



**SCiIS** December 2017 Volume 1

## **School of Consumer Intelligence and Information Systems**

College of Business and Economics



### Message from the director

#### **Professor Mpinganjira: Director of SCiIS**

Welcome to the first edition of the School of Consumer Intelligence and Information Systems' (SCiIS) newsletter.

The establishment of the SCiIS follows the opening of the College of Business and Economics on the 1<sup>st</sup> of July 2017. This brought with it new opportunities to leverage on the strengths of the three departments making up the School namely the Department of Applied Information Systems, the Department of Information and Knowledge Management and the Department of Marketing Management, in shaping a School we can all be proud of.

Our main focus during the first 6 months of the School was accordingly on envisioning the School we want and developing the road map that will ensure the realisation of our shared vision of being 'a pan-African epi-centre of critical intellectual enquiry in Consumer Intelligence and Information Systems'. Some of the achievements that have come already our way as covered in this newsletter include:

- ❖ Successfully hosting of the 2<sup>nd</sup> International Conference on the Internet, Cyber Security and Information Systems (ICICIS 2017) held from 14<sup>th</sup> to 16<sup>th</sup> August 2017 at the Maslow Hotel, Sandton, Johannesburg. The conference provided an opportunity for African scholars to deliberate on, among others, data information security. This is in line with our pursuit of a research agenda that fosters generation and sharing of knowledge with the rest of the continent of Africa and the globe.
- ❖ The 2017 DSA-UJ Project run by the Department of Marketing Management resulting in sales turnover of R 2.95 million of which R750 000.00 went back to the students in the form of commission made on the sales. Our BCom Hons Marketing Students were semi-finalist in the 2017 Google Online Marketing Challenge. These achievements are a testament that the School is on the right path to delivering on its mandate of ensuring that it offers intellectually rigorous curricula that prepares our students well for the world of work and entrepreneurship.

- ❖ SCiIS is home to a rich pool of talent with many of our academics serving on committees of national and international bodies. Added to the list in the past 6 months are Prof Kelvin Bwalya who was appointed to the National Committee of Experts of the Higher Education Authority of Zambia and Ms Stella Bvuma who was appointed to the Council of the South African Institute of Computer Scientists and Information Technologists.

- ❖ On 22<sup>nd</sup> September 2017 the School had its team building session at Go Ape South Africa. Thanks to the Department of Information and Knowledge Management Team for organising a memorable session. Being able to have fun and laugh together makes being part of the SCiIS team a pleasure and is key to building and nurturing a School culture where everyone feels like part of the family. The year 2017 ended with messages of farewell to one of long serving members of staff Ms Susan Schmidt who retired after serving for 19 years as a Secretary in the Department of Marketing Management. We wish Susan a happy retirement.

Thanks to each member of the SCiIS team, the journey has clearly started on a good note. This newsletter is packed with details of these and many more stories. Enjoy your reading!

Prof Mercy Mpinganjira  
*Director School of Consumer Intelligence and Information  
Systems*

### Student news

#### **Wholesale & Retail Seta Certificate handover ceremony**

A hundred and twenty employees from retailers across South Africa enrolled for the Department's certificate in Retail Practice during 2016. This programme was sponsored by the W&R Seta, and is aimed at upskilling employees in the Retail sector in South Africa. The Department hosted a special certificate handover ceremony for all students who passed this specialised certificate. The ceremony took place on the Bunting road campus on 16 March 2016.



*Director of SCiS Prof Mpinganjira welcomes students and guests*



*Student receiving her certificate from Prof Gert Roodt*

## Third year and Advanced Diploma students showcase their software development skills

The Department of Applied Information Systems' annual student project days took place on 25 October (third year Diploma Information Management students) and 2 November 2017 (Advanced Diploma in Information Management students). The objective of these project days is to provide students with a platform where they can showcase software they have developed as part of their courses to members of industry.

The third year Diploma Information Management students (under the supervision of Mr Pieter Joubert) showcased software that they were required to develop for a specific client. The panel of judges included employees from Standard Bank and Tracker, staff from the Department of Applied Information Systems, as well as a representative from the Department of Higher Education.

The Advanced Diploma in Information and Technology students (under the supervision of Mr Kwete Mwana Nyandongo) had the option to either develop software for a project specified by a company, or to come up with their own project, which was then proposed to a company on this day. The students in this group presented their projects to employees from Microsoft Solutions in Gauteng, DVT, INFO VERGE, and members from the Department of Applied Information Systems. Three winning groups were announced on the day:

- ❖ The UJ Virtual Lectures (UJ solution based)

- ❖ UJ Residences management systems (UJ solution based)
- ❖ On Demand Road Side Assistance (developed based on a brief for Liquid Capital)

The projects day initiative by the Department of Applied Information Systems has proven to be an excellent practical initiative that enables the Department's students to practically apply theory and to develop new skills.



*Students presenting their projects to the panel*



*Mr Nyandongo Kwete (lecturer: Advanced Diploma in Information and Technology)*

## Top Achievers and Club 15 awards

The Department of Marketing Management hosted its annual Club 15 and Top Achievers awards ceremony on 19 April 2017 at the UJ Astro Hockey club. At this special event, the Department's top achievers in each year of study for each programme were awarded a cash prize. The prizes were sponsored by Spar, PPS, Renault, Testkraft and Juta. The Department's 15 best performing first and second year students for the year 2016 were also acknowledged at this ceremony. The top performing students form part of the Department's prestigious Club 15 and are awarded with a Club 15 T-shirt at the event. They wear their T-Shirt to campus once a week, all on the same day. Bursaries sponsored by Primedia were also awarded to selected second year students in the Department. These bursaries will cover their second and third year of study. Congratulations to the Department of Marketing Management's top performers, and thank you to all the sponsors.





*Department of Marketing Management Club 15 members*

## SCiIS genius students join UJenius!

The SCiIS would like to congratulate the following seven students on becoming members of the UJenius Club:

### *ND Marketing*

- ❖ L Phori
- ❖ MC Motloutsi

### *Diploma Retail Business Management*

- ❖ JM Yende
- ❖ VF Mulovhedzi

### *BCom (IT Management)*

- ❖ SS Pillay

### *BCom (Marketing Management)*

- ❖ AJ Eagar
- ❖ BF Mann
- ❖ PM Biko

The UJenius Club is a Vice-Chancellor's initiative to acknowledge outstanding performance by undergraduate students, as well as to offer them additional opportunities for intellectual and professional development. Each year, students who have achieved an average of 75% in the preceding year (on a full module load, and with no module below 70%) are invited to become members of this prestigious club. Through the club, UJ develops a special relationship with top performers, offering them benefits for the duration of their studies at the institution.

## Pepsico National Account Manager and Doritos Brand Manager address BCom (Hons) Marketing students

Mr Izak Wessels, a former BCom (Hons) Marketing Management student and the current National Account Manager at Pepsico, as well as Mr Wesley Chetty, Brand Manager of Doritos, presented a guest lecture to the BCom Strategic Marketing Management students on 17<sup>th</sup> August 2017. Mr Wessels had a short discussion with the honours students on the Colgate Palmolive project, and also shared experiences and lessons learned in the course of the challenging practical project that the Strategic Marketing students on the Honours programme are assigned with every year.

Mr Wesley Chetty taught students about the role of a brand manager, who acts as the “CEO” of their brand. They have to know what is happening in trade, in the stores, in the factories, with the customers, as well as with the product itself. He also introduced the “What is Doritos A vs B?” campaign to explain some of the strategic marketing principles employed to reach the objectives that were set. The campaign specifically aimed to encourage millennials to step up and bring out their ‘bolder’ side; it stimulated excitement through a 365-degree approach, employing various touch points to engage with their customers. Mr Chetty also reiterated the importance of knowing where your customers are to effectively communicate with them, as well as the significance of Digital platforms such as Facebook, Twitter and Instagram to target and engage with millennials. He concluded by emphasizing that the crucial element in a campaign is the common thread in all your touch points.

*Contribution: Anreja Hajn*



*Mr Wessels, Dr Lubbe and Mr Chetty*

## Department of Marketing Management grows students' entrepreneurial skills

In this age of high youth unemployment, Universities have a critical role to play in ensuring the preparation of the youth for entrepreneurship. The School of Consumer Intelligence and Information Systems takes pride in taking a lead in this. The 2017 DSA (Direct Selling Association) – UJ Project run by the Department of Marketing Management resulted in sales turnover of R 2.95 million. 405 students participated in the project and around R 750 000. 00 went back to the students in the form of commission made on the sales.

The DSA project forms part of a work-integrated learning (WIL) component for students enrolled for The National Diploma in Marketing and Diploma Retail Business Management. The project is packaged as a sales module during these student's second year of study. They need to reach a sales targets to prove their ability to sell, and achieving target not only ensures that the students pass the specific module, but also avails them the opportunity to earn an extra income. The Department of Marketing Management is very proud of the student's excellent performance in the 2017 project.



*Top performing students on the 2017 DSA project*

## Third year BCom Marketing Management students present at 3M

The Department's third year BCom Marketing Management students were given a real-life business challenge to solve by 3M. This challenge was part of an assignment for the subject Business to Business Marketing. The five best student groups were given the opportunity to present their work to 3M's top management. The feedback received from 3M was that the students were well prepared and that the company will be implementing some of their ideas in 3M's business. Well done to the Marketing Management third year group!



*Third year Marketing Management students with Mrs Andrew (far left) and Mrs Disdale (far right) from 3M*

## Johannesburg agency Joe Public visits BCom (Hons) Marketing Management students

Ben Shapiro, strategic planner at Joe Public, presented a special guest lecture to the BCom (Hons) Marketing Management students on 31 August 2017. Mr Shapiro explained the process of gathering research, which starts with information on competitors and the industry as a whole. Next, potential hooks and barriers pertinent to the brand/product should be addressed, then one moves to the consumer in order to understand what they want or need. Lastly, the PESTLE is applied in order to understand external environmental impacts. He emphasised the importance of finding the heart of the problem that a campaign needs to address.

"Red herring" is a term Mr Shapiro used to explain information that seems significant, but is actually misleading, because it does not add value. Figuring out what is important and what is not is crucial when coming up with a campaign that needs to address the problem at hand. Mr Shapiro's advice was to be single minded – clearly identify your priority, because you cannot do too many things to get the result you need. Find the lowest common denominator and question what is underneath all the symptoms, then move deeper, by continuously asking *why*, because consumer insights at face value often don't mean a lot. Lastly, he proposed asking yourself whether the story makes sense – does the hypothesis fit the information? He advised the audience to interrogate the information and insights to get to the result they want. Through the use of different case studies, Mr Shapiro demonstrated how to use insights gathered to be disruptive, to not do what is expected, and to stand out from the crowd.

*Contribution: Anreja Hajn*



*BCom Hons Marketing Management students, Ben Shapiro and Dr Lubbe*

## Information and Knowledge Management third year students show off their CV development and interview skills

Every year, the Department of Information and Knowledge Management runs a CV writing and interview skills competition to prepare their third year students for the working world and the reality of job hunting and job interviews. This competition exposes students to real interview sessions conducted by a mix of industry experts and academics in the Work Integrated Learning (WIL) framework. Students enrolled for the Information Management 3B module compete with one another for a job advertised on Blackboard, for which they each submit a cover letter and CV. UJ's PsyCad division assists these students to professionally develop and finalise their CVs. Ten finalists are identified from the class pool and are invited for an interview with a panel.

The judging panel for 2017 included staff members from UJ, Standard Bank, IQ-Business, Resolve Immix, and ENSAfrica. Some of the judges have invited the five students who performed best for interviews at their companies. The winner received R2500.00, second-place finalist received R1500.00, and the third-place finalist received R1000.00. Each of the remaining 7 finalists got



R500.00. Congratulations to Joyce Marope for achieving the first-place position, Vivian Mosileng for second-place and Katiso Mogaki for third-place.



*BCom Information Management third year students with Professors Bwalya and Du Plessis*

## Marketing students attend annual Interactive Advertising Bureau (IAB) Summit

The IAB Digital Summit was held on 16 March 2017 at the Galleria in Sandton. Eight BCom (Hons) Marketing Management students were selected to attend this prestigious event. Presenters at the summit included professionals from various industries, allowing for a well-rounded perspective of digital trends. The students described the summit as an eye-opening experience at which they learned that digital marketing has become a necessity, not only as part of the creative industry, but as a language that savvy business leaders across all sectors need to speak.



*BCom (Hons) Marketing Management students at the IAB summit*

## 3M's Linda Siso shares life lessons with BCom (Hons) Marketing Management students

3M is a powerhouse of innovation and their industry leadership – from homes and health care to electronics and transportation – is extensive. Linda Siso, a project manager at 3M, has been at the forefront of big campaigns, and visited UJ to share her experiences with the BCom (Hons) Marketing Management students. Here are some of the core lessons that the students learned from her visit:

- ❖ The industry is tough and competitive – it is important to stretch yourself beyond the classroom theory learnt over the years.
- ❖ Understand and explore who you are and exactly where you fit in your chosen industry.
- ❖ Be confident and unapologetic for who you are.
- ❖ Reach for the stars, but at the same time ensure that you have an anchor – an individual who inspires you and keeps you on your toes.
- ❖ Network as much as you can and keep connections everywhere (including among fellow students).
- ❖ Focus on perfecting the execution of a strategy rather than worrying about how perfect the plan is on paper.
- ❖ Over-complicating a strategy can be detrimental; simplify your plan so that anyone can understand it.
- ❖ Be committed and stay committed – people give up too quickly. Believing in yourself is crucial.

The Department of Marketing Management would like to thank Mrs Siso for delivering a most encouraging and valuable presentation to our BCom (Hons) students.

*Contribution: Nwabisa Mpotulo*



*BCom (Hons) Marketing Management students with Mrs Siso and Dr Lubbe*

## Dawn Klatzko presents on Experiential Marketing

With over 20 years of industry experience, Mrs Dawn Klatzko, an expert in experiential marketing, a book writer, executive, business coach and motivational speaker was invited to be a guest in the BCom (Hons) Marketing Management class. In her presentation, she covered how to incorporate social media with experiential marketing to create value, relationships with future customers, relevance to the current situation, inspiration, and opportunities for a business.

One of the key terms mentioned was to “Go Fish”. By this, she meant that one must ask questions of various individuals, as well as conceptualise new ideas to provide consumers with the best experiential marketing they have experienced. At the end of her presentation, Mrs Klatzko said something that will be remembered by South Africa’s future marketers: “To win the conversion to a sale battle, you need to turn your brand promise into a meaningful, engaging brand experience”.

*Contribution: Mohammed Fareed Khan*



*Mrs Klatzko presenting to BCom (Hons) Marketing Management students*

## Guest lecture: Mr Oscar Tshifure enlightens students on the topic of Marketing in the rest of Africa

On the 2<sup>nd</sup> of March 2017, Mr Oscar Tshifure (Business Development Director at Plus 94 Research) gave a compelling presentation to the Contemporary Marketing Management Honours students about Marketing in Africa.

Mr Tshifure emphasised that Africa is a continent with an abundance of opportunities for growth. His presentation focused primarily on this context, where Plus 94 does marketing research *for Africans by Africans*. A key point he made is that knowing one's market in a personal and relatable manner is essential to better predict its wants and needs, as well as to solving the problems of that particular market segment.

His knowledge and passion in the arena of marketing in Africa inspired the BCom (Hons) Marketing students. He concluded his presentation by emphasising the importance of market research, saying that "Market research first, profits follow later" – a thought that reinforced the value of market research in Africa.

*Contribution by: Erica Lesna-Maranetto*



*Mr Tshifure*

## Marketing Management first years learn from industry experts

Ms Melissa Zulu, lecturer for Marketing 1B in the Department of Marketing Management, invited three special guest lecturers from different industries to address her Marketing 1B class.

On 5 September 2017, Mthobisi Nhlabathi, Consumer Insights Analyst at Multichoice who looks after the Supersport brand in Southern Africa, addressed the students. Mr Nhlabathi explained the steps in the marketing research project, with a particular focus on how Marketing Research is applied in a practical environment. The students were exposed to different consumer insights within the broadcasting environment, as well as the methods of gathering these insights through market research in order to identify possible solutions to keep customers watching a specific programme on television.



*Mr Nhlabathi*

On 26 September 2017, Yoliswa Nkomo, a B2B marketing specialist and the head of B2B marketing for commercial lubricants at Shell, visited the students. She spoke about supply chain management and integration, with a particular focus on the operations of the automotive industry, namely Original Equipment Manufacturers (OEM), tyre manufacturers, and lubricant companies. The students were enticed by this talk, and key areas of interest that Ms Nkomo touched on were Relationship Marketing in a B2B set up (manufacturer, dealer network and end user), as well as the importance of technology in a supply chain, which helps ensure that customer, material and service integration are achieved.



*Ms Nkomo*

On 3 October 2017, Boitumelo Sebopa, the Brand Manager at Famous Brands, Wimpy, shared her experiences pertaining to managing a brand, media planning and the placement of advertisements. She shared practical advice on comparative advertising, launching an advert, scheduling adverts within different media channels and the reasoning behind these choices. Most importantly, she shed light on how consumer/market



research is done in order to identify the needs of consumers and produce adverts that speak to those needs in order motivate them to buy a certain brand or frequent a certain restaurant.



Ms Sebopa

## Mr Mbhele from Liberty Life Group addresses BTech Marketing students

In order to give the students a model of putting theory into practice, Mr Sydney Mbhele, Chief Marketing and Communications Officer for the Liberty Group, was invited to address the BTech Marketing students on 23 August. He reflected on brand practice, particularly in the financial service sector. In this sector, branding is central, and some financial services firms run the risk of being perceived as too generic. As the person behind Nedbank's recent repositioning, Mr Mbhele was asked to speak about brand positioning and repositioning strategies, as well as the most important aspects of managing brand portfolios. The students thoroughly enjoyed this session and kept Mr Mbhele engaged with questions well over the time allocated for the session.



Mr Mbhele and Mr Kuhle

## Executive from Alexander Forbes presents guest lecture to BCom Marketing third years

Katherine Madley, Group Executive for Product Marketing at Alexander Forbes, presented a guest lecture to the

third year BCom Strategic Marketing class titled "Is Digital enough to grow your brand?" The particular topic is imperative in light of the Digital transformation that markets are currently experiencing. The students thoroughly enjoyed her lecture and learned about the importance of understanding the application of Digital marketing within the broader context of a brand's overall strategy.



Mrs Madley presenting to third year BCom Marketing Management students

## Visiting Professors

### Esteemed Professor visits the Department of Marketing Management

Professor Naresh Malhotra has been appointed as a Distinguished Visiting Professor at the Department of Marketing Management from 2016–2018. During his March 2017 visit, Prof Malhotra presented an academic workshop on Common Method Variance, as well as an open lecture on conducting longitudinal research studies.



Prof Malhotra presenting at the academic workshop

### Visiting Prof from Finland appointed

The Department of Marketing Management appointed Prof Jukka Ojasalo from Lareau University in Finland as a visiting Professor at the Department from 2017–2019. Prof Ojasalo specialises in Services Marketing and Service Design, and will join a group of researchers within the School on an exciting project focused on Smart Cities, Service Design and Sustainability.



Prof Ojasalo

## Conferences

### Postgraduate students from the Department of Marketing Management attend the 2017 annual SAMRA conference

The Southern African Market Research Association (SAMRA) held its 5<sup>th</sup> consecutive conference in Stellenbosch on 17 and 18 May 2017. Prompted by SAMRA's talent initiatives to integrate students into the research industry, the Department selected two postgraduate students, Aobakwe Ledikwe (Master's student) and Nontobeko Khuzwayo (Honours student), to represent the Department at this prestigious occasion. The students were given the opportunity to participate in the event as day delegates, to network with industry associates, and attend all sessions. The students really enjoyed the experience in which they learned about current research issues and were honoured to share their career interests with research practitioners.



Mr Ledikwe and Ms Khuzwayo with SAMRA team members

### 2017 Annual ESOMAR conference

The European Society for Opinion and Market Research (ESOMAR) held its 70<sup>th</sup> conference in Amsterdam on 10–13 September 2017. The purpose of the conference was to bring market intelligence and academia together, thereby creating awareness about the global market research industry. As a result of ESOMAR's talent initiatives (ESOMAR Young Society) to integrate students into the research industry, one of the Department of Marketing Management's postgraduate students Mr. Aobakwe Ledikwe (second year Master's student) was selected to represent the Department at this conference. He was given an opportunity to participate in the event as a day delegate, provided assistance with the running of

the conference, and had the opportunity to network with industry associates and attend all the sessions.

### SCiS hosts its first conference as a new School in the College of Business and Economics

The 2<sup>nd</sup> International Conference on the Internet, Cyber Security and Information Systems (ICICIS) took place from 14–16 August 2017 at the Maslow Hotel in Sandton. This was the first conference held by the newly launched SCiS, and was hosted in collaboration with the Department of Computer Science at the University of Botswana. The conference theme was "African Experience of Digital Disruption: Gains and Losses". The programme was well-balanced, and both academic and industry work was presented. Included were double-blind peer-reviewed research papers, Master's and Doctoral abstracts, Industry innovation sessions and two panel discussions. The conference was attended by African scholars from four different countries, and nine South African Universities were represented at the conference. From outside the continent, Prof Steven Carr from Western Michigan University in the USA was an expert keynote speaker at the conference. The director of the SCiS, Prof Mpinganjira, would like to thank the conference chair, Dr Abejide Ade-Ibijola and the organising committee for their hard work and efforts in hosting a well-organised and well-attended conference. She would also like to extend her gratitude to Ernest and Young for their involvement as a sponsor for the conference. *The conference proceedings may be accessed [here](#).*



ICICIS conference delegates group photo



Conference Chair Dr Abe-Ibijola





*Director of SCiIS Prof Mpiganjira welcomes conference attendees*

## 2017 International Multi-Disciplinary Conference

Prof Kelvin Bwalya (Department of Information and Knowledge Management) and Dr Sichilalu Sam (University of Zambia) chaired the 2017 International Multidisciplinary conference hosted in Lusaka, Zambia. The theme for the conference was “Knowledge Sharing and Innovation Competitiveness for Responsive and Sustainable Development”. The conference was co-hosted by the Zambia Research and Development Centre (Information and Communications University) and the University of Zambia, and the University of Johannesburg was an official partner. A total of 458 people from 16 different countries attended the conference, presenting 334 papers. The conference had eight tracks spearheaded by nine keynote speakers from Argentina, the USA, United Kingdom, Russia, Botswana, Vietnam, Portugal, South Africa, and Australia.



*Prof Bwalya addressing conference attendees*

## 5<sup>th</sup> International Conference on Managing Organisations in Africa (ARG 2017)

Staff members and students from the Department of Information and Knowledge Management (IKM), attended the 5<sup>th</sup> International Conference on Managing Organisations in Africa (ARG 2017). The conference was hosted by the University of Mauritius in association with the Africa Research Group at the University of Nottingham. The conference was a great experience and very informative. Various scholars presented good papers and networking made the conference even more exciting;

many University representatives came from different countries and shared their vast experience and knowledge. Among the attendees were representatives from the University of Mauritius, Nottingham University Business School and the American University in Cairo.



*Prof Chris Rensleigh, Prof Tanya du Plessis, Mrs. Lesly, Mr. Magoma, Mr. Khumalo and Ms Potgieter.*

## Staff news

### Ms Stella Bvuma appointed to the SAICSIT

The School would like to congratulate Ms Bvuma on her appointment at the [South African Institute of Computer Scientists and Information Technologists \(SAICSIT\)](#). The Institute focuses on research and development, as well as supporting education and training in the computing and information technology industry in South Africa.



*Ms Bvuma*

### Prof Kelvin Bwalya appointed as Higher Education Expert

Prof Kelvin Bwalya (Department of IKM in the SCiIS), was appointed to the National Committee of Experts of the Higher Education Authority in Zambia. This committee is mandated to shape the direction of tertiary education in Zambia and to coordinate quality assurance implementation to ensure that the country's Higher Education offering is competitive.



*Prof Bwalya*

## **Prof Mercy Mpinganjira (director of SCiS) featured on CapeTalk Radio**

Prof Mpinganjira was featured on CapeTalk Radio on the 2<sup>nd</sup> of October 2017, where she discussed a piece she published earlier in the Conversation entitled: [Here's why South Africa's online shoppers keep coming back for more](#). Listen to the talk by clicking [here](#).



*Prof Mpinganjira (Director: SCiS)*

## **SCiS team building**

The School enjoyed its first fun-filled team building on the 22<sup>nd</sup> of September at Go Ape South Africa. This was a great opportunity where the School's staff members could engage, laugh and get to know one another outside of the work environment.



*SCiS staff members all geared to Go Ape*

## **Prof Mornay Roberts-Lombard appointed as Visiting Professor**

Prof Roberts-Lombard (Department of Marketing Management) was appointed as a visiting professor at the Polytechnic Institute of Leira in Portugal. He completed his first two-week visit to the institute during May 2017.



*Prof Roberts-Lombard*

## **Prof Kelvin Bwalya chosen to represent UJ on Higher Education in Sub-Saharan Africa (HEPSSA) project**

Prof Bwalya (Department of IKM in the SCiS) was selected to represent the College of Business and Economics on the HEPSSA project. The goal of this project is to prompt academics and practitioners to collaborate, and specifically to discuss and develop innovative solutions to contemporary regional problems in Sub-Saharan Africa. The HEPSSA is a three year project that is funded by the UK and led by the University of Zambia. The Universities of Johannesburg, Malawi, Mulungushi, the Copperbelt, and Namibia are involved in the project. The University of Johannesburg is a very important partner to this project as it is the only partner University that brings a management perspective to the project – all other partners are from the Engineering discipline.

## **Dr Stiehler-Mulder and Prof De Meyer-Heydenrych publish a piece in Beeld and Netwerk 24**

Dr Stiehler-Mulder and Prof De-Meyer-Heydenrych were approached to write on piece about the Spur debacle that played out early in 2017. Their article entitled "Wat kan besigheids uit die Spur debakel leer?" (What businesses can learn from the Spur debacle?). This piece was first published on Netwerk 24 on 5 July and then featured in Beeld on 6 July 2017.

## **Prof Carl Marnewick publishes new book**

The SCiS would like to congratulate Prof Carl Marnewick from the Department of Applied Information Systems on the publication of his new book titled "Realising strategy through projects".





*Prof Marnewick*

## Digital teaching and learning

As part of UJ's drive to grow its online degree offerings, selected members from SCiS attended a five-day training course on Digital teaching and learning during July 2017. This course provided staff members with the knowledge required to deliver high quality teaching and learning with technology.

## Farewell to Mrs Susan Schmidt

After serving the UJ for 19 years, the Department of Marketing Management bids farewell to their much-loved secretary, Mrs Susan Schmidt who has retired. The Department of Marketing Management wishes to thank her for her many years of dedication and hard work. She will be dearly missed.



*Mrs Schmidt*

## Industry engagement

### Industry gurus welcome BCom Marketing Management first years

Katherine Madley (Group Executive of Product Marketing, Alexander Forbes) and Pepe Marais (Creative director at Joe Public) addressed the BCom Marketing Management first years during their orientation session. Katherine and Pepe shared personal stories about what paved their paths to success, and some life lessons they've learned. They also orientated the students with regard to what to expect when working in the Marketing industry, and

impressed on them why their chosen field of study is such an exciting one.



*Mrs Madley, Mr Marais and Dr Lubbe*

### Industry Advisory Board at the Department of Marketing Management

The Department of Marketing Management's 2017 Industry Advisory Board (IAB) gathering took place at the School of Tourism and Hospitality Management (STH) on 30 August. The purpose of this annual gathering is to create a platform for Department staff members to engage with members of the Marketing and Retail industries, and ask them to analyse and evaluate the relevance and applicability of the content of its programmes. The experts' feedback is then considered and incorporated into the Department's programme offerings. Through this initiative, the Department aims to ensure that its students are equipped with the most up-to-date knowledge, and that it serves the Marketing and Retail industries with future-fit graduates.



*Dr Wait welcoming staff and industry members*

## Community engagement

### Community engagement: Department of Marketing Management

The Department of Marketing Management's Club 15 students, together with Mr Njabulo Mkhize (head of the Department's community Engagement), visited the Woodside Sanctuary on 11 August 2017. Mr Mkhize started a drive for the Department's staff and students to donate blankets and supplies, which were handed to the sanctuary during their visit. The students also had the

opportunity to engage with the residents and to offer their help on the day. The students thoroughly enjoyed the visit and the Woodside Sanctuary expressed their sincere appreciation for the Department's time and generous donation.



Mr Mkhize and Club 15 students from the Department of Marketing Management at Woodside Sanctuary

## Awards

### BCom (Hons) Marketing Management students announced semi-finalists in the Google Online Marketing Challenge

Joshua Surat, Jenna Green, Jordan Baum and Erica Lesna-Maranetto, all BCom (Hons) students in the Department of Marketing Management, have been announced as semi-finalists in the 2017 Google Online Marketing Challenge (GOMC 2017). This is a fantastic accomplishment, as the GOMC is a global competition that is entered by thousands of Digital Marketing students every year. The students ran a Google Adwords campaign to promote the NPO help2read, and their excellent work assisted this organisation to increase awareness, volunteering and donations. The BCom (Hons) Marketing Management students participate in the GOMC challenge every year as part of the subject Strategic Digital Marketing, presented by Dr Daniel Maduku. The SCiS is incredibly proud of these students and wishes them many more fruitful Digital achievements in future.



Dr. Maduku (far left) and Ms Cunningham (far right) with student finalists: Joshua Surat; Jenna Green; Jordan Baum; Erica Lesna-Maranetto (left to right)

### Digital Empowerment award

The School of Consumer Intelligence and Information Systems was honoured with an award for *Commitment to Digital Empowerment* at the 2017 Bluemagnet Achievement Awards Ceremony. This special ceremony took place on 24 August at The Venue Green Park in Sandton, and was attended by the School's Director, Prof Mercy Mpinganjira, as well as by the School's Marketing liaison, Dr Beate Stiehler-Mulder.

The Department of Marketing Management in the School has been investing in growing knowledge and skills among its staff on the latest developments in the field of Digital Marketing. Director, Prof Mpinganjira, wishes to extend her gratitude to Bluemagnet for recognising the School's commitment to this important contemporary field in Marketing Management.



Mr James (Bluemagnet), Prof Mpinganjira and Dr Stiehler-Mulder

### Outstanding paper award for Dr Beate Stiehler-Mulder

An article by Dr Stiehler-Mulder and co-authors Prof Albert Caruana and Dr Joe Vella (University of Malta), titled *Using an aesthetics and ontology framework to investigate consumers' attitudes toward luxury wine brands as a product category*, published in the International Journal of Wine Business Research, was selected by the journal's editorial team as The Outstanding Paper in the 2017 Emerald Literati Network Awards for Excellence.



Dr Stiehler-Mulder