

# School of Consumer Intelligence and Information Systems (SCIiS)

College of Business and Economics



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## Message from the Director

**Y**ippee! Yippee! 1st July 2022 marks 5 years since the School of Consumer Intelligence and Information Systems (SCIiS) was established, bringing together three leading departments, the Department of Applied Information Systems, the Department of Information and Knowledge Management and the Department of Marketing Management under one roof. Over the years, the roof has been extended following the establishment of two centers – the Center for Applied Data Science and an ideation and innovation hub called the Technopreneurship Centre. Driven by a shared purpose of developing critical thinkers and problem solvers, our school community has every reason to take pride in how well it has served the nation and the world at large through teaching and learning, research and innovation, as well as through community engagement. As has been our custom over the years, in this edition of the School newsletter we pause to celebrate the semester that has just gone by. Some of the highlights include:

- Continued growth in proportion of our academics with PhDs: This semester we celebrate Dr Tebogo Bokaba and Dr Lucas Khoza on the attainment of their respective PhDs. This brings to 64 percent the proportion of permanent academics with PhDs in the school from a base of 39 percent in 2017.
- Successful hosting of the 'Around the World RetailFit' event: In pursuit of its objective of serving as a hub that connects industry and institutions of higher learning, the Wholesale and Retail Leadership Chair hosted a number of high

profile retail academics and practitioners from around the globe for the 'Around the World RetailFit' event. The event provided an excellent platform for sharing ideas on best practices in the sector both locally and internationally. Among the international experts that presented during the event were Prof Jonathan Reynolds, Academic Director of the Oxford Institute of Retail Management and Deputy Dean at Saïd Business School, University of Oxford as well as Dr Hanna Schramm-Klien, a Director of the Centre for Consumer Protection and Vulnerable Consumer Groups at the University of Siegen, Germany.

- The successful launch of the Applied Information Systems Alumni Affinity Group: Alumni of the AIS department have over the years been very active in supporting the Department and the University at large through among other things student recruitment, mentoring and fund raising. The affinity group provides a formal platform through which AIS alumni are to further deepen their association with each other as well as with the department and the university at large.
- An academy that continues to be highly responsive to student needs: To this end let me join Ms Tracy Lefika's students in the Department of Information and Knowledge Management in conveying heart-felt thank you to all our educators and administrators in the School. It has been an honor and privilege to see each of you rise to every occasion and meet the needs of our students with creativity and consideration.

Enjoy your reading!



**Prof. Mercy Mpinganjira**  
**Director:** School of Consumer Intelligence and Information Systems

# Student News

## Mthatha 4IR Youth Expo in Eastern Cape



**Left to right: Principal of St John's College, Mthatha; Angelic Mokoena; President Cyril Ramaphosa; Lethabo Makopo; Lerato Tlhako; Ronny Mabokela, Head of the Technopreneurship Centre, UJ; Oscar Mabuyane, Premier of the Eastern Cape.**

**I**n commemoration of Youth Day on 16 June 2022, the Head of the UJ Technopreneurship Centre

(TPC), Mr Ronny Mabokela, together with the three students from the TPC who recently won the Public Sector

Hackathon (hosted by Centre for Public Sector Innovation), Angelic Mokoena, Lerato Tlhako, and Lethabo Makopo (all doing 3rd year BIT), participated in the 4IR Youth Expo in Mthatha, Eastern Cape.

The students were required to showcase their 4IR smart agriculture solutions to His Excellency the President of the Republic of South Africa, Matamela Cyril Ramaphosa. The president commented: *"This 4IR Youth Expo is demonstrating the many opportunities that exist right now for young people, thanks to technology. At the same time, it is preparing them for the opportunities that still lie ahead"*.

The students also visited Umtata High School and St John's College to raise 4IR awareness and to demonstrate the opportunities that come with technological innovations.

## Marketing Management student Caitlin Rooskrantz wins gold at the 2022 FIG Artistic Gymnastics World Cup!

**T**he 2022 FIG World Cup circuit in artistic gymnastics is a series of competitions officially organised and promoted by the International Gymnastics Federation (FIG). Congratulations to Caitlin Rooskrantz, our first-year BCom Marketing Management student and gymnast, who won gold at the 2022 FIG Artistic Gymnastics World Cup in Cairo, Egypt. It is such a wonderful achievement!

We managed to have a conversation with Caitlin in between her busy schedule of training, studying, and maintaining a social life. This is what she had to say:

**Why gymnastics?** *I like to believe that gymnastics chose me. My parents put me into the sport at a very young age because I was such a busybody, and they needed some way to constructively use up all my energy. They also noticed that I was naturally quite flexible, strong, and agile, so ended up choosing gymnastics. Once I started, I fell in love with the sport*



*immediately. I not only loved the thrill of learning these 'superhuman' skills, but I was always up for a challenge, and that's exactly what gymnastics gave me.*

**And what made you decide to study Marketing Management at UJ?**

*After my qualification for the Olympic Games in 2019, I began to gain a lot*

*of media presence and started doing a lot of media work. I not only enjoyed the platform to be able to tell of my journey, successes, and difficulties throughout my career, but also found that I was very passionate about trying to move gymnastics in South Africa more into the spotlight it deserves. So I chose Marketing Management, to use*





*the platform I've already created for myself with the new knowledge of the marketing world, to promote sports like gymnastics that are overlooked in the country. And what better institution*

*to do it at than the University of Johannesburg – right in the heart of where I grew up!*

**How has your first-year experience been so far at the university?** *My first year has been a big adjustment, with all the changes, especially juggling full-time studying, training, and travelling. But nonetheless, I have really enjoyed settling into the university.*

**What would you say has been a major highlight in your gymnastics career so far?** *A huge highlight in my career thus far has definitely got to be making my debut at the 2021 Olympic Games. It was a childhood dream of mine that I worked year in and year out to achieve. So, competing on that Olympic stage was definitely a huge highlight and a moment I will always cherish.*

**How do you balance gymnastics and your studies?** *I manage and balance my studies and my gymnastics using the same way and approach I did throughout high school. It really is all about time management. I have an extremely demanding training schedule, and the only way I get through that and my studies is just managing my time really well. When I'm not at training I try my best to stay on track with all my work, assignments, due dates, and tests – even trying to work a bit ahead where I can.*

**If you had a super power, what would it be?** *I think mine would have to be the ability to time travel. Not into the future but into the past, not to change anything, but to choose to relive certain moments over, feel the emotions again, and appreciate it one more time.*

## Technopreneurship Centre welcome function

**O**n 20 June 2022, the UJ Technopreneurship Centre hosted a welcome function for new students who have joined the Centre for the 2022–2023 period. Guest speakers were Mr Gift Sefike and Mr Kamogelo Kgwele from Geekulcha, who addressed the students on the roles of hackathons and opportunities in the tech community. Director of SCiS Prof. Mercy Mpinganjira and Head of the Centre Mr Ronny Mabokela were also part of the event to welcome the new members.

As the Centre is multidisciplinary, this year's cohort consists of students from various faculties in the university who demonstrate a high interest and passion for developing future real-world solutions.



## Steven Mbeya's Summer School Exchange Opportunity



**M**aster's degree candidate in the Department of Marketing Management Steven Mbeya, has been selected to attend a Summer School Exchange Program at the University of Nottingham (Malaysia Campus).

Steven is currently doing his master's degree under Prof Mornay Roberts-Lombard supervision, and the co-supervision of Mr Aobakwe Ledikwe. He is also the Administrative and Marketing Assistant for the Centre for Applied Data Science. Out of the 4 students selected from UJ, 2 of are from the Department of Marketing Management, one from the Engineering Department and the other from the Education Department. The summer school will run from 4 - 19 July 2022, and it will involve different students from different universities across the world. Steven had this to share:

*It is an honour to be nominated as part of the 4 students by the UJ international office to partake in this summer school program at the University of Nottingham*

*(Malaysia Campus). There are different modules to be offered, however, as a Marketing Management student I will be attending a business module titled "Doing business in Asia" for the two-week program. This will assist me to learn of other business ideas from an Asian market lens, specifically in the marketing context. As an aspiring businessman and academic, I will apply and teach the innovative business ideas to the upcoming generation of entrepreneurs, on how we can use them in our local African markets such as South Africa. In addition, the summer school program also offers me the opportunity to meet and connect with people from across the globe as well as learn other cultures at first hand. Looking forward to this interesting and exciting experience.*

## SCiis Students' Wellness Series

The School launched its *SCiis Students' Wellness Series* initiative in 2021, in partnership with UJ Psycad, in an effort to tackle the issues that trouble our students, provide them with support, and equip them with the necessary coping tools.

The series is running again throughout this year, giving our students access to wellness information and tools. Topics covered this past semester were *Tips on how to survive university* and, in preparation for the exams, students had a special session on *Exam anxiety: Learn how to equip yourself with coping skills*.

Promoting wellness has again taken centre stage in the School, particularly because of all the changes students have faced during the past two years as a result of the Covid pandemic and the widespread stress and anxiety resulting from it. The School is committed to supporting our students



and guiding them to the necessary support programmes that are provided by the university.

Thank you to all our programme coordinators for their continuing assistance with this initiative, and for ensuring that wellness information reaches all our students.

## The Ultimate Hackathon winners showcase



On 9 May 2022, the Technopreneurship Centre (TPC) held *The Ultimate Hackathon winners showcase* in the UJ Library hybrid room, where the TPC's student teams showcased their winning hackathon solutions. The groups who showcased were TechSol, The Disruptors, and Hack-a-Ton, and Head of the Centre Mr Ronny Mabokela facilitated the session.

*The Disruptors* were declared the winners of the Climate Action Hackathon hosted by Silicon Cape on 22-25 March 2022. They developed an internet-of-things solution that carries out smart irrigation, detects field

fires, and monitors soil moisture. Their solution is aimed at helping farmers to cut irrigation costs and the wasting of fresh water. The team members are Chadrack Mulamba, Olwethu Mlimi, Eugene Ndlovu, Buhle Mpala, and Emmanuel Swatu Mbuya.

*TechSol*: The Empire Partners Foundation hosted an Agriculture Hackathon from 26 to 27 February 2022. Team Techsol developed a winning mobile app called GrowTech that uses machine learning to predict weather conditions and market prices, the internet of things to provide farmers with vital information about farming processes with the

incorporation of Good Agricultural Practice (GAP) standards, and an inventory management option for record-keeping, accounting, and data analysis. The team members are Israel Lwamba Butalele, Philiswa Mkhuzo, Lanrewaju Fajimi, Ibrahim Lukombe, Kenan Kasongo, and Heritier Kaumbu.

*Hack-a-Ton*: The team participated in the Public Sector Innovation Hackathon in February 2022, hosted by Public Service and Administration Minister Ayanda Dlodlo and run by the Centre for Public Service Innovation in collaboration with Geekulcha. The team took the first prize with their agricultural solution, Agr-Ecco, and the ladies of team also collectively won "Best Female Geekstar" award. Their winning solution is a web application connected to a physical system (IoT, Arduino) that lets users – individuals or organisations in the agricultural industry – scan their crops, soil, and/or livestock for possible infections, and then suggests a possible solution. The website allows parties in the agricultural industry to collaborate through live chat, and to purchase and sell equipment that the industry needs and products from their mini-farm or their organisation. The team members are Lerato Tlhako, Angelic Mokoena, and Lethabo Makopo.

To watch the showcase, click [HERE](#).



## Educator appreciation: Kind words from Information and Knowledge Management (IKM) students

**M**ore often than not, teaching is viewed as a thankless occupation. As educators we spend endless hours attempting to impart valuable knowledge to a diverse group of students. Some of them grasp the concepts that we share with them

immediately; some take a little bit more time to understand; and others require a second year to understand better what was taught to them the year before. The frustrations that come with being an educator can be overwhelming at the best of times; but

every now and then we are reminded by the students that what we do is not in vain. See below the words of appreciation from some IKM students that were sent to Ms Tracy Lefika, lecturer in the IKM Department.



*"Thank you so much mam 🙏🙏🙏 may God bless you and I pray that you are doing exceptionally well. Mam, I did well mam, because I enjoyed all your classes and I wish to do much better next semester again. I believe that under your guidance I will perform at my highest-level mam. Thank you so much for mentoring me, may God bless you 🙏🙏🙏". Aphiwe Ximba – 2nd year Information Management*



*"Thank you so much for your kindness throughout the semester when I couldn't write because of family responsibilities. I will forever be grateful. I'm actually done with my studies if all goes well, because I only had first semester modules to do". Thubah Nondumiso – 2nd year Information Management*



Ms Tracy Lefika (Lecturer: IKM Department) is thankful to her IKM students who took the time to show some appreciation. She adds: *"To all my fellow educators, let us press on because it may not always be articulated in words or in actions, but you are appreciated".*

## First-year education initiative

**L**ibraries are a fundamental part of education. On 11 May 2022, first-year Bachelor of Education students were introduced to the back-end of the UJ library's operations, with a special focus on how it facilitates the smooth running of the whole library. The visit was part of a service module offered by the Department of Information and Knowledge Management to the Faculty of Education. Thanks to Ms Janina van der Westhuizen of UJ library for facilitating the session at the Auckland Park Kingsway Library.



## IKM Facebook Live



Meet IKM's Mr Joel Arthur 🙏 #IKMLIVE



Hello 🙏 Meet our Head of Department.



Meet IKM's Mr Sithembiso Khumalo 🙏

**T**he Department of Information and Knowledge Management launched its #IKMLive initiative on Facebook with the incredible Mr Joel Arthur starring.

The initiative aims to increase IKM's online presence and visibility, to invite more people to engage with the department, and to attract more

students by giving them insight into what the Department offers.

To watch the video click on this link:  
<https://fb.watch/bBWbedri9X/>

## 2022 Marketing Management Master's and doctoral degree colloquium



**T**he Department of Marketing Management hosted its 2022 Master's and doctoral degree colloquium in the Chinua Achebe Auditorium in the UJ library (Kingsway Campus) on Friday 7 May 2022.

A panel of five selected academics, representing senior academics from the University of the Witwatersrand, UJ, the Tswane University of Technology, and Nelson Mandela University, as well as an industry panelist from Absa Bank, participated in reviewing the presentation of Master's and doctoral proposals. They provided constructive feedback that enabled students to enhance the overall quality of their research work in the Department of Marketing Management.

The department is proud to be known as the most impactful research department in the field of marketing management in Africa, and supports its higher degree candidates in also being producers of very high-quality research. A broad audience from the College of Business Economics, fellow faculties, and industry partners supported the colloquium, making it truly participatory.

Higher-degree candidates who presented their research work commented that the experience of presenting to a learned panel of experts had been an exciting one. Through positive engagement after their presentation, each Master's and doctoral candidate was able to address questions to them, based on their study, thereby indicating their own

understanding of their research work. Such academic engagement encourages a high level of academic rigour, which is important in positioning scientific research.



The colloquium was organised by Prof. Mornay Roberts-Lombard, head of Master's and doctoral studies, and Mr AB Ledikwe, a lecturer and PhD candidate in the Department of Marketing Management. The annual colloquium is seen as a platform to develop and mentor new Master's and doctoral students in the department. It currently has 40 research-based Master's and doctoral candidates, and expects to produce a total of eight Master's and doctoral graduates in 2022. The department takes pride in the excellent contribution it is making towards intellectual capital development in South Africa.

## First-year seminar/orientation

**T**he University of Johannesburg hosted its 2022 first-year seminar/orientation (FYS/O) virtually on the morning of 19 February 2022. Eight different first-year seminar orientation modules were also created via Blackboard for all of the university's schools to access.

The FYS/O committee provided our first-year students with detailed information about all the support services available within the university that students can access for free. These include services provided by the UJ library, the Academic Development Centre, the Centre for Academic



Technologies, Campus Health, Sports at UJ, the Centre for Psychological Services and Career Development.

Students from the School also accessed a lot of helpful information about their respective departments. The Department of Marketing

Management had a special pre-recorded video for its students to help them to navigate their way around what the Department offers and how UJ operates. To view Marketing's welcome message, click [HERE](#).



## BCom Honours (Marketing Management) orientation



**S**tudents at any level of their university studies face adjustments when entering new programmes. This is why, in the School of Consumer Intelligence and Information Systems, we pay attention not only to orienting undergraduate students, but also to those pursuing postgraduate studies. When asked to share her orientation experience, BCom Honours Marketing student Nadine Strydom had this to say:

*On 11 February 2022, the BCom Honours Marketing Management students made our way to the Auckland Park Campus for our first in-person meeting – something that felt fairly strange as opposed to the new digital world we live in and were used to,*

*after two years of completing an undergraduate degree online. We were all welcomed by Dr Cunningham on the top floor of the UJ library with tea and biscuits.*

*The day proceeded with workshops on topics relevant to Honours students, such as plagiarism, referencing, ethics, and the writing centre. We learnt about the severity of the offence that plagiarism presents to an academic institution, which was eye-opening, as it indicated the seriousness of the degree that we are pursuing, and how important it is to create your own voice.*

*We were then privileged to receive a welcome and overview of UJ's Marketing Department and Honours*

*degree from the HOD, Professor Wait. Afterwards, we received a quick overview of each module from the lecturers via short video clips (this felt more like the new norm!). From these short interactions, we were exposed to how interactive, dynamic, and fun UJ's Marketing Department is, even though the academics are taken very seriously. Dr Cunningham further explained the distinctiveness and superiority of the UJ Marketing Management Honours degree within the industry, which gave the students a sense of pride to be in this position.*

*Lastly, students from the previous year presented us with information, tips, and advice that they had learnt from their Honours year. This was helpful, as we were able to engage and resonate with people on a student level who had recently gone through what we are about to experience. Once the formalities of the day were done, we enjoyed a most keenly awaited and delicious lunch. This gave us the opportunity to relax and socialise with our peers before the start of a challenging yet rewarding year.*

## Alumnus

**J**essica Tandy was featured in the eighth edition of the UJ alumni *Impumelelo* magazine, which focused on her impressive consulting career.

She is one of three partners at Bizmod Consulting, a female-owned IT and management consulting firm based in South Africa. She has played a key role in building this firm from a staff complement of four to its current 70+ employees.

Jessica is also a trustee of the Bizmod Women's Trust, which aims at entrepreneurial development and the empowerment of women, with the goal of providing meaningful support with sustainable impact.

On the other hand, she has constantly pursued her passion for social upliftment, and is a co-founder of Impacting Real Lives, a non-profit organisation focusing on initiatives that impact the grassroots development of the arts and technology in communities. To read the article, click [HERE](#).

### Jessica Tandy

#### a UJ Alumna with talent



**Jessica Tandy, alumnus of the Department of Applied Information Systems, featured in the UJ Alumni Impumelelo magazine**

# Guest lecturers

## *Bringing industry into the virtual classroom*

### Knowledge mentoring lectures



**O**n 20 April 2022, third-year Information and Knowledge Management (IKM) students were introduced to a number of meaningful network connections. These include IKM alumni Fiona Chipenda and Anirusha Ganesh from IT consulting company Mobius Consulting, who shared tips on successful job searching and interview preparation. The emphasis was on networking and professional interaction with information security staff, and learning how to organise, manage, and protect clients' data to make informed business decisions. The guest lecturers explained that "the key to your defence lies not in evasion, but in preparation".

Students in class were eager to interact with the guest lecturers, discussing class assignments and the importance of learning how to work under pressure. Time management and practical tips on identifying and navigating underlying problems in the process of finding a job were mostly discussed.

Students' feedback afterwards was that they had gained skills in remediating underlying problems in their own decision-making, and that they had been equipped with skills and tools to tackle interview questions. Some said that it was to their advantage to have attended the knowledge mentoring lectures because they gave them insight into the corporate world.

### Media and product survey (MAPS)

**T**he Contemporary Marketing Honours class was truly ecstatic to be in the virtual presence of Mr Oscar Tshifure, their guest lecturer on 3 March 2022. Oscar is a business development director at Plus 94 Research and a public relations specialist with over 14 years of experience in the field of marketing.

The entire session was focused on a single concept, "MAPS", which refers to the 'media and product survey'

– a national research study that is conducted by the Marketing Research Foundation of South Africa. These surveys allow marketers to understand what products are being consumed, why a certain brand is being purchased, and what media are being consumed.

Oscar's session was incredibly beneficial in helping students to understand how market research is conducted on a larger scale and is translated into fascinating findings.



**O**n Monday 21 February 2022, BCom Honours (Marketing Management) students were honoured to have Linda Appie from TymeBank as a guest lecturer for their

### Marketing, business, and innovation strategy

Contemporary Marketing Management Issues class.

Linda has 17 years of experience in marketing and business and innovation strategy. She worked for Coca-Cola for 11 years, and in 2020 became the head of marketing at TymeBank.

TymeBank was launched three years ago, and has garnered 4.5 million users in that short time. The bank is vastly different from most of its competitors, as it runs on a hybrid model of digital banking and physical service points through kiosks located in retail outlets, including Pick n Pay stores. Thanks to

its phenomenal strategies, the bank is ranked by SITEisfaction as the sixth-strongest bank in South Africa and third in the mobile banking category. This simply proves that thinking outside of the box and strategising bring success.

Linda was a remarkable guest speaker, as she made sure to answer all of the students' questions, and captivated the class with her knowledge and wisdom. She is an inspirational individual, and her lecture clearly demonstrated the importance of marketing and strategising in business.



# Staff news

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## PhDs in the bag!

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**W**ell done to Dr Tebogo Bokaba and Dr Lucas Khoza, lecturers in the Department of Applied Information Systems, on the award of their Doctor of Philosophy degrees in Information Management by UJ.

Dr Bokaba's thesis, entitled *A data-driven framework for forecasting and analysis of road traffic incidents*, was prepared under the supervision of Prof. Wesley Doorsamy and co-supervisor Prof. Babu Paul.

Dr Khoza's thesis, entitled *A conceptual framework for scaled Agile success*, was prepared under the supervision of Prof. Carl Marnewick.



## Dr Nicole Cunningham, the new Deputy HoD: Undergraduates, Teaching and Learning

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**C**ongratulations to Dr Nicole Cunningham from the Department of Marketing Management on her new position as

the Deputy Head of Department for Undergraduate, Teaching and Learning.

We asked her to share a few words with us, and this is what she had to say:

*I have been a lecturer in the Department of Marketing Management on a permanent basis since 2016. Over the past six years, I have taught at various levels across most of the marketing disciplines, which provides a good understanding of the various undergraduate programmes within the department.*

*I've also been responsible for the management of the BCom Honours (Marketing Management) programme, for which we have successfully completed a very positive programme review, enhancing relationships with*

*industry and ensuring that the students are prepared for the working world.*

*From a supervision and research perspective, I am currently supervising four Master's dissertations and one PhD thesis, and most are expected to submit by October 2022. I have also consistently contributed to the research output targets.*

*Being the Deputy HoD of Teaching and Learning and Undergraduate Studies is not a role I take lightly. I would like to contribute positively to the portfolio by introducing various initiatives aimed at enhancing the student's life cycle; introducing collaborative projects among staff; and enhancing the Department's image among industry role-players and students in an effort to be the academic department of choice.*

## Marketing myopia: The deadliest sin of leadership

**T**he Marketing Management Department was invited on to Carmen Murray's podcast show on 24 March 2022 to discuss one of the most heated topics in the industry at the moment: 'marketing myopia', which is a shortsighted approach to business that excludes customer needs.

As pictured above, Dr Beate Stiehler-Mulder (senior lecturer), Prof. Marius Wait (HoD: Marketing Management Department), and Prof. Mornay Roberts-Lombard (Head of Master's and Doctoral Studies) unpacked the rise of marketing myopia in today's culture,



and how it affects strategy, branding, sales, and the digital space.

To listen to the podcast, click here: <https://iono.fm/e/1167891>



### European Marketing Academy Doctoral Colloquium

Ms Relebohisoeng Matubatuba (Lecture in the Department of Marketing Management) attended the 2022 European Marketing Academy (EMAC) Doctoral Colloquium, at Corvinus University of Budapest in Hungary, from 22-24 May 2022.

The colloquium was attended by PhD students selected from around

the world to present their doctoral studies to esteemed academics in the field. Her presentation was titled *Why do they stay? Drivers of blood donor loyalty: a relationship and social marketing perspective*. She was one of 60 PhD candidates, and the only African and South African student selected for the colloquium.

## Dr Beate Stiehler-Mulder selected as a judge for the inaugural top 16 youth-owned brands awards



**T**he inaugural top 16 youth-owned brands (YOBA) awards took place on 15 June 2022 at the Capital on the Park, Sandton. Our very own Dr Beate Stiehler-Mulder was selected as a judge for the awards.

These awards were initiated by Department of Marketing Management alumnus, entrepreneur, and CEO of Lerato Agency, Mr Patrick Mahlangu.

The awards were developed in partnership with Sakhumnotho Group

Holdings to recognise and further empower South African brands that are owned and run by young people between the ages of 18 and 35. It was also established to shine a spotlight on their impact on and extraordinary contribution to the country's GDP.



## New books:

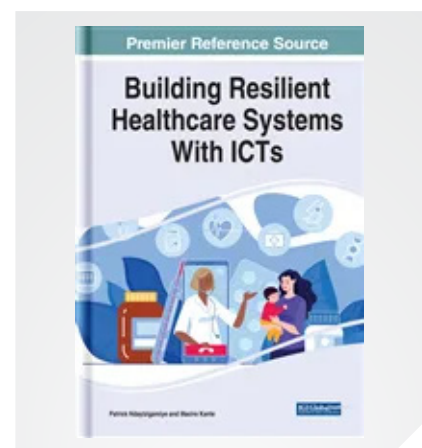


### **Introduction to marketing – a Southern African perspective**

Congratulations to Dr Nicole Cunningham from the Marketing Management Department, who is the editor of the textbook *Introduction to marketing – a Southern African perspective*

Departmental lecturers who contributed chapters are:

- Dr Beate Stiehler-Mulder
- Dr Isolde Lubbe
- Dr Thabang Mofokeng
- Mr Njabulo Mkhize
- Mr Aobakwe Ledikwe



### **Building resilient healthcare systems with ICTs**

Congratulations to Dr Patrick Ndayizigamiye, senior lecturer in the Department of Applied Information Systems (AIS), and Dr Macire Kante, post-doctoral research fellow in AIS, for publishing their book entitled *Building resilient healthcare systems with ICTs*.

The book provides valuable insights into how ICTs are being used to build resilience in healthcare systems.

## SCiIS wellness tips of the day – a wellness initiative for staff

The School launched its *SCiIS wellness tips of the day* initiative earlier this year in partnership with UJ Psycad, to provide staff with

wellness tools that they can easily implement in their everyday lives. These wellness tips are sent out each week to SCiIS staff, and shared on the

SCiIS LinkedIn page. See some shared tips below:



## Dr Stella Bvuma's busy first semester



**S**peaking engagements: Dr Stella Bvuma, HoD in the Department of Applied Information Systems, was a speaker at the International Women's Day Summit at the Durban Olive Convention Centre on 24 March 2022. The theme of the conference was *Building capacity of the state: The role of women leadership in the public service*. In her talk, her focus was on *The Fourth Industrial Revolution as enabler of a capable state*.

The National Electronic Media Institute of South Africa (NEMISA) Digital Skills

Colloquium and Summit took place from 16-17 February 2022, and Dr Bvuma was invited to be a speaker. In her talk, she focused on local government – municipalities, under the theme: *The future of government work*.

- U21 Award: Dr Bvuma was also nominated for a U21 award to recognise her contribution to internationalisation at UJ. These awards are designed to recognise, reward, and celebrate the achievements of individuals or teams whose work has upheld and furthered the U21 network's principle of internationalisation.
- Board appointment: On 28 February 2022 Dr Bvuma was appointed deputy chairperson of the board of directors of the State Information Technology Agency (South Africa) SITA. The appointment aligns with her research focus on 'ICT4development' and with the SITA's mandate, "To improve service delivery to the public through the provision of information technology, information systems and related services in a maintained information system security environment to the departments and public bodies; and to promote the efficiency of

departments and public bodies through the use of information technology".

- On 8 February 2022, Dr Bvuma attended and participated in the GovChat #Lets Talk Annual Engagement: Launch of the Social Security Review, Working towards a Social Compact. The Global South Covid-19 Digital Innovation Challenge Mentorship also selected Dr Bvuma to be among the top executive leaders who would serve as mentors in the ITU Digital Innovation Challenge. They had a boot camp session at the GovChat headquarters in Cape Town, where they were briefed on the role, expectations, available support, and methodologies to implement during the six-month mentorship engagement with the mentees.
- Dr Bvuma attended the Student Women Economic Empowerment Programme (SWEEP) from 25 to 27 January 2022, which focused on why women need to upskill to join the digital transformation revolution. And she was featured on their Universities South Africa website, and shared some interesting insights. You can read more [HERE](#).

## Prof. Roelien Brink featured on the UJ alumni Impumelelo magazine

**P**rof. Roelien Brink, deputy head of the continuous education programmes and online at the Applied Information Systems Department, was featured in the eighth edition of the UJ alumni magazine *Impumelelo*, which was published in March 2022. This was in recognition of her role in leading the way for work-integrated learning (WIL). The magazine is available online. To read the article, click [HERE](#).



**Prof Roelien Brink,  
Leading the way for  
WORK INTEGRATED  
LEARNING (WIL)**





## CBE CLT & Young Guns breakaway: Marketing lecturers' reflections



**T**he College of Business and Economics (CBE) College Leadership Team (CLT) hosted a breakaway session on 24-25 February 2022, which young academics were invited to attend. Below are reflections on the breakaway from the 'young guns' from the Department of Marketing Management.

### **Ms Relebohiso Matubatuba: Lecturer – Department of Marketing Management**

*The breakaway session took place in Kloofzicht Lodge in a mountainous backdrop that was tranquil and serene. This session exposed young academics like myself to the operational and strategic aspects of the college, proving a holistic picture of view of our institution.*

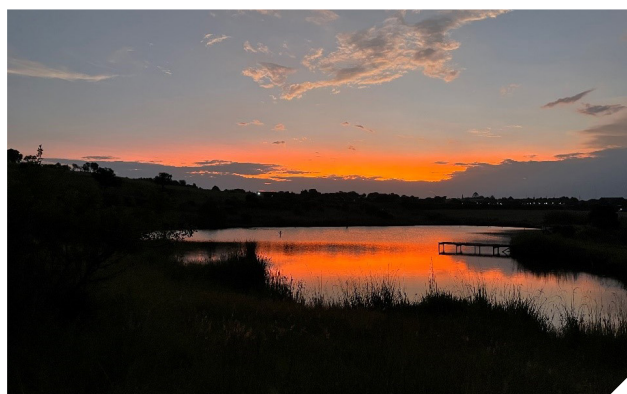
*My key takeout was that the various schools under CBE are doing well, and there is great opportunity for collaboration across schools and departments. Employee wellness featured prominently, and it is something that is being greatly considered by the college. Meeting other colleagues and college leadership members face-to-face was good, as we interact mostly virtually during meetings.*

*A walk in nature allowed us to connect in our natural environment and share our individual journeys along the way. We walked side-by-side and looked out for those who may have been left behind, which to me symbolised how we ought to work within the college.*

*I appreciate the networks and connections made through this session, and look forward to working with other colleagues.*

### **Mr Mthobisi Nhlathathi: Lecturer – Department of Marketing Management**

*The purpose of the breakaway event was to reflect on the five years of CBE since 2017 and its readiness for Semester 1 in 2022. The session covered numerous key points, including the importance of CBE staff and student wellness, the impact of Covid-19 on the performance of CBE, a brief review of the achievements by various schools and departments (SWOT analysis), the importance of internationalisation, and an active CBE alumni database. This also included a networking session involving all CBE staff for potential collaborations going forward.*



*My key takeaways from the CLT breakaway session were the importance of being flexible as an academic, and to work well in different circumstances such as pre-, during, and post-Covid-19. This also highlighted the role of technology in transforming the academic space, with the 4IR in mind, as well as the importance of collaborating with other academics, both nationally and internationally, especially as emerging academics.*

### **Dr Nicole Cunningham**

*The first day of the CLT focused on the importance of wellness and each school's progression over the past five years. From these presentations, it was clear that each school was excelling in a certain area, providing an opportunity to learn from another school's successes and potentially collaborate in some areas. Later that day, we enjoyed our surroundings by going on a walk around the lodge, and we were able to engage with other colleagues from different schools and departments.*

*Afterwards, we enjoyed a picnic on the grass, chatting to fellow colleagues. The next day focused on the CBE's overall performance since 2017, and various issues raised by colleagues were addressed and discussed further. Attending the CLT breakaway allowed for a better understanding of how the CBE operates on a strategic level, and provided the opportunity to get to know new colleagues and see other colleagues in person again!*

# Events & conferences

## AIS postgraduate research webinars with Prof. Efosa C. Idemudia

During the 2022 first semester, the Department of Applied Information Systems (AIS) hosted a series of webinars with Prof. Efosa C. Idemudia from Arkansas Tech University, to enhance postgraduate students' research skills.

In partnership with the UJ Library, these are the webinars that took place:

1. *Problematising research* (22 March 2022)
2. *Identifying and choosing the right theoretical/conceptual framework* (13 April 2022)

3. *Research methodology (qualitative)* (16 April 2022)
4. *Research methodology (quantitative)* (11 May 2022)
5. *Data analysis (qualitative)* (24 May 2022)
6. *Data analysis (quantitative)* (22 June 2022)
7. *Publishing your research* (23 June 2022)

These webinars targeted postgraduate students in the AIS Department, and were open to the wider UJ community. They were well-attended, and were facilitated by Dr Patrick Ndayizigamiye.



## The 12th International Development Informatics Association Conference (IDIA 2022)



The Department of Applied Information Systems, in collaboration with the University of Mpumalanga, will host the 12th International Development Informatics Association Conference (IDIA 2022).

The 2022 IDIA conference will take place in Mbombela, South Africa, from 22 to 25 November 2022. It's

theme is *Digital-for-development: Enabling transformation, inclusion and sustainability through ICTs*.

Researchers, practitioners, policymakers, and stakeholders from around the world who are interested in issues related to the use of ICTs to enable transformation, inclusion, and sustainable development are invited to participate in IDIA 2022.

Papers can be submitted in the following thematic areas (but are not limited to them):

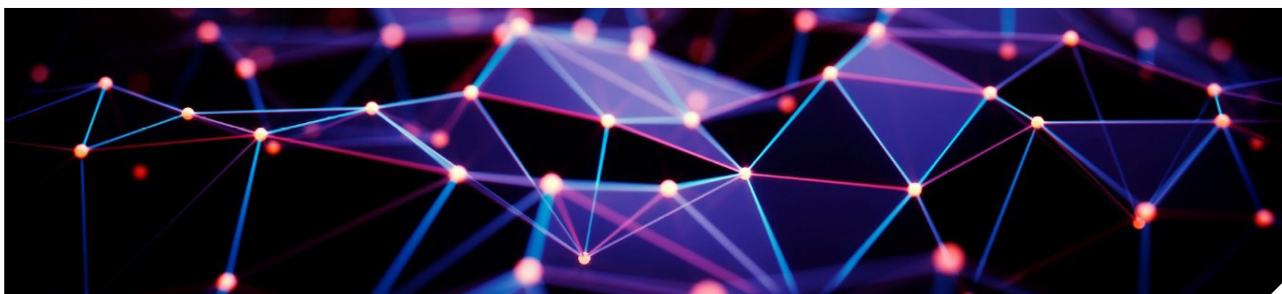
- eHealth for transformation, inclusion and sustainability
- Security, application and architectures of internet of things
- Competitive and cooperative logic in digital-for-development
- Human-computer interaction (HCI) for digital inclusion
- Artificial intelligence (AI) for good
- Emerging technologies for transformation, inclusion and sustainable development
- Privacy and security in digital-for-development ecosystems
- Data-driven sustainable development
- Trusted data sharing in digital-for-development ecosystems
- Theories and practices in digital-for-development ecosystems

For more information, please visit the conference website here:

<https://idia2022.com/>



## Hackathons: Enabler of critical problem-solving and innovation



**T**he Technopreneurship Centre hosted a webinar on 12 May 2022 that focused on *Hackathons: Enabler of critical problem-solving and innovation*. As pictured from left to right below, the head of the Centre, Mr Ronny Mabokela,

facilitated the webinar and introduced the keynote speaker, Dr Naomi Isabirye (senior lecturer at the University of the Witwatersrand), who dived into the topic in detail. Panelists in the webinar were Ms Keitumetse Tsotetsi (senior specialist in governance, risk

and control at Vodacom), Mr Gerald O'Sullivan (director at Archton), and Dr Charlotte Wu (chief product officer at Geekulcha), who shared some interesting insights into the topic.



## Applied Information Systems alumni affinity group launch



**In this picture: All alumni and UJ dignitaries**

**T**he Applied Information Systems (AIS) Department in the School of Consumer Intelligence and Information Systems (SCiIS) launched its alumni affinity group on Thursday 31 March 2022. In collaboration with the UJ Alumni Office, a hybrid evening event was put together to accommodate those who could not attend in person.

The launch took place at the School of Tourism and Hospitality, and all of the alumni who were present were greeted with goodie bags as they entered the room. This newly established affinity group aims strategically to increase AIS's alumni members and to improve on the formalisation of their relationship with UJ. This will be achieved through alumni chapter

volunteers, who are instrumental in bringing alumni closer together and providing graduates with an opportunity to engage with a diverse range of alumni and to reconnect them to their alma mater. The chapters play a critical role in expanding connections among graduates, creating institutional network opportunities, and contributing to fundraising activities.

The dignitaries who were present included Prof. Daneel van Lill (Executive Dean: College of Business & Economics), Prof. Mercy Mpinganjira (Director: SCiIS), and Mr Nell Ledwaba (Senior Manager: Faculty Coordination & Alumni). The keynote speaker for the evening was AIS's illustrious alumnus Jessica Tandy (partner at Bizmod, and co-owner of African Talent Unearthed).

Following the successful launch of the alumni affinity group, we look forward to seeing the great initiatives and ideas that will be birthed and carried out by the group.

## Four-day workshop on writing empirical papers for top-tier journals

The newly established Centre for Applied Data Science (CADS) hosted a four-day workshop on writing empirical papers for top-tier journals. The workshop took place from 25 to 29 April 2022, and was facilitated by Prof. Samuel Fosso-Wamba, head of the Center of Excellence in Artificial Intelligence & Business Analytics at TBS Education.

The workshop introduced participants to the various conceptual approaches of applied data science and business analytics research, including how to identify a good research topic, develop the motivation for research, formulate a theoretical framework and hypotheses, collect data to test the framework, and make a significant contribution.



*Seated from left to right: Prof. Hossana Twinomurinzi (head of CADS), Prof. Mercy Mpinganjira (director of SCiIS), and Prof. Samuel Fosso-Wamba (distinguished visiting professor). Also in attendance were Prof. Kelvin Bwalya (Vice Dean: Research and Internationalisation) and other guests at the top-tier journal writing workshop in Muldersdrift, Johannesburg.*

## W&R SETA LEADERSHIP CHAIR: Namibian Training Authority meeting



The Wholesale and Retail Seta (W&R SETA) established a relationship with the Namibian Training Authority (NTA) in December 2019 to collaborate in improving areas related to skills planning and educational and training activities. However, the COVID-19 pandemic hit a few months after the W&R Seta had signed the first memorandum of understanding, and this significantly affected the anticipated project. During this time, capacity-building workshops and learning sessions on research, skills

planning, qualification development, and TVET college qualification offerings took place between the two institutions.

The NTA visited South Africa in February 2022, and spent some time with the W&R Seta to identify how they could work together by combining all their resources and expertise. On 23 February 2022, the Wholesale and Retail Leadership Chair: Gauteng hosted the NTA for a lunch session at the Glenburn Lodge & Spa in

Muldersdrift. Part of this initiative was to introduce the NTA to the W&R Seta Leadership Chair: Gauteng, to explain to the NTA the purpose of Seta chairs, and to describe the Gauteng Chair's initiatives to date. The Vice Dean of the College of Business and Economics, Professor Kelvin Bwalya, the Director of the School of Consumer Intelligence and Information Systems, Professor Mercy Mpinganjira, and the Head of the Department of Marketing Management, Professor Marius Wait, all attended the session.



## #RetailFit 2022

THE W&R SETA CHAIR: GAUTENG AND THE UJ DEPARTMENT OF MARKETING MANAGEMENT BRINGS YOU:

# Around the World RetailFit 2022

Join us for 1 talk per day starting 21 February 2022 till 1 March 2022 and gain insights from International Retail Academics and Practitioners!

**FREE**

#RetailFit

The Future Reimagined

W&RSETA WHOLESALE & RETAIL SETA Skills Development for Economic Growth

UNIVERSITY OF JOHANNESBURG DEPARTMENT OF MARKETING MANAGEMENT

**T**he Wholesale and Retail Leadership Chair: Gauteng, together with the UJ Library and Events, hosted its first online event, *Around the World RetailFit 2022*. The event took place from 21 February to 1 March 2022. The objective of this event was to share retail knowledge and best practices from around the world.

This jam-packed week-long event brought international retail academics and practitioners together to share insights and address pressing topics in the retail field.

The line-up for the webinars, hosted and arranged by Dr Beate Stiehler-Mulder (senior lecturer and the Wholesale and Retail Leadership Chair: Gauteng) was as follows:



**Kekeletso Mabizela**, a Johannesburg-born multilingual communications professional with a hybrid approach to marketing best practice. Certified in integrated organisational communications, digital marketing research and strategy, online marketing platform implementation, SEO, and project management, she does not believe in marketing just for the sake of marketing.

She opened the 2022 RetailFit event with the topic, *Building the digital backbone of Business SA – Retail for SMEs*, on 21 February 2022.



Founder and CEO, Retail Prophet, **Doug Stephens** is one of the world's foremost retail industry futurists. His intellectual work and thinking have influenced many of the most widely known international retailers, agencies, and brands, including Walmart, Google, Estée Lauder, BMW, and LVMH. On 22 February 2022 he fascinated his audience with his topic, *The future of retail in a post-pandemic world*.



**Prof. Jonathan Reynolds** took centre stage on 23 February 2022 with his topic, *Navigating the new retail landscape: Insights from the UK*.

Prof. Reynolds is Academic Director of the Oxford Institute of Retail Management, and Associate Professor in Retail Marketing and Deputy Dean at the Saïd Business School, University of Oxford. He is also Deputy Director of the UK Economic & Social Research Council's Consumer Data Research Centre.



**Prathna Singh** is the seasoned managing director for retail at Accenture in South Africa, with more than 17 years of experience working with clients across four continents to solve some of their biggest challenges in the industry. She currently leads a portfolio of work in one of South Africa's premium retailers as they navigate the fast-moving industry in response to changing consumer behaviour. On 24 February 2022 she presented her topic, *Retail trends for 2022*.



**Dr Hanna Schramm-Klien** is a director of the Centre for Consumer Protection and Vulnerable Consumer Groups at the University of Siegen. As a renowned marketing and retail researcher, she has dealt with aspects of consumer behaviour, consumer goods marketing, and international marketing, but with a focus on retail marketing and sales channel management (particularly omni- and multi-channel-retailing), and has written more than 150 monographs and research articles on this subject. On 25 February 2022 she presented on *Cross-border e-commerce: A consumer perspective*.



**Graham Sault** is a UK-based high-street champion, digital marketing expert, respected media commentator, High Streets Task Force expert, and fellow of the Institute of Place Management (IPM), who founded and runs the retail consultancy CannyInsights.com. On 28 February 2022 he spoke on *Stand out and deliver! How stores can thrive on the evolving UK high street*. He's been described on BBC Look North as "the region's best-known retail expert", and by ITV as "a North East Mary Portas".



**Dr Anne Roggeveen** is the Charles Clarke Reynolds Professor of Retailing and Marketing at Babson College. She is joint editor-in-chief of the *Journal of Retailing*, and serves as an associate editor of the *Journal of the Academy of Marketing Science*. She also serves on the editorial boards of *Journal of Marketing*, *Journal of Service Research*, and *Journal of Business Research*.

On 1 March 2022 she closed off the RetailFit seminar with her topic, *In-store endcap projections and impacts on sales*.

## Awards

### SCiIS top achievers award ceremony



On 20 April 2022, the School of Consumer Intelligence and Information Systems held its annual top student awards ceremony. For the past two years the ceremony has been held virtually, but this year the School was glad finally to reconnect in person with its top students as well as with parents, sponsors, academics, and other

staff. Guests were serenaded by the Parktown Girls' High marimba band.

Top students in each of our departments – the Department of Applied Information Systems, the Department of Information and Knowledge Management, and the Department of Marketing Management – were recognised.



**These were:**

#### **Applied Information Systems awardees:**

- Muningas Tshilumba – Best Diploma student in first year, Business Information Technology
- Heritier Kaumbu – Best Diploma student in second year, Business Information Technology
- Eugene Ndlovu – Best Diploma student in third year, Business Information Technology
- Kaiqiao Pang – Best BCom student in first year, Information Systems
- Mpho Seforo – Best BCom student in second year, Information Systems
- Yusuf Mia – Best BCom student in third year, Information Systems
- He Yitong – Best student in Advanced Diploma Business Information Technology
- Nikita Patel – Best student in BCom Honours IT Management

#### **Information and Knowledge Management awardees:**

- Khushi Ilyas – Best BCom student in first year, Information Management
- Mzwakhe Magadla – Best BCom student in first year, Information Management
- Kashveer Sewjalal – Best BCom student in second year, Information Management
- Bontle Morake – Best BCom student in third year, Information Management
- Steven Kadima – Best student in BCom Honours Information Management

#### **Marketing and Retail Management awardees:**

- Tatenda Zvakankana – Best Diploma student in first year, Marketing
- Yusuf Moosa – Best Diploma student in second year, Marketing
- Ketlaromamang Marumo – Best Diploma student in third year, Marketing
- Ofentse Lebuso – Best Diploma student in first year, Retail Business Management
- Zinhle Nkosi – Best Diploma student in second year, Retail Business Management
- Dikeledi Loba – Best Diploma student in third year, Retail Business Management
- Rochelle Moonsamy – Best BCom student in first year, Marketing Management
- Hendrik Pieterse – Best BCom student in second year, Marketing Management
- Deeyendrie Govender – Best BCom student in third year, Marketing Management
- Mary Yiadom – Best student in Advanced Diploma in Marketing
- Tshepang Sekgororwana – Best student in the Advanced Diploma Retailing
- Tasmika Puthan House – Best student in BCom Honours Marketing Management



The SCiS is grateful to all the external sponsors for their generous contributions. Each student received a merit bursary of R3 000. Our industry sponsors were PPS, Firtech, SabiNet, Survey Fiesta, and The Fix from TFG.

Prof. Mornay Roberts-Lombard facilitated the ceremony, and the SCiS Director, Prof. Mercy Mpinganjira, gave a welcoming address to all the students, parents, sponsors, and academics.



The guest speaker was Mr Faheem Chaudhry, managing director at M&C Saatchi and chairperson of the Financial Mail Adfocus Awards, who spoke about the importance of being able to extract information to deliver the intended communication. He also focused on how the world is looking at Africa, and the importance of being authentically yourself.

The SCiS congratulates all of the students on their hard work, and thanks the prize-giving committee – Mr Lucas Khoza, Mr Kagiso Mabe, Ms Fareea Dangor, Dr Beate Stiehler-Mulder, and Ms Nontoko Mokoena – for putting together a wonderful award ceremony.

## Peer mentor awards

On 1 March 2022, the College of Business and Economics (CBE) held virtual event to present 2021 peer mentors from the different departments in the CBE with recognition certificates for their commitment and dedication to helping 2021's first-year students via WhatsApp groups.

### Awardees for the Information and Knowledge Department were:

Dineo Tlhakanye	Jacqueline Sibanda
Celiwe Jessica Maseko	Basetsana Ngwato
Nonhlanhla Metsing	Raymond Mokoena
Lesego Modise	Luyanda Ndaba
Phuluso Nemahunguni	Adele Kayitare
Lerato Mahlaba	Zoleka Mashicila
Ndaedzo Ramasobane	Ayanda Mnyakeni
Austine Manganyi	Tanaka Mushayabasa
Innocent Sihle Makhubo	Sizolwethu Mtshali
Kgalalelo Magolego Magolego	Mpumelelo Cindi
Inam Blekiwe	Nandipha Munyayi
Siphiwe Victoria Mahasha	Lesego Pisane
Sebenzile Malaza	Danki Hasani
Lerato Mahlatse Makofane	

These peer mentors were allocated different groups of students for different qualifications in their respective departments. Their main responsibility was to help the first-year students to adjust to the higher-learning environment under the difficult conditions of Covid-19, which changed how learning was conducted.



### Awardees for the Marketing Management Department were:

Kelebogile Dladla	Noko Thamaga
Agnes Langa	Nonhlanhla Mxube
Ashley Mathabi	Pamela Molokwane
Blue Motlatsi	Patronela Makaringe
Bontle Morake	Prince Phaphazela
Fortune Ndala	Samuel Shiburi
Getrude Chirwa	Thato Teffo
Gugulethu Ngwenya	Tumelo Mokgokoloshi
Kervilyne Rensburg	Zimkitha Dlepu
Khanyi Zwane	Karabo Mochadibane
Koketso Kgopa	Lehlogonolo Lebelo
Marito Maswanganye	Mpho Movundlela

Well done to all our peer mentors, who continue to play such an important role of ensuring that students are supported by the department and by the university as a whole.

## Insidedata funds 16 BCom Information Systems students



The Department of Applied Information Systems has partnered with Insidedata, an organisation that offers end-to-end solutions for business communications and customer communication management.

Insidedata has funded 16 BCom Information Systems bursaries to the value of R723 529.92. The department is highly appreciative of this generous contribution to its students.

See below a "Thank you" email from one of the students.

*"Good day Sir/Ma'am*

*I hope you are doing well. I'm a third year Applied Information Systems student at the University of Johannesburg who was selected to be a bursary holder for your company. I have just checked my financial statement and noticed that your company has paid for my outstanding fees for 2022.*

*On behalf of my family and I, thank you so much for granting me this opportunity. I am truly grateful and highly motivated to continue to push myself even when obstacles may surface. I will remain dedicated and not only make myself proud, but your company as well." Baswabile Matemane – 3rd year Information Systems*



## Full bursary awarded to BCom Information Systems student

**T**he Department of Applied Information Systems is happy to announce that, in his personal capacity, Dr Mteto Nyathi offered to fund one of the BCom Information Systems students from first year to third year.

This bursary will assist a deserving student to complete their undergraduate studies in the department. Thank you, Dr Nyathi, for your generosity!



## Visiting professors

### Two new external scholar appointments in the Department of Marketing Management



**T**he Department of Marketing Management welcomes Prof. Mike Ewing as Distinguished Visiting Professor. He is an Alfred Deakin Distinguished Professor, Executive Dean and Vice President, Faculty of Business and Law, Deakin University, Australia. Before joining Deakin in March 2014, Prof. Ewing

spent 12 years at Monash University as Professor of Marketing, Head of the Department of Marketing (2006-2012) and Deputy PVC (2012-2014), and six years at Curtin University. His research interests include marketing communications, marketing strategy, brand management, and services marketing. Three meta-analyses rank him the most productive marketing communications researcher worldwide.

Prof. Nripendra Rana has been appointed as Visiting Professor to the Department of Marketing Management. Prof. Rana is Professor of Marketing at the College of Business and Economics of Qatar University, Doha, Qatar. He holds a PhD from Swansea University, UK. Prof. Rana is a Senior Fellow of the Higher Education Academy (SFHEA), and served as Professor of Digital Marketing (University of Bradford,



UK) and Professor of Information Systems (Swansea University, UK) before joining Qatar University. He has published more than 170 articles in Scopus journals, and is listed among the one per cent top-cited researchers in different fields by the Clarivate Web of Science Highly Cited Researchers 2020 and 2021.

### Department of Applied Information Systems appoints Prof Antonio Poee

**P**rof Antonio Poee was appointed as the Associate Professor of Practice in the department of Applied Information Systems.

Prof Poee is the director and head of forensic services at SNGGrant Thornton (GT). He is also the GT national leader for the Technology, Media and Telecom (TMT) industry; including the chair of the GT Africa Forensic Forum and a Governance Committee Chair at SNG Grant Thornton. He has a wealth of experience in forensic investigations,

fraud prevention and information security. His experience includes working with law enforcement, attorneys and corporations locally and internationally in the fight against white collar crime. He has over 17+ years of forensic experience, which includes inter alia, working with regulators, assisting with the acquisition of digital evidence for legal hold and the eDiscovery process on matters relating to anti-competitive conduct, market manipulation and other forms of financial crimes.



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