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Dr L. M. Lekhanya is a Research Associate at Durban University of Technology. His principal research areas include entrepreneurial marketing strategies, small and medium enterprises management growth model, SMEs leadership and corporate governance, rural industrialisation, rural SMMEs survival and growth model, integrated marketing communications, corporate marketing promotional strategies, viral marketing, marketing agility, green marketing, marketing intelligence, SMMEs use of technology and social media. He has published a number of articles in refereed journals and is the supervisor for Master's and Doctoral students at many universities in South Africa.