



UNIVERSITY  
OF  
JOHANNESBURG

# School of Consumer Intelligence and Information Systems (SCIiS)

College of Business and Economics

July 2019 Volume 4

## Message from the Director

As our school continues to strengthen its position as the pan-African epicenter of critical intellectual inquiry in Consumer Intelligence and Information Systems, it is time once again to reflect on our immediate past. This edition of our School's newsletter contains highlights from the first semester of the 2019 academic year. These include:

- The launch of the UJ direct selling mobile app. Innovation is an important part of our School's agenda. This semester, the School – through the collaborative efforts of the Department of Marketing Management and the Technopreneurship Centre – delivered a direct selling mobile app. Industry members of the Direct Selling Association (DSA) and UJ students involved in the DSA/UJ project will use this app as a sales management platform. Plans are already in place to extend the use of the app beyond the DSA/UJ project. Congratulations to Dr Marius Wait, head of the Department of Marketing Management, and Dr Abejide Ade-Ibijola, the lead developer of the app together with his team of students, for this excellent innovation.
- Growing research productivity. Research productivity in the School continues to grow: our

young/emerging researchers and our research students continue to make significant contributions to the School's research output. I congratulate the Department of Information and Knowledge Management for achieving a 100 per cent staff contribution to the 2018 research output. With a staff complement consisting mostly of young academics, this is a commendable achievement.

- Intensified promotion of ethical compliance in research. With increased research productivity comes the concomitant need for measures that ensure integrity in our research practice. I acknowledge the noble work that members of our School Ethics Committee are doing, under the leadership of Prof. Christine De Meyer-Heydenrych, in managing the risk of ethically unsound research. Closely related to this is the risk posed by predatory/unsound practices by publication outlets. The current publication landscape is such that one needs not to rely simply on the accredited list in deciding where to publish. Let us also keep safe by staying away from journals and conferences that have questions raised against them.
- Sustained momentum for relevance and excellence. In the effort to maintain our relevance

and excellence in this age of the 4IR, I am pleased to announce the establishment of the School Industry Advisory Board, chaired by Mr Musa Kalenga, an executive at Bridge Labs, the Brave group of companies, and African Tech Roundup. The Board is there to advise the SCIiS on our 4IR-aligned initiatives, including new programme offerings.

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

**Prof. Mercy Mpinganjira**

Director: School of Consumer Intelligence and Information Systems



# Student News

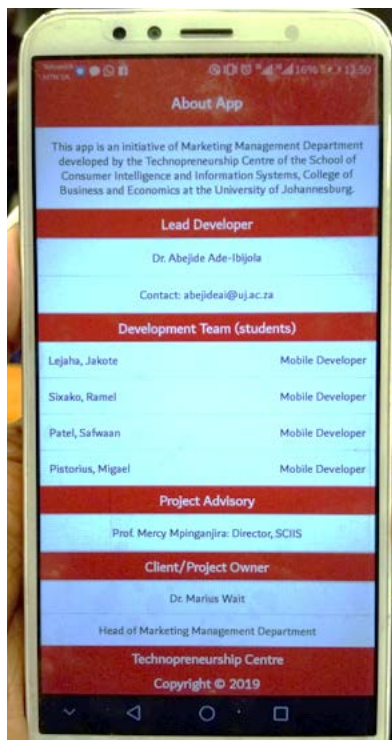
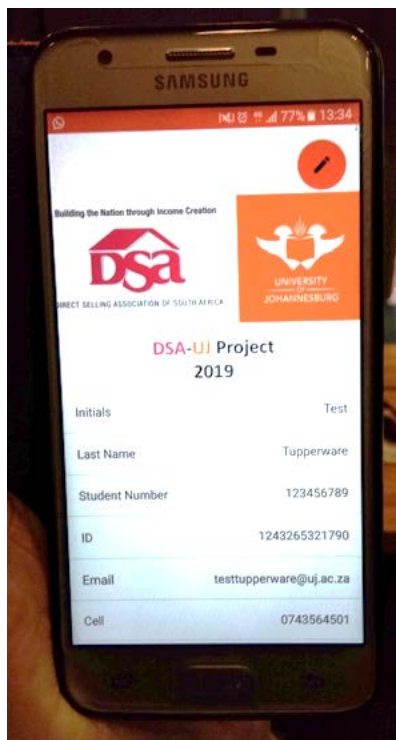
## AIS student Melina Katende gets the Emerging Scholar Award

Melina completed her Master's degree in IT Management in 2018 under the supervision of Dr Shopee Dube from the Department of Applied Information Systems (AIS). She presented a paper based on her studies at the 15th International Conference on Technology, Knowledge and Society in Barcelona, Spain in March 2019. The title of her paper was "IT governance in decentralised autonomous organisations". Among many well-qualified individuals presenting at the conference, Melina was selected as a recipient for the Emerging Scholar Award along with four other recipients from the US, India, and Cyprus. This year, the conference themes were focused on The social impact of AI: Policies and new governance models for social change.



Melina Katenda

## DSA UJ MOBILE APP



This is an exciting innovation from the Department of Marketing Management (MM) in a multi-disciplinary collaboration with the Technopreneurship Centre! On 20 May 2019, MM launched their DSA UJ mobile app, which stems from their work-integrated learning project in which students work with companies from the Direct Selling Association (DSA) on sales projects throughout the year. Companies involved in the 2019 project are Avon Justine, Tupperware, and Table Charm. Among other things, the app allows students to receive notifications from the department or industry partner, and to track invoices and their sales progress. Well done to Dr Marius Wait, HoD at MM, for fostering innovative collaboration with the Technopreneurship Centre, and to Dr Abejide Ade-Ibijola, lead developer at the centre, for answering the call.

DSA UJ Mobile App

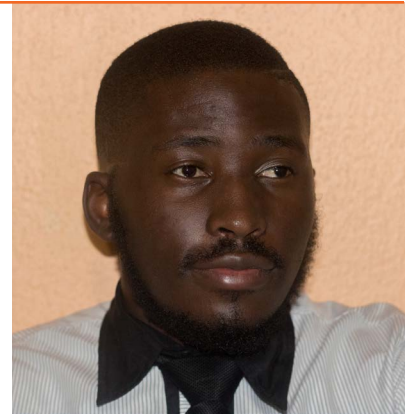


## My UJ Honours experience?

**W**e spoke to our 2018 BCom Honours Marketing Management graduate, Vuyisile Ngubane, who recently started working at Dis-Chem as an intern, about his UJ Honours experience. This is what he had to say:

"My UJ honours experience? Was the most challenging, practical and engaging learning experience I've come across. The collaborations with real companies and the number of assignments we had to submit felt

like too much work, but in hindsight, the workload prepared me for how fast being in marketing really is, especially when I consider that I work in the retail industry, which adds a whole new dimension to the phrase "fast paced". The constant pitching of strategies and working in teams was easily the most beneficial part of the programme, because as a marketing intern at Dis-Chem, those same activities form part of the majority of my duties. It's hard work, but diamonds can't be made without pressure."



Vuyisile Ngubane

## Students become Google-certified



BCom Marketing Honours students become Google-certified

**A**s part of an initiative to enhance students' digital skills, the 2019 third-year BCom Digital Marketing and BCom (Hons) Strategic Digital marketing classes became Google-certified. The third years embarked on the Google Digital Skills for Africa Fundamentals of Digital Marketing course and completed their certification exams on 13 and 20 May 2019. The Honours students were certified in Google Analytics, and completed the first part of the Google Fundamentals of Search exam, allowing them to decide from there whether they want to become certified in Google's search ads, video, mobile etc.

The Department of Marketing Management congratulates each of the students who successfully completed their certifications. May it open many digital doors!

## Facebook experience!

**O**n 30 April 2019, SCiiS students – among other UJ students – had the exciting opportunity to visit the Facebook Africa offices in Bryanston. Facebook engineers gave a talk on the challenges of software engineering and coding.



Students at the Facebook Africa offices

## Triathlon South Africa – Sean Nel selected!

Congratulations to Sean Nel on being selected to participate in the Triathlon South Africa age group standard distance team that will be competing at the 2019 Lausanne ITU Triathlon World Championships in Switzerland. This event will take place from 29 August to 1 September 2019. Sean completed his BCom Honours in Marketing Management in 2018, and is now a MCom student under the supervision of Dr Daniel Maduku.



Sean Nel

## Guest lectures

### Bringing industry to the classroom

### Jessica McEndoo, social media specialist, teaches digital and social media tools



On 14 May 2019, Jessica McEndoo, founder and Chief Magic Maker at Social Path, visited the BCom Honours Digital Marketing class. She hosted a very practical session with the students in the UJ labs, and they were given the opportunity to play with Google Ads keyword planner, to search terms on Quora and Answer the public, and to use Likealyzer and Followerwonk, to name a few.

Jessica McEndoo

### Simply Garlic discusses e-marketing with third-year BTech students

Ms Masana Mathonsi from Simply Garlic joined the third-year BTech e-marketing class session on 18 April 2019, facilitated by Mr Aobakwe Ledikwe. She shared practical insights with students into how businesses in the fresh produce industry integrate different online marketing tools into their operational strategies.

Ms Masana Mathonsi with the BTech students





## Carmen Murray talks mobile with the BCom Honours Marketing Management students

Carmen Murray is the founder of Boo-Yah!, an innovator, a radio personality (the Carmen Murray Show), and known for her inspirational master classes, which have reached thousands of marketers across South Africa. On 16 April 2019, Carmen visited the BCom Honours Digital Marketing class to talk to the students about mobile marketing.

*Carmen Murray*



## Marketing metrics by Dr Melanie Van Rooy

Dis-Chem's Group Marketing Director, Dr Melanie Van Rooy, gave a talk to the BCom Marketing Management Honours class on her current focus, Marketing Metrics on

9 April 2019. Students valued being able to see physical evidence of the effectiveness of marketing metrics in an organisation as large as Dis-Chem. Dr Van Rooy's background

is in econometrics and marketing, and she obtained her PhD in econometrics at UJ!

## ABSA & the Afrikaans Klein Karoo Nasionale Kunstefees – Students do work-based learning

The Strategic Marketing third-year BCom class of 2018 were tasked to develop a marketing strategy for the Afrikaans Klein Karoo Nasionale Kunstefees (KKNK), of which ABSA is a main sponsor. Last year's winning group was awarded a work-based learning programme with ABSA, and was involved in a number of workshops and briefs as part of planning for the KKNK.

ABSA then flew the students to the KKNK (which took place from 21 to 27 March 2019), where they gained valuable experience working at the festival and seeing first-hand how all the briefings and planning came together. The Department of Marketing Management thanks ABSA for their contributions to our students' learning!



## Experiential marketing guest lecture: by Dawn Klatzko



On 5 March 2019 the Marketing Honours students had the privilege of learning about experiential marketing from Dawn Klatzko, a business and executive coach who works with CEOs and executive teams to help build their personalised brands. The lecture offered new insights into about how important experiential marketing is becoming as online marketing begins to 'bore' consumers.

*Dawn Klatzko and Marketing Honours students who won copies of Dawn's book, "The art of the suit".*

## IKM dragon: The Pitch

On 18 April 2019 Ms PT Lefika of the Department of Information and Knowledge Management (IKM) hosted the first ever 'IKM dragon: The Pitch' competition for second-year Information Management students.

As part of their first assignment, all of the students were asked to submit a social media pitch for a company of their choice. The top five students (based on their marks) were then invited to present their social media

pitch to a panel of IKM Dragons, with various industry professionals serving as judges. The industry professionals who took part were Ms N Khanyile of the SABC, Ms A Blignaut of WeKnow Consultants, and Mr N Shezi of ABSA.

## The importance of programming (Python), by Lusani Masindi

First-year students in the Diploma BIT: Development Software were in for a treat on 7 May 2019, when Mr Lusani Masindi, Senior Software Developer at Gradesmatch Company, was their guest lecturer. He provided a hands-on approach on the importance of programming, specifically in Python. Students also gained from a demonstration of 'image manipulation' using Python programming.

## Diploma BIT and Postgraduate Diploma Information Systems Auditing students treated!

On 5 March 2019, Mr Esenthren Govender gave a guest lecture to the third-year Diploma BIT: Information Systems 3A students. The title of his talk was Project integration & project management documentation.

On 8 April 2019, Ms Natasha Mothwa, Head of IT Audit at SBV (Pty) Ltd, gave a lecture to the first-year

Postgraduate Diploma Information Systems Auditing students, during which she shared her insights into 4IR, focusing on the Internet of Things (IoT) and cybersecurity.

On 6 May 2019, Ms Felicity Gebashe, IT Audit Manager at the Liberty Group, talked to the first-year Postgraduate Diploma Information Systems Auditing students on the

topic, The Audit process: How to embed effective documentation in order to drive adequate & effective audit execution.

On 7 May 2019, Ms Lesego Letshwene from Microsoft gave a thrilling talk to the third-year Diploma BIT students, focusing on how project managers integrate and align business needs with a solution.

## Driving business value through data-driven audits, by Tebogo Mabitsela

On 25 February 2019, the Department of Applied Information Systems (AIS) hosted a 'guru' in data analytics, Tebogo Mabitsela, for the IS Audit Process lecture. He shared his insights and wealth of knowledge in data analytics, and continuous internal auditing and monitoring.

*Mr Tebogo Mabitsela: guest lecturer, Mr Lucas Khoza: lecturer, and AIS students*



## IT service delivery and support, by Kaizer Sekonyela

On 15 May 2019, Mr Kaizer Sekonyela, Senior Business Analyst at Vodacom, was invited to give a lecture to postgraduate students of IT service delivery and support. He talked about how change management and production acceptance processes are applied in practice in the IT and telecommunications industries.

## Big data analysis in industry frameworks, by Lisel Engelbrecht

Lisel Engelbrecht, Head : Data and Artificial Intelligence –Public Business Banking, Wealth and Corporate and Investment Banking at Standard Bank, was invited to be the guest lecturer for the first-year Advanced Diploma BIT: Advanced Databases students on 6 May 2019. Her talk focused on big data analysis in industry frameworks, benchmarks, analysis using Machine Learning, and artificial intelligence.

## Staff news

### Promotion of Ethical Compliance in SCiiS

Below is a brief interview with Prof. Christine De Meyer-Heydenrych, the School of Consumer Intelligence and Information Systems (SCiiS) representative on the College of Business and Economics (CBE) Ethics committee.

**What does your role entail in the School?** This role entails that I ensure that the College of Business and Economics ethics message filters through to the School. It requires that I ensure that all staff in the School understand the importance of ethical research and comply with all the ethical requirements of research.

**What are some of the measures that you have taken to promote integrity and ethical compliance in the School?** At the beginning of last year, when the new College of Business and Economics Research Ethics Committee (CBEREC) team was put together, I held a 'roadshow' with each department in the School, talking about the importance of ethical research, how to complete

the new forms, as well as how to create a School Ethics Committee. I have also encouraged one-on-one meetings with researchers to go through their individual research and discuss the ethical considerations of their research.

**What is your message to the SCiiS team members on ethical compliance?** Ethical compliance is not something created to make their lives more difficult, or to make them shy away from conducting research, but is rather a tool to ensure that all parties in the research (and specifically the researchers themselves) are protected while it is being conducted. Many times researchers don't even understand what harm their study could do to others; and this process just makes us more aware of how our research is conducted and how it impacts the people around us.

**Thank you for taking on this important task!**

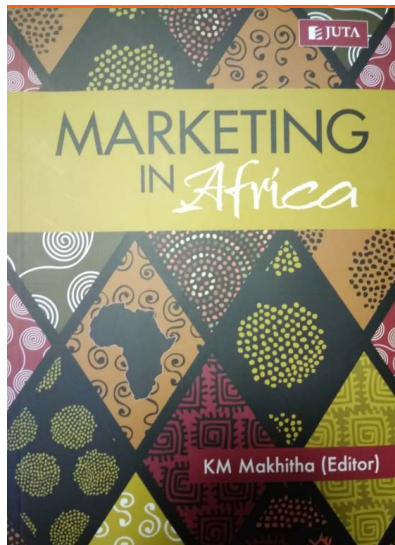


Prof. Christine De Meyer-Heydenrych



## SCiis Director Prof. Mercy Mpinganjira's new book and book chapter!

Congratulations to Prof Mercy Mpinganjira, Director at the School of Consumer Intelligence and Information Systems, on the publication of the second edition of the book *Consumer behaviour: South African psychology and marketing applications*. Prof. Mpinganjira served as one of the editors of the book, and also contributed three chapters.



**Prof. Mpinganjira also contributed a chapter to the recently published text book, *Marketing in Africa*.**

**The South African Journal of Information Management favourably reviewed!**



## The first IKM team-building activity

On 15 February 2019, the Information and Knowledge Management (IKM) Department staff celebrated their HOD's 50th birthday by going bowling at Cresta Shopping Centre. This activity doubled as a team-building activity, as the IKM staff members formed two teams and challenged each other.



From left to right: Prof. Tanya Du Plessis, Ms Tracy Lefika, Mr Sithembiso Khumalo, Ms Wafeeqa Dinath, Prof. Chris Rensleigh, Mr Joel Arthur, Mr Kagiso Mabe, Mrs Deidre Wessels

The Academy of Science of SA (ASSAf) 2019 report on grouped peer reviews of scholarly journals in communication and the information sciences has highlighted The South African Journal of Information Management as a good, quality, peer-reviewed journal in which to publish scholarly research. Prof. Chris Rensleigh and his team were acknowledged for the scholarly integrity and quality of the journal, and for the administrative process in securing scholarly output.



## IKM Department achieves 100% staff contribution to research output!

Here follows a brief interview with Prof. Chris Rensleigh, HoD at the Department of Information and Knowledge Management (IKM).

**Every member of your department contributed to research output. Given that your department consists of mainly young academics, how did you manage to achieve this?** Positive reinforcement and focusing on their individual strengths. We also made sure that they understand how their current position evolves into the next position. You need to develop and gain experience in terms of research supervision and output in order to be promoted. In other words, it is in their best interests to do so. We also have very approachable senior staff who always assist and give advice.

**What measures will you put in place to ensure that this is not just a once-off achievement?** We work the desired research output into the performance agreements. In addition, we look at the next promotion and see what needs to be in place.

**What are your plans for growing your footprint in high-impact journals?** Currently the focus is on gaining experience in the process and on building self-confidence. The next phase will focus on mid-level journals, and the phase after that, the high-impact level.

**Well done on this great achievement!**



Prof. Chris Rensleigh

## 4IR projects in the CBE: Dr Abejide Ade-Ibijola speaks to UJ's post-doctoral research fellows



Dr Abejide Ade-Ibijola was invited to represent the College of Business and Economics (CBE) in presenting a talk to post-doctoral research fellows at the UJ Library on 28 March 2019, as part of an event entitled 'Post-doctoral research fellows' engagement: Research focus areas/projects aligned to 4IR in faculties/colleges'.

From left to right: Prof. Alex Broadbent – Executive Dean, Faculty of Humanities; Dr Linda Mtwisha – Senior Director, Strategic Initiatives and Administration; Dr Abejide Ade-Ibijola – Senior Lecturer, Department of Applied Information Systems; Prof Sarah Gravett – Executive Dean, Faculty of Education; Prof. Suzy Graham – HOD, Department of Politics and International Relations; Prof. Mzukisi Njotini – Faculty of Law; and Prof. Babu Sena Paul – Faculty of Engineering and the Built Environment.

## Prof. Carl Marnewick elected to serve on the European Academy of Management Board for South Africa!

Prof. Carl Marnewick has been elected to serve as a national representative on the European Academy of Management (EURAM) Board for South Africa for a period of three years (2019-2022). The European Academy of Management, founded in 2001, has members from over 40 countries in Europe and beyond, and places a strong emphasis on multidisciplinary theoretical perspectives.



Prof. Carl Marnewick

## Dr Abejide Ade-Ibijola wins the Dean's Award for the top senior lecturer in the CBE



Dr Abejide Ade-Ibijola and Prof. Daneel van Lill

This award is in recognition of his exceptional contribution to the success, growth, and development of the CBE and to the stature of the University of Johannesburg, and for serving as a benchmark for the development of a new generation of commerce leaders and great academics. With 338 academics in the CBE, the Executive Dean, Prof. Daneel Van Lill, maintains that this is indeed a remarkable achievement.

In addition, the National Research Foundation of South Africa rated Dr Abejide Ade-Ibijola as a Y2 researcher in January 2019. This rating confirms that Abejide is a young researcher with high potential, based on the quality of his research output.



Ms Stella Bvuma

## Stella Bvuma joins the Township Entrepreneurs Network (TEN) Board!

The focus of the Township Entrepreneurs Network (TEN) is to inspire, educate, and connect township-based and derived entrepreneurs. The network has reached over 11,000 entrepreneurs across Gauteng Province, while impacting more than 540 businesses in the course its existence, through service offerings, including development events and concept development interventions. Ms Bvuma welcomed this appointment, as it is in line with her research focus on ICT adoption framework/s for township SMMEs.

## Stella Bvuma: We will lead Africa!

Congratulations to Ms Stella Bvuma for being featured in Volume 2 of We will lead Africa (WWLA). This volume, which focuses on women in Africa, covers a range of industries and topics for Africa's advancement. Ms Bvuma's story celebrates her impact in the African academy. The book launch was held on Africa Day, 25 May 2019.





## Dr Abejide Ade-Ibijola shares the technology aspects of entrepreneurship in a panel discussion at UJ Library

**D**r Abejide Ade-Ibijola was invited to give a talk on the technology aspects of entrepreneurship and be a panelist in a two-hour panel discussion at the UJ Library on Friday, 8 March 2019. The event, entitled 'Entrepreneurial mindset for student success', was organised by the UJ Centre for Entrepreneurship in collaboration with the UJ Library.



*Dr Abejide Ade-Ibijola*

## As seen on the news!

**D**r Daniel Maduku from the Department of Marketing Management wrote a thought-provoking article entitled "Why South African voters are resisting mobile political campaigns" that was published by The Citizen, The Conversation, and Bizcommunity. He was also interviewed on TV by NewzRoomAfrika. **Click here** to read the article.



*Dr Daniel Maduku on NewzRoomAfrika*

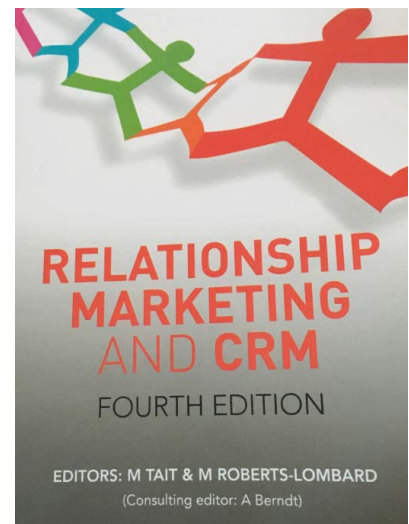
## Prof. Mornay Roberts-Lombard joins the Customer Experience (CX) Association of South Africa & more!



*Prof. Mornay Roberts-Lombard*

**P**rof. Mornay Roberts-Lombard has been selected to be part of the executive committee of the Customer Experience (CX) Association of South Africa for 2019. Only two academics have been elected to the executive committee: the rest of the executive team are industry experts.

Prof. Roberts-Lombard has also been elected to serve on the external evaluation panel for the MBA degree qualification review at Botho University in Botswana.



## Prof. Mornay Roberts-Lombard's new book!

**C**ongratulations to Prof. Mornay Roberts-Lombard on the publication of a new book, entitled Relationship Marketing and CRM (fourth edition). Prof. Roberts-Lombard is a full professor and Head of Master's and doctoral studies at the Department of Marketing Management.

## Marketing lecturers at graduation!



From left to right: Ms Philile Thusi, Ms Semona Pillay, Ms Nicole Cunningham, Mr Sibusiso Gwebu, Mr Njabulo Mkhize (in front), Mrs Nombulelo Dilotsotlhe, Dr Isolde Lubbe, Prof. Ilse Struweg, Ms Mariette Frazer, Dr Marius Wait, and Dr Beate Stiehler-Mulder.

## Department of Marketing Management team-building!

Fun times can always be expected at the Department of Marketing Management! The team went on a thrilling Soweto tour on 23 May 2019, which saw them sightseeing in historic spaces and connecting as a team.



Department of Marketing Management staff

## Events

### SCiiS's first annual alumni breakfast



SCiiS alumni breakfast

SCiiS held its first annual alumni breakfast on 21 May 2019 at the School of Tourism and Hospitality. This is one of many events that will take place to strengthen the School's ties with its alumni and to foster collaboration with the industry.



## Department of Marketing Management – Master’s and doctoral colloquium

The Department of Marketing Management held a Master’s and doctoral colloquium on 10 April 2019 at the Johannesburg Business School, where students presented

their papers to a panel of experts: Dr Paul Blaise Issock Issock (PDF – UJ), Prof. Therese Roux (Associate Professor of Marketing, TUT), Prof. Thea Tselepis (Associate Professor,

FADA) and Dr Reaan Immelman (ABSA Bank). A big thank you to the CBE Research Vice Dean, Prof. Kelvin Bwalya, for supporting and sponsoring the colloquium.



From left to right: Dr Paul Blaise Issock Issock, Prof. Therese Roux, Prof. Mornay Roberts-Lombard, Prof. Thea Tselepis, and Dr Reaan Immelman

## Department of Information and Knowledge Management seminar

The Department of Information and Knowledge Management, in partnership with the UJ Library, hosted a seminar with Scott Leeb, Director of Knowledge Management at Fragomen, on

6 March 2019. The topic of focus was *Building early warning systems: Leveraging competitive intelligence in the data science age*. Scott gave a very insightful talk that provoked meaningful questions and engagement from the audience.



# Awards

## SCiIS's first annual prize-giving awards

The School of Consumer Intelligence and Information Systems (SCiIS) hosted its first annual prize-giving awards on 17 April 2019, where top students from each of its departments were recognised. SCiIS Director, Prof. Mercy Mpinganjira, shared an overview of SCiIS; and Dr Melanie van Rooy, Group Marketing Director at Dis-Chem, gave a motivating talk on her personal journey to becoming one of the top marketers in the country. The evening was wonderfully chaired by Dr Joel Arthur. Congratulations to all of the top achievers. Each student received a merit bursary sponsorship of R6000 from our generous sponsors: DNA, PPS, Juta, Tastic, Spar, Pick n Pay, Testkraft, Fragomen, SabiNET, Bizmod, Copius, and eSEK.



### SCiIS's top achievers

**Department of Applied Information Systems:** Blessing Tapfuma Madziya, Jordan Mokondji Peace, Monwabisi Makabongwe Thyobeka, Sibongisipho Dlova, Boingotlo Desiree Peege, Riyaadh Bham, Admire Cele, Lehlogonolo Makibelo, and Landokuhle Zolani Majola.

**Department of Information and Knowledge Management:** Michael Tumelo Mkhize, Atyab Muhammed, Reshoketswe Monica Molala, and Simphiwe Maseko.

**Department of Marketing Mangement:** Siuuyile Siguaqwe, Relabohile Jiyane, Mohammed Patel, Tshepang Sekgororowana, Phelokazi Nkwali, Joyce Ihunanyachi Ogoke Mxinwa, Valencia Elizabeth Ngoveni, Edie Hutchison, Taryn Triegaardt, Thamsanqa Mthunzi Madonsela, Lufuno Rudzani Mutungutungu, and Sean Peter Jacques Nel.



Dr Joel Arthur, Prof. Mercy Mpinganjira, and Dr Melanie van Rooy



## Department of Marketing Management's Club 15 members

**C**ongratulations to the Club 15 students. The club is made up of the top 15 Marketing and Retail students from the Department of Marketing Management (MM).



*Dr Marius Wait, MM HoD, and the Club 15 members*

## Visiting professors

### Public lecture presented by Prof. Naresh Malhotra

**P**rof. Naresh Malhotra is a Distinguished Visiting Professor to the Department of Marketing Management. On 16 April, he presented a public lecture entitled *Broadening the scope of marketing by doing good*.



*Prof. Naresh Malhotra and Prof. Ilse Struweg*

### Public lecture presented by Prof. Göran Svensson



*Prof. Göran Svensson*

**T**he Department of Marketing Management hosted Visiting Professor Göran Svensson from the Oslo School of Management in Norway. Prof. Svensson's public lecture was entitled *The role of spinoffs and tradeoffs in corporate sustainability efforts: An illustration*. It took place on 12 March 2019 at the UJ Kingsway Library.

## Public lecture presented by Prof. Jukka Ojasalo

On 20 February 2019, Prof. Jukka Ojasalo, Head of the Master of Business Administration degree programme at the Laurea University of Applied Sciences in Espoo, Finland, presented a public lecture entitled *Service logic business model canvas*. He is a Visiting Professor to the Department of Marketing.



Prof. Ilse Struweg and Prof. Jukka Ojasalo

## Announcements

### SCiis Industry Advisory Board

Board member (names below in alphabetical order):

NAME:	COMPANY:	ROLE:
Ms Ada Blignau:	WeKnow Consultants	Chief Executive Officer
Dr Happy Sithole:	Centre for High Performance Computing	Director
Ms Katherine Madley:	Massdiscounters trading as Game and DionWired	Marketing & Customer Director
Mrs Malese Brenda Ndhlovu	Technology Innovation agency	Portfolio Manager - Information and Communication Technologies
Dr Melanie van Rooy:	Dis-Chem	Group Marketing Director
Mr Molise Moloi:	Nedbank	Divisional Head: Marketing
Mr Musa Kalenga:	Bridge Labs, The Brave group of companies, and African Tech Roundup	Executive
Ms Nonkululeko Ndlazi:	Japan Tobacco International	Sales Manager
Mr Tebogo Mabitsela:	MTN South Africa	Senior Manager: Reporting and Analytics

The School of Consumer Intelligence and Information Systems (SCiis) Industry Advisory Boards' function is to guide the core activities of the SCiis for the benefit of the School and of industry. We look forward to enjoying the fruits of their contributions!





## UJ Marketing, officially the most impactful researcher 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. Well done to the Department of Marketing Management!

# UJ MARKETING



OFFICIALLY THE  
**MOST IMPACTFUL  
RESEARCHERS**  
IN AFRICA\*

\*Scopus + Web of Science Data

## #UJMarketingFit Event



For the first time ever, the Department of Marketing Management, in collaboration with Boo-Yah!, will host the #UJMarketingFit event, during which the audience will experience some of the burning marketing issues through the eyes of consumers, and receive inside knowledge from the tour de force speakers currently impacting the world of business. The event will be held on 2 October 2019 at the School of Tourism and Hospitality. Tickets are available for purchase online. To buy a ticket [click here](#). Learn more about the event [here](#).



**School of Consumer Intelligence  
and Information Systems**

College of Business and Economics

