

School of Consumer Intelligence and Information Systems





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*Director: School of
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and Information
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OVERVIEW

Home to three departments and one centre, the Department of Applied Information Systems, Department of Information Knowledge Management, Department of Marketing Management and the Technopreneurship Centre, 2019 was for the School of Consumer Intelligence and Information Systems (SCiIS) marked by exciting moments and achievements. Some of the School's highlights from the 2019 academic year are discussed below.

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INTRODUCTION OF THE NEW CONTINUOUS EDUCATION PROGRAMMES

The Fourth Industrial Revolution (4IR) has brought with it the urgency for human capital to successfully embrace and co-exist with digital technologies like never. In 2019, SCiIS introduced new continuous education programmes under the Digital Know-How Short Learning Programmes (SLP) series. The SLPs are aimed at facilitating the development of digital skills that will best serve the needs of South Africa and the continent of Africa in this age of 4IR and beyond. Included in the series are five standalone semester-long SLPs, namely Basics of Data, Programming and Applications in Business, Digital Advertising, Internet-of-Things and Consumer Applications, Virtual Reality and Business Application, and Big Data and Business Applications. With funding support from the

Media Information, Communication and Technology (MICT) SETA, over 90 TVET College lecturers registered for the Basics of Data, Programming and Applications in Business SLP and the Digital Advertising SLP in 2019.

TVET College Lecturers in class at UJ - up-skilling and re-skilling for the 4IR and beyond (1)



CO-HOSTING OF THE 4TH INTERNATIONAL CONFERENCE ON THE INTERNET, CYBER SECURITY AND INFORMATION SYSTEMS (ICICIS)

The Department of Applied Information Systems, in collaboration with the University of Botswana, co-hosted the 4th ICICIS at Sunnyside Park Hotel, Johannesburg, from 31 October to 1 November 2019. The conference was held under the theme 'Business Information Security and Digital Transformation in the Fourth Industrial Revolution'. It brought together national as well as international researchers and practitioners to share cutting edge research and good practice focused on how information and cyber security are being shaped by emerging trends in 4IR.

2019 ICICIS Conference Chair, Prof Kennedy Njenga, addressing some of the delegates (2)



THE SCiIS TECHNOPRENEURSHIP CENTRE GOING ON A HACKATHON WINNING STREAK

#Living4IRHack Winning Team. (3)

The Technopreneurship Centre at SCiIS is a hub that involves students in building innovative technological solutions that address business, economic and societal challenges. In 2019, the Centre through its teams of students and their



mentor Prof Abejide Ade-Ibijola garnered multiple awards at Hackathons held around the country. One of the big wins was the Overall Best Innovation Award received at the #Living4IRHack held at Vaal University of Technology on 28 June under the sponsorship of the National Department of Communications and Digital Technologies. Another big win was being the overall winners in the Local Government Category of the South African State Information Technology Agency (SITA) 2019 NDP Hackathon held at Durban Convention Centre in October 2019.



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UJ MARKETING, OFFICIALLY THE MOST IMPACTFUL RESEARCHERS IN AFRICA

A recent analysis of UJ research publication output between 2013 and 2018 in the subject field of marketing, using all science journal classification codes, as well as Scopus data analysis, revealed that UJ leads the continent in the marketing research field!

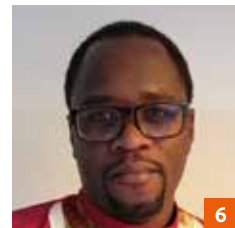


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STUDENTS AND FACULTY RESEARCH, INNOVATION, HONOURS AND AWARDS

Student and faculty research in SCiis continues to attract special recognition. Among the many research honours and awards that SCiis celebrated in 2019 are:

- Best overall Postdoctoral Research Fellow at the College of Business and Economics won by Dr Kenneth Ohei of the Department of Applied Information Systems working under the supervision of Dr Roelien Brink. (4)
- Best Poster Presentation at the Annual CBE Honours Poster Competition won by Courteney Stuart and Cameron Sivalingam (BCom Hons in Marketing Management students) for their poster entitled 'Useful chatbots revolutionise customer satisfaction' prepared under the supervision of Dr Isolde Lubbe. (5)
- Best Student Paper Award received by Dr Paul Issock of the Department of Marketing Management at the prestigious World Social Marketing Conference (WSMC), held in Edinburgh, Scotland, for a paper titled 'Normative influence and effective recycling policy for household waste separation'. (6)
- Best paper award received by Prof Mornay Roberts-Lombard together with his fellow co-authors Dr Olumide Jaiyeoba and Dr Douglas Svtotwa of Botswana for a paper titled 'Predicting entrepreneurial intentions from entrepreneurial self-efficacy and entrepreneurs' personal characteristics: A Botswana perspective', presented at the International Conference on Business and Management Dynamics, held in Swakopmund, Namibia. (7)



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Outstanding paper in the 2019 Emerald Literati awards won by Prof Jukka Ojasalo, Visiting Professor from the Laurea University of Applied Sciences in Espoo, Finland, for an article titled 'Service logic business model canvas', published in the *Journal of Research in Marketing and Entrepreneurship*. (8)

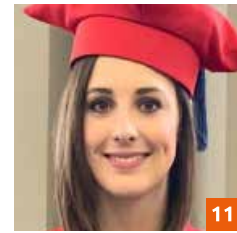
The Vice-Chancellor's 2019 Distinguished Innovation of the Year Award won by Prof Abejide Ade-Ibijola and Dr Marius Wait for the 'Learn as you earn' app, which they jointly developed. (9)



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STAFF QUALIFICATIONS, PROMOTIONS AND NRF RATINGS

Two of our academic staff members were in 2019 conferred doctoral qualifications. They are Dr Nombulelo Dilotsotlhe, PhD, University of Witwatersrand (10), and Dr Nicole Cunningham, PhD, GIBS, University of Pretoria. (11)



Prof Abejide Ade-Ibijola (12) and Prof Daniel Maduku (13) were in 2019 promoted from Senior Lecturer to Associate Professor.



Promoted to Associate Professor: Dr Mpho Raborife (14) and Prof Kennedy Njenga's applications for NRF rating were successful. Dr Raborife received the Y2 rating, while Prof Njenga (15) received C3 rating.



INTERNATIONAL AND INDUSTRY COLLABORATION

SCiS values the involvement of international academics and industry in its academic project. To this end in 2019 SCiS hosted several international academics including:

- Scott Leeb, Director of Knowledge Management at Fragomen, USA. Scott is a renowned international expert in Knowledge Management. He has worked in Fortune 500 companies, the IMF and the World Bank in growing their knowledge management capabilities. During the 2019 visit, he presented a public lecture on 'Building early warning systems: Leveraging competitive intelligence in the data science age' organised by the Department of Information and Knowledge Management. (16)
- Prof Naresh Malhotra, Distinguished Visiting Professor, UJ, Regents' Professor Emeritus, Scheller College of Business, Georgia Institute of Technology, USA. (17)
- Prof Goran Svensson, Professor Kristiania University College, Norway. Editor of the *European Business Review*. (18)
- Prof Jukka Ojasalo, a Professor at Laurea University of Applied Sciences in Finland. He is also Adjunct Professor at Helsinki University and alto University. (19)



- The School has an Industry Advisory Board which brings together businesspeople, entrepreneurs and professionals to assist the School in its efforts to achieve excellence in its key performance areas. SCiS Industry Advisory Board members: Mr Musa Kalenga- IAB Chair; Dr Melanie van Rooy – IAB Vice Chair, Ms Ada Bignau, Dr Happy Sithole, Ms Katherine Madley, Mrs Malese Brenda Ndhlovu, Mr Molise Moloji, Ms Nonkululeko Ndlazi, Mr Tebogo Mabitsetla. (20)