

School of Consumer Intelligence and Information Systems (SCIiS)

College of Business and Economics



» JUNE 2021 NEWSLETTER | VOLUME 8

Message from the Director

As always, the end of a semester affords us the opportunity to reflect on and celebrate the work of the outstanding team making up the School of Consumer Intelligence and Information Systems (SCIiS). The end of this academic year's first semester is significant in many ways. For one, it transitions us to the final year of implementing the School's current five-year strategic plans. The commitment and dedication of every member of the SCIiS team are what have made it possible for us to excel in what we pursue. Many are the achievements we celebrate this semester. Some of the highlights include:

- The stellar performance of our students at national and international hackathons. Allow me at this point to single out our two teams of students, the 'Technopreneurs' and the 'Binary Wolves', who came up top in the 'Best AI Solution in Big Data' and the 'Best AI solution in Healthcare' at the biggest innovation Hackathon in West Africa, the annual Hacklab Hackathon. Through their innovation, the 'Technopreneurs' – Emmanuel Mbuya, Buhle Mpala, Chadrack Mulamba, and Eugene Ndlovu – showcased how the agricultural sector stands to benefit from AI-powered solutions. Members of the 'Binary Wolves' team – Aaron Kibambe, Patience Mokokota, Janice Nsunza, and Tumelo Baloyi – demonstrated how AI can serve emergency health services. Well done, team members – and a special thank you to the Head of the Technopreneurship Centre, Mr Ronny Mabokela, for coordinating our students' participation in the Hackathons.
- The appointment of Dr Beate Stiehler-Mulder as the Gauteng

Wholesale and Retail (W&R) SETA Leadership Chair. The hosting of the W&R SETA Leadership Chair is in line with our aspirations to be a leader on the continent in research and skills development for the sector. Working closely with industry, the Chair will be responsible for undertaking programmes aimed at professionalising and improving skills in the South African wholesale and retail sector; promoting knowledge production; and growing the pool of quality research professionals and specialists for the industry, as well as facilitating international partnerships for W&RSETA in line with sectoral demands. I have no doubt that Dr Stiehler-Mulder will help us to deliver on this mandate.

- An academy that continually embraces innovative teaching approaches. To this end, let me highlight the work that Prof. Kennedy Njenga is spearheading in the use of games to promote the development of critical skills, including creativity, collaboration, and problem-solving, among students. His ability to thread subject matter content and learning outcomes inextricably together in the gaming process is attracting the attention of scholars, in South Africa and beyond, who are keen to explore games as a pedagogical tool for students in the digital age.
- The active contribution of academics to wider thought leadership at the national and international levels. I take special note of Dr Andrea Potgieter's participation in a UJ-hosted panel conversation on *Truth or conspiracy? Navigating the internet during the pandemic*, as well as Prof. Abejide Ade-Ibijola's talk on *Artificial intelligence and content moderation* at the University of Oxford, UK. Such

opportunities are central to our ability to exert a broader influence across academia, government, and the private sector.

- Last, join me in congratulating one of our long-standing visiting professors, Prof. Goran Svensson from Kristiania, Norway, on being ranked among the top 0.4% of the most productive and most often cited researchers in the world by the Stanford University World Ranking of Scientists. Congratulations, Prof!

Presented in this newsletter are many more stories on the outstanding work of our staff, students, and other stakeholders who made us proud this semester. I hope you will all enjoy reading them!



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

Student News

SCiis Top Achiever awards ceremony

On 19 May 2021, the School of Consumer Intelligence and Information Systems held its virtual annual awards ceremony. Top students in each of its departments – the Department of Applied Information Systems, the Department of Information and Knowledge Management, and the Department of Marketing Management – were recognised.

These included:

- Kashveer Sewjalal – Best BCom student in 1st year Information Management
- Zenzo Matiza – Best BCom student in 2nd year Information Management
- Anirusha Ganesh – Best BCom student in 3rd year Information Management
- Hector Motsepe – Best student in BCom Honours Information Management
- Brandon Chimombe – Best Diploma student in 1st year Business Information Technology
- Brendon Chiriga – Best Diploma student in 1st year Business Information Technology
- Chadrack Mulamba – Best Diploma student in 2nd year Business Information Technology
- Blessing Madziya – Best Diploma student in 3rd year Business Information Technology
- Mpho Seforo – Best BCom student in 1st year Information Systems
- Yusuf Mia – Best BCom student in 2nd year Information Systems
- Nicholas Vasantin – Best BCom student in 3rd year Information Systems
- Khumo Motlhabi – Best student in Advanced Diploma Business Information Technology
- Shenise Pillay – Best student in BCom Honours IT Management
- Priyank Parsotam – Best student in BCom Honours IT Management
- Sungu Binda – Best Diploma student in 1st year Marketing



- Kayumba Kayombo – Best Diploma student in 2nd year Marketing
- Mary Yidom – Best Diploma student in 3rd year Marketing
- Siphamandla Moyo – Best Diploma student in 1st year Retail Business Management
- Dikeledi Loba – Best Diploma student in 2nd year Retail Business Management
- Tshepang Sekgororwana – Best Diploma student in 3rd year Retail Business Management
- Nikhail Haripersad – Best BCom student in 1st year Marketing Management
- Nadine Strydom – Best BCom student in 2nd year Marketing Management
- Jade Moodley – Best BCom student in 3rd year Marketing Management
- Ragesh Laloo – Best student in Advanced Diploma in Marketing
- Boikanyo Chiloane – Best student in the Advanced Diploma in Retailing
- Varenja Naicker – Best student in BCom Honours Marketing Management

The SCiis is grateful to all the external sponsors for their generous contributions. Each student received a merit bursary of R3 000. Our industry sponsors were PPS, JUTA, Clover, Van Schaik, Wholesale & Retail SETA, SabiNet, and Bizmond.

Prof. Roelien Brink facilitated the ceremony, and the SCiis Director, Prof. Mercy Mpinganjira, gave a welcoming address to all the students, parents, sponsors, and academics. The guest speaker was Phumza Dyani, Chief Marketing and Sales Officer at Broadband Infracore, who spoke to the students on the importance of staying focused on your goals, irrespective of the circumstances you find yourself in. The SCiis congratulates all the students for their hard work, and thanks the prize-giving committee – Mr Lucas Khoza, Mr Kagiso Mabe, Mrs Wafeequa Dinath, Ms Fareea Dangor, Dr Beate Stiehler-Mulder, and Ms Nontokoza Mokoena – for putting together a great ceremony. To watch the awards ceremony, click [here](#).

Technopreneurship Centre students come up tops in an international Hackathon

From 9th to 11th April 2021, students from the Technopreneurship Centre participated in an annual international Hackathon organised by the Hacklab Foundation of Ghana. The Hacklab Hackathon is the biggest innovation Hackathon in West Africa.



Two UJ teams, 'Technopreneurs' and 'Binary Wolves', come up tops in two

categories: Best AI Solution in Big Data (Technopreneurs) and Best AI Solution in Healthcare (Binary Wolves). The Technopreneurs were also declared the 2021 2nd overall prize winners of the Hackathon.

The Technopreneurs team members were Emmanuel Mbuya, Buhle Mpala, Chadrack Mulamba, and Eugene Ndlovu. The team developed an agricultural AI-powered solution called Afrismart that uses deep learning algorithms such as convolutional neural networks to detect crop nutrient deficiencies, based on a picture of the leaves, and that recommends a solution to farmers. Watch their YouTube video [here](#).

The Binary Wolves team members were Aaron Kibambe, Patience Mokokota, Janice Nsunza, and Tumelo Baloyi. They developed the Lesedi AI-powered solution, which uses machine-learning algorithms to notify emergency services to dispatch an ambulance

in real time. It uses a support vector machine to classify social media tweets and send notifications to the nearest hospital during an emergency.

The two winning teams each received a seed grant of \$520 to kick-start their start-up, free access to IBM Cloud for one year, SMS credits from the Kenya-based mobile solutions firm Africa's Talking, and items from Vodafone Ghana, among other prizes.



'Reach one, teach one' – a song written by J Flo for UJ Marketing students



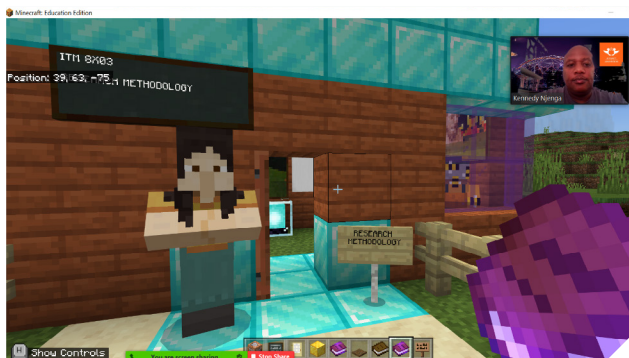
Jesse Suntele ('J Flo')

On 12th May 2021, the Department of Marketing Management, in collaboration with South African celebrity, actor and hip hop artist Jesse Suntele – also known as 'J Flo' – organised an online exhibition as part of a student wellness journey. The exhibition was aimed at motivating students to stay focused on their goals, to stay strong, and to remind them of the power and importance of their education.

As part of the exhibition, J Flo gave a motivational talk and released a song

that he had created specifically for the UJ students called 'Reach one, teach one'. The students loved the exhibition and the song, with some of them commenting that it was exactly what they needed to hear during these trying times. To listen to the song, click [here](#). Thank you to Dr Beate Stiehler-Mulder (Senior Lecturer and Marketing Co-ordinator at the MM Department) and Prof. Marius Wait (MM HoD) for spearheading this departmental student wellness initiative.

Minecraft Education to teach Research Methodology to 4th year Honours students in collaboration with Kenyatta University



Prof. Kennedy Njenga from the Department of AIS is passionate about the use of gaming as a pedagogical tool to support the development of critical problem-solving, spatial, creative, immersive, and collaborative skills among students. This semester he innovatively incorporated **Minecraft: Education edition™** in his BCom Hons Research Methodology class to achieve this goal.

Working in groups, students developed an immersive gaming experience that was capable of teaching Research Methodology to other students. In so doing, the students showcased their mastery of the module through gaming. The projects that the students developed are freely available on YouTube™ on the following link: <https://www.youtube.com/channel/UCbQdOX74vVxHeO3T4nsYDwQ/videos>.

Students also had an opportunity to collaborate internationally with fellow students from Kenyatta University (KU), Nairobi, Kenya who were doing a similar module. Completed projects from both UJ and KU were presented, and are also available on the link provided above. Prof. Njenga, at the invitation of Prof. Sivan Chetty, Vice-Dean: Teaching & Learning, presented a workshop to the College for Business and Economics (CBE) academics on using Minecraft Education to augment face-to-face learning experiences on Friday, 4 June 2021. Academics who attended expressed enthusiasm for this tool. To quote one colleague "...very interesting, so cool to think out of the box and see what possibilities there are".

Mpho Seforo develops an app for automatic grouping

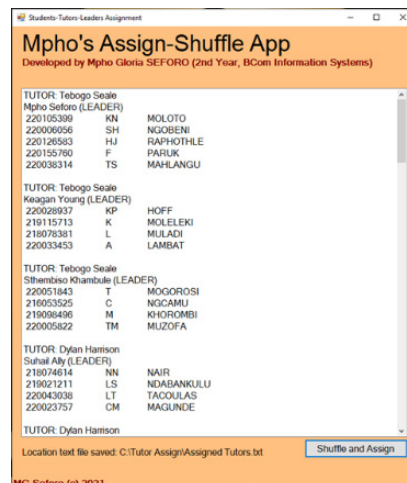
Well done to Mpho Seforo, a student in her second year BCom Information Systems in the Department of Applied Information Systems (AIS), who developed an app for automatic grouping in DEV2A01!

This app allows lecturers automatically (and fairly) to group students, group leaders (highest scoring students), and tutors every week. Each group is algorithmically designed to be balanced skill-wise.

This is what her DEV2A01 lecturer, Prof. Abejide Ade-Ibijola, had to say: "Well done, Mpho! You make us proud, and this app surely makes my teaching a lot easier."



Mpho Seforo



NEMISA hosts the 2021 National Data Science Hackathon in partnership with the Technopreneurship Centre



The hackers were visited by Prof. Daneel Van Lill (Executive Dean, UJ College of Business and Economics), Trevor Rammitlwa (CEO of the National Electronic Media Institute of South Africa), Dr Stella Bvuma (Head of the UJ Department of Applied Information Systems) and Prof. Kelvin Joseph Bwalya (Vice-Dean of Research, UJ College of Business and Economics). Alongside are Mr Ronny Mabokela (Head of Technopreneurship Centre), Prof. Hossana Twinomurinzi (UJ lecturer & Programme Director for the NEMISA Data Science Hackathon), and Mr Risuna Maluleke (CEO of Yaei), who were managing, mentoring, and guiding the hackers.

The National Electronic Media Institute of South Africa (NEMISA), an entity of the Department of Communications and Digital Technologies, hosted a National Data Science Innovation Hackathon involving all nine provinces of South Africa from 26 to 28 February 2021.

Over 500 participants registered for the hackathon.

The Gauteng leg of the Hackathon was organised and hosted by the Technopreneurship Centre at the Auckland Park Kingsway campus. The theme of the Hackathon was *A data-driven approach to policy decisions*.

The winners at province level competed against each other for the national positions. Team DJPatil's Apprentice from Kwa-Zulu Natal were declared the overall winners, walking away with a cash prize of R100 000 towards the development of their app.



Josephine Chivinge

AIS Masters student celebrates graduation with a distinction in MCom IT

AIS student Josephine Chivinge, who was supervised by Dr Shoppee Dube and Dr Patrick Ndayizigamiye, graduated with a distinction (82%) during the May 2021 graduation.

Miss Chivinge's dissertation, entitled *Strategies used to address challenges encountered during website development*, sought to identify the challenges faced by website developers in South Africa and the strategies used

to address them. The study proposed a framework that mapped website development challenges and matched them to solutions that could be devised to circumvent them.

The framework can be used by novice developers to avoid challenges that might arise during the website development process.

Letters of appreciation from students

Information and Knowledge Management student to Prof. Tanya du Plessis (TdP)

Dear TdP,

This is probably long overdue but I'd just like to say thank you for being the best lecturer any student could ever ask for. Your going all out to assist students to understand themselves and the world around them has truly made an impact in my life.

In all honesty, I had close to insufficient knowledge on individual mind mapping, but all the Knowledge Mentoring lectures you conducted have enlightened me. All the way from the argument slide, to connecting the dots as well as our prescribed book by Burg and Man (which has become one of my favourites 📖). Putting all of them into

practice on a daily basis makes every day worth living for me.

I truly cannot say thank you enough, I am really grateful to have met you 🙏

May God abundantly bless you.

Keep well,

Ntiyiso

BCom Hons Marketing Management student who was assisted with registration fees

Good afternoon Prof. Wait

My name is Simangele Khanyile whom Dr Cunningham asked you to assist financially so that I can register for BCom Hons in Marketing Management.

I would like to thank you for your assistance, I really appreciate it. I have registered and [am] looking forward to sleepless nights and achievements. Once again, thank you so much, it

means a lot to me. I will work very very hard.

Kind regards

Miss Simangele Khanyile

Guest lecturers

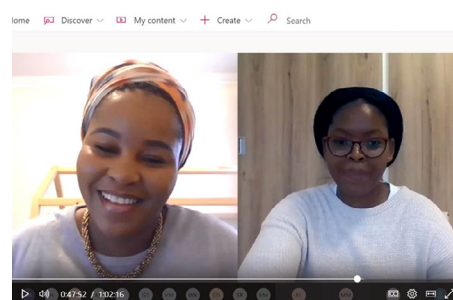
Bringing industry into the virtual classroom

Practical view of business analysis



Ms Kele Mono, Senior Business Analyst at Standard Bank Group, was invited as a guest lecturer on 25 March 2021 to address the AIS Business Analysis students.

Her lecture focused on displaying a practical view of business analysis as a role and profession from the strategic engagement perspective.



Ms Kele Mono and Ms Mothepane Tshabalala (AIS lecturer)

Applying Knowledge Management practically



Masetuka Ntsoereng

Masetuka Ntsoereng, Senior Business Development Manager at one of the largest law firms in South Africa, gave a talk to the second-year students in Information and Knowledge Management. The session took place on 5 May 2021, when she discussed the principles of knowledge management and how to apply them practically by giving some examples of how knowledge management is applied in the law

firm for which she currently works. Masetuka has been guest lecturing since 2016, and has a keen interest in sharing her industry experience and merging it with the current curriculum, thus giving the students practical insights into the theory.

Electronic Records Management



Mr Sheldon Halgreen

BCom Information Management (Honours) students had two guest lecturers addressing them on issues related to Electronic Records Management. Mr Sheldon Halgreen is an entrepreneur who started a digital business solutions company 8 years ago. Mr Halgreen is the Technical Director at Noscotek, a Laserfiche solutions provider based Johannesburg and he has 14 years

worth of experience working with document and records management systems. On 24 March 2021, in his lecture, he addressed issues related to being a consultant in the Electronic Records Management sphere, and also spoke on how one would develop Key Performance Indicators for Electronic Records Management programmes.

Ms Thembisile Lorna Ndlela, Middle Manager, Document and Records Management in Eskom Holdings SOC Limited spoke to the BCom Information Management (Honours) students on 14 April 2021. She has over 26 years varied working experience, holds a Masters degree in Information Science from University of Johannesburg, and is a AIIM Content Management Practitioner. Ms Ndlela was employed as a part time lecturer at the Department of Information and

Knowledge Management from 2004 to 2019 and has been a guest lecturer for Electronic Records Management since 2020. During her lecture, Ms Ndlela guided students through a discussion on measuring the performance of Electronic Records Management programmes, and identifying critical success factors when implementing such programmes.



Ms Thembisile Lorna Ndlela

The application of the Information and Knowledge Management qualification in corporate business



Ms Charlotte Mahlo

On 26 May 2021, Ms Charlotte Mahlo, Solution Readiness Manager at Standard Bank, was invited to be guest lecturer for Information Portals 1A. Her talk touched on her personal journey as an IKM graduate into the corporate world. She reflected on the roles she played as a Design Analyst Manager at Ernst & Young, a Knowledge Manager at Standard Bank, and shifting roles

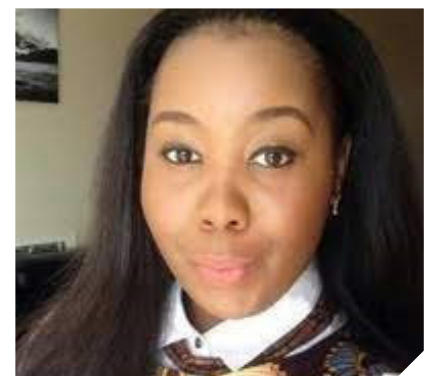
to now being a Solution Readiness manager. She went into further detail about what change management is, and her role in the change management department at Standard Bank.

The role of social media in fake news: What can we do to stop it?

Ms Michelle Radikariki, UJ's Social Media Coordinator, was invited to give a guest lecture to the BCom Hons Marketing Management students on 16 February 2021. She presented an engaging session on what fake news is, how it travels, and what can be done to prevent the spread of fake news on social media platforms.

The presentation provided students with insight into what ordinary individuals can do to prevent the re-

sharing of fake news. The session was insightful and beneficial because social media interactions are at their peak during the COVID-19 pandemic, which has forced many to rely on social media to connect with others in their social circles. Knowing how to identify fake news is an essential skill that also helps to prevent it from being spread.



Ms Michelle Radikariki

ABInBev Marketing Research Project for 3rd year BCom students



At the end of February 2021, ABInBev's Doug Saxby (Africa Zone Insights Manager: Adjacencies & Innovation) and Franscoé Bouwer (Marketing Communications and Positioning Manager: Castle Lite) presented virtually to the third year BCom Marketing Research students. They introduced the students to

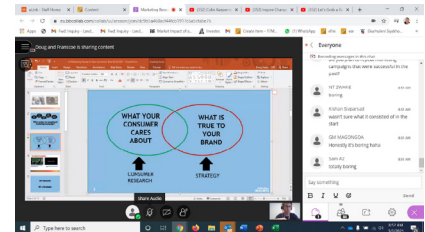
ABInBev, and took them through an industry-based research project.

Students were offered the opportunity to ask questions, which resulted in a lively engagement.

The students were also offered an opportunity to work on an industry marketing research project and to present their findings at the end of the project period.

The objective of the ABInBev research project was to investigate the barriers hindering consumers' adoption of alcohol-free beer. The study was also aimed at understanding the factors

that can facilitate the growth of the non-alcohol beer category. The research students had to analyse collected data in groups and propose a marketing strategy in a written research report. The top five reports were presented to the ABInBev marketing team.



Mr Oscar Tshifure

Development/finalisation of MAPS survey, and how MAPS can assist in understanding consumers better

On 2 March 2021, Mr Oscar Tshifure, Business Development Director at Plus 94 Research, spoke to the BCom Honours Marketing Management students about the transition from AMPS to MAPS. The guest lecturer empowered the students to understand the goal of

this modernised way of surveying consumers, which is to offer marketers deeper behavioural information about different consumer target markets than was available under the AMPS.

Engaging in experiential marketing while social distancing

On 16 March 2021, business and executive coach Mrs Dawn Klatzko spoke to the BCom Honours Marketing Management students on how to create valuable and practical marketing experiences on a digital platform.

It was an insightful session, incorporating case studies and examples that enabled students to understand the shift from face-to-face experiential marketing to digital platforms, as well as the different ways in which experiential marketing can be used.



Mrs Dawn Klatzko



Mrs Jade Kirkel

The Sorbet story and the journey to customer service

The importance of putting the customer first was emphasised strongly by Mrs Jade Kirkel, former Marketing Manager of the Sorbet Group, when she was invited to give a guest lecture to the BCom Honours Marketing Management students on 20 March 2021.

In her lecture, she discussed servant leadership, the human element, and an organisation's reason for being. She highlighted the fact that part of the Sorbet journey to customer service was to redefine the term 'customer', revealing that the customer was not only the client but also the employees who worked for Sorbet.

Repositioning the Altron brand

Marketing consultant Mrs Zipporah Maubane was invited to be guest lecturer to the BCom Honours Marketing Management online class on 20 April 2021. She presented a session on the repositioning of the Altron brand under her leadership as the Group Executive for Marketing.

The group's main aim in its repositioning was to focus on giving customers a seamless encounter with the brand.



Mrs Zipporah Maubane

Strategic Brand Management students interact with industry experts

In Dr Edith Egar's award-winning book *The Choice*, she writes: "If you can't go in through a door, go in through a window". Most lecturers can still not go through the physical lecture theatre *doors* to teach students face-

to-face. Prof. Ilse Struweg followed Dr Egar's advice, and taught through the 'window' of Blackboard, working with high-impact industry individuals in each Strategic Brand Management workshop/class to reduce the

practice-theory gap for her Marketing Management Honours students. The BCom Honours Strategic Brand Management students had impactful and interactive guest lecturers during the first semester. They were:



1. **Kesagee Nayager:** Marketing and Communications Executive: BOMBELA Concession Company
2. **Mr Molise Moloi:** Group Head: Brand and Advertising at Nedbank
3. **Mr David Robbins** (Former National Educational Manager and Global Brand Ambassador: Schwarzkopf Professional)
4. **Mr Sechaba Motsieloa:** Managing partner and co-founder of the Kansy Group.
5. **Mr Ben van der Westhuizen:** Owner and Managing Director: Succeed Group Strategic Marketing Consultants



Lesego Mothwa

UJ Marketing Honours graduate speaks to 3rd year Retailing students

On 17 March 2021, Lesego Mothwa, a UJ Marketing Honours graduate who is currently enrolled for the postgraduate Diploma in Strategic Retailing, addressed the third-year Retailing students.

Lesego is currently employed as an intern at Colgate-Palmolive. She shared

with the students her journey after matriculation in 2014, and how she ended up studying Retailing. In her presentation, she described herself as a hard-working individual who constantly wants to improve herself. The students found her story very inspirational and motivating.

The human in the machine

On 15 April 2021, the Department of Marketing Management hosted a special online motivational session for all its students. Two special guests were invited to address the students: Carmen Murray and Taz Singh. These two inspirational ladies spoke on the topic "The human in the machine".

The focus of the session was on not forgetting our humanity in a time of

technology, how to cope with a new world filled with change, and how to practise self-care and motivation in challenging times.

A heartfelt thank you to Carmen and Taz for sharing their valuable insights, and for making the time to reach out to our students. A special thank you also to the UJ Library for co-hosting the session with the Department.



Staff news

IKM HoD Prof Chris Rensleigh's term comes to an end



Prof. Chris Rensleigh

Prof Chris Rensleigh has been the Head of the Information and Knowledge Management Department (IKM) for more than 10 years, his term as Head of Department (HoD) is ending on 30 June 2021. Dr

Cornelius Niemand will be the Acting HoD from 1 July 2021. We interviewed the outgoing HoD, and this is what he had to say:

Your term as the IKM HoD, after more than 10 years, is coming to an end on 30 June 2021. How would you describe the past years for you?

An incredible journey of beautiful experiences and growth.

What were your highlights?

From day one, the strategic objectives was to: 1) Replace the physical infrastructure (equipment, IT, etc.); 2) Increase the staff component to ten. 3) Use a grow-our-own-timber HR strategy.

Some highlights include: 1) Every time a staff member was appointed and then promoted. 2) When Prof Bwalya (Kelvin) joined the department. 3) The Departmental Journal, South African

Journal of Information Management's (SAJIM) 20th anniversary. 4)

Implementing the Deputy-HoD management structure. 5) Having one of our staff members (Prof Bwalya) submitting 22 research credits in a single year, etc.

What learnings are you taking with you?

The Departmental staff is everything... Cohesion is paramount...

What advice can you give to the incoming HoD?

A Great Leader does not create followers but other Exceptional Leaders.

Ensure that the people reporting to you are content and everything else will work itself out...

Any final remarks?

All (business) decisions require information... that is why IKM Rocks...

Staff promotions

Congratulations to Dr Stella Bvuma, Head of the Department of Applied Information Systems, Dr Andrea Potgieter from the Department of Information and Knowledge Management, and Dr Nicole Cunningham from the Department of Marketing Management on their promotions from Lecturer to Senior Lecturer in their respective departments.



Dr Stella Bvuma, Dr Andrea Potgieter, and Dr Nicole Cunningham



Dr Rehana Minty

Staff qualifications

Congratulations to Dr Rehana Minty, Lecturer in the Department Applied Information Systems, on the award of her Doctor of Philosophy degree.

Dr Minty completed her PhD in Information Management at the University of the Witwatersrand. Her thesis focused on *The viability of teaching and learning mathematics using information and communication technologies (ICTS) in Gauteng paperless*

classrooms, prepared under the supervision of Dr Ian Moll.

Part of her work featured in *Brainstorm* magazine in an article entitled "The problem with paperless", in which she asserts: "For technology to be beneficial, it must be integrated pedagogically with understanding". To read the article, click [here](#).

Truth or conspiracy? Navigating the Internet during a pandemic

On 19 February 2021, Dr Andrea Potgieter of the Department of Information and Knowledge Management participated in a virtual panel conversation on the topic Truth or conspiracy? Navigating the Internet during a pandemic.

The webinar was hosted by the UJ Library in collaboration with the UJ Institute of Intelligent Systems, the School of Consumer Intelligence and Information Systems (College of Business and Economics), and the Africa Centre for Evidence.

Dr Potgieter focused on the differences between misinformation, disinformation, and fake news, and she discussed how the public can, and should, verify information before they share content on social media. The most crucial part of Dr Potgieter's message was the ethical responsibility that each individual carries when they choose to share information online, as content can be harmful. The full conversation, which includes valuable input from other experts, can be viewed [here](#).



Dr Andrea Potgieter

Prof. Abejide appointed as Associate Editor of AJSTID – and more!

- Congratulations to Prof. Abejide Ade-Ibijola for his appointment as Associate Editor of the *African Journal of Science, Technology, Innovation and Development* (AJSTID), published by the Routledge, Taylor and Francis Group. This is one of the top journals in ICT on the African continent, and is published in the UK.
- In February 2021 Prof. Abejide was invited to facilitate a workshop on *Enabling research with 4IR: A brief look at possibilities*. The workshop focused on how to use 4IR technologies as enablers for research. More than a hundred Master's, PhD, and postdoctoral fellows across all the faculties of the University of Johannesburg participated in this training.
- Prof. Ade-Ibijola was invited to speak on *Artificial intelligence and content moderation* at the University of Oxford, UK on 27 April. Considering Oxford's ranking among the global Top 5, this is an excellent achievement.
- In March 2021 Prof. Ade-Ibijola was profiled in ITWeb's *Brainstorm* magazine in an article entitled *Algorithms and real-life problems*. Prof. Abejide Ade-Ibijola has turned his passion for algorithms into real-world solutions and skills training for his students. To read the article, click [here](#).



Prof. Abejide Ade-Ibijola

Workshop on “Fourth Industrial Revolution (4IR): The future of skills development” – and more!



Dr Stella Bvuma

On 21-26 February 2021 Dr Stella Bvuma was invited to be a speaker at the African Digital Week: Women Entrepreneurship & Digital Technologies, E-Leadership

Conference, where she discussed digitisation, challenges and opportunities in addressing the digital divide.

- On 8 March 2021 Dr Bvuma participated as a panellist in the Women's Day webinar, *Women in leadership: Achieving an equal future in a COVID-19 world*, which was hosted by the Pan African Information Communication Technology Association (PAICTA).
- On 20 March 2021 she was invited to be a presenter at the Business Forum 2021: *Generational thinkers, innovation and entrepreneurship, and the digital era*.
- The National Skills Authority (NSA) invited Dr Stella Bvuma to speak at their workshop, to be held from 28 to 29 June 2021. The

workshop, on the theme 'Fourth Industrial Revolution (4IR): The future of skills development' will be used as a platform to capacitate skills development stakeholders on the emerging trends in digital technologies and information and communication technology. The workshop is aimed at positioning the NSA and higher education institutions to respond better to the opportunities and challenges of the 4IR, to generate new knowledge and understanding on the relationship between future skills and the 4IR, and to develop recommendations on how the NSA could best harness the advantages of the 4IR and integrate them into the recommendations drafted for the Minister of Higher Education and Training.

Black Academics Advancement Programme 2021

Congratulations to Dr Mpho Raborife and Mr Ronny Mabokela of the Department of Applied Information Systems for being chosen to be part of the Black Academics Advancement Programme 2021. The programme was established by the National Research Foundation (NRF) in partnership with the FirstRand Foundation (FRF) to promote the development of Black South African academics and South African academics with disabilities, to become nationally and internationally recognised researchers.



Dr Mpho Raborife



Mr Ronny Mabokela

U21 global leadership programme by Common Purpose



At a time of rapid change and uncertainty for global higher education, the U21 global leadership programme brings together

university leaders from institutions around the world.

Dr Stella Bvuma and Dr Wikus Erasmus of the Department of Applied Information Systems participated in this online programme from 9 to 30 March 2021. The programme specifically aims to facilitate the development of the leadership skills, tools and connections that university leaders need to adapt and thrive in their respective universities in the future, with a specific focus on the

themes of 'Thriving in complexity and ambiguity' and 'Building resilience in a rapidly changing world'. This programme is offered in partnership with, and facilitated by, the global leadership development organisation, Common Purpose, drawing on their 30 years of thought leadership in cross-boundary leadership and their expertise in curating experiential global learning programmes for diverse international audiences.

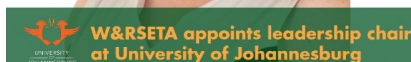
Professor Kelvin Bwalya's inauguration into full professorship

Congratulations to Prof. Kelvin Bwalya, who was inaugurated into a full professorship on 15 March 2021. In his inaugural address entitled Automating public business processes – Towards AI-augmented government, Prof. Bwalya gave an

overview of the findings from his decade-long research into the field of e-governance and his belief that AI-augmented government shows a lot of promise in addressing many of the challenges experienced in public service delivery systems.



Professor Kelvin Bwalya: Vice-Dean of Research and Internationalisation at CBE



Dr Beate Stiehler-Mulder

Meet the W&RSETA Leadership Chair at UJ

Congratulations to Dr Beate Stiehler-Mulder from the Department of Marketing Management (MM) on her appointment as the Wholesale & Retail Seta Leadership Chair: Gauteng.

Dr Stiehler-Mulder's vision for her term is excellence in skills development and knowledge generation for the W&R sector. You can expect to see a lot of academic and popular press pieces through which insights from the research conducted will be shared.

With regard to skills development, she has an interesting idea up her sleeve – so keep an eye out for the Chair's quarterly newsletters. Apart from newsletters, also keep an eye out for some exciting retail events that the Chair will host for both the industry and academia, as well as a dedicated podcast series on everything retail.

Dr Stiehler-Mulder is a Senior Lecturer and Marketing Co-ordinator at the Department of MM and a specialist in marketing, retail, and strategy.

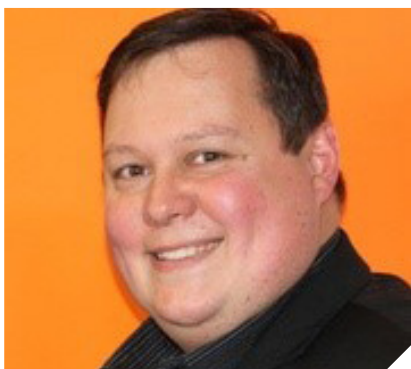
Mr Ronny Mabokela appointed as a board of director for YAEI

Congratulations to Mr Ronny Mabokela, Head of the Technopreneurship Centre and Lecturer in the Department of Applied Information Systems, for being appointed to the board of directors of the Young African Entrepreneurs

Institute (YAEI). YAEI's vision is "to develop high impact ventures and principled business leaders who will drive high measurable socio-economic impact in their communities, the country, and the continent".



Mr Ronny Mabokela



Dr Wikus Erasmus

Dr Wikus Erasmus obtains Amazon certification



Well-done to Dr Wikus Erasmus, who obtained his Amazon Web Services Cloud Practitioner certification and became an AWS Academy Accredited Educator.

Dr Mpho Raborife featured in Brainstorm magazine

Dr Mpho Raborife, Senior Lecturer in the Department of Applied Information Systems, featured in the Brainstorm magazine in an article entitled 'Of computer science and phonology'. Read the article by clicking [here](#).



Ms Mothepane Tshabalala

European Academy of Management doctoral colloquium

Congratulations to Ms Mothepane Tshabalala, Assistant Lecturer in the AIS Department, for being accepted to participate in the renowned European Academy of Management (EURAM) doctoral colloquium.

The colloquium received an overwhelming number of applications from all over the world from 28

countries on five continents – and only 58 PhD students were chosen to attend the online colloquium, 15-18 June 2021.

Thank you to Prof. Carl Marnewick of the AIS Department for successfully guiding his PhD student into the 2021 EURAM colloquium.

European Marketing Academy doctoral colloquium

Assistant Lecturer in the MM Department Mr Aobakwe Ledikwe's doctoral proposal entitled *Determinants of customer omni-channel continued usage in the South African banking environment* was accepted and presented at the annual European Marketing Academy (EMAC) doctoral colloquium, held online on 23 to 25 May 2021.

The EMAC doctoral colloquium provides a unique opportunity for outstanding doctoral students in marketing to

discuss their dissertation research with other doctoral students and leading academics across the world. Following the successful defence of his doctoral proposal, Mr Ledikwe was awarded a certificate of participation. Congratulations, Mr Ledikwe!

Thank you to the supervisors, Prof. Mornay Roberts-Lombard and Dr Beate Stiehler-Mulder of the MM Department for successfully guiding their PhD student into the 2021 EMAC colloquium.



Mr Aobakwe Ledikwe

Events



Prof. Wil van der Aalst

Process mining as the superglue between data science and process science

The SCiS hosted an online public lecture by Prof. Wil van der Aalst of RWTH Aachen University, Germany, on 18 February 2021. His lecture was on *Process mining as the superglue between data science and process science*, and was facilitated by Prof. Hosanna Twinomurizi.

The public lecture reflected on the history of process mining and recent

developments in the field. Prof. Van der Aalst also discussed the capabilities and limitations of today's process mining tools, and the conversion of data from today's information systems into event logs, showing different viewpoints.

To watch the public lecture, click [here](#).

A new era in information security: Privacy and its impact in a post-Covid world

On 25 March 2021 the Information and Knowledge Management Department hosted a public lecture entitled *A new era in information security: Privacy and its impact in a post-Covid world* by Mr Imraan Kharwa, Data Protection Officer at Infobip.

The lecture involved a journey through developments in privacy regulations, with a view of where the privacy regulatory landscape is headed.

To watch the public lecture, click [here](#).



Mr Imraan Kharwa

Technopreneurship – A vehicle for future start-ups



The Pan African Information Communication Technology Association (PAICTA), in partnership with the Technopreneurship Centre, hosted a webinar on 'Technopreneurship – A vehicle for future start-ups' from a woman's perspective on 25 March 2021.

Talking points included: How do we bring the girl child to the ecosystem while ensuring that the boy child is not excluded? How do we empower the women who are already technopreneurs? Is technopreneurship the future of start-ups? – and more. The panel included various impactful women from different fields of study, such as Dr Mpho Raborife, Senior Lecturer & Programme Coordinator at the Department of Applied Information Systems. This session was followed by another webinar on 7 April 2021 entitled 'Opening access for women, building innovation and resilience in the marketing place'.

Elaborated action design research public lecture

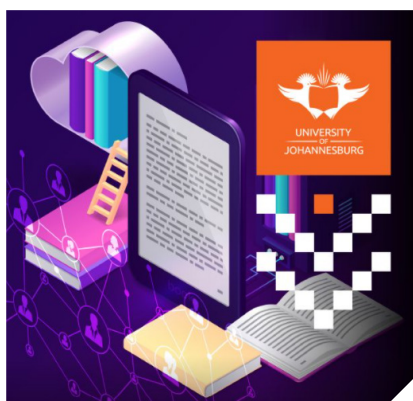
On 12 April 2021 the Department of Applied Information Systems, in partnership with the UJ Library, hosted a public lecture by Dr Matt Mullarkey, the Director of the Doctor of Business Administration Program for the University of South Florida, Muma College of Business.

The topic of discussion was 'Elaborated action design research'. The session was facilitated by Prof. Hosanna Twinomurizi.

To watch the public lecture, click [here](#).



Dr Matt Mullarkey



AIS launches a virtual book club

The Department of Applied Information Systems (AIS) launched its virtual book club on 23 April 2021 with a discussion of the book, *The prosperity paradox: How innovation can lift nations out of poverty* by Clay Christensen, Efosa OJomo, and Karen Dillon (2019). The main discussant, Rendani Mamphiswa,

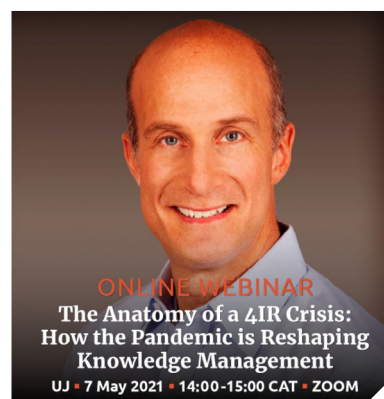
assisted by Prof. Roelien Brink and Mrs Tebogo Bokaba, provided detailed commentary on the main issues covered in the book.

The anatomy of a 4IR crisis: How the pandemic is reshaping knowledge management

Scott Leeb, Global Corporate Lead for Knowledge at Fragomen, was invited by the Department of Information and Knowledge Management to present a public lecture on 7 May 2021.

His informative and insightful lecture focused on *The anatomy of a 4IR crisis: How the pandemic is reshaping knowledge management*, and was facilitated by Mr Joel Arthur.

To watch the public lecture, click [here](#).



Scott Leeb



Prof. Efosa Idemudia

Techniques for developing measurement instruments

On 11 May 2021 the Department of Applied Information Systems hosted Prof. Efosa Idemudia from Arkansas Tech University in the United States of America. He gave a public lecture on Techniques for developing measurement instruments, facilitated by Dr Patrick Ndayizigamiye.

The lecture was helpful to researchers or students who are busy with their thesis and working on their data collection, as Prof. Idemudia provided tips on how to structure effective questionnaires/surveys. To watch the public lecture, click [here](#).

UJ MarketingFit 2021



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UNIVERSITY OF JOHANNESBURG
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The Future Reimagined

During the month of May 2021, the Department of Marketing Management hosted a 'six days, six speakers, six insights, to stay #MarketingFit' event. Well done to by Dr Beate Stiehler-Mulder for creating

this initiative, which has now become an integral event for marketing professionals and academics to gain insights into current trending issues in order to stay #MarketingFit.

The annual UJMarketingFit event took place online with an impressive line-up of marketing experts. The 2021 speakers were:



Jessica McEndoo,
Managing Director at
Social Path

**Topic: Continuous next:
A wild new time for
marketing.**

To watch, click [here](#).



Alistair King,
co-founder/ Chief
Creative Officer of
King James Group SA.
Partner/BeePak World

**Topic: The more things
change, the more they
stay the same.**

To watch, click [here](#).



Katherine Madley,
Vice President: Game
Marketing

**Topic: The real metrics
that matter for
marketing fitness**

To watch, click [here](#).



Bronwyn Williams,
partner: Foresight lead
and trend analyst

**Topic: The annual flux
trend briefing – The
state we're in.**

To watch, click [here](#).



Dali Tembo, Chief
Executive Officer at
The Culture Foundry Co

**Topic: The role of
cultural intelligence in
2021.**

To watch, click [here](#).



Prof. Sizwe Snail ka Mtuze

The impact of the 4IR on data protection and cyber crime

The Department of Information and Knowledge Management (IKM), in partnership with the UJ Library, hosted a public lecture by Prof. Sizwe Snail ka Mtuze, Professor of Cyberlaw/ICT Law and Managing Director at Snail Attorneys. The webinar was held on 2 June 2021, and

was facilitated by Mr Joel Arthur from the IKM Department.

Prof. Sizwe discussed *The impact of the 4IR on data protection and cyber crime*, and also addressed what the new POPIA Act entails. To watch the public lecture, click [here](#).

Visiting professors

Customer relationship marketing book published



Prof Naresh Malhotra

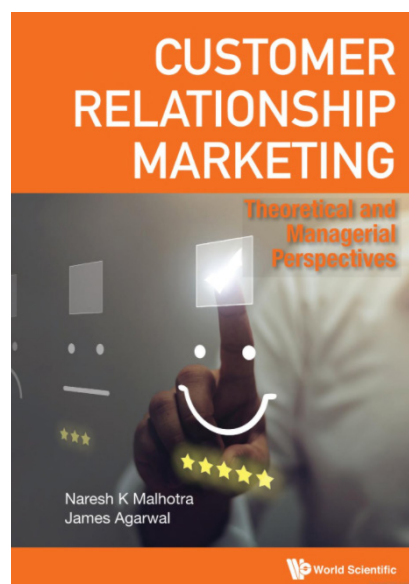
Congratulations to Prof. Naresh Malhotra, who recently published a book, co-authored with his former doctoral student James

Agarwal, entitled *Customer relationship marketing: Theoretical and managerial perspectives*.

Prof. Malhotra is a renowned marketing expert of very high international stature. Prof. Malhotra is listed among the world's top 2% most-cited researchers.

His academic work focuses primarily on marketing research and consumer behaviour.

He has published more than 125 articles in major refereed journals. He has unique expertise in data analysis and statistical methods, and is the winner of numerous awards and honours for research, teaching, and service to the profession. Well done, Prof. Malhotra!



Prof. Goran Svensson and the Stanford University world ranking of scientists

Prof. Svensson has been ranked in the top 0.4% of the most productive and cited researchers in the world by the Stanford University World Ranking, according to Stanford's exclusive 2%-list world ranking of scientists.

This ranking shows that he is in second place in both Norway and Sweden, and that out of 36 300 researchers in the field of business and management

in the world, he is ranked at number 210. The Department of Marketing Management is proud to have Prof. Svensson as a visiting professor. Congratulations, Prof. Svensson!



Prof. Goran Svensson

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