



The MarketingHub

Faculty of Management | Department of Marketing Management FEB 2015 | Volume 12 | Edition 1

HAPPY NEW YEAR 2015

The Department would like to wish all its industry and strategic partners, as well as its staff and students a wonderful and blessed 2015.



OUR STUDENTS

The Department's Pick n Pay Corporate students do a financial Business Simulation module

The Pick n Pay students of 2014 participated in the new practical module called Retail Today. This module was custom designed to enable students to apply what they have learnt over the course of the year in a simulation based on the real business processes and environment of Pick n Pay. Mr Fletcher (Business Today) and Ms Frazer (UJ) presented the simulation designed by Business Today over two days. To start the simulation, the teams of students were each given a fictional retail organisation which they had to manage in a competitive market. The decisions the teams had to make included decisions about staff, merchandise, marketing and finance, and each decision influenced their market share they had received in the particular business cycle of the simulation game. The outcomes of their decisions were then discussed after the financial statements had been completed by the teams. The aim of the simulation was for students to learn how decisions affect the business process as a whole, and to understand key financial indicators within their organisation. In addition, the students were exposed to the bigger picture of a retail organisation and learned how a retailer's business model differs from manufacturing concerns. One of the students commented: "It is a practical programme where you can see mistakes and how big they are when commitment gets one to think carefully before decisions" and another said: "Good activity which speaks directly to what we do at our stores. Those whose job it is primarily to place orders will definitely concur with me when I say this course has contributed positively to our stock ordering, stock holding, turnovers and maintaining good relations with creditors."



PnP students in action during the simulation



Pick n Pay students in action

OUR STUDENTS

Ms Kristy Grant from Google SA visits the Department for a guest lecture

On 30 July, Ms Kristy Grant did a presentation to the Department's 3rd year National Diploma students about digital marketing. She explained to the students how fast, affordable and effective digital marketing is compared to other traditional ways of marketing. The students also learnt how Google makes money from digital marketing. The students said that the presentation was enlightening and requested that she should do this presentation every year to incoming students.

Social Media for Marketers of the future

After a few sessions of social media from a textbook perspective, it was time to bring it to life for the Marketing Management first-year students. A two-part series of guest lectures from industry experts was organised by the lecturer (Ms Nontu Mashaba). The first guest speaker was Mr Sithembiso Ndashe, a social media marketer with over 8 years' experience in Sales and Marketing. Mr Ndashe, who recently started his own agency (SNG Media) has worked with companies such as Microsoft Advertising – Howzit.MSN and the Caxton CTP Group to name a few. He showed the first years the importance of understanding and embracing social media as a critical tool not to be ignored by marketers.



Mr Sithembiso Ndashe (SNG Media)

The second session was lectured by Ms Khosi Magubane, Chartered Marketer and Regional Brand Manager at Henkel. Ms Magubane has over 20 years' experience from a variety of international companies such as Unilever, Coca Cola, GSK, BP, L'Oreal and BAT. She brought in a different perspective, highlighting the importance of researching, engaging and being obsessed with your consumer. She stressed how critical it is for marketers to understand social media in order to select the right platform and the right strategy for the right consumer. The necessity of setting clear objectives for social media strategies and ensuring that brands need to measure their return on investment in this regard. She ended her session by giving away some Henkel hampers to students who challenged her with interesting questions.



Ms Khosi Magubane (Regional Brand Manager at Henkel in the middle).

FNB Head of Marketing visits second- year Services Marketing students

On 16 September, Mr Moeketsi Nchoba (Head of Marketing at FNB) presented a lecture to the second-year Services Marketing students. The lecturer, Ms Mashaba invited Mr Nchoba who has over 20 years' experience working for a variety of international companies such as Procter & Gamble, KFC, MTV Networks Africa and SAB, in order to give a practical perspective to services marketing.

Mr Nchoba kicked off the session by posing a question to the students: "Has the art of marketing died?" In his very interactive presentation, he discussed the importance of understanding your consumer and tailoring services to meet their needs. He illustrated the importance of treating services marketing and marketing as a science in order to better serve consumers profitably. He ended off his presentation by commending the students for choosing Marketing as a specialist area, as he felt that too often Marketing is left to non-marketers.



A student presents Mr Moeketsi Nchoba (Head of Marketing at FNB) with a gift of thanks

Ms McDowell from Glasshouse addresses the BCom (Hons) students

On 21 October, the Department of Marketing Management was proud to host Ms McDowell, Managing Director of the Independent Agency Search and Selection Company (IAS) as a guest speaker for the BCom International Marketing Honours class. Johanna is a highly experienced individual in multiple facets of Marketing, Advertising, Marketing Communications and Agency Search and Selection represent only a small portion of her broad base of skills.

Ms McDowell provided key guidelines on selecting an agency that has the right cultural fit with the client organisation. Ms McDowell stressed the importance of improving one's understanding of the corporate culture of the partner firm and identified a one-day induction process as a good starting point.



Johanna McDowell (Managing Director of the Independent Agency Search and Selection Company (IAS))

Ms McDowell highlighted that a major reason as to why these relationships do not flourish in many cases, is the fact that each party attaches varying levels of importance to the different aspects of the relationship. Where the client believes that timely delivery is most important, the agency attaches little importance to this. The agency attaches high value to creative freedom, and the client is generally conservative as they are very conscious of the consistency of their brand image. Such contrasting values need to be understood and managed effectively and empathetically by both parties in order to improve the relationship. Guidelines on managing the relationship in this manner were discussed.

In closing, Ms McDowell identified the opportunity for young entrepreneurs to excel in the advertising agency field. The reason for this opportunity is that many of the smaller advertising agencies have been bought by larger multinational agencies. As a result, the similarities between the output that agencies provide to various clients is strengthening. There is a need for fresh and new ideas, a need that could be fulfilled by a young firm with innovative thinkers.

Retail students participate in Mystery Shopper project

The Department of Marketing Management takes pride in its various initiatives that are undertaken to provide experiential learning to students. In one such programme, the third-year Diploma Retail Business Management students had the opportunity to participate in a 'mystery shopper' project with the Cradlestone Shopping Mall located on the West Rand of Johannesburg. The aim of the 'mystery shopper' project was to evaluate the level of customer service provided by the tenants of Cradlestone Shopping Mall to their customers without the tenants' knowledge that they were being assessed. This exercise provided intriguing insights to students on why certain stores are progressing and making huge profits, while others are struggling and making loss.

At the end of the project, students produced a detailed report to the Management of Cradlestone Shopping Mall advising them of their findings and recommending pragmatic ways in which certain stores of the centre can improve on their customer service standards.

The students benefitted immensely from this project. When asked about their impressions of the 'mystery shopper' project, these are what some of them had to say:

"I got to learn how retail businesses operate and important factors that make businesses successful. Little things such as good customer service and having a neat store with attractive colours and props, are some of the things that keep customers coming back to a store"

"I now understand how the 'mystery shopper' project can be used to the operational performance of a shopping mall by maximising customer experience, sales and profitability for the stores in the shopping centre and the entire centre as a whole"

This project was jointly facilitated by Mr Daniel Maduku lecturer in the Department of Marketing Management and Ms Carey Christie (PR manager) and Najla Richardson (Marketing manager) of Cradlestone Shopping Mall.



Najla Richardson, Marketing Manager of Cradlestone Shopping Mall giving industry insights to students on the visit to the mall, while Carey Christie (PR manager of the mall) looks on.

AVON Justine visits BTech students to discuss career opportunities

On 17 September, Mr Daniel Maduku welcomed the Marketing Manager of Avon Justine, together with her HR team to his BTech class. Avon Justine discussed career opportunities with their organisation, and also responded to general questions on recent issues on the marketing and recruitment terrain.

PPS address BTech students

Rebecca Seabela, the marketing co-ordinator of PPS visited Mr Daniel Maduku's BTech class on the 13 August, 2014. She spoke to the students about PPS's products and also responded to general marketing questions from the students beyond the scope of her presentation. PPS had a professional class photo taken and each student will receive a free copy, compliments from PPS.

Mr Jabulani Sibiya stars in SABC's One Day Leader reality show

Mr Jabulani Sibiya is a third-year BA Marketing Communications student and is enrolled for various Marketing subjects presented by the Department. The One-day Leader is a reality Television series on SABC 1 that tackles the issue of leadership amongst youth.

It follows six young people who showcase their leadership skills by tackling modern day social, economic and political issues, to compete for the coveted title of South Africa's ONE-DAY LEADER.

Each week our six candidates are given a specific theme to consider and investigate. They use these themes to formulate not only a personal opinion, but a vision that will inspire the youth and other SABC 1 viewers.

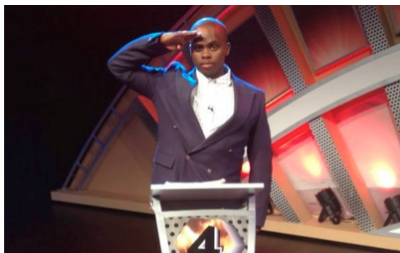
The candidates are tasked to investigate the effects and implications that the themes have on our pre-selected "model" locations, be they communities, universities or wherever they need in order to connect with young people. While executing challenges in these areas as a team, they learn about the extent of the problem and formulate a vision that's informed by their experiences.

After completing their tasks, the candidates are asked to prepare a presentation for the studio, which summarises their vision for the theme of the day. They then debate in front of our audience and judges, who vote in favour or against them.

There can only be one winner, and so while looking for ways of selling their argument and vision, they are evaluated according to the six pillars of Leadership. The show is formulated on:

- Willingness
- Vision
- Attitude
- Influence
- Action and
- Accountability.

The Department would like to congratulate Mr Sibiya for making it into the top 6 of this challenging competition!



Mr Jabulani Sibiya

DEPARTMENTAL ACTIVITIES

Mr Howard Stafford from ABSA presents Open Lecture

Mr Howard Stafford, head of Learning and Development at ABSA presented an Open Lecture, hosted by the Department on 23 September 2014. The topic of his presentation was “People – employee development, retention, empowerment and recruitment. The lecture was attended by the Department’s staff and industry partners.

In his presentation, Mr Stafford emphasised the importance of continuing education, regardless of one’s age or level in an organisation, and also shared some very innovative techniques with the audience on doing staff training using technology. The Department would like to thank Mr Stafford for taking the time to come to UJ to present this lecture and for sharing this insightful knowledge with our staff and industry partners.



Open Lecture – Presented by Howard Stafford, Head of Learning and Development at ABSA.

Department of Marketing Management and Department of Business Management host annual Masters and Doctoral colloquium

The Departments of Marketing and Business Management hosted the 7th annual M&D colloquium, which serves as a platform for Masters and Doctoral students to present their proposals to a panel of academics (UP, Unisa, and UJ) and industry experts, who provide them with valuable input and feedback. This year, the colloquium was held on 25 September 2014, and the following two students from the Department of Marketing Management successfully presented their proposals:

- MCom in Marketing Management

Ms Cindy Smart

Title: “The usage of data in a financial institution: a marketing perspective”.



Cindy Smart presenting at the colloquium

- PhD in Marketing Management

Mr. Paul Issock Issock

Title: “Determinants of efficient electricity conservation: A social marketing perspective”.



Paul Issock Issock presenting at the colloquium

Department hosts annual Masters and Doctoral function

Each year, the Department hosts a special function in honour of its Master’s and Doctoral students. This year the function was held at The View Guest House in Auckland Park on the 22 October, 2014 Prof Roberts-Lombard (Head of the Masters and Doctoral programme) opened the event with warm words of welcome. His address was followed by Prof De Meyer (HoD of the Department) who highlighted some of the Departments main achievements for 2014, and she also thanked the Masters and Doctoral students and their supervisors for their hard work.

The guest speaker for the evening was Dr Elsabe Conradie (former PhD student at the Department) who shared a slice of her own experiences from completing her PhD and words of motivation to those who were still in the process of traveling the lonely and tough road towards obtaining a PhD. The evening was concluded with the handing out of special gifts to all of the Department’s Masters and Doctoral students. The Department is immensely proud of all of its Masters and Doctoral students, and would like to thank them for their hard work and dedication towards obtaining their degrees.



Prof Roberts-Lombard, Prof Jooste and former PhD student, Dr Immelman



Prof De Meyer, guest speaker Dr Conradie and Prof Roberts-Lombard

The Department has the most staff nominated at the Faculty of Management Teaching and Learning awards

In honouring academic excellence, the Faculty of Management hosts an annual awards function where the Faculty's top teachers are rewarded for teaching and learning excellence. This year, the function took place on 23 October 2014. Four of the Department's staff members were nominated at the awards ceremony, making the Department the Department in the Faculty with the most nominees.

Dr Isolde Lubbe and Mrs Mariëtte Frazer were both nominated for the Undergraduate Teaching award, Ms Stiehler was nominated for the Post graduate Teaching award and Prof Roberts-Lombard was nominated for the Established Researcher award. Dr Isolde Lubbe won the Undergraduate Teaching and learning award. The Department is very proud of all the nominees and would like to thank them for their continued hard work.

The Department's annual BCom (Hons) function filled with surprises

The Department held its annual BCom (Hons) Marketing Management function on the 21st of November 2014. Dr Lubbe (the Programme Coordinator) welcomed the students and praised them for their good work and performance during the year, and also shared some life experience and insights to take with them for the future. The lecturers were also surprised by a special speech by students Bradley Shodries and Alex Smith, who thanked all their lecturers on behalf of the group with some special thoughts and memories of each. The students also waited in anticipation to receive news of the winning group for the Strategic Marketing Management subject's challenge which was announced at the end of the formalities.

For this challenge, the Hons students were divided into groups and had to work with Colgate Palmolive marketers to develop marketing strategies on various topics - for instance, a competitive analysis with strategy was developed for Colgate Total vs Sensodyne. Mr Rupal Morar the Customer Marketing Manager for Colgate Palmolive announced the winners with great pride and handed the prizes to the group winners. The Department was also honoured to have six of its students offered further opportunities at Colgate South Africa – another testament to the quality of the Hons programme.

The two group winners were: Group 1: Mr TC Rasemetse, Mr TP Mahlangu, Mr ABT Matlebyane. Group 2: Ms N Snyman, Ms C Hobson, Ms N Rheeder, Ms K Blumenthal, Mr A Smith, Ms C Buitendag and Mr B Shodries. The Department would like to extend a warm congratulation to the winners, as well as each of the Department's Hons students who have worked hard to complete the year successfully.

BTech Marketing year-end function

The Department's annual BTech Marketing function was hosted on the 5th of November 2014 at the UJ Astro Hockey Club. This function was organised and hosted in honour of the Department's BTech students. The coordinator, Mr Maduka says that he is very proud of each and every one of the students and thanks them for their hard work during the course of 2014. Mr Maduku would also like to thank Dr Wait for taking on the mantle as the MC for the night; a duty he performed expertly to the admiration of all, and to Prof Roberts-Lombard for his empowering words of wisdom shared.



Prof van Lill (Executive Dean of the Faculty of Management), Dr Lubbe (Winner of the Undergraduate Teaching and Learning award) and Prof Spowart (Vice-Dean of the Faculty of Management)



Staff members Ms Stiehler, Prof Goldman, Prof Roberts-Lombard and Dr Lubbe



Group1: Winners of the Colgate project



Group 2: Winners of the Colgate project



Dr Wait welcoming the BTech Marketing students

INTERNATIONAL INVOLVEMENT

Prof Mpinganjira attends conference in Dubai

Prof Mpinganjira attended the Academy of World Business, Marketing and Management Development Conference held in Dubai from 11-14 August 2014. She presented a paper titled: Harnessing the delivery of customer-centric e-government services in African countries: The case of Malawi, at this conference.

Prof Mpinganjira and Mr Joseph Musandiwa (PhD student) win best paper award at conference in India

The paper entitled 'Commitment to Marketing Strategies in Cooperative Business Arrangement: Role of Appropriate Intelligence Generation and Inclusive Participation' by Prof Mpinganjira and one of her PhD students, Joseph Musandiwa, received the Best Paper Award at the 2014 International Conference on Marketing Concepts to Applications. The conference was sponsored by the Indian Council of Social Science Research.

Prof Roberts-Lombard and Ms Stiehler attend the International Business Conference in Namibia

The 2014 International Business Conference (IBC) was hosted from 18 to 20 August in Swakopmund, Namibia. Prof Roberts Lombard presented three papers at the conference:

- Guidelines for the marketing of independent schools in South Africa – A case study perspective, co-authored with Rean Immelman.
- Customer experience management at the Industrial Development Corporation (IDC), co-authored with T Shuping, A Drotskie and E van Tonder.
- Comparing the perceived risks of online shopping amongst male and female consumers in Gauteng, South Africa, co-authored with K Bosman.

Ms Stiehler presented the following paper: Buzz Marketing's ability to influence consumers: An experimental study, co-authored with R Gosling and D Vigar-Ellis.

Prof De Meyer lectures at Cracow University of Economics in Poland

Prof De Meyer, together with Prof Goldman and Ms Jasson from the Department of Business Management, visited the Cracow University of Economics from the 13th – 21st of November 2014. The visit included Prof De Meyer lecturing to the Executive MBA students on contemporary marketing issues, as well as having discussions with the University's Rector (Prof Chochół) and Vice Rector for Education and Student Affairs (Prof Surówka) on future staff / student exchanges and extending the current relationship developed by Prof Goldman. As part of the trip, the three UJ staff members joined the Director of the Business School, Dr Bula on a trip to the Warsaw Stock Exchange for the annual awards of the best MBA programme.

Dr Lisa Qixun Siebers from Nottingham Trent University visits the Department

The Department kicked-off its research focus for 2015 with a visit from Dr Lisa Qixun Siebers from Nottingham Trent University in the United Kingdom. She visited the Department on the 15th of January 2015. Dr Qixun Siebers specialises in Management Practice and Customer Engagement and has published in journals such as the Journal of Human Resource Management and the International Journal of Retail Management. The purpose of her visit was to present the Department with her current research focus and projects, and to establish a "Marketing Management Africa Research Group" with the Department's staff members. Prof Nienaber from UNISA also attended the meeting, and she will join the African research group initiative. This research group will aim to produce relevant research from South Africa, as well as other African countries in the field of Marketing Management.



Prof Mpinganjira



Prof Roberts-Lombard and Dr Drotskie co-presenting a paper at IBC



Prof De Meyer



Prof Nienaber from UNISA, Prof Roberts-Lombard and Dr Siebers from Nottingham Trent University

Prof Roberts-Lombard receives award at the 2014 GBATA conference

The 2014 Global Business and Technology (GBATA) conference took place from 8 – 12 July 2014 in Baku, Azerbaijan. Prof Roberts-Lombard presented a paper titled “Eight Internal Marketing elements and their influence on brand awareness in the car rental industry”, co-authored with Ms C Burin and Prof HB Klopper (Monash). Prof Roberts-Lombard was also presented with the BEST REVIEWER award at the gala dinner. The Department wishes to congratulate Prof Roberts-Lombard on this wonderful accomplishment.



Prof Roberts-Lombard receives award at the 2014 GBATA conference

RESEARCH

Mr Daniel Maduku's article selected for inclusion in the World Banking Abstracts

An abstract from Mr Daniel Maduku's recently published article “Customers' adoption and use of e-banking services: the South African perspective”, was recently included in the World Banking Abstracts. This paper was published in 2014 in Banks and Bank Systems, 9(2):78-88.

The World Banking Abstracts is an invaluable reference source providing immediate access to all the important articles published internationally in over 400 banking and finance publications. Each issue of the journal contains concise, 75-word abstracts of published information in all areas of finance, classified by subject, and fully indexed. The abstracts are drawn from journals, magazines, and hard-to-find research reports such as those from the US Federal Reserve Banks, the EC research institutes and universities throughout the world. The Department wishes to congratulate Mr Maduku on this achievement!



Mr Daniel Maduku

Department's staff members present papers at SAIMS

The 2014 South African Institute of Management Sciences (SAIMS) conference was hosted by the University of Johannesburg at the Riverside Sun Hotel in Van der Bijl Park, during September this year. The Department's staff presented a total of nine papers at the conference.



Ms Nicole Cunningham and Ms Elana Smit at the SAIMS conference

RECENT JOURNAL PUBLICATIONS

The following papers by the Department's staff members have been accepted for publication in journals:

- Roberts-Lombard, M. & Gaworek, H. 2014. Contextualising an argument for two disciplines. Journal of Business and Economics, Vol 5(3) : 411 :423.
- Roberts-Lombard, M., van Tonder, E., Pelser, T. & Prinsloo, J.J. 2014. The relationship between key variables and customer loyalty within the independent financial advisor environment. International Retail and Marketing Review, Vol 1(1) : 25-42.
- Conradie, E., Roberts-Lombard, M. & Klopper, H.B. 2014. The influence of eleven Ps : An Internal marketing and branding perspective in a service environment. Southern African Business Review, Vol 18(1) : 100-121.
- Roberts-Lombard, M. & Nyadzayo, W. 2014. A conceptual framework to improve customer retention at motor dealerships in an emerging economy. Asian Journal of Science and Technology, Vol 4(12) :1-10.
- Roberts-Lombard, M. & Nyadzayo, W. 2014. Supplier-customer relationship management and customer retention : A perspective on motor dealerships in an emerging economy. Mediterranean Journal of Social Sciences, Vol 5(20) :164-173.



Prof Roberts-Lombard prepares to present a paper at SAIMS

- Conradie, E., Roberts-Lombard, M. & Klopper, HB. 2014. Brand awareness in the services sector influenced by eight internal marketing elements. Journal of Global Business and Technology, 10(1) : 10-22.

Ms Stiehler, Ms Mashaba and Mr Mathaba attend an Adobe Photoshop course

During the September break, Ms Stiehler, Ms Mashaba and Mr Mathaba attended a three day Adobe Photoshop course in Pretoria. Knowing and understanding design terminology is a crucial skill for any marketer, and the ability to appreciate the effort it takes to do a good design job, even more. The three enjoyed the course and learnt a wealth of creative skills. Ms Stiehler also commented that it really opens your eyes to understanding that it isn't always that easy to just "quickly design this or edit that" - something that marketers are often guilty of when working with creatives. "This course gave us a new appreciation for the work creatives do and also empowered us with the skills to create our own smaller design projects".

PERSONNEL

Prof Roberts-Lombard has his Professorial Inauguration

It is with great pride that the Department reports on the Professorial Inauguration of Prof Mornay Roberts-Lombard. An accumulation of 22 years of academic experience and a passion for research has brought forth this immense achievement for him. The inauguration took place on Tuesday 28 October in the Madibeng Building at the UJ Auckland Park Campus. Prof Roberts-Lombard entertained the audience with a very energetic presentation on the topic: A Theoretical Conceptualisation of Trust and Commitment as Two Pillar Antecedents for Customer Relationship Management (CRM). His field of expertise is in Customer Relationship Management and this conceptual piece represented an accumulation of his research focus over the past eight years. Prof Roberts-Lombard is very pleased with this academic achievement, and describes this as a "... great honour and huge personal accomplishment". The Department is incredibly proud of Prof Roberts-Lombard and would like to congratulate him on this wonderful achievement.

Abstract of the inaugural address by Prof Roberts-Lombard

The development of trust is considered an important result of investing in a dyadic and affective relationship between the parties in the relationship. Increased trust is cited as critical for relationship success between the customer and the business (Kumar, Mani, Mahalingam & Vanjikovan, 2010). A customer will desire a relationship with a specific business if he finds the benefits received to exceed the effort in obtaining benefits. From this it is evident that both parties in the relationship have certain costs or effort, but also expected benefits (Rootman, 2006). The benefits sought through the relationship by customers are satisfaction, value and quality, while the business ultimately endeavours to create long-term loyalty and profitability (Wetsch, 2005:38). Trust refers to the confidence in the dependability of one party to act in the long-term interest of the other party. A party to a relationship has trust, if the feeling that the other party can be depended on, exists (Nyadzayo, 2010). Customers are loyal when they have consistently been satisfied, and are then passionately loyal about doing business with sellers who can always be trusted. This high-trust relationship requires going further than the realm of a customer transient and transaction-based feeling of delight, and is regarded as total trust (Clancy, 2010). Trust exists when one party has confidence in an exchange partner's reliability and integrity. Relationships characterised by trust are so highly valued that parties will desire to commit themselves to such relationships (Ibrahim & Najjar, 2008). The following guidelines are proposed for winning the trust of customers, namely secure the confidence of customers,



Prof Roberts-Lombard after his inauguration enjoying a fun time with his family, closest friends and colleagues

enhance trust in the product quality or service quality of the offering, customers must perceive the service provider as reliable, there must be channels to secure two-way communication, constant provision of high quality service delivery is required, an affiliation with a professional body or association is recommended, a supplier must do continuous market research on the needs and preferences of their customers, there must be a continuous effort by the supplier to honour commitments made to customers, promises made to customers must be honoured, and the employees of the supplier must act in a professional manner at all times (Roberts-Lombard, van Tonder, Pelser & Prinsloo, 2014). Therefore, considering the argument provided above, it can be stated that trust has been recognised as an important factor in affecting relationship commitment.

Ms Nontu Mashaba joins The Department of Marketing Management

Ms Mashaba’s full name is Nontuthuzelo, but she quickly realised that with that length of a name people preferred to rather say “hi Dear”. So she goes by the name Nontu for short. Although her surname is Mashaba, the new Bafana Bafana coach is not her dad and she is not related to the Generations character either.

Ms Mashaba is originally from Nelspruit and after completing matric, she studied at UCT, where she obtained her BBusSci (Marketing) Honours degree. When asked why Marketing? She always laughs because in her opinion, Marketing chose her. She started off studying “something very boring” and in her second year had to take Marketing as part of her curriculum. After one lecture with a brilliant and reputable marketer, she knew she had found her passion. She wanted to be a marketer and she wanted to be just like that interesting man standing in front of her. So she walked out of the lecture and changed degrees.

After graduating, Ms Mashaba started her Marketing career working for Unilever in Durban. She was fortunate enough to make it into their graduate programme and worked as the Assistant Brand Manager for their haircare brands. After an amazing experience and a lot learnt, she was more than ready to try her luck in Johannesburg. She left Durban and started a new job at L’Oreal where she was the Brand Manager in the haircare category. Knowing that she’d always like to pursue a Master’s degree, she enrolled for an MCom in Marketing Management at the University of Pretoria (UP). After much thought, she realised that she would love to do her Masters full time and resigned from L’Oreal and started to enquire about potential lecturing positions at UP. She was fortunate and was offered a lecturing position that she pursued whilst completing her studies. She lectured on both Honours and third-year level and when she successfully completed her Master’s, she was convinced that lecturing was her passion.

After two years as a lecturer at UP, Ms Mashaba joined the University of Johannesburg as a lecturer in the Department in July of 2014, where she now shares her wealth of knowledge and industry experience with the Department’s students.

Outside of lecturing she really loves exploring her surroundings. She loves road tripping with friends, hosting braai’s and sharing a bottle of wine with friends. She also loves accessories, so much so that she sometimes makes her own. Her secret hobbies include knitting, crocheting and sewing... yes, every once in a while she makes her own clothes and scarves.

Ms Mashaba says she is really excited to be part of the UJ Marketing family, and the UJ family at large, and hopes to start and complete her PhD within the next five years, as well grow as a young researcher and lecturer.

The Department of Marketing Management is very pleased to welcome Ms Mashaba to our family and wishes her a wonderful and exciting career with UJ.



Ms Nontu Mashaba

Prof Mornay Roberts-Lombard elected to serve on the 2015 International Business Conference (IBC) committee.

The 2014 IBC conference was hosted in Swakopmund, Namibia and Prof Roberts-Lombard presented three papers at the conference. The elected members to serve on the conference committee for 2015 were announced at the gala dinner. Prof Roberts-Lombard says it is a huge honour for him to be elected to serve on this committee.

About the IBC:

The International Business Conference succeeded to surpass the requirements for subsidy by the South African Department of Education. Subsequently, all the competitive papers presented at the congress earned subsidy from the Department of Education. The professionally DTP conference proceedings and quality of the research resulted in all IBC conferences (except the 1st one) receiving subsidy. Presently, the 2013 conference is being scrutinised by the Department for subsidy purposes (there is a 2-year waiting period at the Department of Education). The IBC Conference is not yet listed on the automatic subsidy list (or so-called Department of Education Accredited list), and this is a key priority for management, it is important to note that the IBC research has succeeded to earn the subsidy continuously for the last 6 years, and the IBC committee has full confidence that the 7th IBC’s results will extend this excellent record to 7 in a row!

Dr Isolde Lubbe invited to speak at the 2014 MACE conference

Dr Isolde Lubbe was invited to speak at the 2014 MACE (Marketing Advancement & Communication in Education) congress held from 12 to 14 November 2014 at Sun City. Dr Lubbe’s presentation was titled: “Recruitment in the Higher Education sector”.

Ms Stiehler attends annual HERS SA Academy in Cape Town

Ms Stiehler and Ms Rose Luke (from The Department of Transports and Logistics Management) were elected by the Faculty of Management to attend the annual Higher Education Resource Services (HERS SA) Academy hosted at the Double Tree Hilton in Cape Town, from 7 - 12 September 2014. The HERS SA Academy is an educational non-profit organisation which provides leadership and management development for woman in Higher Education. Ms Stiehler and Ms Luke both agreed that the weeklong Academy added a lot of value and insight in terms of understanding the pressures of being a woman in Higher Education, as well as providing a greater holistic view of the challenges faced by South Africa as a whole in the Higher Education sector. Ms Stiehler and Ms Luke both wish to thank the Faculty for nominating and sending them to attend this insightful Academy.

Staff Profile: Mr Ryan Mathaba

What are your hobbies? What do you like doing in your free time?

I am an athlete who participates in most road runs, and lately I have started enjoying off-road runs.

When I am free, I hang around with my friends or family, just to talk about life in general.

What are your research interests?

I am interested in the Retailing and Consumer Behaviour field.



IBC 2014 Gala dinner



Delegates at the 2014 HERS SA conference



Ms Beate Stiehler and Ms Rose Luke at the 2014 HERS SA Academy

What were you doing before academia?

I think I was born to be an academic, because being a lecturer is the first job that paid my first salary.

If you weren't in academia, where would you be?

Maybe I would be working for a research company, because Marketing Research has been one of the subjects that I enjoyed while studying. But, I am always willing to try new things, and I won't mind being more involved in the sports and tourism field.

Where do you see yourself in 5 years?

I see myself as a PhD graduate with 3 to 5 articles published, maybe being a senior lecturer and managing a portfolio.

What kind of music do you listen to?

I listen to deep and vocal house music most often, especially when I am in a good mood. But sometimes I prefer gospel music to soothe my soul and RnB to be lovey dovey.

What's your favourite TV show?

News, just to keep me updated with current affairs.

What do you enjoy reading?

I enjoy reading sports magazines and novels (African fiction).

Have you ever had an embarrassing moment in class? If so, please tell us about it.

Not being able to operate newly installed projectors.

If you were an animal what would you be and why?

I would like to be a bird, because I can fly anywhere without worrying about the cost.

If you won R10 million what would be the first thing you would buy and why?

A luxurious mansion at Camps Bay and a boat to be utilised during holidays, because Cape Town is the most beautiful place I have ever been so far in South Africa.

Ms Stiehler presents at the 2014 Pricing and Billing Conference

Ms Stiehler was invited by Trade Conferences International SA to chair and present at the 2014 Pricing and Billing Conference. The conference was held on the 19th and 20th of November 2014 at Emperors Palace. Ms Stiehler presented on a section of her PhD thesis focusing on the pricing of international luxury brands in Emerging Markets. Her research particularly questions the pricing of certain brands that are positioned as luxury in South Africa, even though these brands are not necessarily perceived as luxury in their countries of origin.



Mr Ryan Mathaba

