

# School of Consumer Intelligence and Information Systems (SCIiS)

College of Business and Economics



» NOVEMBER 2021 NEWSLETTER | VOLUME 9

## Message from the Director

Christmas carols are filling the air, for the festive season is upon us. For those of us in the School of Consumer Intelligence and Information Systems (SCIiS), we close the curtains on the 2021 academic year and enter the Christmas season with gladness. 'Great' surely defines what we have been able to accomplish this semester. In this edition of our School newsletter, we pause to acknowledge and celebrate some of these accomplishments, including:

- Our continued hold on the top position in South Africa and on the continent in knowledge creation in the field of marketing. This is based on an analysis of key Clarivate Web of Science and Scopus metrics, including the number of publications, citations impact, international collaboration, and many more. Well done to our marketing scholars for sustained research excellence!
- Our students winning all top three positions in the highly competitive UJ College of Business and Economics Honours competition. Yes – for the second year in a row, our Honours students have done it again! The top position went to Ms Refilwe Leeuw of the Department of Applied Information Systems, who did her research under the supervision of Ms Mothepane Tshabalala. The second and third positions went to Honours students from the Department of Marketing Management, supervised by Prof. Daniel Maduku and Ms Relebohiso Matubutuba respectively. Considering the size of the College

and the number of entries received, this is by any measure great achievement. Congratulations to our students and their supervisors!

- The introduction of special podcasts aimed at facilitating teaching and learning among practitioners in industry. Allow me particularly to acknowledge the great work that the Wholesale and Retail Leadership Chair, Dr Beate Stiehler-Mulder, and her team are doing in this area. With funding assistance from the Wholesale & Retail SETA, the W&R Leadership podcasts provide a great platform for practitioners in the wholesale and retail industry to learn from one another and from scholars who teach and research in this area. Let us keep fuelling continuous learning!
- The continued recognition by industry, including the public sector and not-for-profit agencies, of the expertise that we have in the School. This semester we were proud to learn of the appointment of Dr Stella Bvuma and Dr Mpho Raborife as members of the City of Johannesburg Group Advisory Committee: Smart City/4IR. Congratulations, colleagues: let's share our knowledge in making a wider societal impact by addressing economic and social challenges.

Many are our accomplishments this semester. I invite you to page through this newsletter and to celebrate with us. To our staff and students and our internal and external stakeholders: thank you for your commitment to the academy. Yours is a well-deserved joyous holiday. Enjoy!



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

# Student News

## Meet the winners of the CBE Honours poster competition!

**C**ongratulations to all the SCiS students who came up tops at the 2021 College of Business and Economics (CBE) Honours poster competition, which took place on 19 October 2021. SCiS has done it again, scooping all top three positions for the second time in a row! Meet the winners:

In first position was Applied Information Systems student Refilwe Leeuw. The topic of her study was An effective method to nurture the Agility mindset within Agile teams, supervised by Ms Mothepane Tshabalala.

In second position were Marketing Management students Calvin Steinhobel, Flaure Lekpeli, and Mbali Maboke. The topic of their study was Why people don't donate blood stem cells: What we found among young South African adults, supervised by Prof. Daniel Maduku.



***Mothepane Tshabalala***



***Refilwe Leeuw***



***Prof. Daniel Maduku***



***Calvin Steinhobel***



***Flaure Lekpeli***



***Mbali Maboke***

In third position were Marketing Management students Valencia Ngoveni, Sihle Mbobo, and Sphe Manukuza. The topic of their study was Factors influencing continued use intention of online grocery shopping within the Covid-19 pandemic, supervised by Ms Relebohiseng Matubatuba.



***Ms Relebohiseng Matubatuba***



***Valencia Ngoveni***



***Sihle Mbobo***



***Sphe Manukuza***

Well done to our winning students and their supervisors for this wonderful achievement.



# MICT SETA awards bursaries to SCiIS Master's and PhD students researching 4IR-related topics



**T**he Media, Information and Communication Technologies (MICT) Sector Education and Training Authority (SETA) awarded bursaries to four Master's and PhD students undertaking researching 4IR-related topics in the School. The value of the bursaries was R90 000 per student for both Master's and PhD candidates. The successful candidates are:



**Sara Bakhit**, PhD student in the Department of Applied Information Systems. The title of her study is *Big data for small businesses: Espousing an alternative approach to information security*, supervised by Prof. Kennedy Njenga.

When asked how the MICT SETA bursary helped her to reach her research goals, this is what Sara had to say:

*"MICT SETA has helped me a lot with my tuition fees. As someone who lost their job due to Covid-19, paying the tuition fees and other expenses stressed me. This bursary reduced the stress I was going through and allowed me to stay focused on my studies. Although I had to do some freelancing jobs, MICT has helped me a lot."*

**Bongisizwe Buthelezi**, PhD student in the Department of Applied Information Systems. The title of his study is *A blockchain solution to drugs counterfeiting in the South African pharmaceutical supply chain*, supervised by Dr Patrick Ndayizigamiye, Prof. Hossana Twinomurinzi, and Dr Shopee Dube.



When asked to say a few words about his bursary award, this is what he had to say:

*"With this bursary I will pay my fees, and it will enable me to travel and interview different stakeholders in the South African pharmaceutical supply chain to identify challenges caused by counterfeit drugs. I will also be able to purchase a personal computer and a Wi-Fi device that will assist me to conduct research at home or remotely. It will also allow me to pay for online courses that will equip me with more skills that will assist in my research journey."*



**Jennifer Nkhwashi**, Master's student in the Department of Applied Information Systems. The title of her study is *Machine learning approach for predicting patient admission in emergency care*, supervised by Dr Patrick Ndayizigamiye and co-supervisor Ms Tebogo Bokaba.

Jennifer had this to say about her research journey and bursary award:

*"My research journey so far has been going well. I am pushing and giving it my best to collect as much data as I need to support my study and to incorporate all the feedback I am getting from my supervisors. Currently, I am working on*

*data collection that I do with Chris Hani Baragwanath Hospital, where I collect patients' admission information from the Emergency Department (ED). I am also working on my systematic review paper, and it is going well so far with the supervision and feedback I am receiving from my supervisors.*

*The MICT SETA bursary will help me to complete my studies without any outstanding fees, and, with all the travelling that I do when going to Baragwanath Hospital for data collection, I will be able to pay for transport."*



**Katlego Motuba**, Master's student in the Department of Applied Information Systems. The title of his study is *Application of machine learning to address water challenges in South African rural areas*, supervised by Dr Patrick Ndayizigamiye and co-supervisor Ms Tebogo Bokaba.

Katlego shared about how the MICT SETA bursary is helping him to reach his research goals:

*"The MICT SETA bursary will greatly assist me to complete my degree successfully, and even further my research to the next level, as I believe the topic I have selected is very relevant, especially in the Covid era that we are currently living in. The use of machine learning might be of great benefit to the water industry at this time. The bursary has indeed motivated me to go in-depth with my research, knowing that I have full support from industries such as MICT SETA and from my supervisors, who I need to make proud."*

## AIS student Shaivar Girdhari awarded the GES 4IR scholarship

**C**ongratulations to Shaivar Girdhari, a Master's student in the Department of Applied Information Systems (AIS), for being awarded the 2021 Global Excellence and Stature, Fourth Industrial Revolution (GES 4IR) postgraduate scholarship.

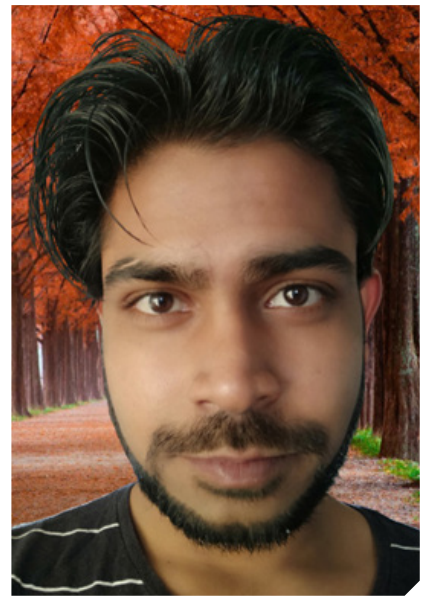
Dr Patrick Ndayizigamiye supervises Shaivar's dissertation titled *A framework for the adoption of blockchain to enhance the implementation of the National Health Insurance*.

When asked for a few words on the award and his study, this is what Shaivar had to say:

*"Being awarded the GES Scholarship has helped me greatly by easing the*

*financial strain of financing my Master's. This has allowed me to place my time and focus on my research study. Another motivating factor for me is the topic of my research specifically with regard to healthcare and helping others. This has been a driving factor for me because the more research I encounter, the more I realise that more can be done with what we have (especially regarding technology) to alleviate some of the problems or inequities being experienced within the healthcare system.*

*"My research journey has required a lot of dedication and persistence. My supervisor has shown me immense support, and has guided me brilliantly throughout my research, which is fantastic, and I am thankful."*



## McGraw Hill Connect platform a success for Retail 2 students



# connect<sup>®</sup>

**T**he Retail 2 lecturer Ms Semona Pillay decided to prescribe a McGraw Hill SmartBook for the Retail 2 class. The textbook has received good reviews by students. A SmartBook is an adaptive learning and reading tool that personalises content to the student's unique needs. Through the integration of reading activities, students can track their understanding and take responsibility for their own learning. The SmartBook learns exactly what each student knows and doesn't know, identifying topics that require further practice. 90% of the students indicated that they found the content on Connect to be supportive of their learning; 80% provided a rating of 8/10 or higher for their overall experience with Connect.

According to the lecturer, in an online and/or blended learning environment, the SmartBook enables students to work more independently and to keep track of their learning. The reading activities that are integrated into each chapter ensure that students are well-versed in its content before attending the online lectures; all of which provides for a more engaging and participatory class. In order to access

and use the SmartBook, students need to be enrolled on the McGraw Hill Connect platform. This platform is paired with Blackboard to enhance efficiency and ease of use, as students are familiar with Blackboard. Some of the feedback received from students included:

- I enjoyed doing the work through Connect.
- The practice activities really helped with revision and to familiarise myself with the content before class.
- It's so convenient. It saves your information so that, when next time you want to login, you do not have to type the information again. It makes it easier for me to access the activity without me having to ask someone where the activity folder is located. I really enjoyed using Connect.

2021 was the pilot year for Connect and, from the responses above, the Marketing Management Department will definitely be using Connect in the years to come. The idea is to integrate other retailing modules with platforms such as Connect to give our Diploma in Retail Business Management a unique edge with regard to blended learning. This initiative is led by marketing lecturer Ms Semona Pillay.



## Virtual students' IT project day

**T**he Department of Applied Information Systems held their students' IT project day on 22 October 2021. The event aimed at exhibiting a collection of IT projects that included business analysis presentations and software applications. The projects carried out by the students revealed the heights of the comprehension that the students achieved throughout their three-year diploma.

The students were arranged in fourteen groups who were ready to display the skills they had used in their projects to the judges and to other stakeholders who were involved with the initiative, which was arranged and managed by Prof. Roelien Brink. The IT students showed that they had prepared their work thoroughly throughout the year, as their applications were immensely impressive. They had done proper research to put together their applications, which were designed to convenience their stakeholders' businesses and other targeted audiences.



Group 5

**Back from the left: Emmanuel Mbuya, Eugene Ndlovu, Bradley Lekgothoane, Chadrack Mulamba**

**Front from the left: Prudence Mabusela, Janice Nsunzu, Buhle Mpala, and Prof. Roelien Brink**

The judges selected the following groups as the first, second and third place winners.

First place: Group 5, Soil (stakeholder: Waymark). The aim of their project was to improve farmers and gardeners' productivity, help beginners in the farming/ gardening industry to have knowledge about soil; and raise awareness about soil types. They created an application system that system that reports the physical properties of different soil types. This project will be commercialised through the Technology Transfer Office (TTO).

Second place: Group 1 #UJWIE rock (stakeholder: Prof. Brink). This group created the Work Integrated Education (WIE) platform, a fully functioning website displaying what the University of Johannesburg is doing to prepare their students for the work environment through their WIE. The 2021 virtual project day was running on their platform.



Group 1

**Back from the left: Thabo Maine, Oarabile Khembo**

**Front from the left: Nokwazi Dlomo, Kasomboi Bintu, Prof. Roelien Brink, and Nyakallo Joy Nteso**

The judges could not reach a consensus on the third place, and put Group 3 and Group 9 jointly in third place.

Third place: Group 3, STH Kerzner Uber Eats (stakeholder: STH UJ). The group created a user-friendly app that will help STH to attract more customers and make the process

of ordering food faster and easier. This project will be commercialised through the TTO office.

Group 9: Umdlalo Virtual Gaming Centre (stakeholder: Enactus). The group created an application, which aims to provide young people with coding skills (virtually) that they can use to create South African/African indigenous games.



Group 3

**Back from the left: Isaac Avoki, Karl Nathaniel Pambou Nguessan, Jonathan Diawaku**

**Front from the left: Sameer Abuwak, Ntokozo Qathatsi, Prof. Roelien Brink, Mathurin Tagne, Abdul Sataar Sirkhot**



Group 9

**Back from the left back: Pumelele Qata, Shakeel Dollie, Damien Banfield**

**Front from the left: Lunghekani Langa, Solofelang Seboko, Olwethu Mlimi, Prof. Roelien Brink**

## BCom Marketing Management students making a difference



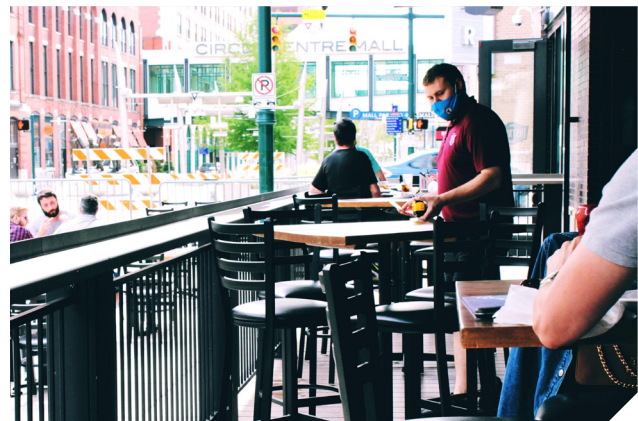
Marketing Communication module presented by Prof. Ilse Struweg.

The students did well in their group assignments, which aimed to attract existing and new clients to their restaurants in an ever present (but less severe than before) lockdown Covid-19 world, and also to determine the needs of local restaurants, specifically to ensure their survival and recovery. Their ideas were well-received by the respective restaurant owners.

Well done to the students for making a difference during these tough times by creating IMC (Integrated Marketing Communications) plans that helped restaurant owners to keep their doors open.

**C**ovid-19 has forced restaurants to adapt quickly to the changed way in which consumers experience dining. The restaurant industry is one of those hardest hit by the Covid-19 restrictions affecting sit-down dining, travel, seating capacity, trading times, and alcohol sales. In February 2021, the Restaurant Association of South Africa estimated that 33% of the restaurants (3,630) in their database have closed as a direct result of lockdown restrictions (Purdon, 2021).

Based on this, the second-year BCom Marketing Management students were grouped and tasked to create an integrated marketing communications plan for a local full-service restaurant of their choice, for the Integrated



## Technopreneurship Centre students win hackathons!

### Digitising public transport using IoT – Technopreneurs come up tops at the Transport Hackathon

**O**n 30-31 October 2021, the SCiS Technopreneurship Centre team, called 'Technopreneurs', participated in the Transport Hackathon hosted by the Empire Partner Foundation – and won first prize. The Empire Partner Foundation Tech Hub is a non-profit organisation whose goal is to build South Africa, and eventually the continent of Africa, by solving key challenges through tech. The theme of the Hackathon was "Digitising public transport using IoT".

The 'Technopreneurs' developed a mobile app called TSAMAYA, which tracks a vehicle's location in real time, notifies users of scheduled times, and offers IoT payment solution to commuters.

The 'Technopreneurs' team was made up of four third-year Business Information Technology students: Chadrack Mulamba, Emmanuel Swatu Mbuya, Buhle Mpala, and Eugene Ndlovu. Well done, our innovators!





## 'Cool-Hacks' and 'Termite' shine at the 2021 Mental Health Hackathon

Two teams of students from the SCiS Technopreneurship Centre, **Cool-Hacks** and **Termite**, participated in the Mental Health Hackathon from 2 to 3 October 2021, hosted by the Empire Partner Foundation (EPF), a non-profit technology organisation. The foundation also serves as the nerve centre for the South African Local Government Association (SALGA) in actively seeking digital solutions for communities across South Africa.

SALGA and EPF recently entered into an agreement that will see the two share resources and expertise in seeking life-saving tech solutions for socio-economic challenges. EPF believes that, by leveraging digital technology and partnering with other entities in its ecosystem, it can unlock innovative business models that make basic services more affordable and more reliable in communities.

**Cool-Hacks**, a team of three developers (Senzo Ndlovu, Nomfundo Cele, and Placide Ebongue), scooped the top prize at the Hackathon. The team developed an app, SMILE, that uses machine-learning technology to improve mental health in the workplace by focusing on anxiety, stress, and mood. The SMILE app



employs machine-learning technology to identify and mitigate mental health condition. The app reduces absenteeism; short-term disability absences increases presentism and improves the quality of life of employees; Increases productivity; and decreases healthcare costs.

Team **Termite** (Buhle Mpala, Eugene Ndlovu, Chadrack Mulamba, and Emmanuel Mbuya) were the first runners-up at the Hackathon with their solution, which uses technology to solve mental health challenges affecting productivity in the workplace. The termites developed a mobile application that takes care of the user both at home and at work. The solution uses a gamification feature for



employees' tasks by giving managers the power to rate the work they receive from the assigned employees using a point system. Employees with the highest points will top the leaderboard and earn badges and rewards such as a free lunch, ticket to a travel destination, or even a bonus salary. The team believed that gamifying the work experience would motivate employees to get things done.

The winning teams have been given an opportunity by Empire Partner Foundation to build a business around their solutions and to enter an incubation programme for 6 to 12 months, depending on the growth of the business.

## Lerato Tlhako wins Best Female Hacker at TADHackZA



Lerato Tlhako, a solution developer in the Technopreneurship Centre and second-year AIS BIT Student, participated in the MTN TADHackZA 2021 with a group of other UJ students called **Tele Mobile Networking**.

The MTN TADHack took place from 24 to 26 September 2021, and focused on solving social problems related to Covid-19. The team observed that Covid-19 resulted in many people losing their jobs, and that social ills such as gender-based violence were on the

rise while access to health services was not easy. The team developed a mobile application that allows users easily to report crimes and access healthcare services. The app allows users to collaborate directly with a range of doctors rather than standing in long queues, often without being helped.

Ms Lerato Tlhako walked away with the Best Female Hacker award, and received an i5 laptop worth R10 000 as her prize. Check <https://tadhack.com/2021/global/tadhack-south-africa/>

# Colgate-Palmolive and Clover BCom Marketing Honours industry project winners



**T**he BCom Honours Advanced Strategic Marketing Management students worked on two Industry projects for the year. From a class of 80 BCom Honours students, 40 students chose the Clover projects, for they had either to develop an entire strategy and campaign for the township market, or to develop a chosen eCommerce strategy to sell a selected basket on various platforms.

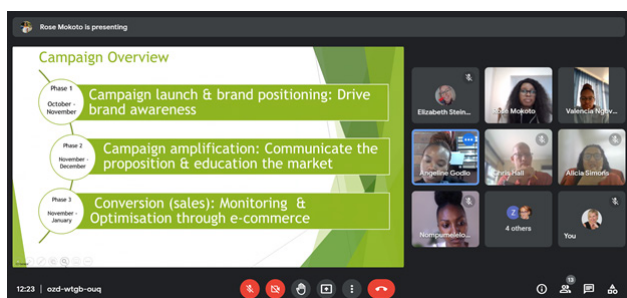


The other 40 students chose the Colgate-Palmolive projects, for which half of this group developed an entire strategy and campaign for Colgate's Natural toothpaste range, specifically proposing a sustainability campaign. The other half of the group had to develop an eCommerce strategy for the Palmolive bar and shower gels.

The students were mentored by Clover and Colgate-Palmolive graduates or by selected mentors, and had to present a creative agency brief to these companies' existing creative agencies before presenting their final campaigns to a panel of Industry experts. The students were also supported by industry guest speakers such as Mr Ludi Koekemoer and his daughter Ms Minette Koekemoer, on how to approach strategy development. Ludi provided tips, and explained to students how to identify pitfalls. Mr Peter Langschmidt of the Publisher Research Council presented on the difference between LSM and SEM (segmentation) and why SEM should be used, while Mr Ruyan Sauer from King James explained how to budget for a campaign. Mr Wesley Chetty of Pepsico presented a previous campaign to illustrate a strategy from a campaign perspective, from the research insight to the execution of the big idea.

Industry panel members selected the 2021 winners. This year the students who won the Colgate Naturals campaign were Lize-Mari Retief's group with Gabriela Coelho, Nicole Dyason, Jadin Leca, Tshepo Mojapelo, and Calvin Steinhobel.

The Colgate-Palmolive winners were Rose Mokoto's group with Nompumelelo Maduna, Valencia Ngoveni, Angeline Godlo, and Zingisa Mkontwana.



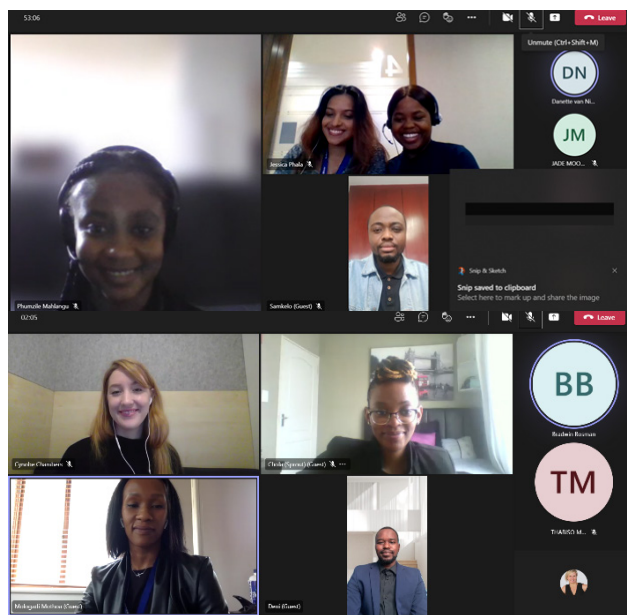
**Colgate-Palmolive winners**

The winners for the Clover Township project were Ragesh Lallo's group with Kresan Moodley, Sumaya Moosajee, Tasmika Puthan House, and Chiloane Boikanyo.



**Clover Township project winners**

Then there was a tie for the runner-ups for Clover, with Mologadi Mothao's group (Tabiso Mabanna, Cynobe Chamber, Denilson Maina, and Chola Gogwana) tying with Jade Moodley's group (Jessica Phala, Samkelo Gama, Phumzile Mahlangu, and Sinhle Shezi).



**Clover runner-ups**

In the next phase of these industry projects, both Colgate-Palmolive and Clover will invite selected students from all of the presentations for a possible internship position. The BCom Honours Advanced Strategic Marketing Management module is managed by Dr Isolde Lubbe. We would like to thank all of our guest speakers for taking the time to present after hours; and our appreciation goes to both Colgate-Palmolive and Clover, who made this year's industry projects such a success!



## Mpungu Ntumba selected to represent UJ at the Entrepreneurship Development in Higher Education (EDHE) Gauteng regional level competition

**C**ongratulations to Applied Information Systems student Mpungu Ntumba on being one of eight students selected to represent the University of Johannesburg at the 2021 Gauteng regional level of the Entrepreneurship Development in Higher Education (EDHE) competition.

The EDHE programme aims to foster the entrepreneurial capacity of students, academics, and leaders in higher education. The goal is for students to become economically active during and after their studies.

Mpungu developed HydropDrip, which was selected to be showcased at the EDHE, and deals with the plastic pollution and water management problem.

The system aims to help consumers to be responsible and accountable for water management and for their own usage. It involves consumers in the water management process. HydropDrip helps consumers to track their water consumption individually through a smartcard system. By saving water, consumers save energy.



## Miss Earth South Africa, Nompumelelo Maduna, BCom Marketing Honours student!



by saying "No" to a plastic bag, by choosing cruelty-free products or those for which there was no animal testing, and by joining the #MeatFreeMonday movement. The above-mentioned actions are simple steps that you can adapt to your lifestyle, and they make a huge difference.

"Having a planet is better than not having one, so we need to make the choice to be in a symbiotic relationship with our home, and to nourish that relationship for future generations to have a beautiful planet with living creatures that we wish future generations to see. Furthermore, you can take the pledge too, and spread the message by creating environmental awareness. Always remember that taking care of our environment is looking after our home, which means ensuring a healthy, clean, and preserved home."

**“**As Miss Earth South Africa 2021, I have taken the step not only to make a difference in the act of conserving the environment, but I have also encouraged others to come along with me in my pledge. This is not just a pledge: it is a call to action. We, as citizens living on this Earth, need to be mindful of our actions that negatively affect the environment. We cannot live on Earth as parasites. This mindset is imperative, because we don't have a 'Planet B' – and we can already see the results of our actions in water shortages, air pollution, and loadshedding. These are just a few debacles we are experiencing today. I cannot stress enough the importance of environmental conservation – and it starts with you making changes in your households, such as recycling and switching off the lights in rooms that are not in use.

"To see the change, we need to be the change, and change will begin to show. We can preserve our Earth and its animals if we do our part. I encourage you to make environmentally conscious choices, even when making a purchase in-store



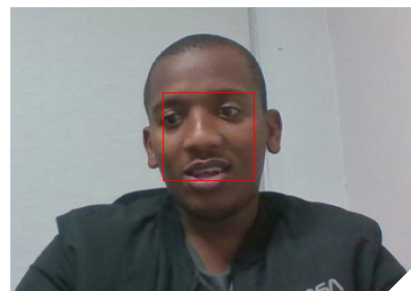
**Nompumelelo Maduna, Miss Earth South Africa**

## Malia Sekokotoana, AIS Honours student, creates a proctoring system, receives funding

**M**alia Sekokotoana, an Honours student in the Department of Applied Information Systems, supervised by Mr Siyabonga Mhlongo and Prof. Abejide Ade-Ibijola, has created a proctoring system for the automatic supervision of online assessments using system process information and random student photography. This system automatically supervises students when they are writing assessments by

analysing system processes on the student's device and randomly photographing the student.

The system comprises two major components that examine process activity and images captured by the web cam of the student's device. The data collected with these techniques is further analysed, using facial recognition and other algorithms, to pick up behaviour that might hint at cheating during the period of the



assessment. The system serves two main purposes: (1) deterring students from opening files on their devices during assessments, and (2) giving students the feeling of being watched.

Malia has received UJ's Teaching Innovation funds to produce a fully functional prototype of this tool.

## AbInBev project with third-year BCom Marketing Research students



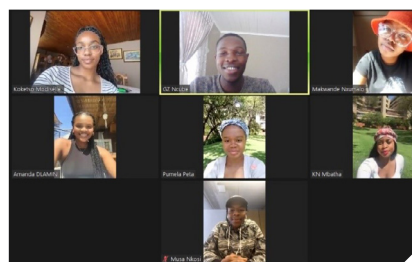
**T**he third-year BCom Marketing Research students conducted a real-life research project with AbInBev, managed by Dr Isolde Lubbe, on the barriers to entry for non-alcoholic beer brands.

The 145 Marketing Research students were briefed by Dough Saxby of AbinBev, and assisted with the development of an on-line questionnaire that was distributed to Gen Z and millennials after ethical clearance was obtained from UJ.

Students worked in groups of four to six members, and had to code the data, clean it, enter it in MS Excel, and analyse

it in order to write a research report that presented their findings and made their marketing recommendations.

AbInBev reviewed the top 10 research reports, and selected the top three positions.



### *Modiselle's group*

Modiselle's group (Koketso Modiselle, Guillaume Ncube, Pumela Peta, Nokuthula Mbatha, Musa Nkosi, Makwande Nxumalo, and Amanda Dlamini) won the first prize. AbInBev

commented that this group showed a good understanding of the question and illustrated a great ability to translate the data into relevant and usable recommendations that were well-written and creative.

Kajee's group (Hamzah Anwar Kajee, Realeboga Mpho Nke, Shriyaa Rakee, Ridwana Ibrahim, and Pricille Kayembe) came second. The feedback described a well-written report that showed a good understanding of the research methodology and the marketing conditions, and offered a good discussion of the limitations.

In third place was Mdhluli's group (Lesego Mdhluli, Nelisiwe Dlula, Phumzile Mtsweni, Nondumiso Makhasi, Siyathemba Shabalala, and Linda Hlomendlini), with a special mention of the well-presented barriers and recommendations.

## DevGame: Attending classes in a video game during Covid-19



**O**ne of the most recent teaching innovations from Prof. Ade-Ibijola's space is DevGame – a 3D video game that simulates face-

to-face contact classes, and allows his students to attend classes in the game, especially in these Covid-19 times. Students can explore parts of the lecture room and campus, see 3D models of other (fictitious) students and the lecturer (lip-syncing the presentation), score points for listening to the lectures (more minutes = more points), and enjoy the excitement of gaming while learning. The lecturer can also access the data of students who were present and, more importantly, who completed the lectures.

Prof. Ade-Ibijola worked with his second-year student, Keagan Young, to deliver the first version of DevGame, and made his entire second-semester module (DEV1B – Development Software 1B 2021) available for gaming in DevGame. This innovation was presented on 12 October 2021 at the CBE's Teaching and Learning Innovation seminar, chaired by Prof. Sivan Chetty.

DevGame is available for free download at: <https://tinyurl.com/DEVgame2021>



## UJ alumnus Anele Sikakana a top 25 finalist in Mrs South Africa 2021!

Meet Anele Sikakana, a UJ alumnus from the Marketing Management Department, and a top 25 finalist in Mrs South Africa 2021! She is back at UJ, and is currently enrolled for her Master's in Marketing Research. In the meantime she is busy with a fundraising event, 'Women4Women' – and she is also an entrepreneur. We caught up with her to capture her journey with UJ, Mrs SA, and her life as an entrepreneur.

### **What was your main reason for entering Mrs SA 2021?**

Having followed the Mrs South Africa programme from a distance for many years, I always had the sense that it would be a worthwhile journey because I recognised the transformative power of the platform to empower and bring out the best in women. Towards the end of 2020, I really felt like I was losing the essence of who I was, and desperately needed to re-acquaint myself with Anele! This meant stepping out of my comfort zone and really opening myself up to new experiences. The decision to enter the competition was the beginning of that journey of self-discovery and personal development.

### **And how has your journey been so far?**

I began my journey as a Mrs South Africa Top 100 semi-finalist. I committed to working hard on myself – mentally, physically, emotionally, and spiritually. I experienced all the highs and lows that come with any transformative journey, and it all paid off on the night of the 20th of August, when I was announced as a Mrs South Africa finalist (Top 25) – see <https://mrssouthafrica.co.za/welcome/index.php/2021/top-25-finalists>. I have met some phenomenal women, and have built so many great friendships and bonds with some very special women. I have also been fortunate enough to form some great business relationships along the way. This journey has really granted me an opportunity to learn, experience, and grow as an individual, and has helped me to expand my network. I really feel like I am coming full circle.

### **How are you finding your Master's experience with UJ?**

Having completed two qualifications with UJ, the natural progression was

to peruse my Master's. My experience thus far has been pleasant. I am enjoying the challenge, and both my supervisors have been very supportive. I am really passionate about my chosen dissertation topic, 'Sustainable luxury', which makes all the difference.

### **Who is your Master's supervisor?**

I am fortunate to have Dr Lubbe as my supervisor, and I am co-supervised by Dr Cunningham, who actually inspired me to pursue my Master's back in 2017 after obtaining my first qualification with UJ. She was my research lecturer at the time, and was instrumental in my not only obtaining a distinction for the module but also developing a love for research.

### **Tell us more about your Women4Women event?**

My Women4Women fundraiser was hosted by The Sustainable Luxury Exchange (SLX) Auction, which is an experiential platform created by myself that offers consumers an opportunity to engage with sustainable luxury goods in a fresh and authentic way. The event took place on Sunday 24 October, and was held at The Maslow Hotel Sandton, which has been awarded "The Greenest Hotel in Sandton", with the aim of raising funds for Women4Women, a non-profit organisation focused on female empowerment, community upliftment, and youth education. Woman empowerment is a topic that is close to my heart. As an entrepreneur, I want to encourage the next generation of young females to achieve their dreams and create their own opportunities.

### **You are an entrepreneur, and you launched your own non-alcoholic gin label this year. Tell us more?**

'Iconic Citric Rose' is a sophisticated and naturally distilled non-alcoholic spirit that draws inspiration from the iconic natural landscapes and botanicals of the mountainous Cape region of South Africa. It is made from a combination of select natural and classic London Dry ingredients, blended, and distilled to produce a refreshing and floral taste.

### **Why non-alcoholic only?**

When we decided to embark on the journey of creating a beverage, we



knew that we wanted to create a beverage and a brand that resonated with the future drinking habits of consumers. The research from my Master's study confirmed that the consumption habits of consumers (especially millennials) were changing rapidly and drastically. Consumers were becoming more health-conscious and mindful of the impact that their consumption habits had on them physically and on the environment. With this in mind, we knew that this was the route we wanted to take – to create sophisticated non-alcoholic beverages rooted in sustainability, using high quality ingredients to deliver a delicious taste.

### **What major hurdle have you had to overcome as an entrepreneur?**

Big retailers and distributors have a low appetite for start-up beverage companies without a proven track record in the market. Creating the right brand equity required a lot of financial investment upfront, if we had any hope of scaling the business. Funding, therefore, plays a crucial role, and remains one of the biggest challenges for many entrepreneurs. This said, we have had to self-fund our business fully from the ground up. It has required a lot of sacrifice; however, it has been worth it.

### **How are you balancing it all? Have you found the secret to time management?**

One thing that I have learnt in this busy season of my life is that, when juggling many balls, it is important to remember that the balls are not made of glass! So, every now and then, when a deadline slips, or you get your dates mixed up for a zoom call, it's not the end of the world. The important thing is to pick the ball up, do the necessary damage control, and continue.

# Guest lecturers

## Bringing industry into the virtual classroom

### Information security and privacy

Mr Jayshil Desai, Associate Consultant at Mobius Consulting South Africa, gave a lecture on information privacy, data privacy, and information security in South Africa to the Department of Information and Knowledge Management first-year students on 21 October 2021.

He gave some real-world examples related to information security and privacy – for example, that an

attempted hacker attack occurs every 39 seconds, and that 43% of cyber-attacks target small business. He noted that the USA's FBI has reported a 300% increase in reported cybercrimes since the start of the Covid-19 pandemic; that 9.7 million healthcare records were compromised in September 2020 alone; and that, by 2021, around \$6 trillion is expected to be spent globally on information security.



### Government segmentation model



On 31 August 2021, Ms Kopo Ndhlovu from the Department of Government Communications and Information Systems (GCIS) delivered a virtual presentation to third-year Diploma in Marketing students about the government segmentation model (GSM).

The purpose of the presentation was to provide knowledge from a

governmental perspective about public service engagement and communication. The GCIS has since agreed to work on a practical project with Mr Aobakwe Ledikwe (assistant lecturer in the Department of Marketing Management) from 2022 onwards, in which students will develop and implement marketing plans centred on the GSM.

### Homecoming: Mandlenkosi Shezi, others

In 2021, Prof. Ade-Ibijola launched a programme called “The Homecoming”, in which he will invite his top students from previous years who took his modules, and who have now graduated and learned a lot more technological skills on their jobs, to come back to share their industry knowledge with his current students.

Mandlenkosi Shezi was the invited guest for the first session. Shezi was one of the top AIS students, and completed his Honours under the supervision of Prof. Ade-Ibijola in 2020. He has since been hired as a software engineer at a private firm. During the session he gave a masterclass on mobile application development. Other previous students who have



also participated in the Homecoming programme are Jakote Lejaha and Lunghekani Langa. With many similar

homecomings lined-up for 2022, we say, “Let the #RippleEffect BEGIN!”





## Entrepreneurial journey

**P**atrick Mahlangu, CEO at Lerato Agency, gave a guest lecture on 20 October 2021 to the first-year Information Management students. His presentation focused on his entrepreneurial journey to becoming CEO of PatOnBrands and Lerato Agency, his digital marketing

companies. He also touched on the value and influence of information and knowledge management in his journey as an entrepreneur.

He gave tips on how to start companies and sustain them.

## Blockchain and its impact on 4IR

**O**n 1 October 2021, Melina Katenda presented virtually on *Blockchain and its impact on 4IR* to third-year Business Analysis students.

Melina is a UJ (AIS) alumnus who currently works as an IT professional specialising in blockchain and emerging technologies. With a deep passion for technology, Melina is a strategic director at the Blockchain Entrepreneurs Club South Africa (BECSA), as well as an implementation

specialist at BanQu, a for-purpose enterprise that leverages blockchain to alleviate extreme poverty. Melina strives to find innovative solutions to solve pertinent problems in Africa.

She has worked as an IT business analyst in ERP systems, IoT, and Blockchain. Her experience ranges from e-payments and collections to African remittance systems, import/export customs clearing, and IoT solutions. She holds a UJ MCom IT Management degree (with distinction).



## The value of information management

**O**n 19 October 2021, IKM alumnus Steven Kadima, Associate Consultant at Mobius Consulting South Africa, presented a guest lecture on the value of information management.

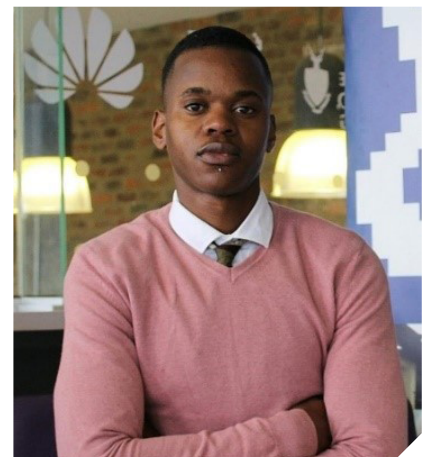
The presentation touched on his current role at Mobius Consulting

in IT risk management, including his personal journey as an IKM graduate. He also focused on the value of information management, and gave tips on how to balance work and studies to the first-year Information Management students, as well as advice on how to position themselves better in the industry.

## Building responsive mobile user interfaces using React

**M**r Jabulani Kubeka is a former student, tutor, and student assistant in the Department of Applied Information Systems at UJ, and holds an Advanced Diploma in BIT. He currently works as a software developer at Tshimologong. While at UJ, Mr Kubeka was also involved in some of the major app development projects at the Technopreneurship Centre.

On 15 November 2021, Mr Kubeka delivered a lecture to the Development Software 2B class, focusing on *Building responsive mobile user interface using React*. The lecture aimed to equip students to develop better-looking mobile applications.



## Workplace in the information knowledge management field



**Nthabiseng Mathebula**



**Steven Kadima**



**Bonolo Mahigo**



**Lerato Phohole**



**Blessed Maleka**

**O**n 12 October 2021, the Information Management 2B class participated in a guest lecture presented by Nthabiseng Mathebula, a UJ alumnus and now a professional trainer, and four current Honours students (Steven Kadima, Bonolo Mahigo, Lerato Phohole, and

Blessed Maleka) who are also working at various organisations.

Ms Mathebula's discussion focused on the pressures of the workplace in the information knowledge management field, as she has been a consultant at different firms. She also touched on the importance of reinventing oneself and

not giving up. The discussions by the other speakers were centred on tips for getting work posts, and balancing work and school, indicating that it is possible to do both effectively if your mind is in the right place.

## The importance of software testing in SDLC: Defect management

**S**oftware testing students from the Department of Applied Information Systems had the exciting treat of Mr Tom Zimba as a guest lecturer on 13 October 2021.

His lecture, which took place online on Blackboard Collaborate, was focused on the importance of software testing.

Mr Zimba is an experienced IT professional with more than 15 years' experience in the field. He has an MSc

degree in computer science, and also holds several professional certifications in the IT field, including iSQI Scrum Master Pro, Fully Advanced ISTQB Software Tester, Certified Professional – Selenium Automation Tester with Java, Certified Lead Penetration Tester, CCNA, and Microsoft Certified Professional. Currently he is a senior data quality engineer in the Standard Bank Group's data analytics and artificial intelligence department.



## A conversation about career development



**O**n Tuesday 5 October 2021, the Information Management 3B class participated in a guest lecture presented by Mzo Gulwa. He is a professional speaker, lecturer, and the CEO of PurpleGrowth Consulting. He is also a long-time collaborator with and alumnus of the Department of Information and Knowledge Management.

Mr Gulwa lectured on career development, drawing on the experience he has gained throughout his

career. The lecture offered important insights into the entrepreneurial spirit that drove Mr Gulwa to start his own company. The trials and rewards of this process were given equal attention. Mr Gulwa also offered internship opportunities to students at his consulting, training, and coaching company, PurpleGrowth.





## The retail journey

On 4 October 2021, Retail Marketing 3 students had a guest lecture by Nompumelelo Satsha, a dynamic marketer and new business owner of a retail outlet, Lenala Nail Studio.

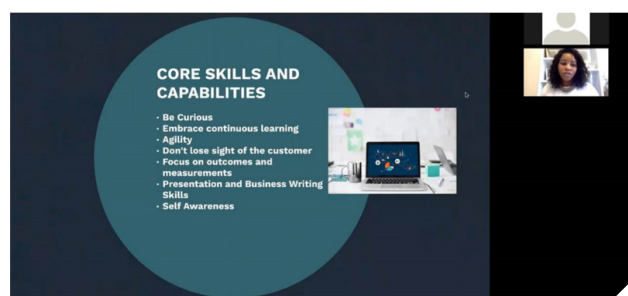
Nompumelelo shared learnings from her journey in retail, from inception to her plans for the future. She has prior experience in retail (beauty) and digital marketing, and ventured into the beauty retail industry (viewed as a non-essential service) in August 2021, during the Covid-19 pandemic – a time that was considered the most challenging by experienced entrepreneurs, let alone newcomers.

Against the odds, she launched her retail brand, Lenala Nail Studios, in the 44 Stanley district in Melville, and the store is still open and growing its service offerings. This success story was aimed at exposing Retailing 3 students to the endless possibilities in retail beyond the consumer goods market.

## Business analysis

Second-year Business Information Technology students had a guest lecture on 5 November 2021 with Ms Kele Mono, Senior Business Analyst at the Standard Bank Group.

Her lecture focused on business analysis, and gave students a practical view of business analysis as a role and profession.



## Staff news

### South African Journal of Information Management celebrates 23 years of publishing peer-reviewed scholarly research



The South African Journal of Information Management (SAJIM), hosted in the Department of Information & Knowledge Management, is celebrating 23 years of publishing peer-reviewed scholarly research. The journal, which has been published since 1999, is accredited by the Department of Higher Education and Training (DHET) and is listed on two approved indexing services, the Directory of

Open Access Journals (DOAJ) and the Scientific Electronic Library Online South Africa (SciELO SA).

The journal is multi-disciplinary in nature.

URL: [www.SAJIM.co.za](http://www.SAJIM.co.za)

## The Department of Marketing Management has held its position as “Most impactful marketing researchers in Africa” for three years in a row!

### UJ MARKETING



OFFICIALLY THE  
**MOST IMPACTFUL  
RESEARCHERS  
IN AFRICA\***

*\*Scopus + Web of Science Data*

The ranking is based on an analysis of the discipline of marketing management’s research metrics from the Web of Science and Scopus for the five-year period from 2016 to 2020.

UJ Marketing comes up on top in the following seven categories:

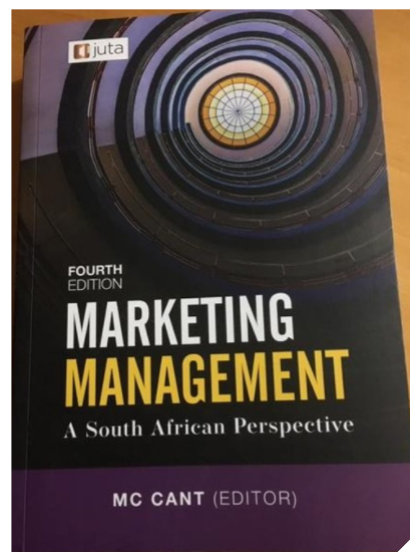
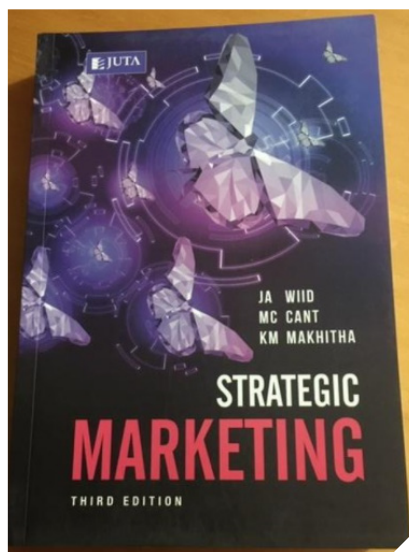
#### *Clarivate Web of Science*

- Number of Web of Science Documents
- Normalised Citation Impact
- International Collaboration
- h-Index
- % Document in Top 10% Journals
- % Documents in Top 25% Journals

#### *Elsevier’s Scopus database*

- Number of publications

## Prof. Mornay Roberts-Lombard’s busy year



Congratulations to Prof. Mornay Roberts-Lombard on his nomination by the Chartered Institute of Customer Management (CICM) to serve on the 2021 adjudication panel for the South African Service Excellence Awards. The Service Excellence Awards are organised and managed by CICM. They recognise, promote, and reward excellence,

professionalism, and outstanding achievements in all sectors.

Prof. Roberts-Lombard has also been appointed as deputy editor of the *European Business Review* (EBR). The impact score of EBR for 2020 was 8.08, making it a leading journal in the field of business sciences on SCOPUS and other journal listings. Prof. Roberts-Lombard is only the second

South African to be appointed to this prestigious role.

On another note, Prof. Roberts-Lombard is a contributing author to two Juta textbooks, *Strategic marketing* and *Marketing management*, which were published in October 2021. The books make for excellent reading, and contain the latest information on marketing trends.



## Top 10 CBE research output units contributors!



**Prof. Carl Marnewick and Prof. Mornay Roberts-Lombard**

**C**ongratulations to Prof. Carl Marnewick and Prof. Mornay Roberts-Lombard for being among the top 10 researchers in the College of Business and Economics (CBE) at the University of Johannesburg.

## 2021 AdFocus Awards main jury nomination

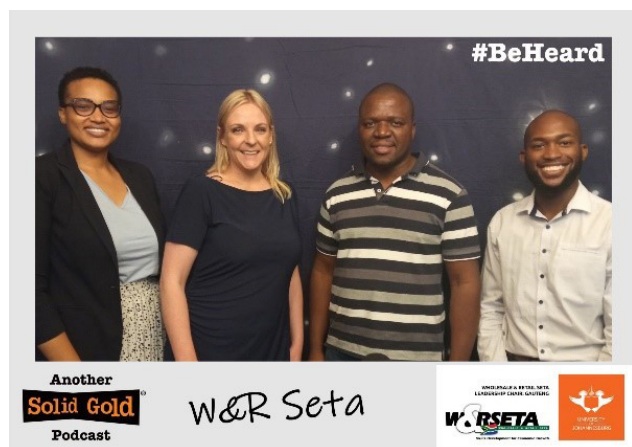
**C**ongratulations to Dr Beate Stiehler-Mulder on her nomination to the main jury for the 2021 AdFocus Awards, that took place on 24 November. The AdFocus Awards recognise the best agencies and individuals in the South African marketing and communication landscape. Creativity and marketing skills, coupled with all-round business acumen, are highlighted. Check her out at <http://www.adfocus.co.za/juries/main>.

Dr Stiehler-Mulder is also a contributing author, alongside Prof. Roberts-Lombard, to the *Marketing management* textbook. Well done!



## Wholesale and Retail Seta Leadership Chair's launch podcast!

**L**isten to the newly released Gauteng Wholesale and Retail Seta Leadership Chair's podcast, hosted at the University of Johannesburg's Department of Marketing Management. They have conversations with #wholesalers, #retailers, and industry experts from South Africa and around the world. They also speak with renowned #researchers so that they can provide you with information that promotes excellence and advances the wholesale retail industry. To listen to the podcasts, click here: <https://pod.link/wrseta>



## City of Johannesburg Group Advisory Committee – Smart City/4IR

**C**ongratulations to Dr Stella Bvuma (HoD: Department of Applied Information Systems) and Dr Mpho Raborife (Senior Lecturer: Department of Applied Information Systems), who were appointed to the City of Johannesburg Group Advisory Committee: Smart City/4IR on 27 September 2021.

Dr Bvuma and Dr Raborife will advise the Executive Mayor and City Manager on economic recovery and the creation of a smart city characterised by the 4IR.



**Dr Stella Bvuma and Dr Mpho Raborife**

## Prof. Kelvin Bwalya appointed for second term as Vice Dean

**P**rof. Kelvin Bwalya was appointed for a second three-year term as College of Business and Economics (CBE) Vice Dean: Research and Internationalisation. Congratulations, Prof. Bwalya – we look forward to your continued stewardship of CBE's research and internationalisation.



## Dr Stella Bvuma speaks at the Human Resource Development Council summit, and more!

**O**n 5 August 2021 Dr Stella Bvuma was a speaker at the School of Tourism and Hospitality live webinar that focused on discussing *Women leveraging technology to innovate and disrupt tourism*.

On 12 August 2021 Dr Bvuma was invited to be one of the speakers at the

fourth Human Resource Development Council of South Africa (HRDC) Summit 2021, themed 'Building the skills for a transformed economy and society'. Dr Bvuma spoke on 'Analysing the impact of technology on female entrepreneurs in South Africa'. This was a high-profile summit of significant national importance for human resource development.

As part of Women's Month, Ms Khathu Sibanda, Chief Information Officer at the Auckland Park Kingsway Information and Communication Systems (ICS)

Executive Director's office, hosted a *Women in IT event for ICS women* on 6 August 2021. Dr Bvuma was one of the women invited to talk about her journey, challenges, successes, and overcoming the daily struggles of being a woman in the IT world.

On 15 September 2021 Dr Bvuma was elected as an Exco member in the position of Honorary Secretary to the South African Institute for Computer Scientists and Information Technologists (SAICSIT).

## Dr Shoppee Dube receives the Short Learning Programmes certificate in Research Supervision

**W**ell done to Dr Shoppee Dube for successfully completing the Short Learning Programme in Research Supervision, which was offered by the UJ Postgraduate School.

She received her certificate at the virtual certificate ceremony held on 28 September 2021.



**Dr Andrea Potgieter and Mr Kagiso Mabe**

**D**r Andrea Potgieter and Mr Kagiso Mabe's paper entitled "Factors impeding South African libraries, archives and museums from collaborating for

## 20th European Conference on e-learning

digitisation purposes" was presented at the 20th European Conference on e-learning. This was a virtual conference hosted by the University of Applied Sciences HTW, Berlin, Germany on 28 and 29 October 2021.

A key learning from the conference was: where there's a will there's a way. With Covid-19, e-learning became a requirement, not an option. For all the challenges raised by the pandemic, the successes – from an education standpoint – far outweighed them.





## IBM student and staff training sessions

In the month of August, IBM conducted various training sessions over a couple of days for both students and staff members

in the Department of Applied Information Systems.

These training sessions aimed to equip students and staff members with the technical and professional skills that are currently in demand. They were trained in Linux and DevOps essentials,

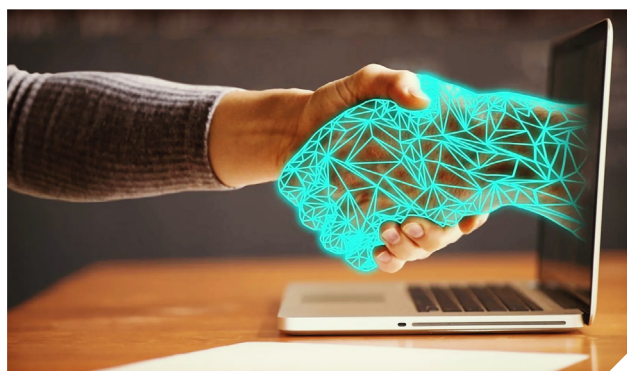
the imposter syndrome, and the growth mindset. The training was planned, organised, and facilitated by Dr Patrick Ndayizigamiye (Department of Applied Information Systems) in collaboration with Ms Phila Phungula (IBM-South Africa) and Dr Melissa Sassi (IBM-USA).

## IEEE special interest group on humanitarian technology – AIS Department

The Institute of Electrical and Electronics Engineers (IEEE) has approved the formation of a special interest group on humanitarian technology (SIGHT) in the Department of Applied Information Systems (AIS) at the University of Johannesburg.

The formation of the SIGHT group is an avenue for applying for IEEE research funding, increased international visibility, (internationalisation), and networking with other IEEE research groups with prospects of collaborating in international research. The SIGHT group reports directly to the IEEE South Africa Section.

This initiative is spearheaded by Dr Patrick Ndayizigamiye (Chair of the ICT4D research cluster – AIS Department). The



founding members of the SIGHT group members are Dr Patrick Ndayizigamiye (chair of the SIGHT group), Dr Macire Kante (postdoctoral fellow, AIS Department), Dr Nurudeen Ajayi (postdoctoral fellow, AIS Department), Dr Shopee Dube (senior lecturer, AIS Department), Ms Tebogo Bokaba (lecturer, AIS Department) and Prof. Roelien Brink (associate professor, AIS Department).

## Mr Ronny Mabokela featured in *Brainstorm* magazine, and more!



Mr Ronny Mabokela, Head of the Technopreneurship Centre (TPC), featured in *Brainstorm* magazine, talking about becoming an entrepreneur. In it, Mr Mabokela covers how the Technopreneurship Centre is working with students to address many of the challenges that South Africa faces in using technology. He also shares his vision for the centre. To read, click [HERE](#).

From 6 to 8 August 2021, Mr Mabokela served, on invitation, as a panel member, mentor, and coach at the MTN Business

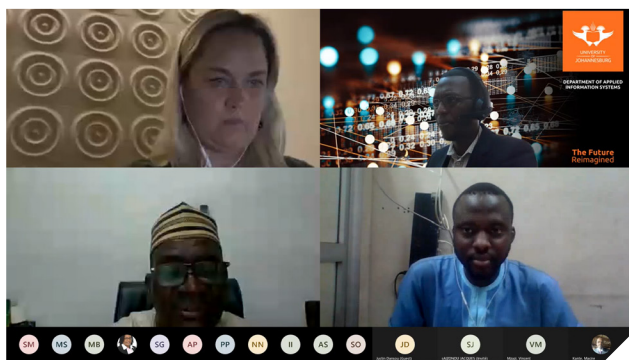
App Academy Hackathon. The solutions for this year's MTN Business App Academy Hackathon focused on broader challenges in the following categories: education, health, youth unemployment, travel and tourism, service delivery, and information services.

The Deutscher Akademischer Austauschdienst Dienst (DAAD), supported by the German Embassy in Pretoria, co-hosted an exciting Falling Walls Lab 2021 event with the University of Johannesburg at which Mr Mabokela participated as part of an innovation jury. The event took place on 2 September 2021, and was streamed live.

Falling Walls Lab is an international forum for the next generation of early career innovators, trailblazers, creators, and visionaries. Its aim is to promote exceptional ideas and to connect promising scientists and entrepreneurs from all fields on a global level. The Falling Walls Lab is organised by the Falling Walls Foundation, and is generously funded by the German Federal Ministry of Education and Research, the Berlin Senate, Google, and Huawei.

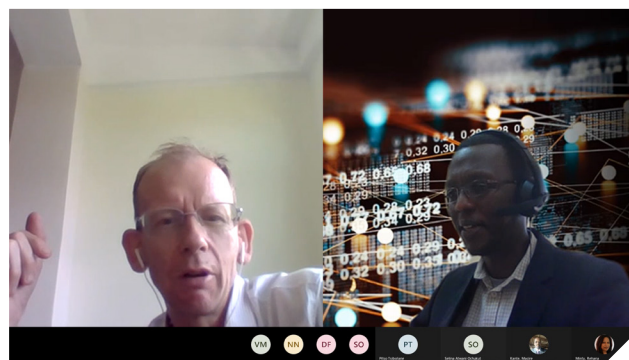
On 24 to 26 September 2021, Mr Mabokela was invited by MTN and Geekulcha to participate in the TADHackZA 2021 as a judge. The TADHackZA is a global hackathon that helps people to learn about the latest internet, IT, and telecoms/communication technologies, and to use those technologies to solve local problems that matter. This year MTN TADHACK focused on solving social problems related to Covid-19.

## African Development Informatics Conference (Virtual)



**O**n 16 August 2021, Dr Patrick Ndayizigamiye of the Department of Applied Information Systems chaired the inaugural edition of the African Development Informatics Conference (AFRIDIC 2021).

The AFRIDIC conference is an initiative that was born out of the desire to have a platform on which scholars from Francophone and Anglophone African countries could share their research outputs and possibly collaborate in research.



The event featured prominent speakers such as Professor Robert M Davison from the City University of Hong Kong and Dr Melissa Sassi from IBM. Dr Patrick Ndayizigamiye is also the co-founder of the conference initiative, together with scholars from the University of Nairobi and the Centre National de Recherches Scientifiques et Techniques (CNRST) of Mali.

## Prof. Abejide Ade-Ibijola now serving on TPAC and two other teaching and learning UJ committees, and more!



**C**ongratulations to Prof. Abejide Ade-Ibijola, who was invited in September 2021 to join

UJ's Teaching Portfolio Assessment Committee (TPAC) by the Division for Academic Planning, Quality Promotion and Academic Staff Development. TPAC is responsible for assessing the teaching portfolios of academics at the university.

In August 2021 he was also inducted as a member of UJ's Academy of Distinguished Teachers (UJ ADT), and MECA nominated him to be part of the VC Award's Teaching and Learning Adjudication Committee.

On 10 August and on 30 September, Prof. Ade-Ibijola presented talks

that were hosted by UJ's Academic Planning, Quality Promotion & Professional Academic Staff Development and widely attend by colleagues across faculties. The first talk was on teaching innovations from his teaching portfolio, and the second was on the academic hack for the nGAP lecturers. These talks are now available on YouTube:

Teaching innovations: <https://www.youtube.com/watch?v=mfbbswsByMc>

The academic hack: <https://www.youtube.com/watch?v=-OPg9vqoNB8>

## Models and muddles: Prof. Ade-Ibijola, four other UJ professors analyse why Covid models are not accurate

**P**rof. Abejide Ade-Ibijola, in collaboration with four other colleagues across disciplines (Prof. Farai Nyabadza: Applied Mathematics, Prof. Alex Broadbent: Philosophy, Prof. Charis Harley: Data Science, and Prof. Ebrahim Momoniat: Applied Mathematics), have argued that the rules (that is, the principles that dictate the dynamics of what is being modelled) have often been ignored when engaging with the results obtained from mathematical models used for predictive purposes in the Covid-19 pandemic (including policy purposes) and from data-driven models designed via machine-learning methods.

Their article was published as a commentary by the *South African Journal of Science* in September 2021, cited as:

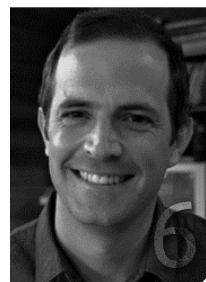


- Nyabadza F, Broadbent A, Harley C, Ade-Ibijola A, Momoniat E. *Models and muddles in the COVID-19 pandemic*. S. Afr. J. Sci. 2021 Sep. 29 [cited 2021 Nov. 4]; 117(9/10). Available from: <https://sajs.co.za/article/view/9506>



# Meet the Technopreneurship Centre Industry Advisory Board

The Technopreneurship Centre (TPC) has established its industry advisory board. Below are its members.



1. **Mr Rendani Mamphiswan** – 4IR Commissioner: The Presidency, Republic of South Africa; Board chairperson
2. **Dr Stella Bvuma** – Head of Department: Applied Information Systems, University of Johannesburg

3. **Mrs Phumza Dyani** – Chief Marketing and Sales Officer, Broadband Infraco SOC Limited
4. **Mr Tiyani Nghonyama** – Chief Operating Officer, Geekulcha

5. **Mr Rodney De Kock** – Executive: Global Technology Services, IBM Services
6. **Dr Paul Plantinga** – Research Specialist – Human Sciences Research Council



**Mr Ronny Mabokela**

Message from Ronny Mabokela, Head of the TPC: *"The Technopreneurship Centre is not only for IT students, but for everyone who is willing to contribute positively to solving social and economic challenges using technology. The Centre promotes interdisciplinary work. The students who use it come from departments as far afield as engineering, business studies, marketing, law, and education, and are mentored by leading academic and industry experts. The Centre actively fosters collaboration and, in this way, helps students to develop disruptive and effective solutions they might not have considered without the help of their peers. As we face this tech-enabled world, the Centre is open to angel investors, industry collaborators, industry mentorship and training, student placements, and increased entrepreneurship and business coaching."*

## Toulouse Business School (TBS), France collaborates with UJ to host webinar, 'AI Day'



**T**he Toulouse Business School (TBS) in France, in collaboration with the University of Johannesburg (UJ) and the University of Bradford in the UK, hosted a full-day webinar on artificial intelligence on 15 October 2021.

Three colleagues from the School of Consumer Intelligence and Information Systems (SCiIS), Prof. Mercy Mpinganjira (Director: SCiIS), Prof. Hossana Twinomurinzi (Lead: Centre for Applied Data Science) and Prof. Abejide Ade-Ibijola (Associate Professor: Department of Applied Information Systems) were invited to speak at this event.

## Events

### The new POPIA, what does it mean for the individual?

The Department of Applied Information Systems, in partnership with the UJ Library and arranged by Dr Maureen van den Berg, hosted a webinar on 26 October 2021 with Peter Hill, the Director of POPIA (Pty) Ltd.

The new Protection of Personal Information Act (POPIA) is a topic that requires ongoing learning by all South Africans.

All organisations, employees, and the general public need to educate themselves about their rights according to this Act, as well as the dos and don'ts when receiving, collecting, providing, or processing personal information. Listen to this important webinar by Peter Hill as he highlights all of these issues. Click [HERE](#) to watch the webinar.

### Globally renowned Prof. Richard Heeks speaks on adverse digital incorporation

On 18 October 2021, the College of Business and Economics, in collaboration with the Department of Applied Information Systems, hosted a webinar on *Adverse digital incorporation*, which argued that our views on digital and inequality need to move beyond the old 'digital divide' worldview. It was led by Prof. Richard Heeks (the University of Manchester) and facilitated by Prof. Hossana Twinomurizi (Department of Applied Information Systems). Prof. Heeks is globally renowned as one of the founding academics who developed the



field of 'ICT4D', short for 'Information and communication technologies

for development'. To watch his UJ presentation, please click [HERE](#).

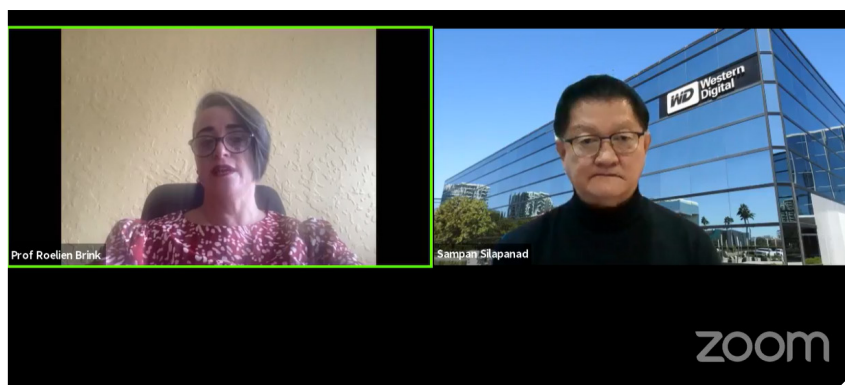
### Practice sharing: Upskill / reskill programmes in Thailand

The College of Business and Economics, in collaboration with the Department of Applied Information Systems, hosted a public lecture on *Practice sharing: Upskill / reskill programmes* in Thailand on 8 October 2021.

The public lecture focused on the new workforce after Covid-19, addressing questions such as these:

- Does higher education need to reskill and upskill students?
- Is 4IR merely a hype term or a myth?
- Are developing countries ready for the new digital world of work demands and challenges?

The keynote speaker was Dr Sampan Silapanad, Vice President: Western Digital® HDD Operations Thailand. The

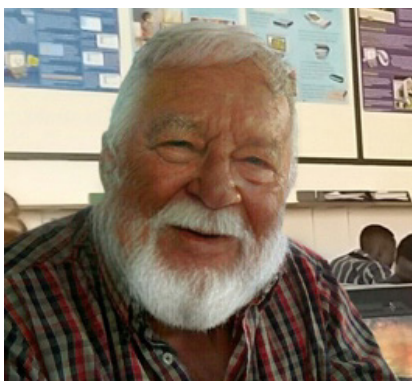


panel consisted of Prof. Crystal Hoole, Deputy Head: Department of Industrial Psychology and People Management, School of Management & President of SIOPSA, and Dr Margaret Basson, Alumnus: Department of Information and Knowledge Management. The

facilitator was Jessica Tandy, Alumnus: Department of Applied Information Systems, and the programme director was Prof. Roelien Brink from the Department of Applied Information Systems. To listen to the public lecture, click [HERE](#).



# The myth, and the ideology, of the Fourth Industrial Revolution with Dr Ian Moll



**Dr Ian Moll**



**Dr Mondli Hlatshwayo**



**Prof Alison Gillwald**

The Department of Applied Information Systems hosted an exciting virtual discussion with Dr Ian Moll on 5 October 2021 on 'The myth, and the ideology, of the Fourth Industrial Revolution'. Facilitated by

Prof. Roelien Brink, the panel members were Dr Mondli Hlatshwayo, a Senior Researcher in the Centre for Education Rights and Transformation at the University of Johannesburg, and Prof. Alison Gillwald, Executive Director of

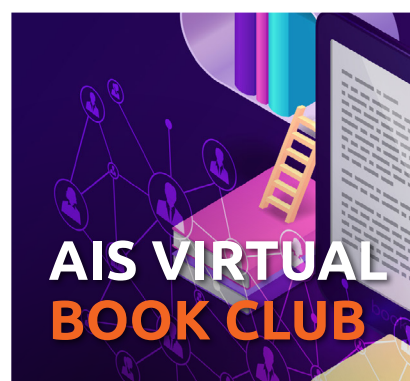
Research ICT Africa (RIA), an African digital policy and regulatory think tank that works across 20 African countries. To listen to the discussion, click [HERE](#).

## AIS virtual book club

On 30 September 2021, the Department of Applied Information Systems (AIS) held its third virtual book club with discussant Jessica Tandy (partner at Bizmond) and facilitator Sonwabise Mzinyathi (global citizen and Senior Manager: Global Policy and Government Affairs).

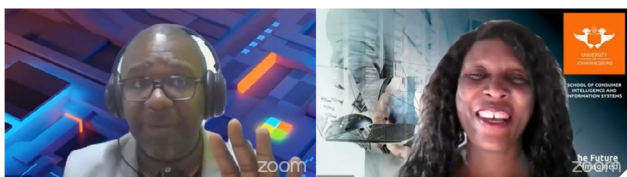
The book's title was *Leading the workforce of the future: Inspiring a mindset of passion, innovation and growth* by Brigitte Hyacinth. The book

calls for new levels of self-awareness, and outlines how the workplace rapidly evolves to adapt to innovation, digitalisation, and change. This fact compels leaders to remain relevant and engaged in a multi-generational workforce. This book provides concrete advice and best practices on talent management and retention. The future is not a far-off destination; it is already here! Don't be caught off guard! To watch the AIS virtual book club, click [HERE](#).

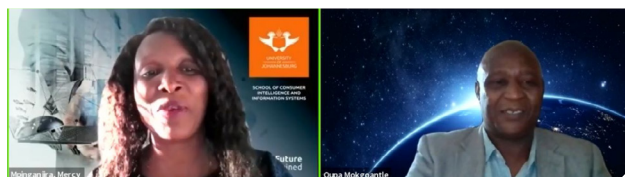


## 2021 SCiS Talks

SCiS Talks is a digital space in which industry and academia meet to tackle critical, trending, and burning issues in the Fourth Industrial Revolution (4IR) space. This year, the SCiS Talks took place on 9 and 10 September, facilitated by Prof. Mercy Mpinganjira.

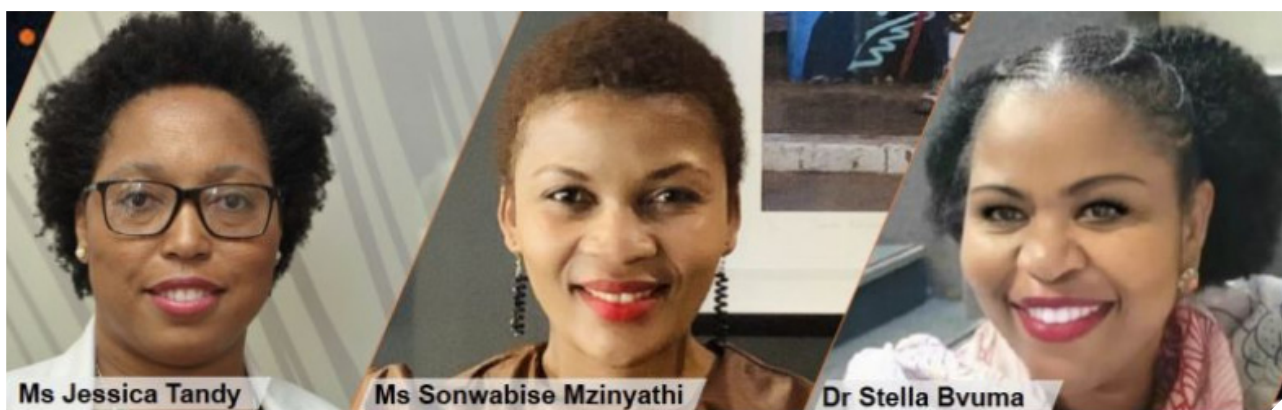


On 10 September 2021, SCiS Talks had Andile Stofile, Government and Corporate Affairs Lead, Microsoft South Africa as the guest speaker. His topic was *Embracing technology and innovation for socio-economic transformation*. To watch the talk, click [HERE](#).



On 9 September 2021, SCiS Talks had Oupa Mokgoantle, Head of Risk Assurance and Advisory Services and Chief Information Officer at The Shard. His talk focused on *The roles of ethics and morality in the 4IR*. You can watch it by clicking [HERE](#).

## Women in ICT virtual event



**O**n 24 August 2021, the University of Johannesburg Alumni Office, in partnership with the Department of Applied Information Systems (AIS), hosted a virtual engagement for women in information communication technology (ICT). The

topic of discussion was 'Unpacking the women's voice and management of their talent in the ICT world'.

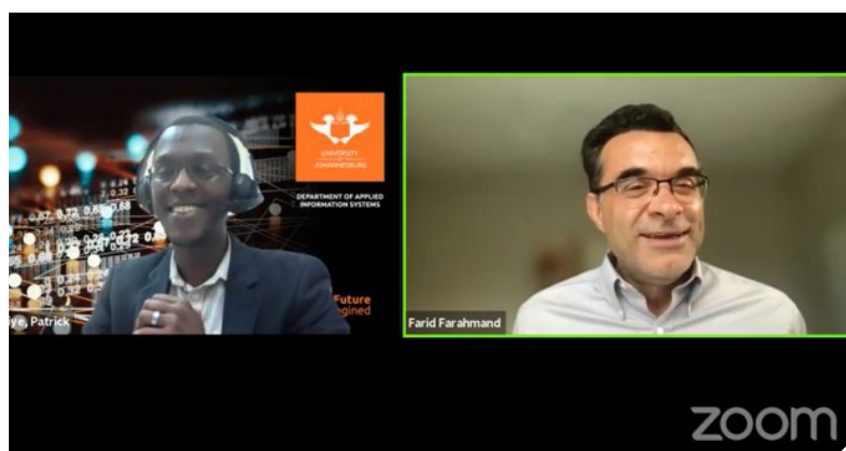
On the discussion panel were Dr Stella Bvuma (HOD: AIS), Jessica Tandy (partner at Bizmond), and Sonwabise

Mzinyathi (global citizen and Senior Manager: Global Policy and Government Affairs). The webinar aimed to inspire and re-imagine the future of the voices of women in technology, specifically focusing on developing youth talent in the ICT sector.

## Unveiling the realm of Internet of Things (IoTs) research with Prof. Farid Farahmand

**T**he Department of Applied Information Systems hosted a webinar on 17 August 2021 entitled *Unveiling the realm of Internet of Things (IoTs) research* with Professor Farid Farahmand from Sonoma State University, USA. It was organised and facilitated by Dr Patrick Ndayizigamiye.

Prof. Farahmand's talk unpacked the concept of the Internet of Things (IoTs) and its various applications. The webinar was a stepping stone to further collaboration between the Department of Applied Information Systems at UJ and Sonoma State University. To watch the webinar, click [HERE](#).





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DEPARTMENT OF MARKETING MANAGEMENT

The Future Reimagined

This was the third year that the Department of Marketing Management hosted its annual #MarketingFit series, where the best of the best from the South African marketing industry are showcased to students, academics, and other stakeholders. During September 2021 the Department of Marketing Management expanded the #MarketingFit series also to showcase the work of some international scholars who are proudly regarded as friends of the department. The line-up for the webinars, hosted by Prof. Ilse Struweg (Departmental Coordinator: External Scholarly Relations), was as follows:



**Mike Ewing**

Prof. Michael Ewing, Executive Dean and Vice President in the Faculty of Business and Law and Alfred Deakin Distinguished Professor at Deakin University in Australia, opened the #MarketingFit Academic series with the topic 'Marketing artificial intelligence, marketing expenditure and firm performance'. To watch, click [HERE](#).



**Mahmoud Abdulai Mahmoud**

In the second session of the #MarketingFit Academic series, one of the Department of Marketing Management's Senior Research Associates, Prof. Mahmoud Abdulai Mahmoud from the Department of Marketing and Entrepreneurship at the University of Ghana Business School, captivated the webinar audience with the topic 'Consumer xenocentrism: Threat or opportunity to AfCFTA?'. To watch, click [HERE](#).



**Kathrin Neumeuller**

Dr Kathrin Neumeuller from the Institute of Retail Management of the University of St Gallen in Germany presented her work on 'Frontline employee motivation – Conceptualisation, scale development, sources and customer outcomes' in the third session of the series. To watch, click [HERE](#).



**Nripendra P Rana**

The series concluded by welcoming the Department of Marketing Management's most recently appointed Visiting Professor, Prof. Nripendra Rana, Professor in Marketing at the College of Business and Economics of Qatar University, Doha, Qatar. Prof. Rana presented on the topic 'A meta-analysis of the factors affecting e-word-of-mouth provider behaviour'. To watch, click [HERE](#).

The webinar series events were not only well attended live, but were also watched afterwards on the UJ Library Facebook page numerous times. If you missed the webinars, you can watch them by clicking on the links given above.

# Awards

## 2021 SCiIS staff awards



**T**he School of Consumer Intelligence and Information (SCiIS) hosted its annual staff awards on 21 October 2021. The event took place at the School of Tourism and Hospitality, and saw the academic and support staff being recognised for all their hard work.

The staff were greeted by musicians playing violins and guitar as they entered the space. They then congregated to

catch up after a long time of not seeing each other owing to the Covid-19 pandemic.

The awards started with Mr Lucas Khoza (AIS lecturer) as the programme director welcoming everyone. Prof. Mercy Mpinganjira (SCiIS Director) addressed the staff, and thanked them for their valuable service; and Carmen Murray (Boo Yah CEO) was the guest speaker for the evening.



*Musicians: Cherry Pill*



*Guest speaker: Carmen Murray*

The 2021 SCiIS staff awards were the following:

- **Active Researcher Award** was awarded to **Prof. Mornay Roberts-Lombard**
- **Active in PhD Supervision Award (AP – P)** was awarded to **Prof. Carl Marnewick**
- **Excellence in Master's Supervision Award (L – SL)** was awarded to **Dr Isolde Lubbe**
- **Stellar Research Performance Award per department**  
This was awarded to:
  - AIS: **Prof. Carl Marnewick**
  - IKM: **Prof. Martie Mearns**
  - MM: **Prof. Mornay Roberts-Lombard**
- **Excellence in Teaching (small and big group categories) Award** went to **Prof. Abejide Ade-Ibijola**
- **Best Coach and Mentor Award** was awarded to **Dr Stella Bvuma**
- **Rising Star Award** was awarded to **Ms Tebogo Bokaba**
- **Exceptional Service to Academics and Students Award** was awarded to **Ms Fareea Dangor**
- **Excellent Interpersonal Relations Award** was awarded to **Ms Martha Winter**





Well-done to all the SCiS staff for their well-deserved awards. And thank you to the SCiS Staff Awards Committee, Mr Lucas Khoza (Chair), Mr

Kagiso Mabe, Prof. Mornay Roberts-Lombard, Prof. Tanya du Plessis, Mr Njabulo Mkhize, Prof. Marius Wait, Ms Mothepane Tshabalala, and Martha

Winter, for arranging it all. To view more of the pictures from the staff awards, click [HERE](#).

## UJ long service awards

**O**n 17 September 2021, Dr Wikus Erasmus (Senior Lecturer at AIS) and Prof. Christine de Meyer-Heydenrych received their 10 years' long service awards. When asked to share their journey thus far and what keeps them at UJ, this is how they responded:

### Dr Wikus Erasmus receives a long service award (10 years)!

"Having cut my teeth in industry as a project manager, I really looked forward to being appointed at UJ as an academic. I was warmly welcomed by colleagues, many of whom have moved on and some that started their journey after me.

"Prof. Carl Marnewick has been a major influence in my journey as a scholar, under whom I also managed to complete my PhD. My other major highlight is being part of the winning team for the dean's Global Excellence and Stature project as judged by Trevor Manuel and other luminaries.



I note that some of my teammates are also being honoured for long service this year. Looking forward to the future and further strengthening my roots in academia with wonderful colleagues."

## Prof. Christine de Meyer-Heydenrych receives a long service award (10 years)!

"I started my journey at UJ in January 2010. I was really excited to come to the city after growing up and studying in Potchefstroom.

The vibe of UJ was what attracted me to the university – the willingness of people to listen to different viewpoints; the diverse staff and student component; and the ability to learn from others with different backgrounds. At UJ, I finally felt 'home' and, at the time, a place where I could be myself. I have experienced many changes throughout the years, but the fundamental reason of what UJ stands for is why I have stayed so long.

"There are many highlights in my career, from receiving the young

researcher award at the then Faculty of Management, to achieving a Y NRF rating, to working with some of the best international researchers and scholars in my field, and publishing my first article in the *Journal of Services Marketing*.

A few years ago, I saw an old student of mine in a store while shopping. He came up to me and said how much he learnt from me and finally, now years later, understood the lessons I was trying to teach them, and how what I said in class has now helped him as junior executive in his job. What makes my job worthwhile is seeing a student having the 'a ha!' moment and flourishing, no matter what their background is. UJ has taught me a

great deal – there were a lot of ups and some downs, but I am grateful for each moment and lesson learnt."



## Visiting professors

### Prof. Samuel Fosso Wamba ranked among the top 2% of the most influential researchers in the world



**C**ongratulations to Prof. Samuel Fosso Wamba, Head of the Center of Excellence in Artificial Intelligence & Business Analytics at Toulouse Business School, France and distinguished visiting professor in the Department of Applied Information systems. Prof. Fosso-

Wamba is ranked among the top 2% of the most influential researchers in the world, based on a report published by researchers at Stanford University on 19 October 2021.

He is part of a list of the five leading scholars in the big data research field for the last ten years identified by the *Journal of Business Research* paper; part of the top 2% of the most influential scholars in the world identified by the Mendeley database, which includes 100,000 top scientists; part of the 2021 list of leading academic data leaders identified by the *Chief Data Officer* magazine; and ranked # 1 in the world in the list of top scholars on big data analytics and enterprises, based on the number of contributions and citations by the *Enterprise Information Systems Journal*.

On 21 September 2021, the newly created Centre for Applied Data Science (CADS) in the School of Consumer Intelligence and Information Systems hosted a webinar with Prof. Wamba on 'Artificial intelligence for good', which was facilitated by Prof. Hosanna Twinomurinzi (Lead: CADS).

### School of Consumer Intelligence and Information Systems

The pan-African epicentre of critical intellectual enquiry in the areas of Consumer Intelligence and Information Systems.

[www.uj.ac.za/sciis](http://www.uj.ac.za/sciis)

