



## Message from the Director

A year has gone by since the department of Applied Information Systems, Information and Knowledge Management and Marketing Management came together under the School of Consumer Intelligence and Information Systems (SCiis). Happy first anniversary!

Since our inaugural newsletter last December, we have a lot more exciting stories to share with our stakeholders. The SCiis team has been working hard, living our shared vision of being 'a pan-African epi-center of critical intellectual enquiry in Consumer Intelligence and Information Systems'. Some of the news items covered in this newsletter include:

- The launch of the Technopreneurship Center, created to provide a dedicated safe space that fosters ideation; intra-, multi-, inter-, intrans-disciplinary collaboration, and a culture of innovation and entrepreneurship amongst our students and staff. We dare them to dream on ways of applying information technology in addressing social and business challenges for the benefit of local communities, Africa and the globe. The centre plans to collaborate with other similar centres around the globe, including the Nanyang Technopreneurship Center at the Nanyang Technological University in Singapore. Thank you to Dr Barnabas Gatsheni and the AIS team for successfully

working on ensuring that the Technopreneurship center at the UJ becomes a reality.

- Our academic staff members continue to be the 'go to experts' whenever local and international media is in need of expert opinion on topics of public interest. Recent examples of this are interviews held by Prof Ilse Struweg of the Department of Marketing Management with Power FM and the BBC following the listeriosis outbreak early in the year.
- The audited results of the 2017 research publication outputs show good performance on the part of the School with total units generated standing at 54.33 units. This bears testament to the fact that our investments in knowledge production are bearing good returns. Thank you to all our researchers who contributed to the 2017 outputs. It is pleasing to see that 4 of the top 10 researchers in the College of Business and Economics came from our School. They are Prof Carl Marnewick, Mr Nazeer Joseph, Mr Wickus Erasmus and Dr Daniel Maduku – well done!
- Our students continue to shine on the national stage. Join me in congratulating Mr Ibrahim Lo (BCom Honours – Marketing Management) for emerging as the winner of the South African Marketing Research Association (SAMRA) students' competition. The competition, which was

open to students across South Africa, saw two of our students appearing in the list of top four finalists. The four finalists were sponsored by SAMRA to attend their conference held in Durban between 12 - 13 June 2018 where they were required to make presentations on their work to industry delegates. A special acknowledgement goes to Ms Nicole Cunningham, the Program Coordinator for the BCom Honours students for guiding the students through the process.

I invite you to read about these and many more stories in this edition of our newsletter!



**Prof Mercy Mpingingira**

Director: School of Consumer Intelligence and Information Systems

# Student News

## Meet the BCom Marketing Honours Graduates - Smiling all the way from UJ to Colgate



Otshepeng Mothoa, Nontobeko Khuzwayo, Nwabisa Mpotolo, Jenna Green, Bongumesiya Simelane, Erica Lesna-Maranetto, Dumisile Gamede, Gomolemo Ramotse, Farzaana Motara, Joshua Surat, Lebohang Molo, Jordan Baum, Andreja Hajn, Sibahle Sithole, Khumoetsile Moletsane and Chad Burke.

Sixteen students from the 2017 Department of Marketing Management Honours programme in the SCiS have been selected to be part of the 2018 Colgate graduate programme. Only four students from other universities were selected meaning the majority of Colgate's intake was from the SCiS. These are the fruits of hard work in ensuring industry involvement in our Teaching and Learning efforts. The SCiS would like to thank Dr Isolde Lubbe of the Department of Marketing Management for nurturing the relationship that we have with Colgate through the Honours module that she teaches where students are required to work on real life industry problems.

We asked two of the students to share about their transition of being a UJ student to working at Colgate, this is what they had to say:

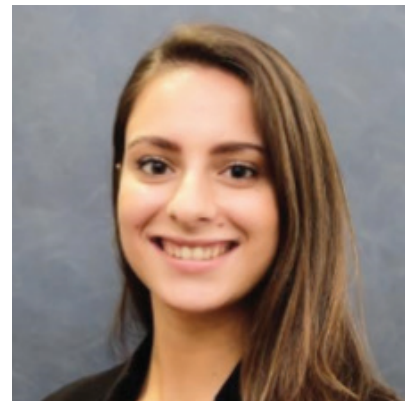
*"My university career, particularly my postgraduate studies at UJ, has been an*

*incredibly value-adding experience to my personal and professional growth. We were challenged academically and inspired creatively.*

*A strong leadership quality was cultivated throughout the year from all the group projects that we were involved in. This is an essential skill to have in the workplace as collaboration is a key element in any business team. The practical element of my studies was a huge learning curve and which I gained the most from."*

*-Erica Lesna-Maranetto*

*"The Colgate Palmolive assessment which we were required to do during our strategic marketing module allowed us to really apply ourselves to gain real experience of how the real working environment is and how to practically apply the knowledge learnt and to make it actionable. This knowledge gained through completing my honours year at UJ has really assisted me in having a broader understanding of things in the practical world."* - Jenna Green



Erica Lesna-Maranetto



Jenna Green



## Students go study abroad!



Ndivhuwo Ramadwa



Steven Mbeya

Two of our 3rd year ND Marketing students have been granted the opportunity to go study abroad. Steven Mbeya will be going to Tennessee State University to attend the Summer Program from 6-17 June 2018 and Ndivhuwo Ramadwa will be going to Shanghai Normal University to attend the Summer School from 1-28 July 2018. This is what Steven and Ndivhuwo had to say:

"My expectations for my study abroad programme are to expand my horizons and learn more about China. I believe that travelling and learning about other people's cultures is important. All countries and all people are interconnected; thus by experiencing various cultures, ideas, methods, and ways of life, one can more easily relate to others and develop a better sense of the world in which we live. I plan to come back with a new perspective that I may have never, otherwise, received if I had not been chosen to integrate myself in a different educational system, a pristine environment, and a new country." - Ndivhuwo Ramadwa

"It's an honour to be selected to travel to the USA to participate in the exchange program at Tennessee State University (TSU). TSU has a great reputation in academics and offers an

outstanding learning environment. As a 3rd year Marketing student it will assist to broaden my knowledge in the business circle and learn a different culture, which is essential in my field as well as on a personal level. Learning a diverse perspective on how businesses are run overseas would be ideal to me and society at large. On the other end, travelling is a great education. Observing and being incorporated in new culture helps to understand and enhance effective communication. This leads to tolerance, an open mind and embracing the differences between cultures. Looking forward to being part of the summer program and sell our continent to the world. Lastly, I appreciate the partnership UJ has with TSU as this leads to exchange of knowledge between nations."

- Steven Mbeya

## Dawn Klatzko, a pioneer in the advertising industry



Benedict Nkosi, Aamirah Adam, Nestor Ngoy, Dawn Klatzko, Nhlanhla Mlangeni and Chanel Santana

On Tuesday evening, 6 March 2018, BCom Marketing Honours students had the pleasure of being addressed by the warm and bubbly, Dawn Klatzko, a pioneer in the advertising industry, with 30 years of experience under her belt. She has now shifted her focus to pursue her passion

of sharing knowledge. She is a well-respected Executive Coach, Professional speaker and author of "The Art of the Suit", an innovative and modern toolkit which provides entrepreneurs, executives and business leaders invaluable insight, advice and techniques to negotiate the dynamic terrain of the business world. Dawn's parting words were "To win the conversion to sale battle

you need to turn your brand promise into a meaningful engaging brand experience. Experiential Marketing (EM) will create a following!" We thank Dawn for giving of her time to impart such invaluable knowledge and for generously conducting a draw, where 5 lucky students received a copy of her book, "The Art of the Suit".

## Congratulations to Aphiwe Dyantyi (B-Tech Marketing graduate) on his debut for the Springboks!



Aphiwe Dyantyi is a former student of the Department of Marketing Management. He made his debut for the Springboks on 9 June 2018 during their match against England at Ellis Park. He was a B-Tech Marketing student in 2016 and graduated in 2017. Aphiwe has had an electrifying start in his Super Rugby career and we look forward to seeing him grow into his sporting career!

## Top Achiever lands a training course with Pick 'n Pay

Anele Sikakana, an Advanced Diploma-Retailing graduate currently working towards her BCom Honours in Marketing Management was awarded the top academic achiever award, by the Department of Marketing Management. As a result of this achievement, Anele was invited to the Pick 'n Pay Head Office in Kensington, Johannesburg to attend a week-long "Managing Current Trade" course on 14-17 May 2018,



2018 Pick n Pay Graduate Programme Class

facilitated by Bob Connelly, who is a seasoned expert in retail and provides Skills Development Training for large retailing corporates. Anele

forms part of the current Graduate Programme class, which comprises of 19 students who all work in different departments within the organisation.

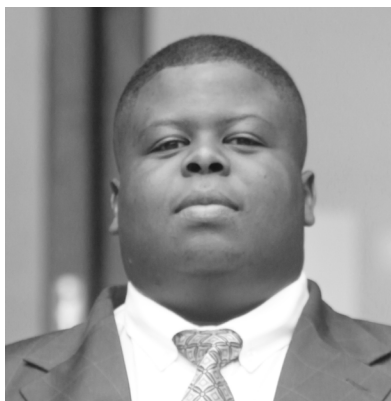
## Ibrahim Lo WINS the National SAMRA competition!

Two of the Department of Marketing Management students were selected to participate in the national SAMRA (South African Marketing Research Association) competition on 12-13 June 2018. Ibrahim Lo (BCom Honours student) and Ndivhuwo Ramadwa (3rd year ND Marketing student) are two out of four students that were selected from more than 60 submissions, to present their ideas at the conference, and to compete for the ultimate prize: The first-ever SAMRA Student Award.

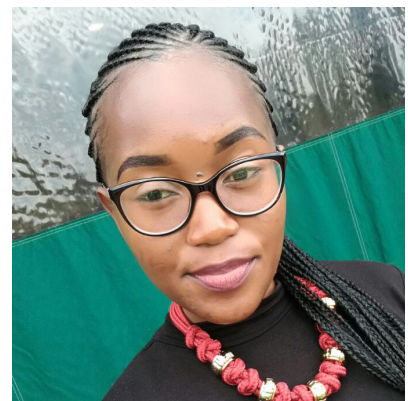
Before they attended the conference, the two students were asked about their thoughts on being chosen to present, Ndivhuwo said, "I'm honestly still shocked because I honestly didn't expect to be chosen. It feels so surreal that I'm going to present

an issue I'm so passionate about, this time not with my close circle of friends but in an auditorium full of industry experts and delegates, its mind blowing!". "I am truly honored to be part of the top 4 and I look forward to what lies ahead". Little

did he know about what laid ahead! Congratulations to Ibrahim who won the first-ever SAMRA Student Award competition, our students continue to make us proud by flying the SCiS flag high.



Ibrahim Lo



Ndivhuwo Ramadwa



## 3M site visit

Over 60 BCom Marketing Management Students were invited to attend a site visit at 3M, arranged by Dr Isolde Lubbe, Senior Lecture at the Department of Marketing Management. The excursion started off with a historic overview and heritage of the 3M brand. The students got the opportunity to experience the essence of 3M, the concepts behind their innovative product line, and they saw how these products are highly differentiated in the 'Dark room'. The excursion was concluded with an awesome workshop about IJ Graphics.



BCom Marketing students

## Marketing Metrics talk by Ms Claire Davies

On Tuesday evening, 19 March 2018, the BCom Honours Marketing Management students had an insightful and topical guest lecture on Marketing Metrics, presented by the Head of Client Experiences for Savings and Investments at FNB, Ms Claire Davies; a former UJ BCom Honours Marketing student that once sat in the very same lecture venue where she addressed the students. Claire went on to share the importance of knowing exactly what you, as a marketer are trying to achieve in order to choose the most appropriate metrics for a marketing campaign and how social media has revolutionised the way brands communicate with consumers.

## Guest lecture on Competitive Intelligence Project

Nandi Dabula is a passionate, results and excellence driven Strategic Marketing Executive with 20 years' experience of successfully developing and executing marketing and communications strategies. She has occupied senior marketing positions in various insurance and financial services organisations and Healthcare. She currently runs a Marketing Consulting Company, ND Consulting, which provides marketing

solutions to different clients in the private and NPO sectors.

Her guest lecture to the BTech Marketing students covered the topic of Competitive Intelligence Project. The goal was to help students to understand the different forms of competition in various industries, the importance of conducting a SWOT analysis and how to develop counter strategies as part of competitor's responses to a home firms' newly product innovation.



Nandi Dabula (Guest speaker)

## Asyia Sheik- Ojwang talks about Sustainability

On 24 April 2018, BCom Honours Marketing students were fortunate to have Asyia Sheik- Ojwang as a guest lecture. Asyia is the Head of Public Affairs, Communications & Sustainability for Southern Africa at Coca- Cola Africa (Pty) Ltd. Asyia shared on how the future of Coca- Cola is evolving to become a total beverage company by looking at other type of drinks and innovating in those spaces.

Right: Nicole Cunningham (Lecture) & Asyia Sheik- Ojwang (Guest speaker)



## Ansunette Greef shares about “The role of insight to drive growth into business”

Ansunette Greef, who is the Insights Specialist and Owner of Curiosity Box, was invited as guest lecture on 24 April 2018 to address the BCom (Hons) Marketing Management class on “the role of insight to drive growth into business”. Ansunette shared how true insights, which refer to a new and fresh understanding of the consumer or shopper, lead to actionable plans. Her parting words were that businesses need to start seeing the future through the consumer’s eyes and innovate in order to create products that suit the needs of consumers. Insights are at the heart of a business as they enable all departments and functions to make calculated decisions based on information gathered.

## Yonder Media talk “Mobile Marketing”

On Tuesday evening 8 May 2018, students were filled with bitter sweet emotions, as they sat down to enjoy their last class for the semester. Invited guest lectures were Fiona and Thys Potgieter from Yonder Media, which is an award-winning company that offers digital, mobile, and social media marketing services, that has worked with brands such as, Old Mutual, IEC, KFC, Shoprite and Pioneer Food just to name a few. Fiona shared interesting facts about the South African digital landscape and was kind enough to share some of Yonder Media’s award-winning media executive case studies. The duo also ran a competition, where students could make use of 1 of 4 platforms (USSD code, website, Facebook or QR code) to enter and 5 lucky students won R100 Checkers vouchers.



*Jerry Mpufane (Guest speaker), Ryan Mathaba (Lecture) & 3rd year ND Marketing students*

## Jerry Mpufane, Chairman of the M&CSAATCHI JHB Group shares about Marketing Communications

On 24 April 2018, Jerry Mpufane, the Chairman of the M&CSAATCHI JHB Group, was invited to be a guest lecture during the Marketing Communication class for the 3rd year ND Marketing students.

Jerry has more than 20 years’ experience in Brand management,

and has held executive-level positions in both the agency and corporate sectors. Jerry previously held executive roles as CEO of the Jupiter Drawing Room; MD of FCB; Group Marketing Director at the SABC; and GM: Global Brand at South African Tourism.

## Guest lecture: Mr Matabane talks about Personal Selling

Mr. SC Matabane was invited as a guest lecture, talking on Personal Selling to the ND Marketing students on 23 April 2018. He began his career in sales as a Senior Marketing Officer at Natures Health Products for two years. Currently he works at Heineken South Africa as a Sales Representative of Modern Trade Specialist.



*Mr. SC Matabane (Guest speaker), Ryan Mathaba (Lecture) & 3rd year ND Marketing students*



## Staff News

### As seen on BBC News!

**P**rof Ilse Struweg, an Associate Professor at the Department of Marketing Management has generated a lot of media interest over the past months on her article entitled **"Three major mistakes Tiger Brands made in response to the listeriosis crisis"**.

IOL News and Huffington Post both published this piece from The Conversation. She was also interviewed on Power FM and on BBC news Inside Africa show.

Link to the article - <http://theconversation.com/three-major-mistakes-tiger-brands-made-in-response-to-the-listeriosis-crisis-93210>



### Congratulations to Ms Stella Bvuma who has been appointed as the acting HoD for the department of Applied Information Systems

**A**s from 1 July 2018, Ms Stella Bvuma will be taking on the Head of Department (HoD) role at AIS. Ms Bvuma is currently a PhD candidate (Information Technology Management), a lecture and the Deputy HoD for Continued Education Programmes (CEP), End User Computing (EUC) and Online for

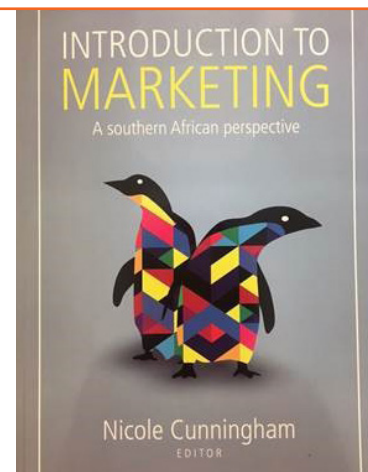
the Department of AIS. Ms Bvuma has a robust passion in the area of ICT4 Development and ICT adoption with the focus towards township and rural development. Currently she is engaged in research focusing on ICT adoption by township SMMEs in South Africa. She is also a member to the Council of the South African Institute of Computer Scientists and Information Technologists (SAICSIT).



Ms Stella Bvuma

### Book Publication

**O**ur lectures keep on putting us on the map with their hard work, dedication and passion. Well done to Prof Mornay Robert Lombard who has contributed to the following textbook "Marketing Management: A South African Perspective" and well done to Ms Nicole Cunningham on the publication of the new textbook titled "Introduction to Marketing: A Southern African Perspective" where she is the editor. Dr Isolde Lubbe, Dr Beate Stiehler-Mulder, Dr Thabang Mofokeng and Mr Njabulo Mkhize also contributed chapters.



## 2017 Research Output

2017 Research Output				
Department	Total Credits - SCiS	AIS	IKM	MM
Journals	17,75	7,08	3,00	7,67
Conference Proceedings	21,58	7,92	5,00	8,67
Books	12,00	12,00	0,00	0,00
Chapters	3,00	1,50	1,50	0,00
<b>Total Research Output</b>	<b>54,33</b>	<b>28,50</b>	<b>9,50</b>	<b>16,33</b>

The SCiS is home to several high profile researchers, and our research helps inform our teaching and learning policy and contributes to providing solutions to business and wider societal problems. The two tables represents the 2017 Research Outputs from the SCiS and highlights the top contributors.

Top contributors to ISI/Scopus listed journals	Top contributors - Overall
Prof C. Marnewick: 2 credits from 2 articles	Prof C. Marnewick 7.50
Dr D. Maduku: 2 credits from 2 articles	Mr N. Joseph 5.00
Prof M. Mpinganjira: 1 credit from 3 articles	Mr L.J. Erasmus 4.50
Prof K. Njenga: 1 credit from 1 article	Dr D. Maduku 4.25
Prof Roberts-Lombard: 0.66 credits from 2 articles	Prof M Roberts-Lombard 3.67
Prof Bwalya: 0.66 credits from 2 articles	Prof M. Mpinganjira 3.50
	Prof Kelvin Bwalya 3.42

## “Survive & Thrive in a modern world” Conference 2018

The retail landscape is being transformed by the 4th industrial revolution and you need to be ahead of the curve. Mariette Frazer, lecturer and academic coordinator at the Department of Marketing Management was invited as the official guest speaker at the “Survive & Thrive in a modern world” conference, which took place on 15 June 2018. Her talk focused on the Golden Rules of Retail and Omni-channel retailing “Don’t get blindsided by the retail revolution”. Mariette also shared about the principles of retail that you can apply in your business; how to see your customer from a new perspective and how to use your new vantage point.

## Prof Kelvin Bwalya presents at the DEA KM Indaba

Prof Bwalya (IKM) made a presentation on 13 June 2018 at the Department of Environmental Affairs (DEA) focusing on Knowledge Management (KM) as applied in public sector business processes in South Africa. The presentation focused on how Knowledge Management can be embedded and integrated into an emerging public sector. Furthermore, the presentation highlighted the possibilities that the 4th Industrial Revolution unlocks especially on how different technology solutions based on Cloud and Fog Computing, Artificial Intelligence, Ambient Intelligence and Smart Cities can be used in the context of South Africa in the realm of applied Knowledge Management. Prof Bwalya also took this opportunity to re-emphasize the need for closer co-operation and collaboration between academia and public/private institutions. The KM CoP or indaba was held at the Environmental House Conference Centre, Department of Environment Affairs, Pretoria.

## Prof Mercy Mpinganjira (director of SCiS) publishes an article on *The Conversation*

Mpinganjira, M (2018). Innovative e-commerce approached can help small businesses in Africa. The Conversation Published 3 June 2018  
<https://theconversation.com/innovative-e-commerce-approaches-can-help-small-businesses-in-africa-96145>



Prof Mercy Mpinganjira



Mariette Frazer



Prof Kelvin Bwalya



## Dr Roelien Brink speaks at South Africa's Swedish Universities research forum

**D**r Brink, senior lecturer at the Department of Applied Information Systems was one of six UJ academic researchers put forward to participate in the South Africa Swedish Universities research forum on 15 – 17 May 2018. During this research forum, she formed part of the "Social Transformation through Change: Knowledge and Social Development Strategies for Society" and her topic was on the Digital Transformation of the township Soweto.

Dr Brink was also one of the main speakers at the SkillingSA: Learnerships, Internships, Youth Development & WIL Conference that took place on 24 – 25 May 2018. Her topic focused on "The complexity of the triad partnership within work-integrated learning". She has been invited by the University of Namibia, where she will conduct a 2 day Workshop aimed at improving their curriculum provision for Work Integrated Learning and Cooperative Education activities at the University of Namibia.



*Dr Roelien Brink*

## Community Engagement

### eThekweni Municipality Durban - Knowledge Management Event



*eThekweni Municipality - Municipal Institute of Learning Exchange*

**T**he eThekweni Municipality and its Municipal Institute of Learning (MILE) held a Knowledge Management (KM) Event on 10 May 2018. Prof Kelvin Bwalya, Associate Professor at the department of Information and Knowledge Management was invited to participate in the KM Learning Exchange. His insightful presentation created a platform for engagement with participants and provided valuable contributions towards the intended goal of providing practical guidance for the delivery of KM programmes. As part of the Information and Knowledge Management Department community outreach, Prof Bwalya also gave a presentation, led a panel discussion and coordinated group discussions.



*Prof Kelvin Bwalya*

## Career Expo for Alexandra High School

On 21 April 2018, the Marketing Management Department was invited to attend a Career Expo for Alexandra High School, which is a quintile 1 school, classified as the poorest schools in underprivileged areas. The career expo was exclusively for Grade 11 and 12 learners, which included 500 learners. The attendees included both private and public companies and the aim was to provide the learners with information related to tertiary studies. Ms Mellissa Zulu (lecturer) and Mr Njabulo Mkhize (lecturer and programme coordinator) were representatives for



*Ms Mellissa Zulu addressing learners*

the SCiiS and provided learners with information regarding programmes offered at UJ, particularly in the Marketing Management Department. This was followed by an interactive

session covering topics such as how to qualify and apply for university entrance, study loans, bursaries and accommodation.

## Events

### Technopreneurship Centre Launch

On 22 May 2018, the SCiiS and the Department of Applied Information Systems (AIS) launched the state of the art Technopreneurship Centre, the UJ. Dr Barnabas Gatsheni, the Head of department of Applied Information systems said the Centre is set on becoming a breeding ground for ideas and INNOVATION. It aims to equip students with tools to enable them to fly and shift focus from being certificate driven to being technology acquisition driven. The centre is a convergence of entrepreneurship and technology in one space where students are constantly challenging themselves in their efforts to connect the dots, find future fit business solutions and effectively respond to real world problems. This ideation hub will foster a culture that encourages openness to collaborate within and across departments, institutions and organisations. Dr Gatsheni mentioned that this initiative will instill intrapreneurship in the psyche of the students and also become a pedestal for spin-offs and startups. Furthermore, he sees the Centre being aligned to the thinking and developments around the Fourth Industrial Revolution

(4IR). Dr Gatsheni views the key driver of all this being; the world that no longer waits for its graduates, and with an economy that calls for knowledge and knowledge skills because when developing solutions, it positions our students to effectively respond to opportunities, by continually adapting their models of engagement and thinking to continually plan, plot and thus adapt to future skills requirements.

Dr Gatsheni also added that the key 4IR skills sets that the Centre will foster include:

- Machine learning and robotics
- Programming Python, C#, R, collaboration
- Interpersonal skills
- Solid Computer, Maths and Engineering skills
- Data analytics
- Data management
- Algorithms
- SQL
- Open data

As a new venture, the Centre is open to Angel funding, Venture Capitalists, Industry mentorship, student placement and increased engagement with alumni.



*From left to right: Dr Barnabas Gatsheni (HoD, AIS), Prof Mercy Mpinganjira, (Director, SCiiS), Mr Romeo Mabasa (Guest speaker) & Prof Daneel Van Lill (Dean, CBE).*



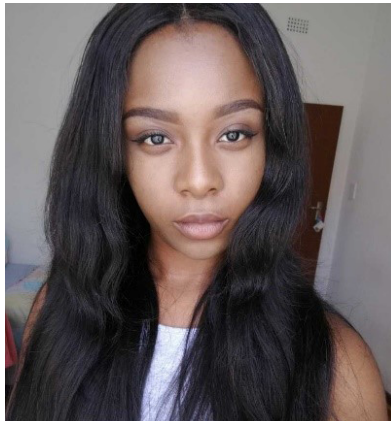
In the spirit of innovation, five AIS students were selected to demonstrate their different software applications at the launch. Dr Abejide Ade-Ibijola coordinated the demonstrations, and the following are the summary of the students demonstrations:



**Darren Tafadzwa Semusemu**

*BCom Information Systems, Second Year*

*Demonstration: An algorithm that generates social media profiles for Facebook fields.*



**Elsa Kalemba**

*BTech Business Information Technology*

*Demonstration: Many different architectural fractals generated by first year students in a computer-programming module in the department of AIS. Fractals are useful in the design of textures and fabrics.*



**Donato Tchingoua**

*BTech Business Information Technology*

*Demonstration: An algorithm that automatically groups students (for teamwork) based on their academic strengths.*



**David Wille**

*BCom Information Systems, Second Year*

*Demonstration: A Mobile App that scans airtime vouchers and automatically loads them. Scanning module is based on OCR (optical character recognition technology).*



**Marcia Thandwa Mthupha**

*Diploma in Business Information Technology, Second Year*

*Demonstration: An algorithm that automatically generates programs in python.*

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Thank you to Prof Daneel Van Lill, Executive Dean from the College of Business and Economics (CBE), Prof Mercy Mpinganjira, Director at the SCiIS, Dr Barnabas Gatsheni, AIS Head of Department, industry guest speaker Mr Romeo Mabasa from Peoplecert. Dr Mpho Raborife and Dr Abejide Ade-Ibijola for making the launch a success.

We look forward to seeing the Technopreneurship Centre grow into being an effective ideation hub that produces groundbreaking innovative solutions!



Mr Patrick Mahlangu (MCom Graduate) & Mr Musa Kalanga (Industry Speaker)

## Symposium on Big Data

The Symposium on Big Data took place on 9 May 2018 and focused on the Digital Industry and the practice of Social Media Big Data. Patrick Mahlangu, a proud UJ Alumnus presented his interesting and insightful findings from his MCom research done through the Department of Business Management, specialising in Marketing Management. Mr Musa Kalanga, a notable Industry Strategist and Communication Specialist was the guest speaker and presented on data and decision-making.

## Inaugural Marketing Management Sales Conference (MMSC)

On 19 April 2018 Sales Managers, Lecturers and 85 students converged at the STH conference venues to engage in debate on sales management dynamics. The objective of the dialogue between the three groups was to identify points of congruence (or lack thereof) in sales management theory versus industry practice, in pursuit of producing a student that is attractive to industry. The sales managers from Japan Tobacco

International (JTI SA) and Coca Cola SA unpacked industry practices on topics such as inducting and orientating sales people, motivation and mentoring, performance, remuneration and appraisal, sales internships, among many other topics. After which, the academics (staff and students) responded and gave their theoretical perspectives. Of course academics and sales managers agreed and disagreed on certain topics, but most notably the sales managers clearly articulated what is required from an attitude,

personality, dedication and hard work point of view for students who wish to join sales environments.

The students expressed that they found the conference beneficial in many ways. Mr Khule Zwakala, mentioned that the idea is to attract sales people from other industries as well, as this will be a yearly event where he hopes to secure internships for students. A big thank you to the 3rd years Sales Management students, Ms Ndlazi, Mr Makappa, Dr Wait, Ms Dilotsotlhe and Ms Mokoena for making this conference a success.



Mr Zwakala, Ms Ndlazi & Mr Makappa



## 2018 Direct Selling Association (DSA) Expo

The DSA is a Work Integrated Learning (WIL) Project where students interact with companies on an ongoing basis throughout the year. Arranged by the Marketing Management Department, this year the Expo took place on 13 April 2018 the industry came to present their products to students which they would have to sell as part of WIL. Companies that were present at the Expo this year was, Avon Justine, Tupperware South Africa and Table Charm.



## Knowledge Management in Government Organisations - A Global Perspective

The Department of Information and Knowledge Management held a seminar on "Knowledge Management in Government Organisations - A Global Perspective" on 7 February 2018. Guest speaker Scott Leeb has over the past 20 years created, managed and grown the global knowledge management programs at four Fortune 500 companies (Prudential Retirement, The McGraw-Hill Companies, KPMG and Ingram Micro) and a leading international philanthropy (The Rockefeller Foundation). The role of knowledge management in the transformative agenda of government organisations towards their mandate of nurturing innovative public service solutions for competitiveness was discussed and a global perspective was explored. The seminar was well attended and received.



Scott Leeb



## Conferences

### Department of Marketing Management Shines at The Emerging Markets Conference



The Emerging Markets Conference (EMC) 2018 was held at WITS Business School on 5-7 April 2018. The conference provided a platform for showcasing and sharing insights and findings on marketing in emerging economies with other scholars and practitioners. It secured a meeting place where scholars from around the globe can explore collaboration and cooperation, shaping the agenda for research on marketing in emerging economies. It also served as an outlet for conceptual and empirical research that helps explain underlying behavioral changes that are shaping the behavior of emerging consumer segments. The conference furthermore included a two-day Doctoral colloquium where methodological approaches as well as academic topic development approaches were discussed for new doctoral students.

Congratulations to the Department of Marketing Management on a great performance at the EMC conference. The conference was chaired by the legendary Prof Naresh Malhotra, whose scholarly work has attracted 50 988 citations, resulting in an h-index of 58. Prof Mornay Roberts-Lombard and Prof CF De Meyer were Track Chairs of the conference. In total 12 staff members and students attended, delivering conference papers and attending the doctoral consortium. Congratulations to Palesa Gule (Master's student) who has won the Best Paper Award in collaboration with Dr Daniel Maduku and Ms Nombulelo Dilotsotlhe.

Well-done to the team, Prof Mornay Roberts-Lombard, Ms Semona Pillay, Ms Palesa Gule, Dr Thabang Mofokeng, Ms Melissa Zulu, Prof Christine de Meyer-Heydenrych, Ms Nicole Cunningham, Mr Ryan Mathaba, Ms Nombulelo Dilotsotlhe, Mr Njabulo Mkhize, Mr Kuhle Zwakala and Mr AB Ledikwe.

*Palesa Gule (Master's student) won the Best Paper Award at the EMC*

## Awards

### Marketing Prize Giving Awards

The Department of Marketing Management hosted its annual Prize Giving Awards ceremony on 18 April 2018. The Department's top performing students, industry partners and staff members attended this prestigious event. This Prize Giving function serves to reward the Department's top academic achievers on each on the Department's programmes in each year of study (first through to third year). The students are awarded with a prize sponsored by the Department's industry partners, in recognition of their hard work and dedication to their studies. The top performing National



*Club 15 members*



Diploma in Marketing Management students were sponsored by DNA, the top BTech Marketing student by Alexander Forbes, the top Diploma Retail Business Management students by Smollan and Avon Justine, the top Advanced Diploma Retail Business Management student by Pick n Pay and the top BCom Marketing Management and BCom Marketing Management Honours students were sponsored by PPS. PRIMEDIA also awarded 15 bursaries to deserving and good performing students at the event. These bursaries are allocated to pay for students' studies in full from their second year of study. The Department also recognised its 15 top performing students in each year of study on each programme. This is known as the Department's prestigious Club 15. The Department wishes to thank Mr Molise Moloi from Nedbank who gave a very inspirational and motivational talk at the event as the official guest speaker and wishes its top performing students well in their future studies and endeavours. A special thank you is also extended to the Department's partners and sponsors, without whom this day would not have been possible.

*Right: Award sponsors and partners*



## AIS receives a generous donation from InnoVent Rental & Asset Management Solutions

The Department of Applied Information Systems (AIS), received a generous donation of computer equipment to the value of a R100 000 from InnoVent Rental & Asset Management Solutions (Pty) Ltd. This

donation is instrumental in helping to create a computer laboratory, where first year students can apply theory to practice, in their Systems Software module,

of the Diploma Business Information Technology (BIT). Thank you to Mrs. Maureen van den Bergh, lecturer at AIS who facilitated this generous donation.

## Visiting Professors

### Prof Naresh Malhotra's Open and Academic lecture

The Department of Marketing Management hosted Prof Naresh Malhotra, Regents' Professor in the College of Management, Georgia Institute of Technology, USA from 9-13 April 2018. He has been appointed as a Distinguished Visiting Professor to the Department of Marketing Management at the University of Johannesburg from 2016-2020. During his time at the UJ he hosted an academic lecture titled "A general procedure for scale development" and an open lecture titled "Marketing challenges and opportunities in emerging markets".



Prof Naresh Malhotra

## Prof Goran Svensson



*Prof Goran Svensson & 3rd year ND Retail Business Management students*

Prof Goran Svensson has been a visiting professor with the Department of Marketing Management for over 10 years. On 7 March 2018 he presented an innovative lecture using Duplo Lego to the 3r year Diploma Retail Business Management students to explain the research process and how different variables can be put together in different combinations. He asked a group of students to

build a vehicle using 6 pieces and then 9 pieces and the result was that everyone built something different. The same is true for research and how each study can combine the variables differently depending on the research questions. One important note was that the students did not need to use all the blocks when building their Duplo vehicle which shows that you do not have to include all variables or unnecessary

variables in your study. The Duplo exercise was great to demonstrate that there are multiple ways to look at the relationship among variables and that you should not make your research over complicated. Students need to always bear in mind the contribution of a study and not just get stuck on the idea or the study design and methodology.

# School of Consumer Intelligence and Information Systems

## College of Business and Economics