



14<sup>th</sup> International Business Conference  
Lake Victoria, Kampala, Uganda

**International Business Conference (IBC)**  
NWU Business School  
Private Bag X6001  
North-West University Potchefstroom Campus  
Potchefstroom  
2520  
Tel: + 27 (0) 18 299 1411  
Fax: + 27 (0) 18 299 1416  
E-Mail: [ib-conference@nwu.ac.za](mailto:ib-conference@nwu.ac.za)

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Wednesday, 18 March 2020

Dear IBC family and friends

### **IBC 2020 – THE WAY FORWARD**

The new year has started with an unrelenting pace, and we are already in March! As you are aware, the First Call for Papers for the 2020 IBC conference has been circulated, and we look forward to your submissions.

However, 2020 has also brought about a global outbreak of the COVID-19 Coronavirus, which as you are no doubt aware, was declared a global pandemic by the WHO recently. The ensuing measures taken by many countries, including Uganda (as our 2020 IBC host) and South Africa have made the immediate future a very uncertain one indeed. Against this backdrop, the IBC recognizes that it has a commitment to the academic community as a channel for research outputs.

I would like to take this opportunity to assure the IBC community that the IBC Executive is actively monitoring the situation and will do everything in its power to make sure that the 2020 IBC conference not only goes ahead, but that it will be just as memorable as previous conferences. However, the safety of our delegates is of paramount importance, and we will not compromise on that. Although much uncertainty currently exists, we as the IBC Executive will keep you posted as developments unfold that have bearing on the 2020 conference.

### **MEMBERS OF THE BOARD**

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This being said, work on those IBC papers and submit them timeously to ensure speedy feedback. The IBC will not let you down. Irrespective of whether we will have to reconsider the date, reconsider the venue, or even if we have to consider hosting a virtual conference, the IBC 2020 conference WILL go ahead.

Best regards

A handwritten signature in black ink, appearing to be 'G. Goldman', with a large loop at the start and a horizontal line extending to the right.

**Prof Geoff A Goldman**

(IBC Chairperson – On behalf of the IBC Executive Committee)