



UNIVERSITY  
OF  
JOHANNESBURG

**The Future  
Reimagined**



**GRADUATION  
PROGRAMME**



[uj.ac.za/4IR](http://uj.ac.za/4IR)

Dear UJ Graduate

Today represents the start of a new chapter. It has without a doubt been a long and arduous but incredible journey for you. Your graduation is a significant milestone, not only academically, but it represents your emergence as a leader with societal impact. At the University of Johannesburg (UJ), we are acutely aware of the hard work, dedication and perseverance you have displayed in order to reach this point. In a rapidly changing world, undergoing seismic shifts, our goals have been not only to support you in this journey but also to empower you as leaders. We strive for excellence, and we are committed to leading through ideas, actions, and programmes in ways that deliberately seek to positively impact the world around us. We hope that your time at UJ will serve as a source of inspiration and contribute to your mark in the world. Our focus at UJ has been to create graduates who are agile, curious, and able to be active participants committed to societal impact.

Your graduation signifies all of this and more. This is a momentous celebration and an incredible achievement, indeed! As you emerge from our institution, we hope you tap into your power to make a difference.

In your time with us, you have encountered the finest academic minds from diverse backgrounds, you have been exposed to technologically rich approaches to teaching and learning while gaining an enviable understanding of the world around us. UJ's global stature and academic robustness are recognised by the most prestigious global higher education ranking systems in the world and we have emerged as a formidable player globally. You are an important and intrinsic part of this story.

We also welcome you as new members of our esteemed alumni community. We encourage you to join the UJ Alumni Network and become an active member of the University Convocation, both of which afford you an opportunity to transform into collaborators, mentors, and advocates who can significantly contribute to our vision. Our promise in return to you is that we will continue to reimagine the future with societal impact. Congratulations on this achievement – you have done us proud!

**Prof Letlhokwa Mpedi**  
Vice-Chancellor and Principal  
University of Johannesburg



**Welcome to the  
Graduation Ceremony of the  
University of Johannesburg  
19 March 2024 at 16:30**

**Welkom by die  
Gradeplegtigheid van die  
Universiteit van Johannesburg  
19 Maart 2024 om 16:30**

**Le a Amogelwa  
Moletlong wa Dikapešo wa  
Yunibesithi ya Johannesburg  
19 Hlakola 2024 ka 16:30**

**Niyamukelwa  
eMcimbini wokweThweswa kweZiqu  
weNyuvesi yaseJohannesburg  
19 kuNdasa 2024 ngele 16:30**

# **UNIVERSITY OF JOHANNESBURG**

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BA Ed (UNISA), BEd Hons, MEd (RAU), DEd (UJ)

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Prof W Domingo

B SoSc (UCT), LLB (UWC), LLM (Columbia, New York),  
SJD (Wisconsin, Madison)

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BSc (NUL, Lesotho), MPhil (University of London, UK), PhD (RAU)

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## **JOHANNESBURG BUSINESS SCHOOL**

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MBA (SUN), MCom (NWU), PhD (UWC)

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Ms K Gugushe

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Mr B Malotane

Mr N Magoro

Ms L Mateza

Prof TA Meyer

Dr A Mokoena

Mr A Mokuia

Ms N Molohe

Prof A Moteetee

Prof LG Mpedi

Mr LM Mpunzi

Ms NP Mvubu

Prof A Strydom

## **PRESIDENT OF CONVOCATION**

Mr LM Mpunzi



# GAUDEAMUS IGITUR

Gaudeamus igitur,  
Juvenes dum sumus;  
Post iucundum iuventutem,  
Post molestam senectutem  
Nos habebit humus.  
Vivat academia,  
Vivant professores,  
Vivat membrum quodlibet,  
Vivat membra quaelibet;  
Semper sint in flore!

## English

Let us rejoice, therefore,  
While we are young.  
After a pleasant youth  
After a troubling old age  
The earth will have us.  
Long live the academy!  
Long live the professors!  
Long live each student;  
Long live the whole fraternity;  
For ever may they flourish!

## Sesotho sa Leboa

Ka gona, a re thabeng,  
Re sa le ba bafsa.  
Ka morago ga bofsa bjo bo bose  
Ka morago ga go tšofala mo go nago le  
mathata  
Lefase le tla ba le rena.  
Phela thuto phela!  
Phelang diprofesa phelang!  
Phelang baithuti phelang;  
Phela kagišano ka botlalo phela;  
O ka re ba ka phela gabotse goyagoile!

## Afrikaans

Laat ons dan vrolik wees,  
Terwyl ons jonk is;  
Na 'n aangename jeug.  
Na 'n onaangename oudag,  
Sal die aarde ons hou.  
Lank lewe die universiteit,  
Lank lewe die professore,  
Lank lewe elke student,  
Lank lewe al die studente,  
Mag hulle vir ewig hul jeug behou!

## Zulu

Ngakho, masithokoze  
Sisebasha nje.  
Emva kobumnandi bobusha  
Emva kwezinkinga zobudala  
Umlaba uzosithatha.  
Phambili ngemfundo!  
Phambili boSolwazi!  
Phambili nakuwe mfundi;  
Phambili ngenhlangano yonke;  
Maziqhubeke ngonaphakade!

# **COLLEGE OF BUSINESS AND ECONOMICS QUALIFICATIONS**

## **1. Baccalaureus Artium (Human Resource Management)**

**Mahabane, Kgothatso Geraldine**

## **2. Bachelor of Human Resource Management**

**Accom, Oliswa**

**Adam, Yusuf**

**Amuru, Denis**

**Botha, Shandon**

**Chepape, Matlhogonolo**

**Chihuri, Arylin Rutendo**

**Cindi, Phindile Maria**

**Diaby, Aminata**

**Dibhishi, Phumeza Leigh**

**Dube, Bongumusa**

**Dube, Mbongiseni**

**Gwavu, Sibuyisiwe Muras**

**Hafaej, Talha**

**Hartnick, Evan**

**Karriem**, Zahraa  
**Kgaswane**, Amanda Nothando  
**Khanyile**, Lebogang  
**Khoza**, Bhekithemba  
**Khoza**, Decent Vhutshilo  
**Khumalo**, Brenda Busisiwe  
**Kiewits**, Lameece  
**Kleyi**, Lindokuhle  
**Kubheka**, Mqapheli Zamani  
**Kwezi**, Aphelele  
**Lebese**, Nkateko Diana  
**Lembethe**, Lwazi Zomakahle  
**Lesabane**, Olebogeng (**with distinction**)  
**Letsapa**, Refilwe Tshireletso  
**Lukhele**, Thandolwethu Angel Siphesihle  
**Mabusela**, Masego  
**Mabuza**, Siphamandla Patrick  
**Mafologela**, Amogelang Veronica  
**Magagula**, Norman Ernest  
**Magubane**, Boitumelo  
**Makhubela**, Nilza Ntombifuthi (**with distinction**)  
**Makola**, Nong Tiisho  
**Malatji**, Mpho Maite  
**Maluleke**, Nhlawutelo Custodian  
**Mamela**, Shylet Nomsa  
**Manage**, Phillipine Ofentse  
**Manyala**, Nosipho  
**Marokane**, Tisetso George

**Masilo**, Priscilla Nchelane  
**Matshiane**, Busisiwe Nonhlanhla  
**Mazibuko**, Zithelozomusa Senzelokuhle  
**Mbolula**, Mirriam Nozizwe  
**Mbushi**, Vhutali Robert  
**Mchunu**, Lwazi Bayanda  
**Mdluli**, Precious Nompumelelo  
**Menete**, Gwyneth  
**Mgagula**, Thobelane Bigboy  
**Mhlambiso**, Esethu  
**Mhlongo**, Romeck  
**Mini**, Kuhle  
**Mkhonde**, Luyanda Owen  
**Mkhonto**, Mandiso Aletta Theodora  
**Mkhwanazi**, Langelihle Lisa  
**Mlotshwa**, Thobeka  
**Modibedi**, Thuto  
**Mogotsi**, Refentse Onthatile  
**Molokwane**, Salane Sam Kgaugelo Lebone  
**Mosala**, Boitumelo  
**Mtembu**, Gugulethu Busisiwe  
**Mthabela**, Nokubonga Nonjabulo  
**Mthimkhulu**, Luyandza Keisha  
**Mthombeni**, Thandeka (**with distinction**)  
**Mudenda**, Purity (**with distinction**)  
**Mwanza**, Naeem  
**Myeza**, Ziphozethu  
**Ndingeni**, Vuyolwethu

**Ndlangamandla**, Snethemba Sandiswa  
**Ndlovu**, Nhlanhla Clayton  
**Ndlovu**, Thembisile  
**Ngindane**, Kuhle  
**Nkambule**, Sifiso Innocent  
**Phakoe** Tshepile Julien  
**Phithi**, Athi  
**Phoshoko**, Violet  
**Qasha**, Olwakhe  
**Qayiso**, Unathi  
**Rapitsi**, Thatego Millicent  
**Reyneke**, Reyan Chasway Felicity  
**Rozani**, Konke Kulungile  
**Sambo**, Sibusiso  
**Segau**, Thabang Anthony  
**Sehoole**, Welhemina Ramaredi  
**Seshoka**, Thabo  
**Shai**, Masie Ketumile  
**Shongwe**, Phiwayinkhosi Debra  
**Sibanyoni**, Sibusiso  
**Skosana**, Saritha  
**Toffie**, Alerique Tyrese  
**Tsheke**, Zandile Reginah  
**Van Tonder**, Matthew Brink  
**Venter**, Kyle Piet  
**Venter**, Suzanne\* **(with distinction)**  
**Vuma**, John Ally  
**Yende**, Thabiso Happy

**Zimba, Christopher**  
**Zitha, Samantha**  
**Zulu, Nqubeko**  
**Zweni, Athule**

### **3. Bachelor of Commerce in Marketing Management**

**Ashok Kumar, Keanan**  
**Ebrahim, Niyaz**  
**Gubayo, Andisiwe**  
**Gyulinyan, Ani**  
**Isaac, Gabrielle**  
**Khaas, Gomolemo Potlako**  
**Kisten, Kylie**  
**Lufuluabo, Zoe Mukana Mukupe**  
**Mabaso, Asanda Nonsikelelo**  
**Maredi, Koketso Evelyn**  
**Mashigo, Hlanama Kgopotso**  
**Mkhwanazi, Sphephile**  
**Moonsamy, Rochelle**  
**Morobe, Masechaba**  
**Motsena, Rorisang Precious**  
**Moyo, Mthokozisi Eric**  
**Murray, Darian Gino**  
**Ncube, Wellington Muzuwakhe**  
**Ndlazi, Sebenza Nhlanhla**  
**Ndlovu, Siphesihle Londiwe**

**Nkosi, Kabelo Sabelo**  
**Nkosi , Sicelo Mayibongwe**  
**Ntombela, Thandolwenkosi**  
**Nyamakazi, Tobias**  
**Pieterse, Hendrik Johannes**  
**Sesoa, Thabo Jacky**

#### **4. Bachelor of Arts Honours in Human Resource Management**

**Banda, Zanobuhle Sharon**  
**Hasani, Danki Surprise**  
**Kekana, Mogoshadi Tokollo**  
**Khumalo, Tisetso**  
**Lebeko, Koketso**  
**Lepota, Modiehi Regina**  
**Malema, Kgothatso Kgolofelo**  
**Mathye, Patlene**  
**Merile, Thanduxolo Nikita**  
**Metsing, Khanyisile**  
**Mojela, Liako Samantha**  
**Moloelang, Nkosinathi**  
**Mothei, Oratile Lesley**  
**Mualefe, Karabo Anastinah**  
**Mwleya, Jasper Moshe**  
**Naidoo, Lillian Lisa (with distinction)**  
**Ndlovu, Andile Trevor**

**Ndlovu, Nandi Nompumelelo**  
**Ngobeni, Lovers Tiyani**  
**Nkonyane, Cecilia**  
**Pita, Emihle**  
**Tyalintsika, Themba**

## **5. Bachelor of Commerce Honours in Human Resource Management**

**Asumani, Bulongo Josephine**  
**Bewana, Ester Ouma**  
**Botes, Ilze**  
**Brink, Ashley Megan**  
**Kotu, Karabo**  
**Letsholo, Tshegofatso Boitumelo**  
**Makoli, Palesa Confidence**  
**Malahlela, Violet Makgomo**  
**Maluleke, Hlonipho Mortions**  
**Mamabolo, Keitumetse Rose**  
**Mathudi, Thabang Sibusiso**  
**Mathys, Duncan Elrich Fikile**  
**Matsitse, Molefi**  
**Mbatha, Lindiwe Fortunate**  
**Mbuli, Thembelani Gladan**  
**Mdluli, Wenzsel Odicious Gift**  
**Mmola, Tlhokomelo**  
**Mokhutsane, Lesego Victoria**



**Molatedi**, Naledi Zandile  
**Pillay**, Desmeral  
**Ramatlo**, Oarabile Onkgopotse  
**Sam**, Xola Tebogo  
**Sokhela**, Isabella Selina Manini  
**Thabethe**, Ephraim Ndumiso  
**Thobejane**, Thato Mahlako  
**Truter**, Mika  
**Tshabalala**, Siphesihle Sabelo  
**Vukeya**, Mafunda Promise

## 6. Bachelor of Commerce Honours in Marketing Management

**Abrahams**, Dean Arthur (**with distinction**)  
**Baig**, Irfaan  
**Barnes**, Raez (**with distinction**)  
**Boks**, Carla  
**Chavoos**, Rahil  
**Chetty**, Caitlin Sashini (**with distinction**)  
**Djomatchui**, Odilia Jenny Emassen  
**Dlangalala**, Nhlalenhle Neliswa  
**Dunn**, Jordan Laken  
**Gowan**, Kavir (**with distinction**)  
**Hansel**, Meegan Jayne  
**Hufkie**, Bjorn Ebben Frederick  
**Jundase**, Barry Ntokozo

**Kabamba, Mbuyi**  
**Kabasa, Mark Tinotenda**  
**Kayombo, Kayumba**  
**Kutama, Pfariso Igreet**  
**Lechesa, Kutlwano**  
**Maharaj, Nikaela**  
**Majola, Nonhlanhla Pertunia**  
**Mashele, Zanele**  
**Mbongwe, Nosipho Amanda**  
**Mkhize, Unathi Sinenhlanhla**  
**Mohamed, Husain**  
**Mollentze, Ryan Neil**  
**Mphafudi, Palesa Matamela**  
**Mphara, Alilali Nicole**  
**Mumba Nsona, Cephora**  
**Mutangwa, Fhatuwani Octor**  
**Ngobese, Sboniso Ntobeko**  
**Nkadimeng, Boitshepo Maponye**  
**Norkie, Nadia**  
**Ntuli, Sanelisiwe Emma**  
**Podile, Neo Phutheho**  
**Ramsden, Graham Mark Frecheville**  
**Reddiar, Robert Byron**  
**Reddy, Sharlene**  
**Rensburg, Kervilyne Shaunise**  
**Seretse, Karabelo Pulane**  
**Shaw, Jason Ryan**  
**Sonkosi, Jeanet Nontsikelelo**

**Variava, Aalia**  
**Walker, Courtney**  
**Yozi, Qhama Elihle**

## **7. Master of Commerce**

**Chulu, Mary** (Strategic Human Resource Management)  
**Minor dissertation:** Organisational culture and voluntary turnover: Moderating the effect of perceived support and work identity  
**Supervisor:** Prof EN Barkhuizen (University of the Free State)  
**Co-Supervisor:** Prof RT de Braine

## **8. Master of Philosophy**

**Mahlophe, Lerato** (Human Resource Management) **(with distinction)**  
**Dissertation:** Predictors of voluntary turnover in the manufacturing industry  
**Supervisor:** Prof EN Barkhuizen

## 9. Doctor of Philosophy

**Olokede, Adunni Bolatiwa** (Human Resource Management)

**Thesis:** Improving the efficacy of occupational safety in Nigeria

**Supervisor:** Prof WI Ukpere

**Pillay, Semona** (Marketing Management)

**Thesis:** A conceptual framework for online consumer decision-making in an emerging market

**Supervisor:** Prof I Struweg

**Co-Supervisor:** Prof CF De Meyer-Heydenrych

## 10. Honorary Doctor of Philosophy (*honoris causa*)

**Ikalafeng, Aloysius Thebeetsile**

**Olokede, Adunni Bolatiwa (PhD)**

Adunni Bolatiwa Olokede holds a BSc (Ed) in Geography from the University of Ilorin, Nigeria, and a Master of Human Resources (Research) from the Northern University of Malaysia (UUM).

The research examined the perceptions of three key major stakeholders (employees, employers, and the government) regarding existing safety measures in the Nigerian manufacturing industry, their efficacy, and possible interventions to enhance their applicability to revitalise OHS practices. This mixed-methods study employed a cross-sectional survey and thematic analysis. The findings evidently confirmed the importance of appropriate top management demonstration of commitment to fostering a robust workplace safety climate. It highlights the federal government's active participation in mobilising support for employees' interest in safety performance behaviours (compliance and participation in safety), including the freedom to report work observations without fear.

The thesis contributes substantially to an under-reported, highly risky work culture and lax environment, where safety rules are violated with impunity.

**Supervisor:** Prof WI Ukpere

**Pillay, Semona (PhD)**

Semona Pillay holds a Bachelor's and a Bachelor Honours in Business Science (Marketing) from Monash University, Australia, as well as a, MCom in Marketing Management from the University of Johannesburg (UJ) (all achieved cum laude). She is a Lecturer in the Department of Marketing Management at UJ, embracing the discipline of lifelong learning, inspiring students to develop curious minds, and adding scholarship value through her emerging market research foci.

From an emerging market context of digital access disparities and the significant rise in online shopping, Semona developed a conceptual framework for online CDM in an emerging market through a four-part, multi-method research inquiry. This framework provides unique insights into emerging market complexities affecting consumers' online purchase behaviour. It recognises online CDM as a distinctive, non-linear process that diverges from existing theories. The Framework for Integrated Methodology is successfully applied to the marketing discipline, emphasising the need for pragmatic integrated research approaches. Considering the digital divide, the study's recommendations guide marketers and online retailers in devising strategies that accommodate diverse data access levels and purchase decision involvement in an emerging market.

**Supervisor:** Prof I Struweg

**Co supervisor:** Prof CF De Meyer-Heydenrych

## **Ikalafeng, Aloysius Thebeetsile (PhD *honoris causa*)**

With great pride, the University of Johannesburg recognises the exceptional contributions of Mr Aloysius Thebeetsile Ikalafeng, a distinguished South African business leader, by conferring a PhD *Honoris Causa* (Marketing Management) based on his exceptional contributions to the field of branding, which mark him as a true leader and visionary.

Mr Ikalafeng holds a BSc (Marketing) *cum laude*, obtained in 1992, and a Master of Business Administration (Strategy and Marketing) degree, obtained in 1993, both from Marquette University in the USA. He was awarded a Marquette University American Marketing Association for Marketing Excellence when graduating *cum laude* in 1992. He also holds an LLM (Intellectual Property Law) degree from the University of Turin, Italy, in collaboration with the World Intellectual Property Organization (WIPO) in Switzerland. He completed executive education at Wits Business School and Harvard Business School in the US and has been a Chartered Marketer (SA) since 2000.

Born in Kimberley, South Africa, Mr Ikalafeng's distinguished and meteoric marketing career started just over 30 years ago in brand management at Colgate Palmolive in New York, after graduating from Marquette University. In 2002, his career culminated as chief marketing officer for Nike for the African continent. Reflecting on Mr Ikalafeng's illustrious career, we celebrate the numerous accolades and awards that stand testament to his excellence in the field of branding and marketing communications.

In 2001, Mr Ikalafeng was honoured with a Gold Medal and a place on the Institute of Marketing Management (IMM) Roll of Honour. The following year, in 2002, he established Brand Leadership, a prestigious branding, strategic communications, and reputation management consultancy. In 2010, he launched the Brand Africa initiative and Brand Africa 100 | Africa's Best Brands to enhance Africa's image and competitiveness. Brand Leadership won the FinWeek AdReview Marketing Services Agency of the Year Award in 2013, the same year Mr Ikalafeng was named one of the '100 Most Influential Africans' by *New African Magazine*, an accolade he received again in 2015. In 2015, the firm was also honoured by being inducted into the REBRAND Hall of Fame for branding excellence. In 2020, he founded the Africa Brand Leadership Academy to nurture talent for Africa-focused brand leadership. Mr Ikalafeng was celebrated as one of the 100 Most Influential Creative People of African Descent in 2021, supporting the United Nations 'International Year of the Creative Economy for Sustainable Development', and he received the Financial Mail AdFocus Lifetime Achievement Award. In 2022, he was awarded the Public Relations Institute of Southern Africa Lifetime Achievement Award and was named one of the African Titans by the UAE Africa Networking Group. In 2023, he initiated the Africa Intellectual Property Partners [AIP], a specialist brand-led intellectual property law practice. Over his career, Mr Ikalafeng has earned more than 75 global awards for his work in marketing communications and branding.

Mr Ikalafeng has been to every country in Africa and has purposefully committed his life's work to challenge, inspire and



empower Africans to create, consume and champion sustainable brands that transform the continent's image, reputation, and competitiveness. A thought leader, mentor, and teacher, he is universally recognised as a role model and benchmark for post-apartheid South Africa in generating creative and marketing leadership, scholarship, and pan-African excellence.

A consistent thread weaves through Mr Ikalafeng's experiences throughout his life journey, namely his focus on branding, innovation and human development, and championing global leadership. His engagement with UJ vividly embodies the university's commitment to becoming a "university of choice, anchored in Africa, dynamically shaping the future". His affiliation with the university is a living testament to his commitment to cultivating talent, facilitating meaningful dialogues, fostering innovation and renewal, and upholding a strong ethical framework.



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ALUMNI

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- View their qualification documents

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# National Anthem of South Africa

**Nkosi sikelel' Afrika**

**Maluphakanyisw' uphondo lwayo**

**Yizwa imithandazo yethu**

**Nkosi sikelela thina lusapho lwayo**

**Morena boloka setjhaba sa heso**

**O fedise dintwa le matshwenyeho**

**O se boloke, o se boloke setjhaba sa heso**

**Setjhaba sa South Afrika — South Afrika**

**Uit die blou van onse hemel**

**Uit die diepte van ons see**

**Oor ons ewige gebergtes**

**Waar die kranse antwoord gee**

**Sounds the call to come together**

**And united we shall stand**

**Let us live and strive for freedom**

**In South Africa our land**