



TOP STORY – BURSARY AWARDED


Congratulations to Bianca van Niekerk, our 2022 Wholesale & Retail Seta Gauteng Chair Bursary recipient!

Determined to empower



Bianca van Niekerk has been awarded a bursary from the W&R Seta UJ postgraduate student fund for PhD studies, 2022. Bianca's PhD aims to empower apparel retailers with knowledge on how to implement market-based solutions to reduce poverty and income inequality and to facilitate inclusive economic development.

Bianca is a well-balanced, enthusiastic individual with a positive outlook on life. She is motivated through working hard to reach her goals.



From the W&R Seta Chair (Gauteng) and UJ, we would like to say “Congratulations!” to Bianca. We look forward to walking this journey with you.

WISHING YOU ALL THE BEST, BIANCA!

[Bianca van Niekerk](#) - LinkedIn

BURSARIES – Calling all Master’s and PhD candidates. Last chance to apply!

Call for applications: [W&R Seta / UJ postgraduate student funding for Master’s and PhD studies, 2022](#)

Are you passionate about retail?

Do you currently hold an Honours or Master’s degree in the field of marketing or retail?

Are you currently completing a Master’s or a PhD?

If your answer is ‘yes’, apply *today* for a W&R Seta Leadership Chair: Gauteng Master’s or doctoral bursary.

Follow this link to the UJ website for more information: [Click here](#)



UNIVERSITY
OF
JOHANNESBURG

The Wholesale & Retail
Leadership Chair
(Gauteng) invites you to
apply for:

W&R SETA and UJ
Masters and Ph.D.
BURSARIES



Our latest research article is titled:

Towards enterprising fuel retailers

The fuel retail industry is a challenging and highly competitive environment. With the fluctuating prices of petrol and diesel, it is safe to say that fuel retailers face many challenges.

The Wholesale and Retail Seta Chair (Gauteng), Dr Beate Stiehler-Mulder, has joined Professor Thea Tselepis of the University of Johannesburg in embarking on a study that aims to understand the daily, weekly, monthly, and annual challenges and experiences of fuel retailers to understand better the giant that is the fuel retail system.

The full research reports are available on the Gauteng Chair's website: www.uj.ac.za/wrseta.



Our other articles are available to read on **Bizcommunity**:

Omnichannel retailing: Are your online and offline experiences consistent?

We all know about the importance of omni-channel retailing; but what about the latest segment to join the world of online shopping – the low-income South African consumer?

In this research report, Dr Beate Stiehler-Mulder and Dr Nicole Cunningham unpack the low-income consumer's omni-channel experience and provide insights into the offline-to-online journey, delivery methods, the emotions that come with online shopping, brand engagement, and the importance of both the physical and the online store.

This paper is available at <https://www.bizcommunity.com/Article/196/182/231642.html>

What's driving online shopping among SA's low-income consumers?

When retailers were creating an online presence, they initially excluded low-income consumers based on several assumptions. In this article, Mahlatse Mathabathe and Dr. Beate Stiehler-Mulder look at how travel



costs, convenience, product type and the physical store aspect influences low-income consumer online shopping.
This article is available at <https://www.bizcommunity.com/Article/196/394/231267.html>

PODCASTS



We are joined by Pick n Pay's Thembi Mbengashe. Her retail journey started in 2004 when she joined Pick n Pay's marketing department, and was fortunate to progress within the business, filling roles in other departments, such as commercial buying, strategy, and implementation. In this podcast we discuss Thembi's career in retail with her and ask how others might follow in her footsteps. [Click here to listen.](#)



Here's another exciting podcast with John Bradshaw! John worked as a strategy consultant in the UK, South Africa, and India before returning to Cape Town to join Pick n Pay (PnP). In his time at PnP he worked in strategy, customer insights, and loyalty. He then headed up omnichannel, and was responsible for ecommerce, financial services, and other value-added services.

In John's episode, he speaks about his story and why retail is such an interesting place to work. [Coming soon.](#) You're in for a treat.

Visit the website [here](#) to listen to all our previous podcasts

UJ TEDx TALK

TEDx University of Johannesburg was an energy-filled, community-driven, independently organised TED talk, licensed by TED New York and held at the University of Johannesburg on 25 August 2022. The vision is to showcase the fascinating thinkers and leaders at UJ and in South Africa. They got together for an exciting day of presentations and discussions to inspire new ideas and opportunities across all disciplines.

This was the university's fourth independently organised TEDx event.

The inspiring TEDx showcased fascinating thinkers and leaders. Our very own W&R Seta Chair, Dr Beate Stiehler-Mulder, was one of the speakers who delivered an inspirational talk about how physical and mental awareness grounds and #RECONNECTs us. Watch the full talk [here](#).



The long-awaited W&R Seta Chair (Gauteng) launch was a major event!

The Wholesale and Retail Chair (Gauteng) officially launched on 4 July 2022 at the Maslow hotel in Sandton, Rivonia.

We had a successful event during which many milestones were highlighted. We showcased what the Leadership Chair: Gauteng has achieved, and its contribution to the industry in the first year of its implementation.

A well-thought-out guest list was put together, and included the CEO of W&R Seta, Mr Tom Mkhwanazi, UJ's Vice Chancellor, Prof. Tshilidzi Marwala, and the UJ Retail Leadership Chair, Dr Beate Stiehler-Mulder.

The Chair's core drive is the professionalisation of the retail industry. Its strategic focus areas are:

- Conducting sector and academic research
- Developing skills (there is an interesting initiative coming up)
- Collaborating internationally
- Supporting postgraduate studies
- Establishing a public / private collaboration



W&R Seta CEO Tom Mkhwanazi, Prof. Marius Wait, Dr Beate Stiehler-Mulder, Prof. Tshilidzi Marwala, Mercy Mpinganjira, Mr. Mxolisi Maphakela



The W&R Seta Chair trio visit Mr. Price

The W&R Seta Chair trio – the W&R Seta Chair UJ, W&R Seta Chair DUT, and W&R Seta Chair CPUT – visited the Mr Price Distribution Centre in Hammersdal on 17 August 2022. The excursion was an enjoyable and highly educational experience. Members of the W&R Seta were also present. Many thanks to Mr Price and to Mr. Doba.



PUBLICITY

The Wholesale and Retail Chair (Gauteng) is deeply involved in creating a space in which retail can be regarded as offering a successful career path. We have initiated and implemented several projects that have been fruitful. To share all the work that we do with the public, we were fortunate enough to have a talk with EVogue Radio (South Africa's first audio and video online radio station), in which we shared insights into building a career in retail.

EVogue Radio thoroughly enjoyed our interview and was interested in continuing the conversation with Mr Manfree Maake.

Well done to both Dr Beate and Manfree for taking part in these successful interviews.





CONFERENCES

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The Fuel Retailers' Association, in partnership with the W&R Seta leadership chair (Gauteng), held the Fuel Retailers' Conference 2022 at the Expo centre in Johannesburg from 7 to 10 June 2022. The theme was '**New capabilities**', and covered topics such as wholesale fuel regulations and the increasing price of fuel. Our very own **Dr Beate Stiehler-Mulder** presented on the topic '**Towards enterprising fuel retailers**', touching on the importance of communication between employers and employees.



The **Wholesale and Retail Seta** hosted the **Inaugural Research Conference** on 5 October 2022 at the Century City Conference Centre in the windy city of Cape Town. The conference is a space for creating collaborative links between SETAs, academics, employers, and professional practitioners, and aims at the long-term sharing of knowledge and discussions of highly current sector trends and issues. Both Mahlatse Mathabathe, the Industry Liaison Officer to the chair, and Sandile Maseko, the administrative assistant and right hand of the chair, were also in attendance.