CONTENTS

Journal of Entrepreneurial Innovations Volume 1, Issue 2 (2020)

The influence of marketing-related mobile activities on the adoption of mobile marketing transactions: a uses and gratification perspective Dr Gift Donga & Prof Armstrong Kadyamatimba	83
Educational curriculum and entrepreneurship culture among the youth: A case study of University of Zululand Thobile N Radebe & Dr Makhosazana F Vezi-Magigaba	99
An insight of the characteristics of micro-franchise businesses operating in South Africa Knowledge Shumba & Livhuwani Nkondo	109
Using grounded theory procedures in entrepreneurship research Wellington Chakuzira & Armstrong Kadyamatimba	121