobs	MCom	1993	1995	Yes	
Mr K le'Cluse	M Licentiate	1993	1995		Yes

Mrs A Havenga	MBA	1993	1994	Yes	
Mrs N Brink	MBA	1993	1995	Yes	
Mr WCJM Soontiëns	PhD	1996	1998	Yes	
Mr A Engel	M Licentiate	1997	1997		Yes
Mr D Scholtz	PhD	1997	1999		Yes
Ms N Brink	PhD	1998	2000	Yes	
Ms CJ Olivier	MCom	2000	2002	Yes	
Ms M van der Walt	MCom	2002	2004		Yes
Ms M-L Muller	MA	2002	2004	Yes	
Ms S Van Eldik	MCom	2002	2004	Yes	
Ms E Cronje	MCom	2003	2004	Yes	
Ms S Ran	MCom	2004	2005		Yes
Mr JJAP Pearson	PhD	2005	2007	Yes	
Ms SJ J van Rensburg	PhD	2005	2009	Yes	
Ms N van Aarde	MCom	2006	2008	Yes	
Mrs EA Steenkamp	MCom	2007	2008	Yes	
Ms J MacLennan	MCom	2007	2010	Yes	
Ms M-L Kuhn	PhD	2007	2010	Yes	
Ms NM Sithole	MCom	2008	2009	Yes	
Ms EA Steenkamp	PhD	2008	2011	Yes	
Ms S Grater	PhD	2008	2011	Yes	
Ms C Jacobs	MCom	2011	2012	Yes	
Ms A van Niekerk	MCom	2011	2012	Yes	
Ms D le Clus	MCom	2012	2013	Yes	
Ms NM Sithole	PhD	2010	2014	Yes	
Mr EF Idsardi	PhD	2011	2014		Yes

## 5. Awards

### 5.1 General

1982: Winner of the Nedbank and Old Mutual budget competition (PU for CHE) award for the best post-graduate student in the Faculty of Education of the PU for CHE.

1990, 1995, 1998, 2001 and 2004: PU for CHE Teaching Excellence Award (eligibility after every three years of lecturing).

1994: Best paper delivered at the International Council for Small Business (ICSB) conference held in Cape Town (South Africa). Topic: The internationalisation behaviour of South Africa exporters. The prize comprised a ticket to Strasbourg (France) to deliver the paper at the ICSB (International) Conference.

1994 - 1996: Included in the "Women's Directory" for the 500 leading women in South Africa, published by Femina and Old Mutual.

2000: ITRISA Fellowship: Award for contribution to increasing South Africa's international trade education and research

2001: The South African Association of Women Graduates: 'Women in Research' Award for contribution to research in the field of international trade.

2001 - 2002: NRF 'Women in Research' project. Research topic: The Competitive Intelligence Practices of South African Firms (GUN nr: 15/1/3/22/0038). Team leader. Project completed in March 2002.

2003 - 2005: NRF and Flemish government cooperation agreement. Research topic: A comparative study of the Competitive Intelligence practices of South African and Flemish exporters. Universities involved were the Free University, Brussels, the University of Antwerp (Belgium) and the PU for CHE (GUN nr: 2052111). I was the initiator and South African team leader and completed the research in Nov 2005.

2007 - 2009: Export promotion in South Africa. NRF project reference: 61379 (FA 2006020200007). Sole applicant and completed research report in March 2010.

2011: 'Distinguished Women in Science Award' of the Department of Science and Technology's - first runner-up in the Social Sciences and Humanities category.

2012 – 2014: Focused export promotion. NRF research project: Competitive programme for rated researchers: CPR20110714000020830.

2012 – 2017: NRF Incentive funding for rated researchers: IFR1202180047.

2014: Recipient of the WTO (World Trade Organisation) Chair: 2014-2018.

## **5.2 Post-graduate teaching**

1994: Supervisor of a student who won the National Founder's Medal of the Economic Society of Southern Africa (ESSA) for the best MCom dissertation in South Africa.

2000: Received the Economic and Business Sciences Faculty prize for Best Lecturer in School of Economics, Risk Management and International Trade.

2005: Supervisor of a Master's degree student who won the ABSA Bronze Medal for the Best Dissertation in Humanities at North-West University (Potchefstroom Campus).

## **6. Memberships**

### **6.1 Editorial boards**

1998 - 2003: Editorial committee of JSBM (Journal of Small Business Management), an internationally-accredited journal.

2004: Appointed as the Associate Editor: Africa of JCIM (Journal of Competitive Intelligence and Management).

2000 - present: Acting as a reviewer for the journal: Africa Insight

2004 - present: Acting as a reviewer for the journal: Journal of Human Sciences, South African Business Review

2013 – present: Acting as a reviewer for the journals: South African Journal of Economic and Management Sciences (SAJEMS) and International Business and Economics Research (IBER) Journal.

## **6.2 National and international societies / committees**

1981 - present: Member of the Economic Society of Southern Africa (ESSA). 1983 - 2000: Member of the Development Society of Southern Africa.

1985 - 1995: Member of the Africa Institute.

1994 - present: Graduate member of the SA Institute of Export.

1995 - present: Member of IAPCHE (International Association for the Promotion of CHE).

1996 - 1997: Vice President: Administration for SAESBA (Southern African Entrepreneurship and Small Business Association).

1996 - present: Member of SA Akademie vir Wetenskap en Kuns [SA Academy of Science and Arts]

1999 - 2003: Chairperson of the North West branch of ESSA.

2000 - 2001: Steering committee of SCIPSA (Society for Competitive Intelligence, SA chapter).

2001: Chairperson of the ESSA Emblem committee.

2001 - present: Board of Directors of OFM (Regional radio station)

2001 - present: Associate Academic Fellow of the WEF (World Economic Forum).

2002 - present: Elected member of ASSAf (Academy of Science of South Africa).

2005 - present: Council member of ESSA (Economic Society of Southern Africa).

2012 – present: Board of Directors of TIKZN (Trade and Investment KwaZulu-Natal).

2015 – present: Appointed as member of the Economic Research Advisory Network (ERAN).

## 7. Papers and publications

### 7.1 Journal articles

1. Le Clus-Rossouw, D., Viviers, W. & Loots, E. 2015. Is there a link between BRIC foreign direct investment and SADC export performance? *Development Southern Africa*, forthcoming.
2. Pisa, N.M., Viviers, W. & Rossouw R. 2015. Identifying industrial clusters for regional economic diversification: The case of South Africa's North West Province. *International Business & Economics Research Journal*,14(3): 501-524.
3. Pisa, N.M., Viviers, W. & Rossouw R. 2015. Industrial cluster formation as a strategy to diversify a sub-national economy: Illustrations from South Africa's North West Province. *International Business & Economics Research Journal*, forthcoming
4. Strydom, P.D.F. & Viviers, W. 2015. Global value chains: A new era for South Africa's foreign trade. *African Growth Agenda*, 12(2):4-7.
5. Jacobs, C., Viviers, W. & Steenkamp, E.A. 2014. Identifying high potential South African export opportunities in South America. *Journal of Economic and Financial Sciences*, 7(1):13-34.
6. Viviers, W., Lubbe, M.S., Steenkamp, E. & Olivier, D. 2014. The identification of realistic export opportunities for the South African pharmaceutical industry. *International Business and Economics Research Journal*, 13(2):231-251.
7. Viviers, W., Kuhn, M-L., Steenkamp, E.A., & Berkman, B. 2014. Tru-Cape fruit marketing, South Africa: Managing the export market diversification challenge. *International Food and Agribusiness Management Review*, 17:193-197.
8. Van Niekerk, A. & Viviers, W. 2014. Promoting sustainable economic growth in South Africa through the production and export of low-carbon environmental goods. *South African Journal of Economic and Management Sciences*, 17 (4):427-439.
9. Viviers, W., Cuyvers, L., Steenkamp, E.A., Grater, S., Matthee, M. & Krugell, W.F. 2014. Identifying new product and service export opportunities for South Africa using a decision support model. *International Business and Economics Research Journal*, 13(2):1403-1418.
10. Viviers, W., Cuyvers, L., Grater, S. & Steenkamp, E.A. 2014. Combining the export promotion of products and services: the case of South Africa. *Southern African Business Review*, 18(3): 93-118.
11. Cuyvers, L., Viviers, W. & Steenkamp, E.A. 2011. The utilization of export opportunities in the world market: A comparison of Belgium, South Africa and Thailand. *Journal of International Business and Economics*, 11(2): 28-32.
12. Pearson, J.J.A.P., Viviers, W., Cuyvers, L. & Naudé, W.A. 2010. Identifying export opportunities for South Africa in the Southern economic engines: A DSM approach. *International Business Review*, 19(4):345-359.
13. Sithole, N.M. & Viviers, W. 2010. The export potential of South African edible nuts: The special case of macadamia nuts to Germany. *Agrekon*, 49(4):484-504.
14. Steenkamp, E.A., Rossouw, R., Viviers, W. & Cuyvers, L. 2009. Export market selection methods and the identification of realistic export opportunities for South Africa using a Decision Support Model. *TIPS (Trade and Industrial Policy Strategies) Working Paper Series 2009-03*.
15. Cuyvers, L., Dumont, M., Viviers, W., De Pelsmacker, P., Muller, M-L., Jegers, M. & Saayman, A. 2008. Export intensity and the Competitive Intelligence of exporting companies: Evidence from South Africa. *South African Journal of Economic and Management Sciences*, 11(1):85-97.

16. Saayman, A., Pienaar, J., De Pelsmacker, P., Viviers, W., Cuyvers, L., Muller, M-L. & Jegers, M. 2008. Competitive Intelligence: Construct exploration, validation and equivalence. *Aslib Proceedings*, 60(4):383-411.
17. Matthee, M.M., Naudé, W.A. & Viviers, W. 2006. Challenges for the floriculture industry in a developing country: a South African perspective. *Development Southern Africa*, 23(4):511-528.
18. De Pelsmacker, P., Muller, M-L., Viviers, W., Saayman, A., Cuyvers, L. & Jegers, M. 2005. Competitive Intelligence practices of South African and Belgian exporters. *Marketing Intelligence and Planning*, 23(6):606-620.
19. Van Eldik, S. & Viviers, W. 2005. The measurement of export readiness of companies in South Africa. *Southern African Business Review*, 9(2):1-11.
20. Viviers, W. & Muller, M-L. 2005. Die ontwikkeling van Mededingende Intelligensie in Suid-Afrika sedert 1994 [The development of Competitive Intelligence in South Africa since 1994]. *Tydskrif vir Geesteswetenskappe [Journal of Human Sciences]*, 45(3):400-411.
21. Viviers, W., Muller, M-L. & Du Toit, A. 2005. Competitive Intelligence: An instrument to enhance South Africa's competitiveness. *South African Journal of Economic and Management Sciences*, 8(2):246-254.
22. Viviers, W., Saayman, A. & Muller, M-L. 2005. Enhancing a Competitive Intelligence culture in South Africa. *International Journal of Social Economics*, 32(7):576-589.
23. Viviers, W. & Muller, M.L. 2004. A pharmaceutical industry player approach to CI. *Competitive Intelligence Magazine*, 7(1):18-23.
24. Viviers, W. & Muller, M-L. 2004. The evolution of Competitive Intelligence in South Africa: Early 1980-2003. *Journal of Competitive Intelligence and Management*, 2(2):53-67.
25. Viviers, W., Saayman, A. & Muller, M-L. 2004. Competitive Intelligence: 1999-2002 and beyond. *Africa Insight*, 34(2):90-96.
26. Viviers, W. & Brink, N. 2003. Obstacles in attracting increased portfolio investment into Southern Africa. *Development Southern Africa*, 20(2):213-236.
27. Viviers, W., Olivier, S. & De La Harpe, S.P.L.E.R. 2003. Legal guidelines for the collection of information in the Competitive Intelligence process in South Africa. *South African Journal of Information Management*, 5(4): 16p.
28. Viviers, W. & Calof, J.L. 2002. International information seeking behaviour of South African exporters. *South African Journal of Information Management*, 4(3):10.
29. Viviers, W., Saayman, A., Muller, M-L. & Calof, J.L. 2002. Competitive intelligence practices: A South African study. *South African Journal of Business Management*, 33(3):27-37.
30. Viviers, W. & Calof, J.L. 2001. Adding Competitive Intelligence to South Africa's knowledge management mix. *Africa Insight*, 31(2):61-67.
31. Viviers, W. & Calof, J.L. 1999. A framework for creating an export society in South Africa. *International Journal of Social Economics*, 26(7/8/9):915-924.
32. Viviers, W. & Calof, J.L. 1999. The promotion of exports in South Africa. *Rostocker Heft zur Unternehmensführung VII*:150-157.
34. Viviers, W. & Steyn, T.F.J. 1998. EC-integration: 1945-1992. S.A. *Tydskrif vir Ekonomiese en Bestuurswetenskappe/S.A. Journal of Economic and Business Sciences*, 1(1):108-121.

35. Viviers, W. & Jacobs, D.J.J. 1996. Die implikasies van die Uruguay-rondte van die AOTH op uitvoerbevorderingsmaatreëls in Suid-Afrika. [The implications of the Uruguay Round of the GATT on export promotion measures in South Africa]. *Bestuursdinamika: Kontemporêre navorsing/Business Dynamics: Contemporary Research*, 5(4):69-87.
36. Viviers, W., Calof, J.L. & Kroon, J. 1996. Helping to develop small and medium sized South African exporters: Defining a Canadian role. *Journal of Small Business and Entrepreneurship*, 13(3):57-67.
37. Viviers, W., Calof, J.L. & Kroon, J. 1996. Export behaviour of S.A. enterprises: Stages and attitudes towards exports. *South African Journal of Business Management*, 27(1/2):34-41.
38. Viviers, W. & Calof, J.L. 1995. Internationalization behaviour of small and medium sized South African enterprises. *Journal for Small Business Management*, 33(4):71-79.
39. Viviers, W. & Calof, J.L. 1995. The promotion of exports in South Africa. *Africa Insight*, 25(4):248-253.
40. Viviers, W., Calof, J.L. & Kroon, J. 1995. The export behaviour of South African enterprises: Countries served mode forms and process evolution. *Bestuursdinamika [Business Dynamics]*, 4(4):31-48.
41. Viviers, W. & Steyn, T.F.J. 1993. EC 92: The implications for the South African business community. *South African Journal of Economic and Management Sciences*, 19:47-59.
42. Viviers, W. & Van Wyk, L.A. 1993. 'n Optimum valutagebied - Suid-Afrika en die BLS-lande: Antwoord [An optimum currency area - South Africa and the BLS countries: Answer]. *Suid-Afrikaanse Tydskrif vir Ekonomie [South African Journal of Economics]*, 6(1):96-99.
43. Viviers, W. & Van Wyk, L.A. 1990. Kriteria vir die evaluering van 'n optimum valutagebied vir Suid-Afrika en die BLS-lande [Criteria for the evaluation of an optimum currency area for South Africa and the BLS countries]. *Suid-Afrikaanse Tydskrif vir Ekonomie [South African Journal of Economics]*, 58(4):437-454.
44. Viviers, W., van Wyk, L.A. & De Villiers, A.B. 1989. Watervraag en -besikbaarheid in die humiede en ariede ontwikkelingsstreke van Suid-Afrika. [The demand for water and its availability in the humid and arid development regions of South Africa]. *Suid-Afrikaanse Tydskrif vir Natuurwetenskap en Tegnologie*, 8(1):9-11.
45. Viviers, W., van Wyk, L.A. & De Villiers, A.B. 1988. Die aanbod van en die vraag na water in Suid-Afrika se ontwikkelingsstreke. [The supply of and the demand for water in South Africa's development regions.] *Die S.A. Tydskrif vir Natuurwetenskap en Tegnologie*, 7(2):87-90, June.
46. Viviers, W. & van Wyk L.A. 1987. Die belangrikheid van water as 'n basiese behoefte vir ekonomiese ontwikkeling in streek 23. [The importance of water as a basic need in the economic development of region 23.] *Die S.A. Tydskrif vir Natuurwetenskap en Tegnologie*, 6(1):11-19.

## 7.2 Chapters in books

1. Cuyvers, L. & Viviers, W. (eds.). 2012. *Export promotion: A decision support model approach*. Stellenbosch: Sun Media.
2. Cuyvers, L. Steenkamp, E. & Viviers, W. 2012. Belgium's export opportunities and export potentials in the world: A quantitative assessment using the DSM approach; in Cuyvers, L. &



3. Viviers, W. (eds), *Export promotion: a decision support model approach*. Stellenbosch: Sun Media, pp. 87 – 112.
4. Cuyvers, L. Steenkamp, E. & Viviers, W. 2012. The methodology of the decision support model (DSM) Overview of international market selection methods; in Cuyvers, L. & Viviers, W. (eds), *Export promotion: a decision support model approach*. Stellenbosch: Sun Media, pp. 57 – 86.
5. Cuyvers, L. Steenkamp, E. Viviers, W. & Rossouw, R. 2012. Realistic export opportunities and export potentials: a comparison using DSM results for Belgium, South Africa and Thailand; in Cuyvers, L. & Viviers, W. (eds), *Export promotion: a decision support model approach*. Stellenbosch: Sun Media, pp. 113 -136.
6. Cuyvers, L. Viviers, W. Sithole-Pisa, N. Kühn, ML. 2012. Developing strategies for export promotion using a decision support model: South African case studies; in Cuyvers, L. & Viviers, W. (eds), *Export promotion: a decision support model approach*. Stellenbosch: Sun Media, pp. 191 -210.
7. Cuyvers, L., Steenkamp, E.A., Viviers, W. & Rossouw, R. 2012. Realistic export opportunities and export potentials: A comparison using DSM results for Belgium, South Africa and Thailand. (In Cuyvers, L. & Viviers, W. (eds.) *Export promotion: a decision support model approach*. Stellenbosch: Sun Media Metro. Chapter 6, pp. 109–130.
8. Grater, S. & Viviers, W. 2012. Adaption and application of the DSM for services in South Africa; in Cuyvers, L. & Viviers, W. (eds), *Export promotion: a decision support model approach*. Stellenbosch: Sun Media, pp. 213 – 136.
9. Kühn, ML. & Viviers, W. 2012. Exporters information requirements: competitive intelligence as an export promotion instrument; in Cuyvers, L. & Viviers, W. (eds), *Export promotion: a decision support model approach*. Stellenbosch: Sun Media, pp. 237- 262.
10. Steenkamp, E. & Viviers, W. 2012. The identification of export opportunities for South Africa in the rest of the African content; in Cuyvers, L. & Viviers, W. (eds), *Export promotion: a decision support model approach*. Stellenbosch: Sun Media, pp. 137 – 162.
11. Steenkamp, E., Viviers, W. & Cuyvers, L. 2012. Overview of international market selection methods; in Cuyvers, L. & Viviers, W. (eds), *Export promotion: a decision support model approach*. Stellenbosch: Sun Media, pp. 59 – 65.
12. Viviers, W. & Steenkamp, E. 2012. The identification of realistic export opportunities for South Africa: special reference to the IPAP-2 clusters; in Bruggemans, C. & Loots, E. (eds), *Economic perspectives: Ruiterbosch Essays in honour of Peet Strydom*. Stellenbosch: Sun Media, pp. 129-136.
13. Grater, S., Steenkamp, E. & Viviers, W. 2011. Identification and comparison of export opportunities for South African products and services. (In: Dumont, M and Rayp, G. 2011. *International Business, not as usual*: 157-178. Garant Publishers, Antwerpen-Apeldoorn). ISBN 978-90-441-2831-4.
14. Kuhn, M-L. & Viviers, W. 2011. The need for export diversification in South Africa: Applying export promotion strategies. (In: Dumont, M and Rayp, G. 2011. *International Business, not as usual*: 137-156. Garant publishers, Antwerpen-Apeldoorn). ISBN 978-90-441-2831-4.
15. Calof, J.L. & Viviers, W. 2005. Competitive Intelligence in a foreign environment: German and Canadian firms compared. (In: Gilroy, BM, Gries, T and Naudé, WA, eds. *Multinational*

Enterprises, Foreign Direct Investments and Growth in Africa. Contributions to Economics, Part 2. pp. 209-225.) ISBN: 3-7908-0276-X Germany.

16. Viviers, W. 2002. South Africa. (*In*: Pendergast, S & Pendergast, T. World Mark Encyclopedia of National Economics. 4 vols. Farmington Hills, MI: Gale Group).
17. Viviers, W. 1995. Entrepreneurskap: kan ons ons kinders daarmee help? [Entrepreneurship: Can we help our children with it?] (*In*: Entrepreneurskap [Entrepreneurship]. Viviers, W., Kroon, J. & Havenga, J.J.D. 1995. IRS Publications, F1, Working Paper 333, Sept.: 1-4).
18. Viviers, W. 1987. Instituut vir Reformatoriese Studie [Institute for Reformational Study]. 1987. Die vrou in die ekonomie: Sy aan sy met die man. [Woman in the economy: Side by side with the man]. Venster op die vrou: Reformatoriese perspektiewe. [A window on woman: Reformational perspectives]. Wetenskaplike bydraes van die PU vir CHO [Scientific Contributions of the PU for CHE]. Series F3, nr. 31. p.162-169.
19. Viviers, W. 1986. Monetêre interafhanklikheid in S.A. [Monetary interdependence in S.A.] (*In*: Perspektiewe oor navorsing in Ekonomie, Bedryfseconomie en Mannekrag. [Perspectives of research in Economics, Business Economics and Manpower.]

### 7.3 **Research-based reports**

1. Viviers, W., Parry, A., Steenkamp, E.A., Le Clus, D. & Kuhn, M-L. 2014. The development of market strategies for Angola and Nigeria. Research project for Western Cape destination marketing, investment and trade promotion agency – South Africa (WESGRO).
2. Viviers, W., Rossouw, R., Steenkamp, E.A. & Sithole, N.M. 2014. Regional economic overview: Current realities in the North West Province. Research project for North West Provincial Government.
3. Viviers, W., Steenkamp, E.A. & le Clus, D. 2013. Identifying potential export opportunities of KwaZulu-Natal's products. Research project for Trade and Investment KwaZulu-Natal (TIKZN).
4. Viviers, W., Steenkamp, E.A., Grater, S. & le Clus, D. 2013. Identifying potential export Opportunities of the Western Cape's products and tourism services. Research project for Western Cape destination marketing, investment and trade promotion agency – South Africa (Wesgro)
5. Viviers, W., Rossouw, R., Krugell, W.F. & Steenkamp, E. 2012. North West province sector assessment: Industrial policy, economic activity and potential export opportunities. Research project for Invest North West and the North West Provincial Government.
6. Viviers, W., Steenkamp, E.A., Rossouw, R. & Cuyvers, L. 2010. Identification of realistic export opportunities for South Africa: Application of a Decision Support Model using HS digit level product data.
7. Viviers, W. 2010. Export promotion in South Africa. NRF project reference: 61379 (FA 2006020200007).
8. Viviers, W., Rossouw, R. & Steenkamp, E.A. 2009. The sustainability of the DECISION SUPPORT MODEL for identifying realistic export opportunities for South Africa: Based on SITC 4 product level data
9. Viviers, W & Pearson, J.J.A.P. 2007. The construction of a Decision Support Model for evaluating and identifying realistic opportunities in South Africa: Based on SITC 4 product level data.

10. Viviers, W. 2005. Comparative study of the Competitive Intelligence practices of South Africa and Flemish Exporters. NRF report (GUN no 2052111).
11. Viviers, W. 2002. The Competitive Intelligences of South African firms. National Research Foundation. Gun no: 15/1/3/22/0038.
12. Van Wyk, L.A. & Viviers, W.1991. The Uruguay Round. Implications for South Africa. Report for Davis Borkum Hare.
13. Van Wyk, L.A. & Viviers, W.1991. A unitary money unit for the new South Africa. Report for Davis Borkum Hare.

## **7.4 Conference papers delivered**

### **7.4.1 International conferences**

1. Viviers, W., Grater, S. & Steenkamp, E. 2015. Streamlining South Africa's export development efforts in Sub-Saharan Africa: DSM approach. Paper presented at the 5<sup>th</sup> Aid for Trade Global Review Geneva, Switzerland. 1 July 2015.
2. Viviers, W., Cuyvers, L. & Steenkamp, E. 2013. Identifying new product and service export opportunities for South Africa using a Decision Support Model. Paper presented at UNCTAD Virtual Institute's research seminar on trade and development. Geneva, Switzerland. 8-11 Oct.
3. Viviers, W & Cuyvers, L. 2013. A Decision Support Model to identify realistic export opportunities for Belgian, South African and Thai products. Paper delivered at the Maastricht School of Management. Maastricht, The Netherlands. 27 Feb 2013.
4. Cuyvers, L., Steenkamp, E. & Viviers, W. 2012. Thailand's export opportunities: A decision support model approach. European Institute for Asian Studies briefing seminar. Brussels, 20 September.
5. Grater, S., Steenkamp, E.A., Viviers, W. & Cuyvers, L. 2012. Linking export opportunities of products and services: the case of South Africa. Paper presented at the WTO (World Trade Organisation) International Conference on International Trade and Investment, Mauritius, 24-26 October.
6. Steenkamp, E.A. & Viviers, W. 2012. Constructing a market accessibility index for South African products. Paper presented at the WTO (World Trade Organisation) International Conference on International Trade and Investment, Mauritius, 24-26 October.
7. Cuyvers, L, Viviers, W, Steenkamp, E.A and Wongtada, N. 2011. Identifying trade barriers by using a sequential approach. Paper presented at MDA Conference (20th Annual World Business Congress) in Poznan: Poland, 3-7 July.
8. Cuyvers, L, Viviers, W and Steenkamp, E.A. 2011. The utilization of export opportunities in the world markets: A comparison of Belgium, South Africa and Thailand. Paper delivered at IABE (International Academy of Business and Economics, Barcelona: Spain, 3-5 June.
9. Viviers, W., Steenkamp, E. & Rossouw, R. 2008. A Decision Support Model to identify realistic export opportunities for South Africa. 34th IATTO Conference, Stockholm: Sweden, 3-6 Sept.
10. Viviers, W. & Blatch, R. 2008. Public-private sector collaboration in international trade education - A South African success story. Address during 34th International Association of Trade Training Organisations forum, Stockholm: Sweden, 3-6 Sept.

11. De Pelsmacker, P., Viviers, W., Saayman, A., Muller, M-L., Cuyvers, L. & Jegers, M. 2004. Competitive Intelligence: Differences between South Africa and Flanders. Paper presented at conference on Research Frontiers in Competitive Intelligence, Universiteit Antwerpen: Belgium, 8 Oct.
12. Cuyvers, L., Dumont, M., Viviers, W., De Pelsmacker, P., Muller, M-L., Jegers, M. & Saayman, A. 2004. Export intensity and the Competitive Intelligence of exporting companies: Evidence from Belgium and South Africa. Paper presented at conference on Research Frontiers in Competitive Intelligence, Universiteit Antwerpen: Belgium, 8 Oct.
13. Saayman, A., De Pelsmacker, P., Viviers, W., Cuyvers, L., Muller, M-L. & Jegers, M. 2004. Export-orientated Competitive Intelligence activities at the firm level: Testing and refining the underlying dimensions of the Competitive Intelligence process. Paper presented at conference on Research Frontiers in Competitive Intelligence, Universiteit Antwerpen: Belgium, 8 Oct.
14. Viviers, W., Cuyvers, L., Saayman, A., De Pelsmacker, P., Jegers, M. & Muller, M-L. 2004. SME vs. large exporters: Are there differences in the Competitive Intelligence practices? Paper presented at conference on Research Frontiers in Competitive Intelligence, Universiteit Antwerpen: Belgium, 8 Oct.
15. Viviers, W. 2003. Competitive Intelligence for exporters. Results of research project presented to respondents, Universiteit Antwerpen: Belgium, 16 Oct.
16. Viviers, W. & Saayman, A. 2003. Competitive Intelligence research: 2001 and beyond. Paper presented at conference on Issues of a Changing Economic Environment from an International Perspective, Universität Paderborn: Germany, 20 Oct.
17. Calof, J.L. & Viviers, W. 2001. International information seeking behaviour of South African exporters. International Council for Small Business (ICSB) conference. Taipei: China. 17-20 June. (Paper delivered by co-author).
18. Brink, N. & Viviers, W. 2001. The integration of Southern Africa into global financial markets. Business and Economic Society International Conference. Paris: France, 22-26 Jul. (Paper delivered by co-author)
19. Calof, J.L. & Viviers, W. 1999. International information seeking behaviours of South African exporters. ABA Conference. London: England, July. (Paper delivered by co-author).
20. Viviers, W. & Von Harpe, M. 1999. The internationalisation of SMEs: The role of intercultural communication. ICSB (International Council for Small Business) 4th World conference. Innovation and Economic Development: The role of Entrepreneurship and Small and Medium Enterprises. Naples: Italy, 20-23 Jun.
21. Viviers, W. 1998. S.A. SMEs: Obstacles to trade by to the SADC. Paper delivered at ICSB (International) in Singapore: 8-10 June.
22. Viviers, W. 1997. South Africa's export relations with specific reference to agricultural exports to the Asia Pacific region. FAMASA Conference: 4<sup>th</sup> National Conference. 30 June-2 July.
23. Viviers, W. 1997. Internationalization of South African SME's: the role of Canadians. ASAC, St. Johns: Newfoundland, June. (Paper delivered by JL Calof).
24. Viviers, W. 1997. Participate in the 11<sup>th</sup> Annual IATTO (International Associating Trade Training Organizations) workshop on: The best practices in Export Education. Sydney: Australia, 26 Aug.

25. Viviers, W. 1996. A framework for creating a SME export society in South Africa. International Council for Small Businesses Conference (ICSB). Stockholm: Sweden, 17 Jun.
26. Viviers, W. 1996. Internationalization behaviour of S.A. and Italian enterprises: A comparative study. Academy of International Business Conference. Banff: Alberta, 28 Sept. (Paper delivered by J.L. Calof)
27. Viviers, W. 1996. South Africa's competitiveness, foreign trade and SME's. A crucial link. Seminar presented at Vrije Universiteit (Amsterdam) – Tinbergen Institute. Amsterdam: Netherlands, 11 Jun.
28. Viviers, W., Calof, J.L. & Kroon, J. 1994. Internationalization behaviour of small and medium sized South African enterprises. International Council for Small Businesses Conference. Strasbourg: France. 27-29 June.
29. Viviers, W. 1994. Patterns of internationalization of SMEs (SA): Country, mode and process evolution. Academy of International Business Conference. Boston: USA, Nov. (Paper delivered by JL Calof)
30. Viviers, W. 1994. The importance of agro-industries in S.A. International Council for Small Businesses. Strasbourg: France, 29 Jun. (Paper delivered by colleague)

#### **7.4.2 National conferences**

1. Malan, J., Steenkamp, E.A., Viviers, W. & Rossouw, R. 2014. Analysis of export and employment opportunities for the South African manufacturing industry. Paper delivered at the International Conference on Manufacturing-Led Growth for Employment and Equality, Johannesburg, 2014.
2. Viviers, W. & Cameron, M. 2014. Export Promotion: A Decision Support Model Approach. SADC-EU Ambassadors luncheon, Pretoria.
3. Viviers, W., Steenkamp, E.A., Kuhn, M-L., & Berkman, B. 2014. TruCape Marketing, South Africa: Managing the Export Market Diversification Challenge. IFAMA Conference, Cape Town.
4. Viviers, W. & Cameron, M. 2014. DSM Dashboard for export decisions. A tool to assess the size of the market for your product. Innovation Summit, Cape Town.
5. Idsardi, E.F., Van Schalkwyk, H.D., Viviers, W. & Spies, D. 2014. What do South Africa's agricultural products imply for its economic growth? IFAMA Conference, Cape Town.
6. Strydom, P., Viviers, W., Krugell, W., Steenkamp, E.A., Grater, S. & Cameron, M. 2014. Identification of South Africa's export opportunities: A DSM approach. National Treasury, Pretoria.
7. Viviers, W. & Cameron, M. 2014. TRADE-DSM-Navigator – Expanding South Africa's export horizons. Agbiz Conference, Somerset West.
8. Idsardi, E., Van Schalkwyk, H.D., Viviers, W. & Spies, D.C. 2014. The four margins of South Africa's agricultural trade. Annual AEASA Conference, Port Alfred.
9. Viviers, W & Rossouw, R. 2013. The Decision Support Model. Paper delivered at a WESGRO planning session. WESGRO offices, Cape Town, 20 Jun.
10. Viviers, W & Steenkamp E. 2013. A Decision Support Model to identify export opportunities for South African products and services: An instrument for South African Foreign Economic Representatives. Workshop presented at the DIRCO and the dti training workshop for FER's (Foreign Economic Representatives), DIRCO offices, Pretoria, 16 Apr.

11. Viviers, W. 2013. The Decision Support Model. Paper delivered at the 3<sup>rd</sup> Reference Group Meeting on the review of the National Export Strategy. 23-24 Jan, Burgers Park Hotel, Pretoria.
12. Viviers, W. 2013. Strategic benchmarking: A Decision Support Model. Paper delivered at the Agriculture, Forestry, Fisheries Trade Development Strategy Consultative Mini-conference, 23 May, The Grain building, The Willows, Pretoria.
13. Viviers, W & Rossouw, R. 2012. A Decision Support Model to identify realistic export opportunities for South African products and services. Paper presented at the BUSA (Business Unity South Africa) International Trade Planning session, Johannesburg. 5 Dec
14. Grater, S., Steenkamp, E & Viviers, W. 2011. Identification and comparison of export opportunities for South African products and services. Paper presented at the Economic Society of South Africa conference. Stellenbosch, 5-7 September.
15. Janse van Rensburg, S.J. & Viviers, W. 2009. The export promotion of South African craft products. Paper presented at the Economic Society of Southern Africa conference, Port Elizabeth, 7-9 Sept.
16. Steenkamp, E., Rossouw, R. & Viviers, W. 2009. Export market segmentation methods and the identification of realistic export opportunities for SA using a DSM. Paper presented at Economic Society of South Africa conference, Port Elizabeth, 7-9 Sept.
17. Sithole, N.M. & Viviers, W. 2009. The export potential of South African edible nuts: The special case of macadamia nuts. Paper presented at Economic Society of Southern Africa conference, Port Elizabeth, 7-9 Sept.
18. Pearson, J.J.A.P., Viviers, W. & Cuyvers, L. 2007. Identifying export opportunities: The case of South Africa. Biennial Conference of Economic Society of Southern Africa. Johannesburg, 10-12 Sept.
19. Sha, R., Naude, W.A. & Viviers, W. 2007. Income disparities across Chinese provinces: Revisiting the convergence-divergence debate. Biennial Conference of the Economic Society of Southern Africa. Johannesburg, 10-12 Sept.
20. Steenkamp, E.A., Viviers, W. & Naudé, W.A. 2007. The structure and content of the undergraduate economics curricula offered by South African universities. Biennial Conference of the Economic Society of Southern Africa. Johannesburg, 10-12 Sept.
21. Van Aarde, N. & Viviers, W. 2007. Export promotion of the EMIA scheme of the DTI. Biennial Conference of the Economic Society of Southern Africa. Johannesburg, 10-12 Sept.
22. Viviers, W. 2005. An overview of the Competitive Intelligence research in South Africa. Address at Competitive Intelligence for Innovation International Conference, Midrand, 26-27 May.
23. Jacobs, E.A. & Viviers, W. 2005. Benchmarking economic teaching at South African universities. Paper presented at Economic Society of South Africa conference, Durban, 7-9 Sept.
24. Matthee, M., Naude, W.A. & Viviers, W. 2005. Challenges for developing country suppliers in global floriculture chains. Paper presented at Economic Society of South Africa conference, Durban, 7-9 Sept.
25. Ran, S., Naude, W.A. & Viviers, W. 2005. Revisiting the determinants of China's regional economic growth. Paper presented at Economic Society of South Africa conference, Durban, 7-9 Sept.

26. Viviers, W. 2004. Competitive Intelligence as a requirement for developing a knowledge economy in South Africa. National Research Foundation (NRF) conference on Shifting the Boundaries of Knowledge: The role of the Social Sciences, Law and Humanities, Tshwane University of Technology, Pretoria, 28 May.
27. Viviers, W. & Muller, M-L. 2004. Die ontwikkeling van Mededingende Intelligensie sedert 1994. [The development of Competitive Intelligence since 1994]. Paper presented at Suid-Afrikaanse Akademie vir Wetenskap en Kuns [South African Academy for Science and Technology] conference, Potchefstroom, 24-25 Jun.
28. Viviers, W. & Saayman, A. 2004. Testing and refining the constructs of the Competitive Intelligence process. Paper presented at Global Business and Technology Association conference, Cape Town, 8-12 Jun.
29. Viviers, W., Saayman, A. & Muller, M-L. 2004. The Competitive Intelligence practices of South African exporters. Advanced Competitive Intelligence Conference (ICM). Johannesburg. 10-12 May.
30. Viviers, W & Muller, M-L. 2003. Competitive Intelligence in South Africa: 1999-2002. Paper presented at 18th Annual South African Institute for Business Management Sciences conference, Potchefstroom, 28-30 Sept.
31. Viviers, W & Muller, M-L. 2003. The Competitive Intelligence practices of a multinational South African company. Paper presented at 18<sup>th</sup> Annual South African Institute for Business Management Sciences conference, Potchefstroom, 28-30 Sept.
32. Viviers, W & Muller, M-L. 2003. The Competitive Intelligence practices of a pharmaceutical global player. Paper presented at Marcus Evans conference, Johannesburg, 20 Jan.
33. Viviers, W., Saayman, A. & Muller, M-L. 2003. The Competitive Intelligence Practices of South African firms. Paper presented at Economic Society of South Africa conference, Somerset West, 17-19 Sept.
34. Viviers, W. 2002. The challenges of Competitive Intelligence – based on case studies from the National Research Foundation research project. Institute for International Research Conference on Competitive Intelligence. Rosebank: Johannesburg, 18 Apr.
35. Viviers, W., Saayman, A. & Muller, M-L. 2001. Competitive Intelligence as practiced in South Africa – preliminary results of National Research Foundation project. Marcus Evans Conference. Rosebank: Johannesburg, 23 Nov.
36. Brink, N. & Viviers, W. 2001. Obstacles in attracting increased portfolio investments into Southern Africa. ESSA 75<sup>th</sup> Jubileum conference. Glenburn Lodge: Johannesburg, 13-14 Sept. (Paper delivered by co-author)
37. Viviers, W. 1999. Competitive Intelligence for International Trade. ICM Conference. Johannesburg, 23-26 Mar.
38. Viviers, W. 1998. Exports of South Africa's manufacturing sector. Sept. 1998. Paper delivered at the TIPS conference. Glenburn Lodge: Johannesburg, 26 Sept.
39. Viviers, W. 1997. Enhancing South Africa's export performance through the use of the Internet. EBM Conference. Technikon Pretoria: Pretoria, 26-27 Nov.
40. Viviers, W. 1997. South Africa's position with regard to tendencies of globalisation and regional integration. EVSA conference. Potchefstroom University: Potchefstroom, Sept.

41. Viviers, W. 1996. Creating an export society in South Africa. Paper delivered at AIC conference. Gallagher Estate: Midrand, Jan.
42. Viviers, W. 1996. The promotion of S.A. SME's export. International Council for Small Businesses Conference. Malelane, May.
43. Viviers, W. 1995. Economic and Political Initiatives of the EC integration for the period: 1945-
44. 1992. 8<sup>th</sup> Biennial conference of the Economic History Society of Southern Africa. RAU: Johannesburg, 29 Sept.
45. Viviers, W. 1995. The South African Trade Pattern: Reconstruction & Development. Economic Society of S.A. RAU: Johannesburg, 7 Sept.
46. Viviers, W. 1994. EC integration: 1945-1992. An evaluation. EBM conference. RAU: Johannesburg, 28-29 Nov.
47. Viviers, W. 1994. South Africa as a member of SADC: Implications. EBM Conference. RAU: Johannesburg, 28-29 Nov.
48. Viviers, W. 1994. The export behaviour of SA SMEs. International Council for Small Businesses Conference. Cape Town, May.
49. Viviers, W. 1994. The funding of development in Southern Africa: The case of SADCC/SADC. Conference of the Development Society of Southern Africa. Stellenbosch, 5-7 Oct.
50. Viviers, W. 1993. The role of SADCC and SADC in the economic development of Southern Africa. The Economic Society of South Africa. Pretoria, 11-12 Oct.
51. Viviers, W. 1992. The development of the EC 92 programme: The implications for the South African business community. EBM Conference. Port Elizabeth, 30 Nov.
52. Viviers, W. 1988. An optimum currency area in Southern Africa. The Economic System of SA: Quo Vadis. University of Pretoria: Pretoria, 2 Mar.
53. Viviers, W. 1986. Monetêre interafhanklikheid in Suider-Afrika. [Monetary interdependence in South Africa]. EBM Research Conference. Potchefstroom.

#### **7.4.4 Articles in popular journals**

1. 2012 What you know points where you go. Mail and Guardian Supplement, 26 Oct -1 November, 2012:p3.
2. 2002: Competitive Intelligence training: SA companies' intelligence. Finance Week, 10 May: 40.
3. 2002: Suid-Afrika-onder druk van toenemende mededinging [South Africa-under pressure of increasing competition]. Kerkblad, 28 Augustus:29-31.
4. 2001: Competitive Intelligence – check the threats. Finance Week, 18 October: 17.
5. 2000: Intelligence? What intelligence – competitive edge. Finance Week, 23 June: 44. 1998: Exports and the Internet. Productivity S.A., March/April: 24-26.
6. 1997: Uitvoer: Steun vir klein ondernemings nodig. [Export: Support for small firms necessary]. Entrepreneur. 9 Nov. / Dec.
7. 1995: Die implikasies van Suid-Afrika se AOTH-lidmaatskap vir die ekonomie. [The implications of South Africa's GATT membership for the economy]. Woord en Daad, Somer: 25-27.
8. 1995: Entrepreneurskap in die nuwe Suid-Afrika. [Entrepreneurship in the new South Africa]. Gereformeerde Vroueblad, Julie: 12-14.



9. 1995: Klein ondernemings nie uitvoergerig. [Small businesses not export oriented]. *Finansies en Tegniek*: 22 [Finance Weekly:22].
10. 1993: Wat beteken EG 92 vir S.A. Deel 5: Gesamentlike onderneming in EG. [What does EC 92 mean for South Africa? Part 5: Joint enterprises in EC]. *Entrepreneur*, 12(2):12-14.
11. 1993: Wat beteken EG 92 vir S.A.? Deel 4: Die benutting van geleenthede met EG 92. [What does EC 92 mean for South Africa? Part 4: Grasping the opportunities of EC 92]. *Entrepreneur*, 12(1):12-14.
12. 1992: Recent international economic developments: The implications for the African economy. *Wirtschafts Politische Blätter*, 39(5/6):645-653.
13. 1992: The development of the EC 92 programme: The implications for the South African business community. *South African Journal for Entrepreneurs and Small Business*, 4(2):36-51, Nov.
14. 1992: Wat beteken EG 92 vir S.A.? Deel 2. Geleenthede vir S.A. [What does EC 92 mean for South Africa? Part 2: Opportunities for South Africa]. *Entrepreneur*, 11(9):12-13.
15. 1992: Wat beteken EG 92 vir S.A.? Deel 3. Beperkinge vir S.A. uitvoerders. [What does EC 92 mean for South Africa? Part 3: Restrictions for South Africa exporters]. *Entrepreneur*, 11(10):12-13.
16. 1992: Wat beteken EG 92 vir S.A.? Deel 1: EG 92 se oorsprong en doel. [What does EC 92 mean for South Africa? Part 1: EC 92's origin and aim]. *Entrepreneur*, 11(8):12-13.