

School of Consumer Intelligence and Information Systems



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(4IR) and COVID-19 have amplified the urgency for human capital to successfully embrace and co-exist with digital technologies.



Prof Mercy Mpinganjira
Director

OVERVIEW

The School of Consumer Intelligence and Information Systems (SCiIS) is an epicentre of critical intellectual inquiry in the fields of Applied Information Systems, Information and Knowledge Management as well as Marketing Management. We offer a wide range of undergraduate and postgraduate programs from certificate to PhD level. The School also plays a leading role in nurturing and promoting the development of tech innovations that address business and societal challenges through the Technopreneurship Centre. Presented below are some of our School's highlights in the 2020 academic year.

2020 HIGHLIGHTS

CONTINUOUS EDUCATION: TVET COLLEGE LECTURERS SHARPEN THEIR TECH SKILLS

Upskilling and re-skilling are imperative if society is to take full advantage of the demands of the Fourth Industrial Revolution (4IR). The School of Consumer Intelligences and Information Systems short learning programmes (SLPs), under the 'Digital Know-how' series are aimed at providing

opportunities for individuals to build their digital capabilities for the 4th IR and beyond. On 19 February 2020, 91 TVET College lecturers who had successfully completed two short learning programmes (SLPs) under the 'Digital Know-how' series were awarded their certificated of competence. The TVET College lecturers enrolled in the two SLPs - Basics of Data, Programming and Applications in Business, as well as Digital Advertising – were funded under the MICT SETA-funded 4IR TVET lecturer development programme.



DRIVING TECH INNOVATIONS THROUGH HACKATHON

As part of its initiatives aimed at driving technology innovations in November 2020, the Technopreneurship Centre in collaboration with the Pan African Information Communication Technology Association (PAICTA) hosted a Virtual Hackathon Challenge that was open to all UJ students. In line with the theme of the Hackathon, 'Finding solutions through digital collaboration, students worked in groups consisting of members from different study disciplines. The event

was highly supported by mentors from the industry such as CISCO, FNB, BMW, Iderto, HERE Technologies, Custodient Advisory Services, DFA, Geekculcha, and CSIR. The overall winning team was the Young Innovator's Tech, which consisted of Daun Ramulongo (Business Management and Administration student), Saad Rahman (BSc Computer Science student), Lesego Legodi (BEng Electrical and Electronic Engineering student), Tshegofatso Motshwane (Bachelor of Education student) and Peter Maphalla (Bachelor of Education in Senior and FET Teaching student).



DELTA AIRLINE INNOVATION CAMP

On 13th March 2020, the Department of Applied Information Systems (AIS) in collaboration with Junior Achievement South Africa (JA South Africa), hosted a Delta Airline sponsored innovation camp for 100 students studying different programs in the Department. During the camp, students were presented with unique scenarios requiring them to come up with innovative solutions to address

business challenges. Leading industry experts drawn from different organisations, including, Delta, IBM, Microsoft, Project Management Institute (PMI), Nelson Mandela Foundation as well as Marsh & McLennan Companies served as mentors. Each member of the winning team received a Samsung tablet as part of their prize as well as a fully paid week-long project management course from PMI.

AWARDS OF THE WHOLESALE AND RETAIL LEADERSHIP CHAIR: GAUTENG

In 2020 the Department of Marketing Management was awarded the hosting of the Wholesale and Retail Leadership Chair: Gauteng Retail Chair. Inherent in this project is the development of distinguished scholarship, innovation, and national and internationally competitive research. The initiative will also contribute to the development of professional leadership skills in the wholesale and retail industry critical to the industry's ability to meet the needs of the Fourth Industrial Revolution (4IR). Additionally, the initiative will help facilitate national and international collaboration between retailers and retail-related institutions on aspects critical to the success of the wholesale and retail industry.

STAFF ACCOMPLISHMENTS

- Prof Abejide Ade-Ibijola of the Department of Applied Information Systems was the 2020 recipient of the Vice-Chancellor's Distinguished Award for Teacher Excellence. This is Prof Ade-Ibijola's second VC award having received the Vice-Chancellor's Distinguished Award for Innovation in 2019.
- Prof Gilbert Silvius and Prof Carl Marnewick received the Global Research Outstanding Contributions 2020 Award by the International Project Management Association.

STAFF QUALIFICATIONS

- Dr Stella Bvuma completed her PhD in Information Technology Management. Her thesis titled 'An ICT adoption framework for Township SMMEs' was concluded under the supervision of Prof Carl Marnewick.
- Dr Nazeer Joseph completed his PhD in Information Technology Management. His thesis titled 'A multidimensional predictive model for information systems project complexity' was concluded under the supervision of Prof Carl Marnewick.
- Dr Lodewikus Erasmus completed his PhD in Information Technology Management. His thesis titled 'An information systems portfolio, programme and project management governance framework' was concluded under the supervision of Prof Carl Marnewick.
- Dr Maureen van den Bergh completed her PhD in Information Technology Management. Her thesis titled 'Exigencies of computer system failure situations: Influence on Information security behaviour' was concluded under the supervision of Prof Kennedy Njenga.
- Dr Andrea Potgieter completed her PhD in Information Management. Her thesis titled 'Designing for the user: Preferred mobile app features' was concluded under the supervision of Prof Chris Rensleigh.



Prof Ade-Ibijola



Prof Gilbert Silvius



Prof Carl Marnewick



Dr Stella Bvuma



Dr Nazeer Joseph



Dr Lodewikus Erasmus



Dr Maureen van den Bergh



Dr Andrea Potgieter

STAFF PROMOTIONS

Four staff members were promoted in 2020.

- Dr Nazeer Joseph and Dr Lodewikus Erasmus of the Department of Applied Information Systems were promoted from Lecturers to Senior Lecturers.
- Prof Roelien Brink of the Department of Applied Information Systems was promoted from Senior Lecturer to Associate Professor.
- Prof Marius Wait, Head of the Department of Marketing Management was promoted from Senior Lecturer to Associate Professor.



Dr Nazeer Joseph



Dr Lodewikus Erasmus



Prof Roelien Brink



Prof Marius Wait

STAFF APPOINTMENTS TO BOARDS AND ADVISORY PANELS

Our academics continue to attract the attention of those looking for experts to serve on boards and on advisory panels.

- Dr Stella Bvuma, Head of the Department of Applied Information Systems was appointed to the board of the Small Enterprise Development Agency (SEDA) and to the advisory board of the Pan African Communication Technology Association.
- Prof Mornay Roberts-Lombard was appointed to the Chartered Institute of Customer Management Service Board.
- Prof Christine de Meyer-Heydenrych was appointed as co-convener of the National Research Foundation (NRF) Rating Specialist Committee.
- Dr Patrick Ndayizigamiye and Dr Shopee Dube were selected to be part of the South African advisory panel for UNESCO's Responsible Research and Innovation Networking Globally 'RRING' project.



Dr Stella Bvuma



Prof Mornay Roberts-Lombard



Prof Christine de Meyer-Heydenrych



Dr Patrick Ndayizigamiye



Dr Shopee Dube

STUDENTS ACCOMPLISHMENTS

- Mandlenkosi Shezi, an Honours student in Applied Information Systems under the supervision of Prof Abejide Ade-Ibijola developed an artificial intelligence application (App) called Deaf Chat. The App was aimed at assisting deaf people to communicate with up to four different speakers simultaneously.
- SCiS honours students scooped the top three positions in the 2020 College of Business and Economics (CBE) Honours Research: Poster Presentations. The first position went to BCom Marketing Management Honours students Joyce Mxinwa and Lerato Masehlele for their research titled "Understanding eco-friendly e-waste disposal behaviour in households", supervised by Dr Paul Issock.



Mandlenkosi Shezi



Joyce Mxinwa



Lerato Masehlele



Dr Paul Issock

VISITING PROFESSORS

- In February 2020, the Department of Marketing Management hosted Prof Goran Svensson of Kristiania University College, Norway and Editor of the European Business Review.
- In March 2020, the Department of Marketing Management hosted Prof Naresh Malhotra, Distinguished Visiting Professor, UJ, Regents' Professor Emeritus, Scheller College of Business, Georgia Institute of Technology, USA.

