



BURSARY AWARDED: Congratulations to Joyce Mxinwa, our 2023 Wholesale & Retail Seta Gauteng Chair Bursary recipient!

Determined to empower!

Joyce Mxinwa has been awarded a bursary from the W&R Seta UJ postgraduate student fund for MCom studies for 2023. Joyce's MCom focuses on using augmented reality (AR) technology in retail shopping and consumers' resistance to AR. Joyce is a first-place Faculty's Annual Honours Poster Presentation Symposium winner. She obtained her first two qualifications with distinctions, and is a member of the UJenius Club 2018 and 2019 as a top 1% academic achiever at the university.



Our researcher, Norman Mafuratidze (NM), had a quick chat with Joyce (JM) to gain more insight into her research. Excerpts from the interview appear below...

NM: Hello, Joyce. Congratulations on your bursary award. Please tell us what your study is all about.

JM: My research revolves around using augmented reality (AR) technology in retail shopping and consumers' resistance to AR. The study seeks to identify factors (barriers) contributing to customers' passive resistance and whether culture moderates the relationship between the barriers and resistant behaviour.

NM: Fantastic. What motivated you to pursue retail?

JM: The retail industry's potential is frequently overlooked, so understanding it is often superficial. My primary motivator was the psychology of retailing and its emphasis on the customer. Understanding consumers, the factors influencing why and how they behave the way they do, catering to those natural behaviours, and ultimately translating it to business profit. All of this piqued my interest and encouraged me to pursue retail.

NM: What do you expect to learn along your journey, and what are you enjoying so far?

JM: Because most research focuses on adoption rather than rejection, I'm looking forward to learning more about resistant behaviour, what it is, and what motivates it. Furthermore, how businesses might respond to alleviate this reluctance using marketing methods. So far, I've enjoyed learning how far the retail industry has come in adopting 4IR, particularly in a developing country like South Africa. This industry has enormous potential and opportunities for advancement.

NM: Thank you, Joyce – all the best in your studies.

JM: Welcome!





H&M annual sustainability conference

The Chair, Dr Beate Stiehler-Mulder, was invited to attend the annual H&M sustainability conference in Cape Town on 2 November 2022, as part of her research for an article in a special edition of *The Thinker* journal. Her research focus is on the South Africa–Sweden relationship, and on cross-country learnings and approaches to sustainable fashion. The Chair wishes to thank Ms Caroline Nelson (H&M Country Manager) for this great opportunity and for the invitation to attend.



ON AIR



Dr Stiehler-Mulder spoke on Radio 702 about low-income consumers' online shopping behaviour, describing the findings from her first research report, "Omni-channel retail: Low-income consumers' experience".

Click [here](#) to listen to the talk.

Click [here](#) to access the full research report on the topic.

IN THE NEWS

The Chair was asked by *News24* and *Rapport* to give her expert opinion on SA Tourism's controversial sponsorship of the Tottenham Hotspur football club.

Click [here](#) to read the *News24* article.



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SAVE THE DATE – #RETAILFIT 2023 IS COMING

At the beginning of 2022, the Chair launched the online RetailFit series, aimed at sharing retail knowledge worldwide with the retail industry. The Chair had seven speakers, and these professionals came from as far as Canada, the UK, America and Germany! This year the Chair has something else up her sleeve and will collaborate with a South African partner to co-host the 2023 series. It promises to be very insightful, full of energy with lots of reflections and learnings, all aimed at keeping our industry #RetailFit. Book out your diaries so long: 8 – 11 May 2023, 16:00 – 17:00 daily. Invitations to follow soon!





ALWAYS IN A MEETING

On 30 November 2022, the School of Consumer Intelligence and Information Management Systems (where the W&R Seta Chair: Gauteng is hosted) held its annual staff awards.

The organising committee included a few unconventional and 'tongue in cheek' awards. Dr Beate was one of the winners: she was presented with the 'Always in a meeting' award.

She had a good laugh with the School's director, Prof. Mercy Mpinganjira, as she received her certificate.



Call for applications: W&R Seta UJ postgraduate student funding for Master's and PhD studies, 2023

- Are you passionate about retail?
- Do you currently hold an Honours or Master's degree in the field of marketing or retail?
- Are you currently completing a Master's or PhD?
- If your answer is 'yes', apply *today* for a W&R Seta Leadership Chair: Gauteng Master's or doctoral bursary.



The University of Johannesburg, in partnership with the W&R Seta, hosts the Wholesale & Retail Leadership Chair of Gauteng. The W&R Seta aims to facilitate the skills development needs of the wholesale and retail (W&R) sector through implementing learning programmes, disbursing grants and bursaries, and monitoring education and training.

About the bursary

The postgraduate bursary is open to students who intend to pursue Master's or PhD studies, *or* who are currently enrolled for their Master's or PhD studies. Preference is given to research in the following areas:

- Wholesale and retail
- Retail business management
- Retail marketing
- Wholesale business development





Eligibility requirements

Applicants must satisfy the following minimum entry criteria to be considered:

- Be a South African citizen or a permanent resident.
- For Master's degree studies: Hold an Honours degree in Marketing or Retailing with a minimum of 60% for Research Methodology on NQF level 8, and an overall degree average of 60% or higher.
- For PhD degree studies: Hold a Master's degree in the subject field of Marketing or Retailing, in which the candidate obtained a minimum of 65% for their Master's *and* a minimum of 60% for Research Methodology on NQF level 8.
- Submit an approved Master's or PhD proposal with a focus on the preference areas listed above.* (See also 'How to apply: New enrolments' below.)
- Provide proof of formal registration at the University of Johannesburg.

Funding structure

The bursary will cover the full cost of annual study fees, with funds also available to cover data collection and language editing.

How to apply: New enrolments

Visit the UJ Department of Marketing Management website, and follow the full application procedure on the [Master's and PhD webpage](#), and submit *all* required documentation by 31 October in the year of application.

*If your proposal is accepted by the Department Research and Ethics Committee (DREC), send an email to wrseta@uj.ac.za and you will be contacted with all the necessary documentation to apply for the bursary.

How to apply: Current Master's and PhD students

Download and complete the Master's and doctoral bursary application form here:

[W&R Seta UJ Master's and doctoral bursary – Application form](#)

Submit *all* documentation as outlined in point 5 of the above downloadable document.

Kindly submit the application electronically via email to wrseta@uj.ac.za with the email subject 'WR Seta postgraduate bursary application – [your full name]'

Closing dates

- 31 July 2023 for current M & D students
- 31 October 2023 for new M & D enrolments

Enquiries

For any queries related to this bursary programme, please contact: Sandile Maseko wrseta@uj.ac.za

