



Message from the Director

As we come to the end of the 2018 academic year, our school looks back with pride at the significant strides made during this semester in keeping to our vision of being a pan-African epicentre of critical intellectual enquiry in Consumer Intelligence and Information Systems. In this newsletter, we are happy to share with you some of the things that have kept us busy this semester, including some of our achievements. Some of the highlights of this semester include:

- Winning second place in the National Hackathon competition, organised by the Department of Public Service and Administration (DPSA). The Hackathon saw non-stop, all-day and all-night action from Friday 28 to Sunday 30 September 2018, and brought together 427 techno-innovators from all parts of the country, registered in 45 teams. The challenge before them was to come up with solutions to social-economic challenges facing the country and the region. Our School's team, led by Dr Abejide Ade-Ibijola and Dr Mpho Raborife, truly made us proud!
- Winning the 2018 College of Business and Economics (CBE) Honours poster competition. Yes, our BCom Marketing Honours team, consisting of Casey Mantle, Sean Nel, Vuyisile Ngubane, and Malehlohonolo Hlapane, come up tops in this year's Honours competition. The students worked on a research study entitled "The impact of online shopping attributes on store choice, customer satisfaction and repurchase intention". The study was supervised

by Dr Daniel Maduku and Mr Ryan Mathaba. Congratulations to the winning team, including their supervisors, on this fine achievement!

- A conference paper based on an MCom in Marketing study by Mr Cameron Smit received the 'Best conference paper award' at the Academy of World Business, Marketing and Management Development conference held in Athens, Greece. The paper, entitled "Generational cohort differences in technology readiness (tri 2.0) and mobile self-service technology adoption in the airline industry – an emerging market perspective", was prepared by Cameron in collaboration with his supervisors, Prof. Mornay Roberts-Lombard and Prof. Mercy Mpinganjira.
- On 3 October 2018, our School successfully hosted a symposium on digital music. At the symposium, one of our MCom graduates, Ms Nontoko Mokoena, presented findings from her Masters research entitled "Hindrances of Digital Music Sales in South Africa: The Perspective of Recording Label Companies", prepared under the supervision of Dr Marius Wait. The symposium was well-attended by executives in the music industry, musicians, and other industry role players. Well done, Nonto on your beautiful presentation!
- Our School's talent pool keeps on getting stronger and stronger. Join me in congratulating Dr Cornelius Niemand of the Department of Information and Knowledge Management on the successful completion of his PhD studies under the supervision of Prof.

Martie Mearns, and on his recent promotion to Senior Lecturer. Congratulations also to Dr Shoppee Dube of the Department of Applied Information Systems and Dr Beate Stiehler-Mulder of the Department of Marketing Management on their promotion to Senior Lecturer.

- Two of Prof. Carl Marnewick's PhD students, Frank David Einhorn and Elizabeth Sylvester Mkoba, were awarded PhDs in Information Technology Management at the graduation ceremony held in October. Well done, Prof. Marnewick – and congratulations to our graduates!

This newsletter is loaded with these and many more stories, bearing testament to the team at the School of Consumer Intelligence and Information Systems being excellent at what it does. I wish the team a much deserved and happy Christmas break!



Prof Mercy Mpinganjira

Director: School of Consumer Intelligence and Information Systems

Student News

BCom Honours Marketing students win the CBE poster competition!



Dr Daniel Maduku, Vuyisile Ngubane, Mr Ryan Mathaba, Malehlohonolo Hlapane, Casey Mantle, and Sean Nel.

Three BCom Honours (Marketing Management) groups were selected to participate in the CBE poster competition: A total of 23 posters were submitted, and

on 2 November 2018 students presented their posters to the judges. Congratulations to Casey Mantle, Sean Nel, Vuyisile Ngubane, and Malehlohonolo Hlapane who won the competition! Their poster topic was "The impact of online shopping

attributes on store choice, customer satisfaction and repurchase intention". The winning team was supervised by Dr Maduku and Mr Mathaba, lectures at the Department of Marketing Management.

SCiS Technopreneurship Centre wins second place at the DPSA National Hackathon Competition on Service Delivery (Ignite Hackathon)





A rare picture of AIS students sleeping at early hours of the morning during the Hackathon

The Ignite Hackathon is an ethical hacking competition sponsored by the South African Department of Public Service and Administration (DPSA). It brought together programmers, designers, activists, entrepreneurs, and innovators to solve social, business, and/or economic challenges. It was non-stop, all-day and all-night action from Friday 28th to Sunday 30th September, 2018.

427 hackers were registered for this event in more than 40 teams. Dr Abejide Ade-Ibijola, who is in charge of the Technopreneurship Centre at the School of Consumer Intelligence and Information Systems ('SCiIS'), coached and led 30 students (grouped into six teams of five members each) from the Department of Applied Information Systems (AIS), who represented the Technopreneurship Centre of the SCiIS.

Two of the AIS hacking teams made it to the top 10 after the second round of judging, while one of the teams came second in the last round. The Technopreneurship Centre won a cash prize of R30,000 along with many other prizes in electronics and devices from Microsoft and the other sponsors.

The South African Minister for Public Service and Administration, Minister Ayanda Dlodlo, took a special interest in a number of the projects from the Technopreneurship Centre Teams, and said that the DPSA would be in touch to support the development of these ideas. She followed this up with a number of tweets about the Technopreneurship Centre from her and the DPSA.

Special acknowledgements goes to Dr Abejide Ade-Ibijola, Dr Mpho Raborife, and Ms Fareea Dangor, as well as the wider UJ team led by Mr Rudy Petersen (Senior Manager, Strategic Partnerships and Relations), for the long hours and excellent work they put into making this possible.

On 17 November 2018 a gala dinner was held at Mikes Kitchen in Parktown arranged by Dr Abejide Ade-Ibijola for the hard working Technopreneurship Centre's Hackathon Team.



Gala Dinner - Ms Fareea Dangor, Dr Abejide Ade-Ibijola, Ms Stella Buuma and the Technopreneurship Centre's Hackathon Team.

Information and Knowledge Management (IKM) alumni invited as guest lecturers

On 3 October, Ms Wafeeqa Dinath (lecturer at IKM) invited six former Information Management Honours students to speak to the 2nd year Knowledge Economy students about six different jobs that students can attain with an Information Management degree. The guest lecturers spoke about how their studies helped them in industry, what they did to find a relevant job, and what they wished they had done while studying to make their current job easier. Their lectures were followed by a question-and-answer session with the students.



Ms Zamokuhle Dlomo, Ms Jamey Leigh Stellenberg, Mr Jayshil Desia, Mr Aadil Suliman, Ms Aashika Bava, Ms Wafeeqa Dinath, Mr Armandt van Rheeders, & Mr Albert Meintjies.

Africa is not NO, but Africa is NOW!

Khangelani Dziba ('Khang'i') joined the second-year Consumer Behaviour class of the National Diplomas in Retail Management and Marketing Management on 19 September 2018. His guest lecture focused on the theme, "The time for Africa is not NO, but Africa is NOW". He told students about the opportunities in marketing and branding, and specifically the value of knowing the African consumer.

Khang'i is one of the 'all stars' of DNA Brand Architects, a key industry partner of the Department of Marketing Management. As a Marketing and Brand Communication expert, he has received various awards: one from the World Confederation for Business for Excellence Quality Management, the New Generation Awards for the most viral campaign on his work with Castle Lager, and the PRISM 2018 Young Judge award.



Khangelani Dziba and Prof Ilse Struweg



Dr Isolde Lubbe and Mr Theuns Botha

BCom (Hons) Strategic Marketing students exposed to multiple guest lectures

The BCom Honours in Marketing Management students had the privilege of receiving several guest speakers during the second semester to help them with various current topics. Both Mr Shaun Hopcroft, Brand Manager, and Ms Katlego Taele, Customer Development Manager at Colgate-Palmolive, briefed students on the world of fast moving consumer goods (FMCG), and on their industry projects that form part of the exam to pass Advanced Strategic Marketing Management.

As the 4th Industrial Revolution (Industry 4.0) is topical, and should be considered and incorporated into strategic thinking, Mr Theuns Botha, Engineer at Nexentre and a successful entrepreneur, took students through the four revolutions, and debated the influence that Industry 4.0 will have on our lives and specifically on marketing.

Mr Tatenda Chabata from WATMA Consulting, and an alumnus of the UJ BCom (Hons) in Marketing Management Programme, spoke about

overcoming personal and professional challenges to excel in life, and on the importance of strategy and how it relates to marketing. All of the students played a game in real time, using their mobile devices to answer questions on the presentation, thus making it fun and interactive.

Students were introduced to two current marketing campaigns for Lay's and Dorito's by Mr Wesley Chetty, Lay's Senior Brand Manager at Simba (Pty) Ltd / PepsiCo South Africa. Mr Chetty showed, with practical examples, how a campaign is run, moving from facts, to insights, to ideas, and then to specific actions. Students engaged and won prizes for answering questions correctly, and had the opportunity to ask him questions.

Well done to Dr Lubbe for continuing to expose students to real-life industry problems, and creating an effective and engaging communication channel between students and industry.



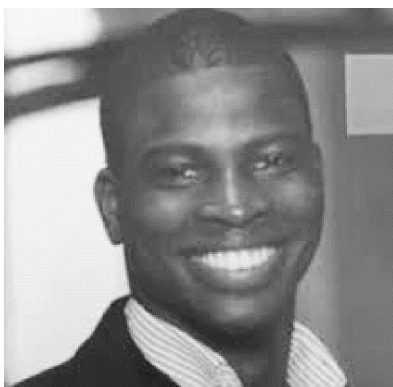
Mr Wesley Chetty and winning students



Dr Isolde Lubbe (Left), Mr Tatenda Chabata (Middle), and the winning students

Three prominent guest speakers invited to engage with AIS students in class

Dr Abejide Ade-Ibijola of the Department of Applied Information Systems invited three guest speakers for four modules in 2018: DEV1A (Development Software 1A), DEV1B (Development Software 1B), DSW02A1 (Development Software 2A), and APM11A1 (Advanced Programming). Below are the profiles of the speakers, and the details of their talks.



Kola Olajide

Kola Olajide, a guest lecturer for Development Software 1B on 13 August 2018, spoke on the topic of Technological Advancements in Education and LMS: The story of Clock Education.

He is a Microsoft Technology Partner (ISV) who has led education technology projects with the University of Pretoria and with the National Students' Financial Aid Scheme (NSFAS). He was also the technical lead for learning systems design at the African Leadership University. He has received multiple innovation awards: the R500 000 innovation prize at the annual SAB innovation awards, the United Nations' recognition for best innovation in education meeting the UN millennium development goals, and the Forbes 2018 Under 30 Africans who are making their name in the world.

Musa Kalenga

Musa Kalenga was a guest lecturer for Development Software 1B on 20 August 2018, and spoke on the topic, MyNoot: Artificial Intelligence in Marketing.

Musa is an author, marketer and entrepreneur, and an acclaimed speaker and strategist who was recognised as one of the Top 200 young South Africans by the Mail & Guardian. As a client partner for Facebook Africa, he spends time in key emerging African markets, and has grown even more passionate about Africa, its people, and the challenges that we face. He has made it his mission to inspire people, share insights, and be involved in projects that work towards making Africa better through technology.





Dr Simon Abbott

Simon Abbott, guest lecturer for Development Software 1A on 26 February 2018, spoke on the topic of The Banking Sector & Possible Careers. Earlier in the year, he also gave guest lectures in the modules Advanced Programming 1A, on The Public Health Sector and Technological Advancements, and in Development Software 2A on The Banking Sector & Possible Careers.

His career has evolved from podiatric medicine to professional business consulting in the IT world, spanning a period of more than 20 years. He is currently consulting for an engineering company based in Cape Town. His primary focus is on areas of consulting in investment banking, strategic healthcare, engineering, business analysis, and IT architecture. He has acquired an Honours degree in podiatric medicine (UK), an MBA (USA), and a PhD in Business Science (USA).

IKM third years participate in the annual Job Application Competition

The 2018 Information Management third years participated in the annual Job Application competition. Throughout the semester, the students have two opportunities to be selected as one of ten finalists who are invited to attend an interview for a competitive intelligence (CI) position. The position is fictional, but based on a real-world job advertisement for a Junior CI Manager in the banking industry.

The panel conducting the interviews consisted of industry experts and academics: Mr Gift Shaba (Market Intelligence Manager at FNB, and an alumnus of Information & Knowledge Management), Mrs Louise Mitchell (CI Analyst at, and owner of, BOABAB Intelligence), Ms Lucy Chirwa (counselling psychologist at UJ's PsyCaD Career Services), Patrick Mahlangu (speaker, entrepreneur, and digital marketer, also an alumnus of Information & Knowledge Management), and Mr Sithembiso Khumalo (lecturer in Information & Knowledge Management, and the departmental representative for Work Integrated Learning).

The ten finalists were selected, based on their average for an essay that focused on current CI issues and a job application, done through ULink. The finalists attended the interview on 25 October, where they were introduced – some for the very first time – to a true-to-life experience of what to expect in an interview. The panellists maintained a high level of professionalism, as did the interviewees, and after all ten finalists had been interviewed, the panel chose Katleho Rathabe as the winner, with Sibusiso Mahlangu taking second place, and Sphamandla Masango in third place.



Katleho Rathabe (winner), Mr Sibusiso Mahlangu (second place), Sphamandla Masango (third place), Connor Dalton Bouchier, Nechia Joia Khuzwayo, Kevin Letsoalo, Ryder Tumiso Machete, Nomthandazo Julia Mahlangu, Simphiwe Njaka, Makungu Phala, Mrs Andrea Potgieter-Richardson (lecturer).

AIS annual IT Project Day with third year BIT students

The Department of Applied Information Systems (AIS) held its annual IT Project Day which took place on 25 October (Day 1, facilitated by Dr Roelien Brink) and on 1 November 2018 (Day 2, facilitated by Mr Kwete Nyandongo). On Day 1, a total of 13 student groups presented their Development Software projects, which are a culmination of the knowledge gained

during their three years of studies. These were academically evaluated by a panel of moderators. The first place winners were UWIL, the second place winners were Stitch, and the third place winners were Slyk.

The panel members were industry professionals Ms Jessica Tandy (director/partner at Bizmod), Prof. Kelvin Bwalya, PhD (Associate Professor, Department of Information

and Knowledge Management at UJ), Mr Mandlakayise Thabethe, Masters of Commerce in Information Systems (ICT Manager at Local Government Sector Education & Training Authority), Mr Romeo Mabasa, BSc and BSc Hons in Computing (Business Development Manager – Africa at PeopleCert), and Ms Brenda Molatlhegi (CIO for Gauteng Department of Education).



Day 1 -Winning teams

Day 2 started with a talk by the DVT Head of Microsoft Solution Khumo Jele, who focused on "Development in the IT Industry". DVT also sponsored the winners' prizes on the day. A total of 12 student groups presented their software projects, demonstrating their artefact software integrated solutions for complex



business problems by showcasing the latest technologies, with an emphasis on business values.

The panel members were industry professionals Kebafile Lephogole (Developer: Payment Systems, Transactions Switching, and Core Banking Systems Integration at Standard Bank), Rose Allen-Richards



(technical recruitment manager, DVT), Warren Groenewald (software architect and practice lead, DVT), Ndalama Khambani (software architect and tech. lead, DVT), Lowe Richter (software architect and devops lead, DVT), and Khumo Jele (practice head / HOD, DVT).



Day 2 - Winning teams



Marketing Honours teambuilding session in partnership with Nestle

Students attended the teambuilding session on 27 July 2018 at the UJ Hockey Astro, where they engaged with senior management at Nestle, including Zanele Mthethwa, the Business Executive Officer and a UJ marketing alumna. During this engagement, each representative from Nestle presented their business portfolio, and students asked various questions. Thereafter students were split into groups and tasked with developing a dessert with Nestle ingredients. The desserts were judged by the official Nestle chef, and the teams were awarded prizes. Towards the end of the day, the students participated in the Bar-One Gym Squad on the Hockey Astro. This is Nestle's initiative to encourage healthy exercise. During the closing of the event, students interested in the Nestle graduate programme were encouraged to present a 60-second video that would be used in their application.



Students during the Bar-One Gym Squad

Zanele Mthethwa (BEO and UJ alumna)

ABSA HR sourcing and acquisition team visits BIT third-year students at AIS

On the invitation of Mrs Maureen van den Bergh, the ABSA HR sourcing and acquisition team visited the Business Information Technology (BIT) third-year students in their Information Systems 3B class on 23 October 2018. They showed the class how to prepare their CVs, and gave them the ins and outs of acing that all-important interview.



Candice Naiker (ABSA) Tiffany Sibinda (ABSA), Nomonde Tom (ABSA), Sibusiso Zulu (ABSA) and Maureen van den Bergh (UJ)

Marketing B2B 3M site visit!



BCom Marketing Management students

Four student groups from the Business-to-Business (B2B) module in the BCom degree in Marketing Management were selected to present their practical project to the executive team of 3M South Africa on 27 July 2018.

The groups focused on two project themes in Marketing Management identified by 3M. The first theme, related to Littman stethoscopes, was built around a business challenge. The second business challenge was aligned with graphics – 3M Surface

and Glass Finishing Solutions for Architecture and Interior Design. 3M South Africa said that they were very impressed with the ideas shared by the students during the presentation, and that some of these ideas would be incorporated into selected 3M product strategies for 2018-2019. The 3M projects were co-ordinated by Dr Isolde Lubbe and Prof. Mornay Roberts-Lombard from the Department of Marketing Management, who also served as liaison between the students and 3M South Africa for the duration of the project's lifecycle in the first semester

of 2018.

3M has been involved with B2B students through guest lectures and practical site visits for the past three years. 3M has also appointed BCom Marketing students to internships, and has committed itself to the department for 2019 as well. Ms Dawn Isdale from 3M South Africa noted that the company is closely aligned with the Department of Marketing Management because of the innovative and creative work that students and academics are delivering to the broader business community.

Technopreneurship Centre ABSA breakfast meeting with AIS final year students



The ABSA and AIS teams

On 23 August 2018, the Department of Applied Information Systems, in collaboration with ABSA, held a breakfast event for final year

undergraduate students and for postgraduate students. The event was held at STH and sponsored by ABSA. Dr Mpho Raborife (Senior Lecturer at AIS) welcomed the guests and introduced SCiS and AIS. She

then talked about AIS's strategic alignment with that of ABSA South Africa. The main speaker was ABSA Africa Technology Chief of Staff, Ms Philile Mkhize.

During the event, a number of business reps from ABSA spoke to the students about their experience in the bank, and about the various business units they have in Africa Technology and how they all interlink. They also shared with the students how their qualifications fit into the various areas. The remainder of the event included discussions and networking, during which the students had one-on-one engagements with the ABSA staff.

AIS students showcased their software applications at the Technopreneurship Centre under the guidance of Dr Abejide Ade-Ibijola (Senior Lecture at AIS), and had discussions on UJ's offerings in the world of business and tech.

2018 Masters and Doctoral gala function

The 2018 Masters and Doctoral function was hosted on 4 September 2018 at The Grill House in Rosebank. The function was hosted in honour of Masters and Doctoral graduates in the Marketing Management Department for 2017-2018, to acknowledge their achievements. The evening was characterised by lovely wining and dining as students, supervisors, and colleagues engaged in conversation and laughter, enjoying good food and wine. Dr Adri Drotskie from the Henley Business School in Johannesburg was the guest speaker; her topic was to do with personal goal-setting, personal development, and personal achievement. The evening ended with the awarding of gifts to the graduates as a final accolade for their achievements.



Back row: Dr M Wait, Prof. M Mpisinganjira, Prof. M Roberts-Lombard, Dr I Lubbe. Front row: Ms S Pillay (MCom graduate), Mr AB Ledikwe (MCom graduate), Dr Paul Blaise Issock (PhD graduate) & Ms J Schultz (MCom graduate)

Services Marketing guest lecture

On 23 October 2018, Services Marketing 2B students heard a guest lecturer: Mr Morne Ebersohn, the Director at SPACE, a strategically driven marketing communications agency that focuses on solving brand and marketing challenges through insights, creativity, and innovative thinking. They have offices in Johannesburg, Lagos, and Amsterdam. Mr Ebersohn's talk to the students focused on SPACE's integrated strategy.



Mr Morne Ebersohn talking to the second-year Services Marketing class

3rd year Marketing BCom students awarded workplace-based learning experience at ABSA



BCom Marketing 3rd year class



The BCom third year Strategic Marketing Management students were tasked by ABSA to come up with a strategic marketing plan aimed at the repositioning of the Afrikaans Arts Festival, the KKNK of which ABSA is a main sponsor.

A total of 20 student groups assignments were submitted for this project, of which three groups were selected by the lecturer, Dr Beate Stiehler-Mulder to present their strategy to Absa's sponsorship team. The presentations took place on 6 November 2018, and after long deliberations on the day, the winning group, as well as two individuals from the other two groups were identified and invited to participate in a workplace-based learning programme with Absa in 2019.

The winning students who will be participating in this exciting opportunity are:

Dimpho Ditsebe, Nadine Farquharson, Amber Austen, Motladi Songo, Lelethu Mashaba, Ashley Strydom, Mosima R Ramohlale, Mas'udah Dhodhat, and Cameron Sivalingam.

The Department of Marketing Management wishes to thank Mr Mntunzi Jonas, Ms Brunella Boamgard and Ms Jenny Moore from Absa's sponsorship section for all their time and efforts to bring this project to the students, and for the fantastic learning opportunity that Absa has offered the winners.

Dr Stiehler-Mulder, Mrs Brunella Boamgard and Mrs Jenny More

Wangari Mwaniki shares her digital marketing experience in Kenya and South Africa

Wangari Mwaniki was invited as a guest lecturer to the second-year Tourism Marketing class on 27 August 2018. She worked as a digital strategist at Kiota Consultants from 2012-2015, and currently freelances as an administrative assistant in the UJ Department of Marketing Management and as a digital strategy consultant in South Africa. Wangari talked to the students about her digital marketing experience while working in the tourism/travel industry in Kenya and South Africa. She is currently enrolled for the MCom (research-based) Marketing Management degree at UJ.



Wangari Mwaniki talking to the second-year Tourism Marketing class

Smollan present their graduate programme to 60 students



The University of Johannesburg strives to increase the employability of our students. However, times are tough – and with the scarcity of skills and jobs, our students find it difficult to find work these days. Ms Semona Pillay (lecturer in Marketing, and programme manager for Retail in Business Management) is passionate about uplifting and empowering the youth. On 3 August 2018, Semona organised for Smollan, a leader in retail solutions, to present their one-of-a-kind graduate programme in Retail to Retail and Marketing.

Smollan presented their graduate programme to around 60 students, all of whom showed a great interest in the programme, and asked many questions. The presentation itself was highly interactive and engaging, as Smollan brought three representatives – two from their learning and development department, and a previous graduate from the programme who shared, in great detail, her experience and personal growth through the programme.

Unemployment in South Africa is rife, and more and more graduates are struggling to find jobs. So it is the duty of academics to go above and beyond simply teaching our students, but also actively to source opportunities for them to grow and succeed once they leave university. Let us ensure that we provide them with these opportunities to better our nation.

Integrated marketing communications workshop

“The most important thing in marketing is to sell your passion and not your product.”

This was just one of the profound statements made by Ms Veronica Wainstein, managing director at Penquin, an integrated advertising agency, on 6 August 2018. Ms Wainstein was invited to facilitate a workshop on integrated marketing communications to second-year marketing students on Kingsway campus, organised by Ms Semona Pillay (lecturer in Marketing). Ms Wainstein's expertise in the industry was evident in her informative workshop and presentation. Students were thoroughly entertained and engaged by Ms Wainstein's experience and practical, real-life examples of millennial-friendly brands.

The importance of using the knowledge and expertise of our industry partners has proven to be vital not only in our curriculum, but also emphasising to our students that the skills they learn at university are highly valued and much in demand. This serves to motivate many of our students to ensure that they excel at the university level, so that they are hired for jobs about which they are passionate.



Ms Veronica Wainstein,
Managing Director at Penquin

Technopreneurship students attend the second annual Entrepreneurial Development in Higher Education Conference in Cape Town

In June, a team from the AIS Department – consisting of Senior lecturers Dr Barnabas Gatsheni, Dr Abejide Ade-Ibijola (also the Technical Lead of the Technopreneurship Centre), and six students who have been involved in developing different software applications in the Technopreneurship Centre – travelled to the University of Cape Town to take part in the second annual

Entrepreneurial Development in Higher Education (EDHE) Lekgotla.

The event was aimed at developing student entrepreneurs and creating support structures for them in all of the country's major universities and vocational colleges. The Lekgotla was a three-day event (27-29 June) that culminated in the Student Indaba on the 29th.

National and international leaders in entrepreneurship development

set the tone of the Lekgotla in joint sessions that were relevant to all in entrepreneurship development in higher education. The sessions that they led preceded three tracks dedicated to the three channels for entrepreneurship development in higher education: student entrepreneurship, entrepreneurship in academia, and entrepreneurial universities.



Dr Ade-Ibijola with six students at the Cape Town International Airport. From left to right: Kayolin Pillay, David Willie, Darren Semusemu, Dr Abejide Ade-Ibijola, Marcia Mthupha, Donato Tchingoua, and Sifiso Mahlangu.



Dr Abejide Ade-Ibijola and Dr Barnabas Gatsheni at the EDHE, Cape Town.

Staff news

SCiS Director Prof. Mercy Mpinganjira – Professorial inauguration

The Vice-Chancellor and Principal of the UJ, Professor Tshilidzi Marwala, and the Executive Dean of the College of Business and Economics, Professor Daneel van Lill, held the professorial inauguration of Professor Mercy Mpinganjira (SCiS Director) as Professor in Marketing Management. The topic of her address was "Digital Technologies and Customer Experience". Dr Helen Duh, Senior Lecturer at the School of Economic and Business Sciences, also gave a brief but enlightening response address on the matter. Congratulations to Professor Mercy Mpinganjira on her inauguration. She truly continues to inspire us and put SCiS on the map.



From left to right: Prof. Angina Parekh (Deputy Vice-Chancellor Academic), Prof. Mercy Mpinganjira (SCiS Director) and Professor Daneel van Lill (Executive Dean of CBE).

eNCA interviews Dr Ade-Ibijola as a winning digital innovator

On 2 October 2018, Dr Abejide Ade-Ibijola was interviewed on eNCA Live morning news in a section called "The winning digital innovator".

During this live programme, Dr Ade-Ibijola discussed the Technopreneurship Centre's initiative of the School of Consumer Intelligence and Information Systems at UJ, and how his team won second place in the nationwide Hackathon competition.

He explained the underlying algorithms of the Techno Centre's winning innovation – a mobile



app called Algebrax, which scans mathematical problems in textbooks, solves them, and explains the solutions verbally to students.

His full interview can be found here: <https://www.linkedin.com/feed/update/urn:li:activity:6452999607252324352>

Professor Kelvin Bwalya from IKM appointed as one of the founding members of the Institute of Data Science and Artificial Intelligence, Singapore.

The Institute of Data Science and Artificial Intelligence (IDSAI) in Hong Kong, founded in 2018, is an organisation that promotes the innovations of data science and artificial intelligence around the world. IDSAI is part of the IETI (International Engineering and Technology Institute) Brotherhood Association. IDSAI is also a multi-disciplinary development and comprehensive public research organisation.

At present, IDSAI members include engineers, doctors, and professors from engineering and technology and related affiliated departments. The aim of IDSAI is to conduct collaborative interdisciplinary data science and artificial intelligence within its areas of expertise, and to support data science and artificial intelligence innovations to meet the needs of society. Congratulations, Prof. Bwalya!



Prof. Kelvin Bwalya

Dr Abejide Ade-Ibijola gives a public lecture on the Fourth Industrial Revolution at a UJ library event

The University of Johannesburg Library hosted a colloquium on 19 October 2018 with the theme, "The Fourth Industrial Revolution and library practices in South Africa".

Dr Abejide Ade-Ibijola (Senior Lecturer in the Department of Applied Information Systems) was invited to give a public lecture at that event. He spoke alongside the CEO of Google SA, the Deputy Vice Chancellor of Research and Internalisation, the Director of the UJ Library, and other top academics from the University of Johannesburg and beyond.



Dr Abejide Ade-Ibijola

Round table discussion: Deployment of open data-driven solutions for socio-economic value thorough good governance and efficient public service delivery

The Academy of Science of South Africa (ASSAf) held a round table discussion on "Deployment of open data-driven solutions for socio-economic value thorough good governance and efficient public service delivery" on 30 August 2018, at the CSIR International Convention Centre, Pretoria. AIS HoD Ms Stella Buuma was invited to participate as an expert in the topic.



Ms Stella Buuma

Signing of the PRIMEDIA & UJ 2018 agreement

An agreement to the value of R1.5 million over the next three years (2018 – 2020) has been signed between the Department of Marketing Management at UJ and PRIMEDIA. It provides the UJ with R1.5 million worth of advertising space, while in return UJ will provide 45 students with bursaries each to the value of R33 000 per year.



PRIMEDIA representatives and those from the Department of Marketing Management (Dr Marius Wait, Ms Nombulelo Dilotsotlhe, and Mr Sibusiso Gwebu)

Mrs Maureen van den Bergh wins "People's choice" Award for the 2018 UJ 'Visualise your thesis' competition

Congratulations to Mrs Maureen van den Bergh (lecturer at AIS) on winning the "People's choice" Award in the 2018 UJ 'Visualise your thesis' competition. The competition challenges graduate researchers to present their research in 60 seconds. Under the supervision of Prof. Kennedy Njenga (Associate Professor at AIS), Mrs van den Bergh presented her PhD in 60 seconds. entitled The influence of situational exigencies on employee information systems security behaviour. Link for the competition: <https://visualiseyourthesis.uj.mobi/>



Mrs Maureen van den Bergh

Prof. KJ Bwalya hosts members of the management team from the University of Zambia



Dr Lubinda Haabazoka, Prof. Daneel van Lill, Mr Sitali Wamundila, and Prof. Kelvin Bwalya

Professor Kelvin Bwalya, under the coordination of the Deanery, hosted Dr Lubinda Haabazoka (Director – Graduate School of Business, University of Zambia) and Mr Sitali Wamundila (Registrar, University of Zambia [UNZA]). The meetings were ably coordinated by Marlette Compion-Venter and Yasmiena Sallie-Joyce. The purpose of the visit was to explore areas of collaboration and partnership between the University of Zambia – specifically the Business School – and the University of Johannesburg (College of Business and Economics).

The visit fitted very well into the UJ's Africanisation and collaborations agenda, given its efforts to position itself as an epicentre of African intellectual enquiry. During the visit, the visitors were taken on a tour of the three UJ campuses (Soweto, APK, and APB). The visitors also had meetings with a sizeable number of UJ academics, during which opportunities for strategic partnerships and collaboration were explored. Some of these colleagues included Prof. Geoff Goldman, Prof. Niel Oberholzer, and Prof. Nicholas Ngepah; and courtesy calls were made on Prof. Chris

Rensleigh and Tanya du Plessis. The visit culminated in the signing of a memorandum of understanding between UJ and UNZA that serves as the legal basis on which academics of the two institutions can share innovative ideas for collaboration and partnership. There is a lot of optimism that the signing of the MOU is the start of good things to come. It is worth noting that Prof. Bwalya is already involved in a regional project (the HEPsA project), which is supported by the Royal Academy in the UK and led by the University of Zambia.

Dr Shopee Dube promoted to senior lecturer

Congratulations to Dr Shopee Dube on her promotion to Senior Lecturer in the Department of Applied Information Systems. She is currently the Deputy Head of Department for undergraduate programme. She specialises in Information Technology and holds BSc (Computer Information Systems) (cum laude), an MSc (Computer Science) (cum laude) and a PhD (Informatics). Shopee has successfully supervised to completion: 2 research-based Masters and eight Honours research projects. Her Google Scholar profile shows 8 citations and an h-index = 2. She offers strong internal and external academic leadership and academic citizenship profile and actively contributes relationship building with VUT, UNISA and CPUT as well as University of Botswana.



Dr Shopee Dube



Dr Beate Stiehler-Mulder

Dr Beate Stiehler-Mulder promoted to senior lecturer

Congratulations to Dr Beate Stiehler-Mulder on her promotion to senior lecturer in the Department of Marketing Management. Beate specialises in service design and branding, and holds a BCom (2009), a BCom Hons, an MCom (all in Marketing Management), and a PhD (2017). She has supervised to completion seven Honours research projects, three Masters dissertations, and has contributed 3.61 DHET credits over the past five years, while her Google Scholar profile reflects 65 citations and an h-index = 3. Among her accomplishments are the Emerald Literati Network Award for Excellence for an article from her PhD thesis entitled "Using an aesthetics and ontology framework to investigate consumers' attitudes toward luxury wine brands as a product category: Evidence from two countries", published in the Int. Journal of Wine Business Research, 28(2):154-169. She is building a productive international research network, and presents an exceptional internal and external academic leadership and academic citizenship profile.

Dr Cornelius Niemand promoted to senior lecturer

From humble beginnings as a Library Assistant in 1999 (at the then RAU), Dr Niemand is currently a senior lecturer in the Department of Information and Knowledge Management. He has supervised a number of Masters' students to completion and has published numerous articles as well as conference proceedings and presented research at both national as well as international conferences. Congratulations Dr Niemand!



Dr Cornelius Niemand

Prof. Mornay Roberts-Lombard's visit to Technische Hochschule Nürnberg

Prof. Mornay- Roberts-Lombard (Full Professor and Head of Masters and Doctoral studies in the Marketing Management Department) visited the Technische Hochschule Nürnberg (TH Nürnberg) University from 5 to 9 November 2018. The visit was at the invitation of the university, and consisted of lectures to undergraduate and postgraduate students on consumer behaviour, international business, and employer branding. In addition, a consultative session was hosted with Masters degree students in Human Resource Management on the topic of cultural integration in South Africa, during which discussion was focused on current trends in South Africa in multi-culturalism. The week was concluded with a research discussion on employer branding in Germany and South Africa. Prof. Mornay's visit to the university was initiated by Prof. Kai-Uwe Wellner from TH Nuremberg, and he was hosted by the Vice-Dean for Internationalisation, Prof. Laila Maya Hoffman.



From left to right are Prof. Kai-Uwe Wellner (TH Nuremberg), Prof Preetha Menon (Symbiosis University Pune, India), Prof Mornay Roberts-Lombard, University of Johannesburg, South Africa, and Prof Daniel Kitaw (University of Addis Ababa, Ethiopia).

UJ and AWS Academy in local press!

Congratulations to UJ on being one of the earliest South African institutions to join the Amazon Web Services (AWS) Academy! The UJ Department of Applied Information Systems is one of the three departments in the country offering the short learning course (SLP). Three institutions – the

University of Johannesburg, the Durban University of Technology, and the University of Cape Town – have teamed up with AWS to offer a specialised curriculum dedicated to improving cloud computing-focused skills. Offered through the AWS Academy, the curriculum is designed for higher education institutions to

help students develop in-demand cloud computing skills and prepare them for industry. Upon completion of the training, Professor Marnewick and Mr Wikus Erasmus are to be credited as trainers of the SLP, which will be offered from April 2019. <https://www.itweb.co.za/content/KzQenvj8gDPMZd2r>

Community Engagement

Retail Community Engagement Project

The third-year Retail students embarked on a community engagement project on 29 August 2018. The drive to do right and to serve others is essential at any stage of life. Having that in mind, the students decided to go out to help at Rhema's children's village in Doornfontein. They took care of the chores for the day, such as cleaning, laundry and gardening, to mention a few. Not only did this benefit and assist the children's village's employees, it also bonded the students. During the lunch break, some students were involved in a soccer match, while others cheered on the sidelines. Unfortunately, the UJ students were unable to interact with the children because they were



Third-year Retail students

at school. This did not take away the vibrant mood, and the students were highly appreciated by the childcare officials. What makes this project

remarkable is that the students organised the day themselves, and participated enthusiastically.

Ikamvayouth matriculants apply at UJ labs, arranged by Ms Semona Pillay

Ikamvayouth is an NGO that offers free tutoring sessions to high school students to help them better their marks. Ms Semona Pillay, a lecturer at the Department of Marketing Management, presents workshops at the centre on a regular basis on the importance of furthering your education and how to go about it. Semona's engagement with the centre lead to her arranging a computer lab at the UJ APB campus so that the NGO's matric students could come and apply online for 2019. The session took place on 12 July 2018, with more than 120 students present, before they began their online applications. Semona conducted a workshop specifically on online applications and APS scores. The NGO has tutors who come from UJ; they were also present on the day to help the matric students with their online applications.



Matriculants applying at the UJ APB computer lab



Department of Marketing Management staff at Mandela Day

Mandela Day

18 July marks Mandela Day, when people are encouraged to take 67 minutes to make a difference in the lives of those who are less fortunate. This year the College of Business and Economics made sandwiches for the less fortunate.

Events



AIS's first alumni breakfast for industry

On 20 October 2018 the Department of Applied Information Systems (AIS) hosted their first alumni breakfast with industry. Dr Roelien Brink and the UJ Alumni office worked together to make the event possible. It enabled academics and UJ alumni to connect, network, and re-imagine the future of AIS in the context of the Fourth Industrial Revolution (4IR), and to forge collaborations and form industry partnerships. Mr Lucas Khoza, the programme director, called on Prof. Kennedy Njenga to speak about the history of the department. Prof. Carl Marnewick also encouraged the prospect of future partnerships, and described the department's current programmes. Mr Nazeer Joseph talked about the Technopreneurship Centre, highlighting how industry could get involved, while Ms Stella Bvuma closed off the event by proposing a vote of thanks to all.

SCiIS team-building at Gold Reef City



The SCiIS team-building session took place on 5 October 2018 at Gold Reef City. The day was filled with teamwork activities, fun, joy, and a lot of laughter.

Digital music sales symposium

On Wednesday, 3 October 2018, SCiS hosted a digital music sales symposium to expose to the industry the calibre of the UJ MCom graduates that SCiS produces, and to discuss the future of the music industry in the face of rapidly changing technology. With a strong emphasis on current digital music trends – both nationally and

internationally – the Symposium explored some of the most pressing and relevant questions about the music industry, from what impacts streaming platforms to what qualities it takes to become successful. A number of experienced voices from the music industry participated in the symposium. Panelists included Bradley Williams, an Independent creative industries consultant

and the former GM of Sony Music Entertainment Africa; Gillian Ezra, head of African Operations at Deezer; Nomisupasta, a creative and musician who won the South African Music Award (SAMA) in 2011; Andile Mbete, the International Label Manager for Columbia and Epic Records at Sony Music Entertainment Africa; and Nontoko Mokoena, UJ SCiS MCom graduate.



From left to right: Prof. Mercy Mpinganjira – SCiS Director, Bradley Williams – Independent Creative Industries Consultant, Nontoko Mokoena – UJ SCiS MCom graduate, Gillian Ezra – Head of African Operations at Deezer, Nomisupasta – Creative and South African Music Award (SAMA) winner, and Andile Mbete – International Label Manager at Sony Music Entertainment

Mike Saunders' The five year mark book discussion

The UJ Library, the College of Business and Economics (CBE), and the School of Consumer Intelligence and Information Systems (SCiS) hosted a successful book discussion with Mike Saunders on 30 July 2018. Dr Beate Stiehler-Mulder (programme director) welcomed the guests, and SCiS Director Prof. Mercy Mpinganjira introduced the speaker. Mike Saunders gave a talk about his book, *The five year mark: Lessons learnt chasing a dream*, and shared some valuable insights into his entrepreneurial journey. The discussion panel, consisting of Dr Marius Wait (HoD Marketing Management), Prof. Chris Rensleigh (HoD Information and Knowledge Management), and Dr Barnabas Gatsheni (former HoD Applied Information Systems), was stimulating and thought-provoking.



From left to right: Prof. Chris Rensleigh, Prof. Mercy Mpinganjira, Mr Mike Saunders, Dr Marius Wait, and Dr Barnabas Gatsheni

Conferences

IKM showcases research at the second International multi-disciplinary conference

Five colleagues from the Department of Information and Knowledge Management (IKM) attended the second International Multi-disciplinary Conference (IMDC2018) (<http://www.multiresearch.net>) in Lusaka, Zambia, from 29 to 31 August 2018. The conference was themed 'Pursuing innovation frontiers for contemporary global knowledge citizenship'. Chaired by Prof. Kelvin Bwalya, it

was attended by 406 people from Australia, England, Ireland, Zambia, Zimbabwe, South Africa, Malawi, Botswana, Nigeria, Ghana, India, Namibia, and Saudi Arabia. Mr Kagiso Mabe, Ms Tracy Lefika, and Mrs Wafeeqa Dinah presented five academic papers between them, attracting a total of 2.5 research credits. The IKM colleagues were presented with certificates for presenting their papers, which will be published in the final conference proceedings.

Mr Cornelius Niemand attended the conference as a guest of the conference chair, and was specifically brought in to provide mentoring to the IKM colleagues during the conference and to chair a few sessions. The IMDC2018 provided a platform for networking and for any researchers or innovators to showcase their expertise, know-how, and competencies. Above are two of the photos from the conference.



Prof Kelvin Bwalya



IKM team

Prof. KJ Bwalya to chair second International Symposium for Computer Science and Artificial Intelligence in Hong Kong, China



Professor Kelvin Bwalya was chosen to chair the second edition of the International Symposium for Computer Science and Artificial Intelligence (<http://www.iscsai.org/>), to be held in Hong Kong, China in December 2018.

This symposium will bring together over 600 participants from 18 countries. The 2018 symposium is being organised under the auspices of the School of Information Systems and Consumer Intelligence (University of Johannesburg) and the Zambia Research and Development Centre (ZRDC), and supported by the International Engineering and Technology Institute (IETI), the Institute of Data Science and

Artificial Intelligence (IDSAI), and the International Research Institute for Economics and Management (IRIEM).

As one of the leading international conferences, it aims to provide an innovative exchange platform for students, faculties, and researchers from all over the world. ISCSAI 2018, follows ISCSAI 2017 in Shenzhen, will be held on 29 and 30 December 2018. The accepted papers will be published by Conference Proceedings, which will submit the proceedings to Ei Compendex, Scopus, CPCI (Web of Science), and CNKI for indexing, with selected papers published by regular and special issues of the SSCI/SCI/EI/ESCI/Scopus journals.



Prof Kelvin Bwalya

First Women in Retail Leadership in Africa conference

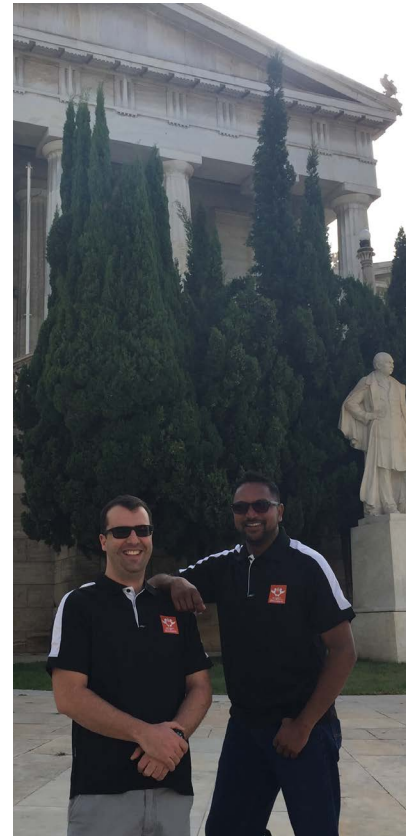
Congratulations to Mariette Frazer, who was invited as a keynote speaker at the first Women in Retail Leadership in Africa conference. The retail conference took place at the Corporate Conference Centre in Johannesburg from 27 – 28 September 2018.



Mariette Frazer

2018 Biennial Conference of Academy of World Business, Marketing and Management Development

The Department of Information and Knowledge Management (IKM) attended the 8th Biennial Conference of the Academy of World Business, Marketing and Management Development, 2018, hosted by the Mediterranean College in Athens, Greece. Three members from the IKM department attended conference – Dr Cor Niemand, Mr Joel Arthur, and Mr Sithembiso Khumalo – who presented six papers from the IKM department.



Dr Cor Niemand, Mr Joel Arthur, and Mr Sithembiso Khumalo

Professor KJ Bwalya keynote speaker at the 19th Information Studies (IS) annual conference in Richards Bay

Professor KJ Bwalya (Department of Information and Knowledge Management) delivered a keynote speech at the 19th Information Studies (IS) annual

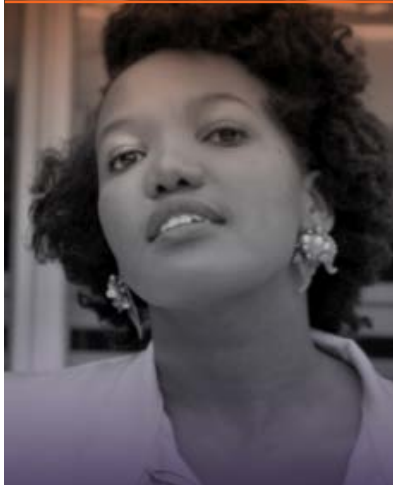
conference in Richards Bay, South Africa, 12-14 September 2018. The conference was themed 'Navigating the digital economy', and was organised by the Department of Information Science, University of Zululand. The title of his presentation

was 'Contemporary and future trends in information science – Exploring the digital conundrums'. It aimed to explore the fundamental concepts of information science, given the changing information management landscapes. The presentation highlighted the modernisation of information science on topics that included the use of block chain in different socio-economic setups, such as in healthcare, automatic archiving, and adaptive classification; increasing the leaning of information science towards a multi-disciplinary orientation; big data and predictive analysis; dynamic information architecture and topologies; ambient intelligence and smart cities; business and competitive intelligence; and cloud and fog computing. As a result of this presentation, Prof. Bwalya has been invited to give keynote speeches at upcoming conferences at UNISA and at the University of Namibia in 2019.



Professor KJ Bwalya receives certificate

2018 Moshito music conference and exhibition



Ms Nontoko Mokoena, Marketer for SCiS, was invited to speak at the 2018 Moshito Music Conference and Exhibition on 6 September 2018. Moshito is the largest annual music conference in Africa, and aims to broaden the business intelligence of music industry professionals in Africa, strengthen business networks for participants, and inform delegates,

traders, and the public about the multifaceted and dynamic nature of the global music industry. Nontoko completed her MCom thesis on Digital music sales in South Africa, and was part of a panel with music executives at Moshito, where they discussed entrepreneurship and innovation in the digital space.

Ms Nontoko Mokoena

2019 Annual Meeting on Management Engineering (AMME)

In a move to showcase research leadership on the world stage, SCiS, represented by Professor KJ Bwalya, will chair the 2019 Annual Meeting on Management Engineering in Kuala Lumpur, assisted by Prof. Srivastava from the University of Victoria, Canada.

AMME 2019 is organised by the International Research Institute for Economics and Management (IRIEM), the Institute of Data Science and Artificial Intelligence (IDSAI), the International Engineering and Technology Institute (IETI), and the International Water, Air and Soil Conservation Society

(INWASCON) – four non-profit international associations for engineers, researchers, and scientists. The symposium will focus on the frontier topics in theoretical and applied management science and engineering subjects (<http://www.amme.org.cn/committees.html>).

Awards

Best conference paper award at the Academy of World Business, Marketing & Management Development!

A conference paper based on a MCom in Marketing study by Mr Cameron Smit received the 'Best conference paper award' at the Academy of World Business, Marketing and Management Development conference held in Athens, Greece. The paper was prepared by Cameron in collaboration with his supervisors, Prof. Mornay Roberts-Lombard and Prof. Mercy Mpinganjira. Their paper was entitled Generational cohort differences in technology readiness (tri 2.0) and mobile self-service technology adoption in the airline industry – an emerging market perspective. <https://lnkd.in/gv4UmFH>



Prof. Mercy Mpinganjira and Prof. Mornay Roberts-Lombard

Dr Roelien Brink receives a long service award (30 years)!

On 1 November 2018, Dr Roelien Brink (Senior Lecturer at AIS) received her 30 years long service award. When asked what keeps her at UJ, she responded: "The constant change within the educational environment and endless possibilities to grow as an individual. My passion for people, and facilitating initiatives to assist with empowerment of the youth in South Africa, encouraged

me to further my studies in the field of work-integrated learning (WIL). At the end of 2010 I started working with the most amazing supervisors on a proposal for my PhD. In March 2011 I registered for my PhD in Information Management, entitled: An information management framework for the work-integrated learning process. I handed in my PhD on 31 October 2013, and graduated



on 22 May 2014. My philosophy in life is that life is a process of lifelong learning, supported by experience and interaction."

DSA UJ Project in the limelight!

An awards luncheon was held on 24 July at the Indaba Hotel, attended by 1200 direct selling company representatives. Nine UJ students were honoured as the top sellers in the 2017 DSA/UJ Project. This WIL project is a collaboration between the Direct

Selling Association of South Africa and the Marketing Department at the UJ. The students received part-bursaries and gift packs from their respective companies (Tupperware, Avon Justine, and TableCharm) to the total value of R 40 000. The keynote speaker at this event was the

Honourable Lindiwe Zulu, Minister of Small Business Development, who made special mention of this project. She spoke of the development of youth through innovative projects like this one.



DSA UJ top nine students, with Dr Marius Wait (DSA/UJ Project leader) and Ms Cornell van Graan (DSA Chairperson)



School of Consumer Intelligence and Information Systems

College of Business and Economics

