Andrea Potgieter

Senior Lecturer | Department of Information & Knowledge Management | University of Johannesburg

PhD (Information Management), University of Johannesburg

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Modules Lectured

Information Management, Knowledge Management,
Knowledge Economy, Social Media Management, Research Methodology,
Competitive Intelligence Strategies and Tools,
Electronic Records Management

Academic Development

Year	Qualification	Details
2020	PhD (Information Management)	Title of Dissertation: "Designing for the user: Preferred mobile app features."
2009	MPhil (Information Management) University of Johannesburg	Title of Dissertation: "The effect of online social networking on employee productivity within a tertiary education institution."
2006	Certificate in Business Management University of Johannesburg	Business Management Accounting Corporate Law Macro Economics
2005	BA Honours (Information Science) University of Johannesburg	Information Economy Information Management Strategies Internet Infrastructures Web and Intranet Management
2004	BA (Audiovisual Production Management) Rand Afrikaans University (now University of Johannesburg)	Major Subjects (third year): Information Science Audiovisual Communication Organisational & Global Communication

Publications

Year	Publication
2009	**Conference Paper** Ferreira (Potgieter), A. & du Plessis, T. "Opportunities and concerns related to Web 2.0: Social networking technologies explored". Paper presented at the 2009 International Conference on e-Commerce, e-Administration, e-Society, and e-Education (e-CASE 2009), 8 - 10 January 2009 (Singapore).
2009	**Conference Paper** Ferreira (Potgieter), A. & du Plessis, T. "The positive and negative effects of employee participation in online social networking". Paper presented at the 2009 ProLISSA Conference, 6 - 7 March 2009 (Pretoria, South Africa).
2009	**Journal Article** Ferreira (Potgieter), A. & du Plessis, T. The effect of online social networking on employee productivity. *The South African Journal of Information Management*, 10(4). Available WWW http://sajim.co.za/index.php/SAJIM/article/view/397.
2009	**Conference Paper** Potgieter, A. & du Plessis, T. "Online Social Networking and employee productivity". Paper presented at the 2009 Faculty of Management Conference, 11 - 12 March 2009 (Johannesburg, South Africa). Best Paper Award.
2009	**Magazine Article** Ferreira (Potgieter), A. (2009). "Technology & Africa". Article published in the May/June edition of Montage Africa, p57-58.
2010	**Conference Paper** Potgieter, A. "Online Social Networking and organisational web strategies - the power of the Social Web consumer". Working paper presented at the 2010 Faculty of Management Conference, 12 - 14 May 2010 (Broederstroom, South Africa).
2010	**Book** Potgieter, A. *The Effect of Online Social Networking on Employee Productivity: The Tertiary Education Environment Explored*. LAP LAMBERT Academic Publishing.
2010	**Conference Poster** Potgieter, A. "User-created content: the power of the Social Web as a tool for gaining customer insight". Poster presented at the 12th Annual Conference of WWW Applications, 20 - 24 September 2010, University of Kwa-Zulu Natal (Durban, South Africa).
2010	**Conference Paper** Potgieter, A. "Social Web Technologies and the Consumer - Exploring the Impact on Marketing Strategies". Paper presented at the Knowledge Globalization Conference 2010, 5 -7 November 2010, University of Suffolk (Boston, USA).
2011	**Conference Poster** Potgieter, A. "Social Media and the 2011 London Riots". Poster presented at the 13th Annual Conference of WWW Applications, 14 – 16 September 2011, University of the Witwatersrand (Johannesburg, South Africa).

2012	**Journal Article** Adamovic, D., Mearns, M. & Potgieter, A. Knowledge sharing through social media: investigating trends and technologies in a global marketing and advertising research company. Published in *The South African Journal of Information Management.* [Online]. Available WWW http://www.sajim.co.za/index.php/SAJIM/article/view/514.
2013	**Conference Paper** Potgieter, A. "Online Social Networks and employee productivity: A longitudinal study". Paper presented at the 5th Annual American Business Research Conference, 6 – 7 June 2013 (New York, USA).
2013	**Conference Paper** Potgieter, A. & Maboa, T. "Identifying An Approach For Implementing Knowledge Management". Paper presented at the 2013 European International Academic Conference, 9 – 11 June (Paris, France).
2013	**Conference Paper** Potgieter, A. "Learning through teaching: ATLAS.ti and Social Media". Paper presented at the First ATLAS.ti User Conference: Fostering Dialog on Qualitative Methods, September 12- 14 (Berlin, Germany).
2013	**Conference Poster** Mashiane, S. & Potgieter, A. **"**Making enterprise apps effective: What do consumers really think of apps?**"** Poster presented at the 2013 Information and Knowledge Management Case Study Conference, 2 December 2013, University of Johannesburg (Johannesburg, South Africa).
2013	**Conference Poster** Khumalo, S. & Potgieter, A. "The use of Online Social Network sites for gathering customer insight and knowledge". Poster presented at the 2013 Information and Knowledge Management Case Study Conference, 2 December 2013, University of Johannesburg (Johannesburg, South Africa).
2013	**Journal Article** Potgieter, A., Dube, T. & Rensleigh, CW. Knowledge management awareness in a research and development facility: Investigating employee perceptions. Published in *The South African Journal of Information Management.* Available WWW http://sajim.co.za/index.php/SAJIM/article/view/592.
2014	**Conference Paper** Mashiane, S. & Potgieter, A. "Enterprise Apps: What do consumers really think?" Paper presented at the Pan-Pacific Conference XXXI: Designing the Shared Future through Co-Creation, 2 – 5 June 2014 (Osaka, Japan).
2014	**Conference Paper** Potgieter, A. & du Plessis, T. "Organisational culture as foundation for successful knowledge management: How does the "*ba*" of organisations impact on contract farming support and development?" Paper presented at the International Conference on Contract Farming in Africa, 2 – 3 October 2014 (Dar es Salaam, Tanzania).
2015	**Journal Article** Potgieter, A. The mobile application preferences of undergraduate university students: A longitudinal study. Published in *The South African Journal of Information Management.* Available WWW http://sajim.co.za/index.php/SAJIM/article/view/650.
2016	**Conference Paper** Chitambo, I., Mabe, K. & Potgieter, A. "The Role of Digitisation in Knowledge and Content Management." Paper presented at the 17th European Conference on Knowledge Management (ECKM), 1 & 2 September 2016 (Belfast, Northern Ireland).
2016	**Conference Paper** James, G., Sibiya, N. & Potgieter, A. "Business Intelligence Applied Towards Facilitating Integrated and Sustainability Reports." Paper presented at the 17th European Conference on Knowledge Management (ECKM), 1 & 2 September 2016 (Belfast, Northern Ireland).
2016	**Conference Paper** Maake, H.P. & Potgieter, A. "Knowledge Sharing as Means of Enhancing Intellectual Capital Within the Project Environment." Paper presented at the 17th European Conference on Knowledge Management (ECKM), 1 & 2 September 2016 (Belfast, Northern Ireland).
2017	**Conference Paper** Potgieter, A. & Radebe, J. "Knowledge sharing barriers in an academic library environment." Paper presented at the 5th Africa Research Group International Conference, 29 – 31 August 2017 (Mauritius).
2018	**Conference Paper** Potgieter, A. & Mabe, K. "The future of accessing our past: Collaboration and digitisation in libraries, archives and museums." Paper presented at the 8th Business & Management Conference, 4 – 7 September 2018 (Venice, Italy). DOI: 10.20472/BMC.2018.008.012
2018	**Conference Paper** Potgieter, A. "Knowledge management research trends: An analysis of an academic journal." Paper presented at the 19th European Conference on Knowledge Management, 6 & 7 September 2018 (Padua, Italy).
2018	**Conference Paper** Potgieter, A. & Rensleigh, C.W. "Designing for user experience: Analysing app store reviews for app feature identification." Paper presented at the 42nd International Academic Conference, 10 – 13 September 2018 (Rome, Italy). DOI: http://dx.doi.org/10.20472/IAC.2018.042.039
2019	**Conference Paper** Potgieter, A. & Rensleigh, C.W. "There's an app feature for that: establishing user preferred mobile app features through asynchronous online interviews." Proceedings of the 5th Arts & Humanities Conference, 24 – 27 June 2019 (Copenhagen, Denmark). DOI: http://dx.doi.org/10.20472/AHC.2019.005.017
2019	**Conference Paper** Potgieter, A. & Rensleigh, C.W. "Technology in our blood: user preferred features for a mobile donation app." Proceedings of the International Journal of Arts & Sciences' (IJAS) American Canadian Conference for Academic Disciplines, Toronto. Rhode Island: International Journal of Arts & Sciences (IJAS). Available from: http://www.universitypublications.net/proceedings/1201/html/K9D376.xml
2019	**Conference Paper** Potgieter, A. & Rensleigh, C.W. "There's a Google Scholar alert for that: An integrative review methodology exploring mobile app features through Leximancer." Proceedings of the 9th Business & Management Conference, 17 – 20 June 2019 (Prague, Czech Republic). DOI: http://dx.doi.org/10.20472/BMC.2019.009.005
2019	**Conference Paper** Van der Westhuizen, J. & Potgieter, A. "The curious case Of Sherlock Holmes and competitive intelligence: Applying abductive reasoning to competitive analysis. Proceedings of the International Journal of Arts & Sciences' (IJAS) American Canadian Conference for Academic Disciplines, Montreal. Rhode Island: International Journal of Arts & Sciences (IJAS). Available from: http://www.universitypublications.net/proceedings/1201/html/K9D374.xml
2021	**Journal Article** Mabe, K. & Potgieter, A. Collaboration between libraries, archives and museums in South Africa. Published in *The South African Journal of Information Management*. Available WWW https://doi.org/10.4102/sajim.v23i1.1269

Master's Degree Supervision and Co-Supervision

2013 **MCom Mini Dissertation, Co-supervisor**
Dissertation Title: *A South African retail bank's readiness to knowledge management implementation*

2014 **MCom Mini Dissertation, Co-supervisor**
Dissertation Title: *The importance of knowledge management in a research and development facility: investigating perceptions and practice*

2015 **MCom Mini Dissertation, Supervisor**
Dissertation Title: *Knowledge sharing as a means of enhancing intellectual capital within the project environment*

2016 **MCom Mini Dissertation, Supervisor**
Dissertation Title: *Knowledge practices within an organisation's information services division*

2017 **MPhil Dissertation, Supervisor**
Dissertation Title: *Collaboration between libraries, archives and museums (LAMS) in the digitisation of information in South Africa*

2020 **MPhil Dissertation, Supervisor**
Dissertation Title: Investigating perceived competitive edge gained through information system use

Consultation

2015 **Knowledge Audit**
Part of a project team that conducted a knowledge needs assessment within a training facility of the South African Government. Project output: Amended Knowledge Management strategy and proposed action plan for implementation of said strategy.

Journal Co-Editor

2016 **Guest Editor – The South African Journal of Information Management**
SAJIM Special Issue Vol 18(2): "*Forging Partnerships in the Knowledge Ecosystem to serve Competitive Intelligence*"
Together with a senior colleague, I served as guest editor for a special issue in this journal.

Personal Achievement

2014 **Successfully Summited Mount Kilimanjaro (Uhuru Peak)**
I summited, together with a research team from the University in Johannesburg.