

OUR STUDENTS

The 2015 BCOM (HONS) MARKETING MANAGEMENT ORIENTATION

Through the eyes of an Honours student, Murray Gush

If the start of a university career can be described as a stressful occasion, the commencement of a postgraduate degree is even more so. A student is now required to tackle the ever daunting task of befriending another student who has sat on the other side of a lecture hall for three or more years.

On Friday the 23rd of January, all students were asked to meet at the Grasdak Lapa at 10am sharp.

After a few minutes of everyone awkwardly standing around, we were shuffled inside and took a seat as one by one the lecturers came up and introduced themselves and the course they would be responsible for during the year. Eager to start the year and energised by the enthusiasm our lecturers portrayed for their various courses, our excitement was palpable. It was then the job of Pieter and his hilarious team from Laser Paintball to take us through a series of games and activities to get us all mixing with one another. Pieter and his team did a stellar job at this, and after we were teamed up and introduced to one another, many of us being past UJ students and others from UNISA or other universities, the game could begin.

A great time was had by all! This could be seen from all the smiles on the faces of the students and through the sounds of laughter and cheering that echoed through the lapa. I wish all the students enrolled in the Marketing Honours programme this year the very best, and hope that the same enthusiasm and excitement can be continued through the year ahead and in our future careers.



BCom (Hons) students at the orientation day

TOP PERFORMING STUDENTS AWARDED

Department hosts the annual Top Achiever Awards Ceremony

On the 25th of March 2015, the Department hosted its annual Top Achievers Awards Ceremony. Every year, the Department honours, the top performing students in academic each year of academic study on each of the Department's five undergraduate and postgraduate programmes. Students as well as their parents were invited to attend this special ceremony. The students were each awarded a special certificate of recognition and a cash prize, sponsored by corporate partners.

Dr Wait (Deputy HoD, Bunting Road) welcomed the students and their parents at the ceremony, followed by a talk on the Department's performance and achievements this past year by Prof De Meyer (HoD of the Department). Ms Dawn Isdale (National Sales and Marketing Manager of 3M) then addressed the students and shared some key marketing trends and insights with the audience, as well as her personal journey towards achieving success in the marketing industry as motivation to our students.

The students' prizes were sponsored by:

- Avon, Justine: Three cash prizes awarded to the National Diploma Marketing top achievers
- Spar: Three cash prizes awarded to the Diploma Retail Management top achievers
- Renault: Three cash prizes awarded to the BCom Marketing Management top achievers
- Testkraft and Van Schaik: One cash prizes awarded to the BTech Marketing top achiever
- PPS: One cash prizes awarded to the BCom (Hons) Marketing Management top achiever

In our continued relationship with Prime Media 9 bursaries were awarded by the company to deserving students in order to support them during their studies.

The 2014 Top Achievers are:

Student	Programme	Year
Vuyisile Ngubane	Diploma Marketing	1 st
Patricia Gondwe	Diploma Marketing	2 nd
Zaid Lawrence	Diploma Marketing	3 rd
Nokwazi Thandeka Ngidi	Diploma Retail Management	1 st
Mamelatje Gratter Choenyae	Diploma Retail Management	2 nd
Thomas Ngobeni	Diploma Retail Management	3 rd

Student	Programme	Year
Dian Wynand La Cock	BCom Marketing Management	1 st
Chene Scholtz	BCom Marketing Management	2 nd
Katja Rodrigues Wellen	BCom Marketing Management	3 rd
Busisiwe Nhlapo	BTech Marketing	
Bradley Shodries	BCom(Hons) Marketing Management	
The Primedia bursaries were awarded to:		
Nicolin Byansy Mamuya	Sbongile Ngubeni	Motsi Fabian Chaitwa
Jyh Shiuan Ma	Lesego Phori	Osupile Robin Tselangwe
Njabulo Tevin Ndlangamandla	Tshavhuyo Nemathithi	Debora Mkhabo

The Department congratulates all its top performing students and wishes to thank all of the sponsors for investing in the Department's students and for making this special Award ceremony possible. A special thank you is also extended to Ms Dawn Isdale for addressing the students on the day, and for sharing much-valued advice and insight.



Prof De Meyer and guest speaker Dawn Isdale

BCOM MARKETING MANAGEMENT ORIENTATION

New first years welcomed by the Department

The BCom Marketing Management first-year students were welcomed by the Department during a two-day orientation session on 28 and 29 January 2015. Day 1 was focused on orientating the students about their exciting career path towards becoming marketers. They were also familiarised with the workings of a University and cautioned on the challenging transition from high school to university.

Activities on day one included a "get to know one another" group activity. The students were split into small groups headed by a lecturer and were given the opportunity to introduce themselves, ask any questions of concern to the lecturer, and most importantly, were encouraged to get to know one another and to make friends. The second activity involved some thinking and physical fitness, as these same groups were given a

set of clues to decipher which led them running across the entire Kingsway Campus in search of a treasure box. The first group to finish won the treasure!

On the second day of orientation, Ms Katherine Madley was invited to address the students. She is a Marketing guru and strategy specialist and currently heads Strategy and Innovation at Alexander Forbes. Ms Madley shared her personal experiences as a student at UJ, and also talked about her journey from a student to becoming a professional and respected marketer and strategist in the industry. Ms Madley reminded the students of how precious and short their time at university is, and asked everyone to take a "first-year selfie" as reminder of their very first days as students at UJ. Her talk was well received and the first years asked her numerous questions about how she became successful. The Department would like to thank Ms Madley for the visit and wishes the first years all the best for the remainder of 2015!



First year students taking a "selfie"

BCOM HONS STUDENTS LEARN FROM PROFESSIONALS

Industry experts visit the Contemporary Marketing class

The module Contemporary Marketing offered on the BCom (Hons) Marketing Management programme hosted a number of guest lectures from industry this past semester. Some of the visitors included Ms Kristy Grant, Mr Oscar Tshifure and Ms Dawn Klatzko.

Ms Kristy Grant, who is an Industry Manager at Google, informed the students about trends in social media and demonstrated how social media is being used by companies to learn about their customers, and how it may be used to build strong customer relationship. Mr Oscar Tshifure, Business Development Director at Plus94 Research spoke about the growth in Africa, as well as providing reasons why Africa is currently seen as the most attractive market for investments by foreign countries. Mr Tshifure also alerted students about cultural sensitivity and its importance when conducting business in Africa.

Ms Dawn Klatzko, CEO at Mo-Tseleng, also spoke about the attractiveness and potential of the African market and offered practical examples of campaigns

her company had developed using experimental marketing techniques. Her presentation focused on how marketers should observe their consumers and cautioned the students not to make quick assumptions about markets, as these are almost always incorrect.



Ms Dawn Klatzko addressing the BCom (Hons) students

FACULTY OF MANAGEMENT SUPPORTS MARKETING STUDENTS

BCom (Hons) students awarded with bursaries

The following students were awarded UJ Honours Bursaries from the Faculty of Management: Ms RA Maluleke, Ms K Kamupira, Ms S Mdlalose, Ms K Nsabue, Ms L Tlali, Ms F Kamaar, Mr MK Ismail, Ms KR Langa, Ms KD Ntobong, Ms T Siphuma, Ms VN Kambale, Mr OC Uriesi, Ms OA Aweda, Ms LR Makgatho, Mr NPJ Mochaki, Mr H Mupfunya and Mr KG Chiunda. The Department would like to congratulate these students on their outstanding achievements and would like to thank the Faculty of Management for their generous contribution in supporting the Department's students.

L'OREAL VISITS BCOM MARKETING MANAGEMENT THIRD YEAR STUDENTS

Students learn more about the importance of marketing research

In the advent of very competitive industries and the increase in consumer options, it has become imperative for marketers to constantly conduct research to keep in touch with their environments. This is why we equip our 3rd year students with marketing research skills. Throughout the semester, students have gained knowledge on various researching theories and practices, and it was time to give them an industry

perspective. The lecturer, Ms Nontu Mashaba invited Ms Marise Mackay, Senior Brand Manager at L'Oréal to share some insights from a brand management and research perspective. Ms Mackay kicked off the session highlighting the importance of research from an industry perspective, as well as pointing out how serious L'Oréal is about research. She discussed at lengths the various qualitative and quantitative research tools used by L'Oréal, and shared some examples of research studies conducted by L'Oréal, taking students through the various steps, starting from needs identification and agency briefing, to results, recommendations and actions taken post the research. The students, despite this being the last day of the semester, attended the lecture in numbers and were very interested and posed a lot of questions. To their surprise, they were all rewarded for their positive engagement with many free products from L'Oréal.

ALUMNUS AND MARKETING EXPERT VISITS DEPARTMENT

BTech students learn more from expert, Thabang Tsotsotso

Enriching students' learning experience in the class through the invitation of industry experts, is central to UJ's BTech Marketing Programme. On the 19th of March, 2015, the BTech students welcomed Mr Thabang Tsotsotso to their e-Marketing class. Mr Tsotsotso, who is a UJ Department of Marketing alumnus, started his career as a Sales Rep at an automotive company (GUD Filters). He then proceeded to secure a place in the highly competitive graduate programme of Colgate Palmolive, a global leader in the fast-moving consumer goods (FMCG) industry. After acquiring ample experience from there, Mr Tsotsotso moved on to accept a post as Digital Account Manager with Leads Machine, a company owned by Trudon.



Mr Tsotsotso addresses BTech students

With this extensive exposure to the field of marketing practice with a strong basis in digital marketing, Mr Tsotsotso delighted the class with tales of the wide ranging contemporary developments in the practice of marketing. He emphasised that the impact of recent technological innovations on the practice of marketing is far more than any textbook can contain. Mr Tsotsotso then proceeded to analyse a number of recent technologies and demonstrated how these technologies have impacted on marketing practices. The class was not only interesting, but also engaging, with students coming up with several questions which were all

answered to their satisfaction. A number of students used the opportunity to network with Mr Tsotsotso for their future endeavours. In closing, Mr Tsotsotso emphasised that the current BTech Marketing curriculum of UJ is very relevant to the needs of industry, but encouraged students to stay informed about industry publications and on top of the latest technology in order to keep themselves abreast with the latest developments.

STUDENTS VISIT THE CRADLESTONE MALL

NDip Retail Management students learn through mystery shopping

In an effort to introduce students to the corporate environment, regular study tours are organised by the various course lecturers to students at all levels of study within the Department, particularly the third and final year students. One of such tours organised by Mr Sbusiso Gwebu and Mr Daniel Maduku for their Shopping Centre Management students took the students to the Cradlestone Shopping Mall on the 25th February, 2015. Students and lecturers were welcomed to the mall by Ms Carey Christie (Public Relations Manager, Cradlestone Shopping Mall) and Ms Najla Richardson (Marketing Manager, Cradlestone Shopping Mall).

The two of them provided students with insights regarding their respective operational and managerial duties with regard to managing the shopping centre. Prominent issues that were revealed during the interaction with students were management of tenant relations, merchandising, placement of anchor tenants and their role in the shopping mall, customer service and the exterior and interior design of the shopping centre. Students were introduced to how service quality of the tenants within the malls can be assessed through a project called 'mystery shopping'. They were then divided into groups and took various turns to visit tenants in the mall to conduct their 'mystery shopper' project. This exercise was a real eye-opener to the students.



BTech students at the Cradlestone Mall outing

DEPARTMENT SHOWS SUPPORT FOR THE UJ SOLAR CAR

BCom (Hons) students promote the UJ Solar car with campus activations

As part of the subject Practical Marketing presented on the BCom (Hons) Marketing Management programme, students are required to engage in a practical project to promote the UJ Solar car and UJ Energy movement to fellow UJ students. Students are tasked to either do campus activations promoting the car, or to compile a video promoting the car. This is the second year that this project has been running and it has again proved to be a very successful initiative.

The project is aimed at enhancing students' practical and soft skills in preparation for the Marketing industry. For the campus activations, the students were informed that there will be some branding made available as well as a PA system, and that the rest of the activation to promote the car are, is up to them. One group created a racing track with a toy car, whilst others secured their own freebies to hand out on campus by approaching sponsors, and another group even got the UJ cheerleading squad involved to do a performance during their activation. The activations' success was measured by the number of likes the students managed to gain on the UJ Solar Facebook page during the week of their activations.

Those students who were tasked to create videos to promote the Solar Car's videos, may be viewed by clicking on the links below:

<https://youtu.be/dYwaVOLKtLA>

[Video UJ solar car 'Ilanga'](#)

Ms Stiehler (lecturer for the subject) and Ms Nickey van Rensburg (lecturer at the Department of Mechanical Engineering Science) would like to congratulate the students on their efforts and would like to thank all the parties involved who helped to make the campus activations a success.



Activations on the Bunting road campus

DEPARTMENTAL ACTIVITIES

DEPARTMENT HOSTS OPEN LECTURE

Alistair King and Katherine Madley join forces

One of South Africa's most admired creative directors, Mr Alistair King from the KingJames group and Ms Katherine Madley, Head of Strategy and Innovation at Alexander Forbes presented an energetic open lecture, hosted by the Department on the 26th of March 2015.

Mr King spoke about the "very un-marketing way" in which the KingJames group built the Allan Gray brand. He shared that KingJames' campaigns for Allan Gray were not typically based on expensive market research reports and market positioning plots, but good old-fashioned gut, intuition and creativity that came from the heart, which Allan Gray appreciated. This approach was also possible because of the well maintained personal relationship between the agency and the brand – a core aspect according to Mr King, for the creation of successful advertising campaigns. Mr King said that every new idea shared with Allan Gray was by means of a very personal introduction. The KingJames group made an effort to understand the brand well and every advert remained true to the brand's core identity, namely being known for following a proven, good and solid investment strategy that has proven successful time after time.

Ms Madley's topic included "does your brand have feet of clay?". She argued for the importance of striving to maintain customer satisfaction at all costs, and argued that this may be achieved by exercising a sincere effort towards wanting to attend to people's needs. Ms Madley also made reference to the recent event of an angry customer who had placed a banner stating how bad Cell C is and commented that being ignored, is one of the worst human experiences possible and should be avoided at all cost. Her tips on how to produce a brand with a higher purpose and customer focus included:

- Don't ignore your stakeholders.
- Ensure that you keep your staff informed.
- Never let the sun go down on a client complaint.
- The art of service must be integrated into your brand's DNA.
- Learn how to confidently confront your brand's bullies.
- Reward service and innovation.
- Make sure you have a silver bullet.

The Open Lecture was very well attended and the two speakers were well received. The Department wishes to thank Mr King and Ms Madley for taking the time to share their knowledge with the Department's industry partners, staff and students.



Alistair King presenting to the audience

MASTERS AND DOCTORAL COLLOQUIUM AT NMMU

Professors Roberts-Lombard and Geoff Goldman serve on colloquium panel

The NMMU School of Management Sciences Colloquium took place from 12 – 13 March 2015. The purpose of the colloquium is to have Master's and Doctoral proposals reviewed by a panel of external experts in the field of Business Management. This colloquium is hosted annually, is now in its 4th year, and is initiated and hosted by Prof Miemie Struwig, the Director of the School of Management at NMMU.

The panel members tasked to review the proposals consisted of Prof Roberts-Lombard from the Department of Marketing Management, Prof Geoff Goldman from the Department of Business Management, and Prof Graham Stead from Cleveland State University in the USA.



Prof Roberts-Lombard, Prof Geoff Goldman, Prof Graham Stead and Prof Struwig (left to right)

INTERNATIONAL INVOLVEMENT

ESTEEMED PROFESSOR HOSTED AT UJ

Prof Göran Svensson visits the Department

Prof Göran Svensson is the Research Director of Kristiania University College and a Professor at Oslo School of Management, Norway, as well as the editor of the European Business Review. He visited the Department from the 2nd to the 8th of March 2015. Special sessions with Prof Svensson were arranged where his advice and expertise were shared with individual staff members of the Department in order to help them with current research projects and their studies. Ideas for new research projects were also discussed with staff members and Prof Svensson will collaborate with a number of staff members on new research projects aimed at the publication in academic journals. Prof Svensson also facilitated a special research seminar on "Writing for and publishing in high impact journals", which was attended by the Department's staff and other staff members from the Faculty of Management. The remainder of Prof Svensson's visit was spent teaching Advanced Marketing Research to the Department's MCOM students. The Department wishes to thank Prof Svensson for his visit, as well as his ongoing interest in and support for the Department.



Prof Svensson

More about Prof Svensson: He is also Professor at Halmstad University, Sweden; Honorary Professor at Deakin University, Australia; Adjunct Professor at Monash University; Visiting Professor at the University of Johannesburg, South Africa; and Extraordinary Professor at North-West University, South Africa. Furthermore, he is a regular Guest Professor at National Chung Hsing University in Tai Chung, Taiwan. He holds a PhD at the School of Economics and Commercial Law, Göteborg University, Sweden. He is also an active and dedicated member of numerous editorial boards and editorial review boards of international research journals. Furthermore, he is a committed member of numerous international research and scholarly networks and associations. He is a frequent author of international journal articles (200+) and international conference contributions (250+). He is also engaged as a book author. He works at times as

adviser and consultant in business in terms of market research, surveys, education and training programmes among executives and companies. In addition, he also organises seminar series and workshops for both business and academia. Occasionally, he gives speeches in business and writes columns for business magazines and newspapers. During the 1980s, he was an industrialist and entrepreneur in South America (Bogotá, Colombia).

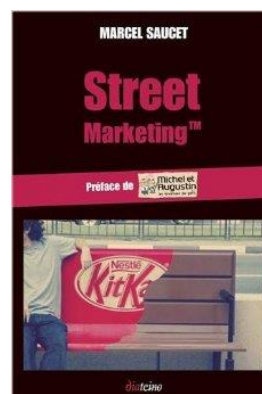
STREET MARKETING GURU VISITS THE UNIVERSITY

The Department hosts Dr Marcel Saucet

Dr Marcel Saucet, consultant, business owner, book author and esteemed lecturer visited the University of Johannesburg during May 2015. He presented lectures to UJ Marketing Management students on UJ's Soweto, Bunting Road and Kingsway Campuses. The focus of these lectures was to inform students of a unique promotional tool known as Street Marketing™ and Buzz Marketing. Street Marketing™ is specifically aimed at promoting products in the public arena in a highly creative, unconventional and high-impact manner, and has an exceptional ability to attract consumer interest to brands in a short period of time. Dr Saucet's lectures were filled with mind-blowing and entertaining examples on this form of marketing, and were received with great interest and excitement by the students.

He also presented an Open Lecture on the same topic to an audience of UJ staff and specialists from the Marketing Industry. The audience thoroughly enjoyed his refreshing take on Marketing and his creative examples and business ideas. Dr Saucet's visit to UJ was concluded on Friday the 15th of May with an exclusive workshop offered to academics from UJ, Wits, VUT and TUT, which focused on writing business case studies and on publishing in high-end publications like the Harvard Business Review.

More about Dr Marcel Saucet: He lectures at the University of San Diego, Harvard Business School, USC, HEC France and UC of Berkeley. His specialty is STREET MARKETING™ and BUZZ. He also runs a 12-employee company named **Street marketing™** by LCA company (www.lcaconseil.net). Examples of campaigns that he has done in street marketing may be viewed at: <http://streetmarketing.lcaconseil.net/>



Street Marketing book by Dr Saucet

INDUSTRY INVOLVEMENT

DEPARTMENT'S STAFF PRESENT AT INDUSTRY SUMMIT

Prof Mpinganjira invited to Consumer complaints and Solutions Summit

Prof Mercy Mpinganjira was invited to speak at the Consumer Complaints Management and Solutions Summit held at the Michelangelo Hotel on the 24th and 25th of March 2015. Her presentation was on the topic 'Enhancing buyer-supplier relationships – A focus on trust and commitment'. The summit attracted participants from South Africa, Malawi and Botswana.

A FOCUS ON RETAIL MANAGEMENT

DEPARTMENT TAKES LEAD AMONG UNIVERSITIES OFFERING RETAIL MANAGEMENT PROGRAMMES

Looking back at the growth of Retail Management these past five years

The Department of Marketing Management is taking the lead among comprehensive universities in South Africa in the field of Retail education. The South African retail industry contributes 13.8% of the total GDP for South Africa. In 2013, the industry employed 2.8 million people, or 24% of the total labour force of the country. The Wholesale and Retail Seta released the sector plan of 2013/14 and the key areas for skills development still remain Retail Managers and Supervisors, with an estimated shortage of 40 000 managers across the industry.



The Department of Marketing Management identified Retailing as a key growth area and differentiator since the inception of the UJ Department with the merger of the universities in 2005. The Department has since focused on developing programmes and strengthening relationships with the industry. The existing programmes were peer reviewed and amended to better meet the needs of industry and to align to the new HEQF (Higher Education Qualification Framework). The Diploma in Retail Business Management aims to prepare a candidates to work in a retail environment, and with a couple of years of

working experience, be able to move confidently into a management position. Over the past 5 years the Department has graduated 264 students and graduation numbers are up by 22% since 2010.

DEPARTMENT LAUNCHES POSTGRADUATE QUALIFICATION IN RETAIL MANAGEMENT

Advanced Diploma in Retail Management starts in 2015

The first enrolment on the Advanced Diploma in Retail Management took place this year, allowing students to continue their formal education specialising in Retail. In the past, when students who wanted to continue with a postgraduate qualification, had to change their specialisation to Marketing, Logistics or General Management. With the introduction of the Advanced Diploma in Retailing, this is now a thing of the past and students can become true specialists in the field of Retailing with this Diploma.

The Advanced Diploma covers topics such as Contemporary Retailing, Strategic Retailing, Applied Research for Retailers and Finance for non-financial managers. The first students to enrol for the qualification this year, started the year with an exciting orientation session. Students engaged in teambuilding activities and also enthusiastically participated in an afternoon of archery. The Department is proud to be one of the first Departments in South Africa to offer this qualification.



DEPARTMENT GROWS CORPORATE RETAIL PROGRAMMES

Pick n Pay Corporate group, Massmart and Massbuild enrol students

The Retail Industry has a history of employing unskilled workers and many retail employees have little more than a high school certificate. A great need for continuing professional development programmes in Retail was therefore identified. The Department started with the Pick n Pay Retail Academy more than 10 years ago, and this relationship has grown to include a management development programme launched in 2011. The Department currently has 76 full-time employed retail students enrolled across six different customised professional development programmes. Over the past 5 years, the Department has entered into

contracts to provide training to three new corporate customers, Pick n Pay Corporate, Massbuild and Massmart. The interest by these large organisations shows a growing drive in the industry to improve the qualifications of those working within the Retail Industry. To date, the Department has awarded in excess of 160 certificates on NQF 5 level to individuals enrolled through their organisations.



Massbuild students during 2015 orientation session

During 2013, this professional development programme underwent a peer review process by a panel of Retail and Business experts, which lead to some innovative additions to the Introduction to Retail Management programme. The 2014 Pick n Pay group participated in a work-integrated learning module presented in partnership with Business Today. This module consists of playing a realistic broad based simulation using real-life retailers' financial data to show learners how business decisions impact the financial performance of the company. The class is divided into groups and they all form part of a competitive market. They make decisions on purchasing, marketing, staff and operations, customer service and pricing. At the end of a business cycle, each group obtains a share of the market and has to deliver their products and receive their income. Once they have completed their financial statements for the period, the results are analysed and each group has the opportunity to better understand how their decisions impacted their performance before they start the next business cycle. Each business cycle offers new challenges as the market changes.

COMMUNITY ENGAGEMENT

GOING BEYOND A SCHOOL ASSIGNMENT

Through the eyes of Hons student Hugh Mupfunya

I have always believed that we all have testimonial stories to tell, stories that can change lives; but what value is an untold story? Only stories that have been told and are known can make an impact. It is because of this belief that I have never been hesitant to share my story. I have shared parts of my life story with a lot of people of diversified backgrounds, among them my group mates at varsity and strangers I hardly know. In a line the story of my life will be: I am a man who came from a refugee camp at the age of 19 in a "foreign country"

So when we had to do an assignment that partly relates to the story of my life, it inspired me not to be just an assignment, but a cause. As the group leader I deliberated with other members on what we could do, and I also explained why this was close to my heart. We decided to pick these ladies, Anna and Abigail, whom many of us had seen begging at a corner close to the Bunting Campus. I personally can easily relate to what these women, and especially their babies, are going through by having to wake up in harsh conditions and making a date with hope. Hope which is anticipated, and the hope that someone's sympathy will bring bread on the table. Had I had children, I surely would not have wanted them to be exposed to what they go through. I remember vividly the stories my mother told me about my upbringing. I went through similar situations as these children. Unless you have walked in the jungle, you might never know how it feels.

The assignment posed an opportunity for us as a group to make our cause heard. We hoped to assist Anna and Abigail financially, we decided to ask for financial donations that were to be given to the two ladies and their children. It is pleasing to note that the class responded overwhelmingly and we were able to raise R334-00 which we split and handed over to them. The appeal was run under the banner "giving is a life principal, so let's start giving". Seeing the smiles on those ladies' faces went beyond an assignment.



Hons student Mr Mupfunya handing over their contribution

RESEARCH

DEPARTMENT STAFF SERVE ON NRF ADVISORY PANEL

Prof Mercy Mpinganjira visits the NRF as esteemed industry expert

Prof Mercy Mpinganjira was invited to serve as a member of one of the National Research Foundation Advisory Panels. The NRF which receives its mandate from the National Research Foundation Act of 1998, promotes and supports research through various mechanisms including funding and human resource development. Every year the NRF funds different research proposals as long as they address and are in line with the Foundations as well as national strategic priorities. As a way of promoting fairness, transparency and rigour in its processing of funding applications, the

foundation invites subject matter experts in respective fields from industry, government and academia to contribute their expertise and time serving as review panel members. The strength of funding decisions largely depends on contributions made by these adjudicating panel reviewers.

PERSONNEL

TEAM SPIRIT, SWEAT AND LOTS OF LAUGHTER

Department staff go on a team-building breakaway

The Department's staff members went on a strategic session and team-building breakaway on the 30th of January 2015 at Ekudeni Lodge. The morning was spent strategising and planning for 2015 and ensuring that the Department's goals are aligned with UJ's drive for global excellence and stature. The session was facilitated by the Department's HoD Prof De Meyer and Paul Fletcher from Business Today.

The afternoon session was filled with fun and laughter! Staff members were split into two groups of teams and each team had to come up with a unique name and song representing their team. The activities included a team effort to build a huge puzzle, the completion of an obstacle course putting fitness levels to the test, spear throwing and target shooting. The teams were neck-on-neck the entire time, but the last activity was the turning point! This activity required a team member to replicate a picture that only some of the other team members could see and based on their description, this member had to complete the drawing. Team X's painting was the closest to the original, and they won!

The Department's staff wish to thank their HoD, Prof De Meyer for making the day possible, Mr Paul Fletcher who acted as facilitator and member of one of the two teams, and Ms Mariëtte Frazer for recommending the venue and team-building activities hosted by Beach and Bush Adventures.



Department staff at the teambuilding session

STAFF PROFILE

Focus on Ms Nombulelo Dilotsotlhe

Ms Dilotsotlhe is the newest staff member to join the Department! We asked her some questions...

What are your hobbies? What do you like doing in your free time?

I like good, healthy foods that don't require me to spend a long time in the kitchen! As a result, I spend a lot of time watching "Come Dine with Me" and other cooking channels. I also like watching international channels such as CNN and fashion programmes. During my free time, I like going out with my family to the movies or just taking a walk in a mall.

What are your research interests?

I like understanding the decision processes of consumers when it comes to choosing products or services. Consumer Behaviour and Green Marketing are my areas of research interest.

What were you doing before academia?

I've worked for various blue-chip companies in the financial services industry for the past 12 years – Wesbank, Standard Bank and Nedbank. I've also held various management roles in those companies.

If you weren't in academia, where would you be?

I would probably still be in Financial Services, but maybe instead of Banking, be in short-term or long-term insurance.

Where do you see yourself in 5 years?

I see myself having achieved my PhD degree and continuing with my academic functions.

What kind of music do you listen to?

I love music that tells some sort of a love story and hence I listen to a lot of RnB songs by various artists (old and new-comers), and when I'm in a party mood, I prefer light house music.

What's your favourite TV show?

My favourite TV show is 'Come Dine with Me' and also Oprah interviews with leading artists (i.e. musicians, actors and politicians).

What do you enjoy reading?

Enjoy reading memoirs of people of interest, and getting to know their success journeys (as in most cases, it is not smooth sailing) and how they managed to overcome their challenges and achieve what they have achieved in life.

If you were an animal, what would you be and why?

I think I would be a Labrador, as I would like to believe that just like this animal, I'm also homely, loving, friendly, loyal and very protective of my loved ones. I only raise my voice when I really have to.