

Message from the Director

We are pleased to present to you the latest edition of our newsletter. Amidst the outbreak of the Covid 19 pandemic and the subsequent lockdown of the country, including our campuses, our School's commitment to the academic project continues to be unparalleled. In this edition we pause to celebrate our staff and students on many fronts, including those we mention below.

Knowledge production: The good news from the internal audit of 2019 subsidy-bearing research output found that our School achieved a 100 per cent staff contribution. Kudos, SCiIS! Prof. Carl Marnewick, Dr Cornelius Niemand, and Prof. Daniel Maduku deserve special mention in their capacity as deputy HoDs who are responsible for the research portfolio in the three departments of the School. Our continued growth in research productivity is not the result of chance: it can be attributed to the great implementation of our School's research strategies at departmental level. It is encouraging that many external stakeholders are cognisant of the world-class research that we produce. Their partnership in expanding and strengthening the research and innovation capacity of the country is something we cherish. This semester we, among other partnerships, celebrated the award of the Wholesale & Retail Chair to the School by the

Wholesale and Retail SETA.

Teaching and learning: The Covid-19 pandemic, coupled with the lockdown, has brought to the fore the need for a tech-savvy workforce that is capable of taking meaningful advantage of developments in the fourth industrial revolution (4IR). The School continues to play an active role in the development of such a workforce in the country. This semester we are glad to have handed over certificates to 91 TVET college lecturers who successfully completed the Basics of Data, Programming and Applications in Business, and Digital Advertising short learning programmes under the MICT SETA-funded 4IR TVET Lecturer Development Programme. This semester will also go down in our memories as the one in which we found ourselves having to teach all our modules online. We are encouraged by the many positive messages received from our students that pointed to the high level of support offered by our academic staff as they transitioned to fully online learning!

Our excellence in the academic project is built on the foundation of highly qualified staff who are on the cutting edge in their field of specialisation. Growing the number of our staff qualified at PhD level has been central to building and maintaining such a foundation. This semester we

celebrate with Dr Stella Bvuma, Dr Nazeer Joseph, and Dr Maureen van den Bergh on the award of their PhDs.

I invite you to peruse the pages of this edition of our School's newsletter and to celebrate with us these and many more of our achievements!



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

Student News

Letter from an Information and Knowledge Management (IKM) student, praising lecturer Dr Joel Arthur, amidst Covid-19

Greetings Sir

I just wanted to thank you for considering students like me who have issues with completing our work. Thank you for giving us enough time to ensure that we submit and pass this module. I wish more lecturers would be like you and understand that we are all new to this online learning and now more students are feeling like they are chasing deadlines and not really studying.

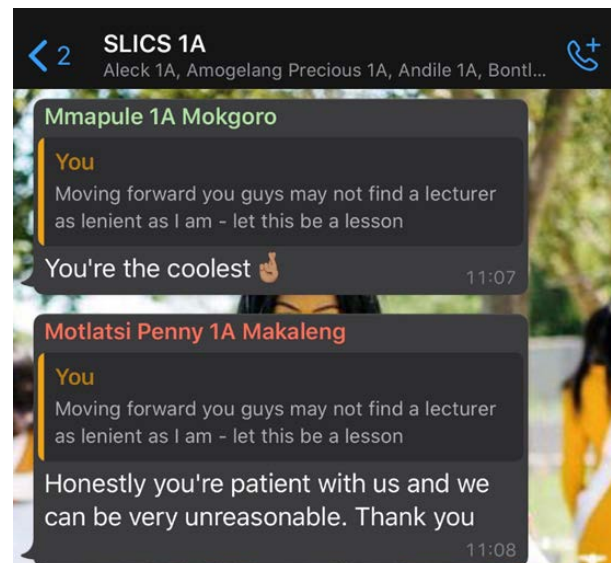
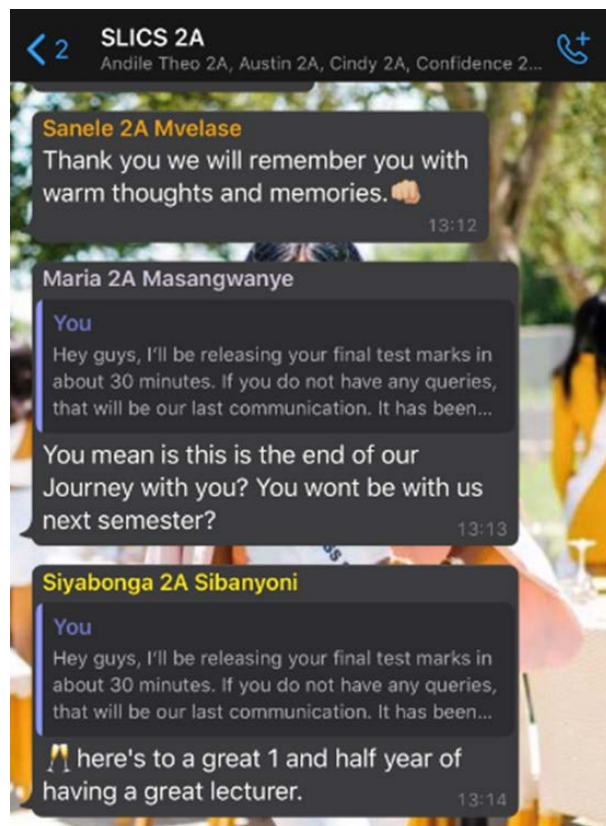
Thank you for ensuring that no student is left behind. You are blessed.

Kind Regards,

Dineo Tlhakanye

BCom Information Management Student

WhatsApp conversations with first- and second-year IKM students, praising lecturer Mr Kagiso Mabo, amidst Covid-19



Letter from an Applied Information Systems (AIS) student, praising lecturer Dr Maureen van den Bergh, amidst Covid-19

Good day Dr Stella Bvuma

It is indeed sad to find out that Dr Maureen van den Bergh will not be with us in the second semester, for me personally it has left a huge hole, which no one may fill however, these are the principles of life, people come and go and all we have to do is let go.

Dr van den Bergh and Your office Dr Bvuma made my varsity experience an astonishing experience ever, even through the toughest times like this pandemic. Dr van den Bergh found her way around the virtual experience and you would be surprised if I told you that she was the only lecturer that was consistent with her live classes and showcasing her desire and passion by setting the pace which is quite significant for a learning environment.

Dr van den Bergh has raised the bar really high and thank you once more for all the hard work and perseverance you are putting into us the future generation.

A token of appreciation to Dr Bvumas office.

Regards,

GS Macherechedze

Business Information Technology student

First-year seminar (FYS) 2020



The first-year seminar (FYS) offers new students entering the University of Johannesburg the opportunity to acquaint themselves with their programme offerings, the values and traditions of the university, and the available resources. It also facilitates ways to support their learning and well-being at UJ.

In the picture are the Department of Marketing Management (MM) first-year students who enrolled in the BCom Marketing in 2020. The students attended a three-day FYS, 28-30 January 2020. The seminar was directed by Dr Thabang Mofokeng, who is the BCom Marketing programme coordinator. During the seminar, students were introduced to various academic

services offered by the University of Johannesburg (UJ), including the protection services, the Centre for Psychological Services and Career Development (PsyCaD), the library, campus health and the Institutional Office for HIV and AIDS (IOHA), the Academic Development Centre, the Writing Centre, the Centre for Academic Technologies, student finance, and many more.

SCiS's 4IR short learning programme certificate ceremony for TVET college lecturers



Certificate Ceremony 2020

A total of 91 TVET college lecturers successfully completed two SCiS short learning programmes (SLPs) in the 'Digital Know-how' series. The SLPs – Basics of Data,

Programming and Applications in Business, and Digital Advertising – were offered under the MICT SETA-funded 4IR TVET lecturer development programme. On 19 February 2020, a certificate ceremony was held at UJ's APK campus,

during which the TVET lecturers walked on to the stage to receive their Certificates of Competence. Principals from the TVET Colleges and/or other college representatives were in attendance to celebrate their lecturers' achievements.



SCiS's senior leadership team, lecturers, and TVET college principals

AIS's innovation camp sponsored by Delta Air Lines

On 13 March 2020, the Department of Applied Information Systems (AIS) hosted an innovation camp for their students, in collaboration with Junior Achievement South Africa (JA South Africa), an organisation that aims to be a catalyst for every

young person's entrepreneurial journey through their experiential programmes. The event was sponsored by Delta Air Lines.

During this one-day event, students engaged in a project-based and intensive learning experience, which involved pitching a societal challenge and providing a tech solution to it.

Mentors and judges from industry and academia were part of the learning experience. On the panel of judges were industry experts from Delta Air Lines, Go Digital SA, Microsoft, IBM, PMI, the March & McLennan Companies, the Nelson Mandela Foundation, and JA South Africa.



Judges and mentors from industry and academia

Exciting prizes awaited the winning teams, with the first place prize-winners each receiving a Lenovo tablet sponsored by Delta Air Lines. The second place prize was a project management workshop sponsored

by PMI that will be delivered over 5 sessions of 2 hours each, by PMI's local Project Managers. Moreover, the third place prize was a full Digital Nations Africa programme sponsored by IBM. The content of

the training comes from IBM's DNA, SkillsBuild and Open P-TECH that provides 40 hours of instructor-led training to youth on General IT knowledge, Design Thinking and Development.



The winning team: Herita Kaumbu, Andry Bussugu, Nomongi Hlatshwayo, Themba Buthezi, Snanda Jamce, Puseletso Kajane, Kavish Rajkumar, Sasekani Ringani, Malaba Tshagofatso and Dr Abiodun Alao (team mentor).

Apart from the three prizes, all of the participants in the one-day camp were given access to the Digital Nations Africa – Explorer & Design Thinking programmes to

build on the lessons learnt from the innovation camp, and to ignite a spark for further training in coding and programming.

Well done to the students and to AIS for hosting a successful 2020 innovation camp!



The winning team was interviewed live on UJFM.

Guest lecturers: *Bringing industry to the classroom*

How social media can be used in the business world, by Michelle Radikariki



Michelle Radikariki speaking to the Contemporary Marketing Management Issues class

On 4 February 2020, the Contemporary Marketing Management Issues class was

privileged to hear from Michelle Radikariki, the Social Media Manager for the University of Johannesburg marketing team. Michelle provided valuable insights into how social

media can be used in the business world, and gave plenty of room for debate about how social media can work for or against a brand if they are not used correctly.

Legal implications of social media in South Africa, by Diana Schwarz



Diana Schwarz in class with the IKM Social Media Management students

On 18 February 2020, lawyer Diana Schwarz of Diana Schwarz Attorneys in Johannesburg spoke to

the IKM Social Media Management second-year students on the legal principles relating to social media. Diana also touched on the effect of a student's social media presence

on their employability, and reminded students that employers often screen candidates online before an interview is conducted or a job offer is made.



Mr Tom Zimba

From Agile to DevOps to Continuous Delivery in software development, by Mr Tom Zimba

On 20 May 2020, Mr Tom Zimba, Senior Test Analyst at ABSA (Corporate and Investment Banking), was invited to be guest lecturer for the Development Software 2A students. In keeping with the lockdown regulations, this class took place virtually on Zoom. His topic was *From Agile to DevOps to Continuous Delivery in software development*. Mr Zimba is an experienced IT professional, having worked for more than 15 years in the field. He is also holds an MSc degree in computer science.

What it takes to successfully navigate and graduate from university, by Mr Neo Mabotja

On 26 May 2020, Mr Neo Mabotja was invited by Dr Maureen van den Bergh to address her first-year Business Information Technology (BIT) students on what it takes successfully to navigate and graduate from university. He did this via an online Blackboard session. As an alumnus of the Department of Applied Information Systems at the University of Johannesburg, his university experience and successful transition into the corporate world resonated with the current students. Mr Mabotja obtained both his Diploma and his Advanced Diploma in BIT from the Department of Applied Information Systems.



Mr Neo Mabotja



Mr Konaite Lenox

Real world application using Python, by Mr Konaite Lenox

Lecturers from the Department of Applied Information Systems, Ms Tebogo Makaba and Mr Ronny Mabokela, invited Mr Konaite Lenox to be guest lecturer for their Development Software class on 9 June 2020. The lecture took place on Blackboard Collaborate Ultra, on the topic of *Real world application using Python*. Mr Lenox is a Senior Software Developer at First National Bank (FNB).

Social media policy and best practices, by Michelle Radikariki



Michelle Radikariki in class with the IKM Social Media Management second-year students

UJ's own Social Media and Marketing Projects Co-ordinator Michelle Radikariki spoke to the second-year IKM Social Media

Management students about the importance and impact of social media policy when managing an organisation's social media presence. Michelle touched on the link between social media and the

Fourth Industrial Revolution, so that technology can assist a social media manager to design multi-channel campaigns, and get to know the information that resonates with audiences in real time.

Staff news

SCiiS taking the wholesale and retail industry forward!



Prof Mercy Mpinganjira

The Wholesale and Retail Sector Education and Training Authority (W&RSETA) has awarded the Retail Chair to the University of Johannesburg. Thanks to SCiiS Director Prof. Mercy Mpinganjira for leading in the conceptualisation of the proposal, and to Ms An-Li Theron, Acting Head, Development Office for coordinating the successful bid on behalf of UJ. The mandate of the Retail Chair is to undertake internationally recognised wholesale and retail research, establish public private partnerships, and to facilitate international partnerships that respond to the demands of the W&R sector.

SCiS achieved 100% staff contribution to research output!

The internal audit of 2019 subsidy-bearing research output found that SCiS achieved a 100 per cent staff contribution. We interviewed the respective deputy HoDs responsible for the research portfolio in the three departments of the School about this achievement, and this is what they had to say:



Prof. Carl Marnewick, from the Applied Information Systems Department

How would you describe the research culture within your department?

"I think the culture is addressing the need for research outputs, and colleagues realize the benefits of publishing.

What are your plans to grow / maintain your footprint in high-impact journals?

We have certain strategies in place, but before we target high impact journals, we must get the colleagues comfortable in publishing in journals. It is a totally different mindset to publish in a journal from submitting an article for a conference."



Dr Cor Niemand, from the Information and Knowledge Management Department

What strategies did you implement to achieve this?

"The Department of Information and Knowledge Management is a small but agile, like-minded, and closely-knit family unit. The department has implemented a management structure (deputy HoD's responsible for various portfolios) with various initiatives and strategies. These strategies include a well-structured and articulated Honours research project in which Integrating Teaching & Learning (ITL) is offered in conjunction with dedicated supervision. This strategy differs from traditional Honours research projects, in which supervision is only provided after the theoretical component. Furthermore, a more recent initiative includes a structured Master's and PhD proposal-writing Blackboard module, ensuring that we pace the students' progress and assist as and when the need arises, thereby ensuring that more students complete and defend their proposals within the allotted time.

What comments would you like to add or highlight?

IKM does not mind sharing our secret for achieving a 100% staff contribution to research output. All that is needed is a manager who leads, supports, and encourages every staff member, no matter their level of research experience, and a similar understanding and commitment from all in the department, resulting in a new way of work and thus ensuring that this is not a once-off achievement."



Prof. Daniel Maduku, from the Information and Knowledge Management Department

What measures will you put in place to ensure that this is not a once-off achievement?

"The strategies implemented are long-term strategies. Therefore they would lead to sustained performance. However, the current changes to our working model due to Covid-19 are expected to have a knock-on effect on research productivity generally. In spite of this, we are committed to our strategy, while at the same time making the necessary minor adjustments to mitigate the effects of the current situation on our research productivity.

Any closing remarks?

Our current experience teaches us that capacity-building, inclusivity, team work, and leadership commitment are the critical hallmarks of increased participation in research and of research productivity. We wish to deepen these, and strongly encourage other academic units in the school to benchmark from and collaborate with us so that together we can work toward increasing the participation of all of our academics in research and, in the process, increase our research productivity."

Prof. Christine De Meyer-Heydenrych appointed as Co-convenor of the National Research Foundation (NRF) Rating Specialist Committee in 2020

Congratulations to Prof. De Meyer-Heydenrych of the Department of Marketing Management on her appointment as the Co-convenor of the NRF's Specialist Committee for Economics, Management, Administration and Accounting. We wish her the very best as she undertakes this important national task.



Prof Christine De Meyer-Heydenrych



Prof. Marius Wait

Staff promotion!

Congratulations to Prof. Marius Wait on his promotion from Senior Lecturer to Associate Professor in the Department of Marketing Management. Prof. Wait is the HoD of the Department of Marketing Management, and specialises in personal selling and sales management. He is also responsible for the first- and second year-UJ-DSA (Direct Selling Association of SA) Practical Sales Programme.

UJ2020 Research Leadership Programme

Congratulations to Dr Mpho Raborife (Applied Information Systems Department) and Prof. Christine De Meyer-Heydenrych (Marketing Management Department) on being recognized as potential world-class researchers!

The Research Leadership Programme (RLP) is a bespoke 12-month programme that is specifically aimed at developing research leadership for outstanding female researchers at Senior Lecturer, Associate Professor, and Full Professor levels, towards becoming world-renowned scholars. This is the equivalent of A & B National Research Foundation (NRF)-rated scholars.

The RLP programme will focus on developing the requisite soft and hard skills, which include leading and managing large research grants and research teams, developing fruitful research collaborations and networks, and planning and guidance for NRF rating.



Dr Mpho Raborife and Prof. Christine De Meyer-Heydenrych

Staff qualifications!



Dr Stella Buuma, Dr Maureen van den Bergh, and Dr Nazeer Joseph

Congratulations to Dr Stella Bvuma (HoD), Dr Maureen van den Bergh (lecturer), and Dr Nazeer Joseph (lecturer) from the Department of Applied Information Systems on receiving their respective Doctor of Philosophy degrees.

Dr Stella Bvuma completed her PhD in Information Technology

Management at UJ. Her thesis focused on an ICT adoption framework for township SMMEs, prepared under the supervision of Prof. Carl Marnewick.

Dr Maureen van den Bergh completed her PhD in Information Technology Management at UJ. Her thesis was entitled Exigencies of computer system failure situations: Influence on information security

behaviour, prepared under the supervision of Prof. Kennedy Njenga.

Dr Nazeer Joseph completed his PhD in Information Technology Management at UJ with a thesis entitled A multidimensional predictive model for information systems project complexity, prepared under the supervision of Prof. Carl Marnewick.

Vice-Chancellor visits the Department of Information and Knowledge Management



Mrs Deidre Wessels, Ms Tracy Lefika, Prof. Tshilidzi Marwala, Ms Wafeeqa Dinath, Prof. Chris Rensliegh, Dr Joel Arthur.

The Department of Information and Knowledge Management was honoured when the Vice-Chancellor, Prof. Tshilidzi Marwala, visited them on 13 February 2020. Prof. Marwala is an inspiration to many staff and students; he is remarkably smart, and is definitely a leader who leads by example.

Inter-departmental collaboration: ICT training for 40 SMEs



The Department of Applied Information Systems collaborated with the Department of Supplier Evaluator Division/Manager Contracts (UJ) to offer successful

Information Communication Technology (ICT) training to 40 small to medium enterprises (SMEs) in January 2020.

SMEs are regarded as one of the critical driving forces for economic growth and development in South Africa; they are seen as potential enablers for creating jobs, poverty reduction, and socio-economic development in both developed and developing countries. However, there have been concerns about their failure rate and their inability to gain competitive advantage, especially in the current era of rapid ICT adoption; hence the importance of the training.

Thank you to the office of Prof. Edwin Benkele (Department of Business Management), who has been working with the division of Supplier Evaluator Division/Manager Contracts (UJ) and providing entrepreneurship training for SMEs.

The Department of Applied Information Systems hosts IBM guests

IBM is running training and mentorship programmes on South African university campuses, designed to equip students with the skills needed in the industry. On 13 February 2020, the Department of Applied Information Systems hosted IBM guests, Phila Dlamini (Project Manager – LinuxONE Community Cloud) and Melissa Sassi (Chief Penguin – IBM Hyper Protect Accelerator). The purpose of their visit was to present some of the programmes that IBM offers to universities and to kick-start these training opportunities at UJ.

The training programmes that IBM would like to offer to UJ students on campus are the IBM Hyper Protect Accelerator programme; the Call for Code & Code and Response programme; skill-building opportunities; the Master the Mainframe programme and LinuxONE Community Cloud programme; blockchain; and the Artificial Intelligence and Entrepreneurial Thinking training programme. This will be the first time that IBM offers such programmes to UJ students free of charge.

Beyond these, other collaborations with IBM through Phila Dlamini are a call for IBM on-campus ambassadors (through the IBMZ programme), which is a great



Melissa Sassi, Siyabonga Mhlongo, Phila Dlamini, Prof Dan Van Lil, Dr Shopee Dube, Dr Glenda Barlow-Jones, Tebogo Makaba and Dr Patrick Ndayizigamiye

mentorship programme, and career networking opportunity for AIS students.

Well done to Dr Patrick Ndayizigamiye, Senior Lecture at AIS, for fostering this relationship with IBM and getting our students ready for their careers by equipping them with the right skills for the 4IR.

AIS Team - Blockchain training



On 20 March 2020, as arranged by Dr Patrick Ndayizigamiye, Phila Dlamini (Project Manager at IBM Africa LinuxONE Cloud) provided IBM Blockchain training to AIS staff members.

Blockchain technology is one of the exciting, expanding and fast-

evolving technologies to which many businesses are paying attention in the 4IR space. There is currently a chronic shortage of skills, and this training is one way of addressing the shortage of skills – but also of upskilling our staff and students. Among the topics covered were

Trends in blockchain development, Bitcoin and blockchain, and Implications of blockchain adoption.

Well done to AIS for taking this step to strengthen capacity and so support the delivery of curricula that respond to the needs of the workplace and the demands of the 4IR era.

10,000 Coursera licences secured for UJ staff and students

In May 2020, Prof. Abejide Ade-Ibijola (Department of Applied Information Systems) and Prof. Charis Harley (Professor of 4IR in the Faculty of Engineering and the Built Environment) were able to secure 10,000 Coursera licences for UJ staff and students that will enable them to access 3,000 online courses per licence. These courses are presented by specialists in the field, from the 'ivy league' universities – the top 200 universities in the world – all for free, with a total estimated worth of 1.5 billion US dollars. These licences will expire at the end of September 2020.

The licences are currently being given to staff members and students so that they can learn for free on this platform, using the following links:

Staff: <https://forms.gle/teL3MCqRuZo1JQaNA>

Student: <https://forms.gle/cHryqdSfeGhgFTye8>

This process is supported by UJ's Academic Development and Support (ADS).



Prof Abejide Ade-Ibijola and Prof Charis Harley

Covid-19: An era of transformation in education and learning ecosystem



Dr Stella Buuma, AIS HoD

On 28 May 2020, Dr Stella Buuma served as one of four panelists in a webinar entitled *Covid-19: An era of transformation in education and learning ecosystem*. The webinar was arranged by the GoDigitalSA Foundation in collaboration with DataIQ School of Analysis.

We asked Dr Buuma to share the highlights of her address. This is what she had to say:

"I addressed the 'Covid19: An era of transformation in education and

learning ecosystem' webinar. Covid-19 will leave many sectors in the world affected, and not only higher education. We are all feeling the presence of Covid-19 as academic professionals and as citizens. You just cannot separate the two. It is a pandemic. The concern is the uncertainty of the pandemic itself: not knowing when universities will return to 'normal', and the danger that Covid-19 may not only destabilise institutions of higher learning, but the possibility that it will destabilise institutions of learning as a whole."

Visiting professors

Public lecture by Prof. Naresh Malhotra

On 5 March 2020 Prof. Naresh Malhotra presented an insightful public lecture on *Cross-cultural studies of social exchange within the context of information privacy concerns*. Prof. Malhotra is Regent's Professor in the College of Management, Georgia Institute of Technology, USA, and a Distinguished Visiting Professor in the Department of Marketing Management.



Prof. Naresh Malhotra and the public lecture attendees.

Public lecture by Prof. Göran Svensson



Prof. Göran Svensson and Prof. Ilse Struweg

On 10 February 2020 the Department of Marketing Management hosted Prof. Göran Svensson, from the Oslo School of Management in Norway, for a public lecture on *Sustainable 'sustainability' - Beyond ecological labelling*.

Events

Department of Applied Information Systems public lecture with Tiyani Nghonyama

On 27 February 2020 the Institute of Information Technology Professionals South Africa (IITPSA) and the Department of Applied Information Systems, in partnership with the university library, hosted a public lecture by Tiyani Nghonyama entitled *Harnessing the power of open data for innovation and smart citizenship*. The lecture was followed by a panel discussion with AIS lecturers Dr Mpho Raborife and Mr Ronny Mabokela.



Mr Tiyani Nghonyama, Dr Mpho Raborife, and Mr Ronny Mabokela

UJMarketingFit 2020 online



UJ DEPARTMENT OF MARKETING MANAGEMENT PRESENTS

UJMarketingFit 2020 Online

*Seven days. Seven Speakers.
Seven insights to stay #MarketingFit*

FREE

2, 3, 4 and 9, 10, 11 and 15 June 2020 at 16:00 – 17:00

#MarketingFit for change

UNIVERSITY OF JOHANNESBURG
DEPARTMENT OF MARKETING MANAGEMENT

The Future Reimagined

The Department of Marketing Management, in collaboration with the UJ library, hosted their annual event, 'UJMarketingFit' online. It

took place virtually over a couple of days during June 2020. Dr Beate Stiehler-Mulder, Senior Lecturer from the Marketing Management Department, facilitated the sessions with the guest speakers. The speaker

line-up was impressive, and boasted a number of marketing industry gurus who tackled issues on staying #MarketingFit for change.

The speakers were:



TUMI RABANYE KEABAKA MORARE

Resetting marketing thinking; in digitally accelerated COVID 19 times
2 June 2020



MIKE STOPFORTH

Stop talking about Digital Transformation
4 June 2020



MARK TOMLINSON

Marketing in times of change
9 June 2020



BRONWYN WILLIAMS

Unreal Estate - The Future of Finding and Creating Value
10 June 2020



PEPE MARAIS

Brands NOW need PURPOSE more than ever
11 June 2020



DR MELANIE VAN ROOY

POPI - Just another acronym OR serious business for Marketers?
15 June 2020



The online event webinars received favourable feedback during the live Q & A sessions, and from an online attendee, whose comments read as follows:

"Good day Beate,

I would like to send you a personal thank you note for this year's #UJmarketingfit.

I attended this function in 2019, and it was great, but the information overload was hectic. It was as if I could not absorb all the information in one day. This year was fantastic. I love the fact that I had time to think and rethink what the speakers

have said. I had a friend who "watched" it with me, so we had little WhatsApp conversations in-between! I want to sincerely thank you for taking the initiative to follow through on this event.

Thank you again!"

Well done to the Marketing Management Department for adapting their offering to the Covid-19 pandemic and for hosting a series of successful webinars. And well done to Dr Beate Stiehler-Mulder for organizing this amazing event.