

School of Consumer Intelligence and Information Systems

College of Business and Economics



Message from the Director

The second semester of the 2019 academic year is almost over. What a semester it has been for the School of Consumer Intelligence and Information Systems (SCiiS)! I would like to describe it simply as our 'awards and celebration galore' semester. Thanks to the SCiiS team, our collective efforts continue to deeply engrave the School's place as the pan-African epi-center of critical intellectual enquiry. In this edition of our newsletter, we pause to celebrate our achievements, which include:

- The successful launch of our Digital Know-How short learning programme (SLP) series. With funding from the MICT Seta, our first cohort of students were TEVET College lecturers who enrolled for the Basics of Data, Programming and Applications in Business SLP, as well as the Digital Advertising SLPs. We are thankful to our Industry Advisory Board for being instrumental in ensuring the involvement of top-notch industry experts as part-time lecturers on the programme.
- Our students and post-doctoral fellows continued their excellent performance as contributors to knowledge production. We are glad that, for the second year in a row, the overall winners of the highly competitive College of Business and Economic (CBE) Honours Poster Competition came from our School. Well done to our BCom Hons Marketing Management students Courteney Stuart and Cameron

Sivalingam who, working under the supervision of Dr Isolde Lubbe, came out tops! Add that to having the top post-doctoral fellow in the CBE come from the School. Hats off to Dr Kenneth Ohei of the Department of Applied Information Systems who, working under the supervision of Dr Roelien Brink, was declared the 2019 Best Post-Doctoral Research Fellow at the CBE!

- Our pride in being innovators of note. Two of our staff members, Dr Marius Wait and Prof. Abejide Ade-Ibijola, are the joint recipients of the 2019 Vice-Chancellor's Distinguished Innovation of the Year Award. Congratulations, colleagues! Our team of students under the Technopreneurship Centre also did us proud this semester when they emerged as the winners in the Local Government category at the South African State Information Technology Agency (SITA)'s 2019 National Development Plan Hackathon, held in Durban from 24 to 26 October. Kudos!
- Growth in the number of our staff holding doctoral level qualifications and of NRF-rated researchers. Dr Nombulelo Dilotsotihe and Dr Nicole Cunningham of the Department of Marketing Management attained their PhDs this semester. Dr Mpho Raborife and Prof. Kennedy Njenga of the Department of Applied Information Systems have been

successful in their respective applications for NRF rating. Well done, colleagues!

To the SCiiS team – thank you for giving UJ your best. Yours is a well-deserved end of academic year break.

To everyone going through the pages of this edition of the SCiiS newsletter – enjoy the reading.



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

Student News

SCiiS launches the TVET Lecturer 4IR SLPs Project



On 16 September 2019, SCiiS officially launched the TVET Lecturer 4IR SLP Project funded by The Media, Information and Communication Technologies (MICT) Sector Education and Training Authority (SETA). Developments in

the Fourth Industrial Revolution have resulted in digital know-how being required of everyone, irrespective of their professional background. This semester, the project saw over 90 TEVET lecturers registered for two SLPs in the SCiiS Digital Know-how Series: Basics of Data, Programming and Applications in Business, and

Digital Advertising. Among other things, this semester the students learnt how to code. Overall feedback received from students so far has been positive. SCiiS is thankful to the MICT Seta for the funding support, as well as to our lecturers, many of whom are from industry, for excellent programme delivery!

BCom (Hons) Marketing Management students win the 2019 CBE Honours poster competition!

For the second year in a row, the winners of the CBE Hons poster competition have come from the Department of Marketing Management. The 2019 winning team was Courteney Stuart and Cameron Sivalingam. Their poster was entitled "Useful Chatbots revolutionise customer satisfaction". The students did their research under the supervision of Dr Isolde Lubbe. For the second year in a row, the winners of the CBE Hons poster competition have come from the Department of Marketing Management. The 2019 winning team was Courteney Stuart and Cameron Sivalingam. Their poster was entitled "Useful Chatbots revolutionise customer satisfaction". The students did their research under the supervision of Dr Isolde Lubbe.



Prof. Kelvin Bwalya, Courteney Stuart, Cameron Sivalingam, and Dr Isolde Lubbe

2019 CBE poster competition - AIS Hons students tie at third place



Prof. Carl Marnewick and Riyaadh Bham

The Department of Applied Information Systems Honours students Riyaadh Bham and Ravish Aloodha came third at the CBE poster competition held on 31 October 2019. The title of Riyaadh's poster was "What does 'resilience' mean in information systems?" His research study was done under the supervision of Prof. Carl Marnewick. Ravish's poster title was "Predicting student completion using machine learning algorithms for Bachelor of Science in Johannesburg". His research study was done under the supervision of Ms Tebogo Makaba.

MCom student Wangari Mwaniki wins UJ's Game Jam #WinterSchool4IR!

Well-done to Marketing Management Master's student Wangari Mwaniki on winning the 2019 UJ Winter School competition dubbed Game Jam #WinterSchool4IR. Students had 48 hours to create a three-minute video about an idea to address the theme, How can 4IR make a difference in your community? Her submission focused on creating access to education to up-skill the current and future workforce for #4IR. Watch the video here: <https://bit.ly/2YnFjQJ>



Wangari Mwaniki

SELL-BOT: Delegating digital marketing to machines



Dr Abejide Ade-Ibijola, Ms Theodorah Modise, and Mr Sonny Kabaso

Dr Abejide Ade-Ibijola, with his Master's student Mr Sonny Kabaso, have created an artificial intelligence tool called SELL-BOT, which is capable of doing digital marketing. SELL-BOT automatically composes valid digital campaigns for social media platforms and posts them. This tool was exhibited at a UJ Library event on 6 August 2019. This tool is expected to be the future of free advertising for small businesses.

AIS Project Day



Diploma IT students and Advanced Diploma IT students

The students' IT Project Day displayed a collection of IT-related projects, including software applications and business analysis presentations. These projects are a

culmination of the knowledge that students gain after a year of Diploma and Advanced Diploma studies, and they are academically evaluated. This experience enabled the students to interact and get direct advice from the industry judges, who gave

them constructive feedback about their projects. Project Day took place on 29 October for Diploma IT students led by Dr Roelien Brink, and on 4 November for Advanced Diploma IT students led by Mr Nyandongo Kwete.

Technopreneurship Centre wins at the SITA 2019 NDP Hackathon!



Team members: Prof Abejide Ade-Ibijola (Lead), Keenan Moodley (2nd Year, BCom IS), Bathini Mkhaliqi (2nd Year, BCom IS), Safuan Patel (2nd Year, BCom IS), Kagiso Matlou (1st Year, BCom IS), Dr Chinedu Wilfred Okonkwo (Postdoc, AIS), Lughekani Langa (1st Year, BIT), Nikita Patel (2nd Year, BCom IS), Lloyd Mpumelelo Radebe (2nd Year, BCom IS), Dylan Harrison (1st Year, BCom IS), Nomfundo Phororo (3rd Year, BCom IS), Jakote Lejaha (3rd Year, BIT), Ramel Sixako (2nd Year, BCom IS), Channing Newman (1st Year, BCom IS) and Kowyn Naidoo (2nd Year, BCom IS).



Well-done to the Technopreneurship Centre teams for being the winners in the Local Government category and coming up third in the Regional Government category of the South African State Information Technology Agency (SITA) 2019 NDP Hackathon. The Hackathon, held in Durban, aimed at creating innovative solutions that help to solve socio-economic challenges as defined in the National Development Plan (NDP) 2030. The prizes per category were R100,000 for first prize; R50,000 for second prize; and R30,000 for third prize,. We interviewed the winning group, and this is what they had to say:

How was your overall experience at the 2019 SITA NDP Hackathon?

The overall experience was great. The accommodation was spectacular, with unbelievable views, and the service was great. Snacks were provided throughout the night, as we had to hack through the night. There was a DJ to provide music as well as mini games in between to refresh our minds and entertain us. Apart from the main prizes, different rewards were handed out as the Hackathon was going on, such as drones, headsets, hard drives, and speakers.

What challenged you the most? We were under time pressure, and that somehow made us anxious about our presentations because we weren't sure as to how good enough our presentations could be. We were up against industry professionals with well-designed prototypes.

What lessons did you learn from working as a group?

Embracing diversity, being open to suggestions in order to encourage participation, celebrate small achievements, and be equally accountable. We learnt the skill of presenting in front of a large audience and being able to think on the spot. We learnt how to improve our time management skills.

Congratulations to our winning team for making us proud!

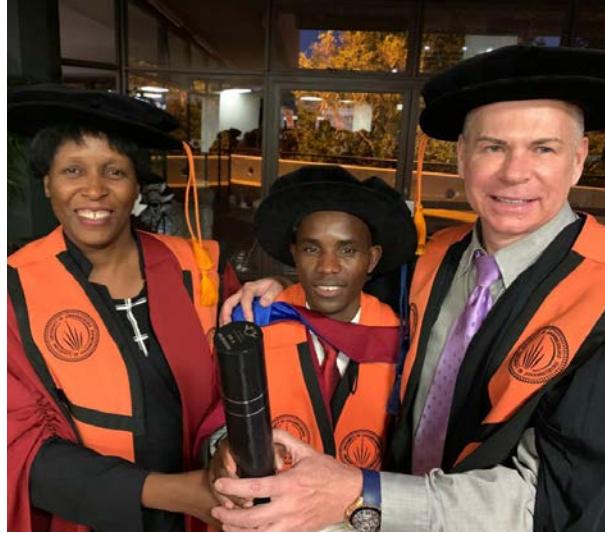


Dr Chinedu Okonkwo, a Postdoc in AIS (in purple), receiving a drone that he won at the Hackathon following a question-and-answer competition.

SCiiS PhD graduates

SCiiS had three PhD candidates graduating at the October 2019 graduation ceremony.

- Leslie Adriaanse from the Department of Information and Knowledge Management. Her thesis, entitled E-visibility of Environmental Sciences researchers at the University of South Africa, was prepared under the supervision of Prof. Chris Rensleigh, with the co-supervision of Dr Cor Niemand.
- Leigh de Bruin from the Department of Marketing Management. Her thesis, entitled Internal marketing and the delivery of service quality and customer satisfaction in the Oman banking industry, was prepared under the supervision of Prof. Mornay Roberts-Lombard, with the co-supervision of Prof. Christine de Meyer-Heydenrych.
- Asphat Muposhi from the Department of Marketing Management. His thesis, entitled Factors influencing pro-environmental behaviour: A focus on the use of non-plastic reusable shopping bags, was prepared under the supervision of Prof. Mercy Mpinganjira, with the co-supervision of Dr Marius Wait.



Prof. Mercy Mpinganjira (supervisor), Asphat Muposhi (PhD graduate) and Dr Marius Wait (co-supervisor)



Prof. Chris Rensleigh (supervisor) and Leslie Adriaanse (PhD graduate)



Zanele Phakathi, finalist at Miss South Africa 2019

Congratulations to Zanele Phakathi, AIS Diploma BIT first year student, for being one of the top 16 finalists at the Miss South Africa 2019 pageant.

Zanele Phakathi

A message from Nelisa Ntuli, a BCom Marketing Management graduate!

"I'm a 21 year old UJ 2018 BCom Marketing graduate. I am happy to announce that I have also received a job offer from Eskort as an Enterprise Brand Representative, which I am excited about.

I would like to thank you for your tremendous contribution to my success! Even though I was not the student who picked up their hand during

class, the odd consultation time spent, prompt replies to my emails and your passion have added so much value, that I managed to finally get those distinctions in my Marketing 3A & C modules in my final year.

As students we don't say this enough, **but thank you for being the most amazing lecturers!**"



Guest lecturers: Bringing industry to the classroom

Melina Katende presents on blockchain technology



Melina Katende in class with 2nd year IT Management students

UJ alumnus and guest lecturer Melina Katende presented a talk on blockchain technology to 2nd year IT

Management students on 16 October 2019, in which she highlighted the impact of blockchain technology on businesses in South Africa. Melina is an IT business analyst at IoT.nxt, and

graduated on 30 October 2019 with a Master's in IT Management (with distinction) under the supervision of Dr Shopee Dube.



Enterprise resource planning by Christine Shongwe

On 30 September, Christine Shongwe from Standard Bank gave a lecture on enterprise resource planning to Business Information Systems 2 students. Christine has

extensive experience in business process management through design, build, and integration end-to-end payments processes. Her current role is Business Manager for PBB SA: Digital Banking & eCommerce.

Christine Shongwe

IT governance value delivery by Nonhlanhla Tshabalala

Nonhlanhla Tshabalala was invited to be guest speaker on 21 August 2019, when she spoke on IT governance value delivery, resource management, and risk management

to AIS Postgrad students. She is passionate about digital transformation and driving strategy execution, and currently heads up change execution for virtual channel business for retail and business banking at Absa Group.



Nonhlanhla Tshabalala

IKM students visit AUDA-NEPAD offices



IKM students and AUDA-NEPAD staff

On 24 October 2019, IKM Honours and 2nd year students were invited to visit the African Union

Development Agency (AUD) – NEPAD offices in Midrand. Their visit was filled with excitement, insight, and exposure to the working world.

Thank you to AUDA-NEPAD for treating the IKM students to such a valuable experience and for offering internships to IKM students.

Advanced Strategic Marketing Management, industry experts' lectures



Marketing Management Department lectures at Colgate Palmolive: Dr Thabang Mofokeng, Dr Nkosinamandla Shezi, Mr Mthobisi Nhlabathi, Dr Isolde Lubbe, Ms Relebohiseng Matubatuba, Ms Semona Pillay, Mr Aobakwe Ledikwe and Dr Nicole Cunningham.

Dr Isolde Lubbe's honours students in Advanced Strategic Marketing Management had the privilege of engaging with various guest speakers with the aim of preparing the students for the world of work. The guest speakers included:

- Mr Theuns Botha, engineer at Nexentre and successful entrepreneur, who presented on the impact of the Fourth Industrial Revolution on marketing in South Africa.
- Mr Peter Langschmidt from the Publisher Research Council motivated students on why LSM (living standard measurement) should be replaced by SEM (socio-economic measurement) as a segmentation tool, mostly because LSM is racially biased and outdated.
- Mr Solam Mbane, COF from AbInBev, shared about the development of a Castle Lite digital strategy with the students, explaining in detail how a strategy is developed from research to insights, to the idea, and to execution.

Sixty-six Honours students presented to senior brand managers and marketing directors at Colgate Palmolive on 7 November 2019. Students had to develop marketing campaigns on real-life projects provided by Colgate Palmolive, with 40 minutes to present their campaigns.

Ernst and Young (EY) visits the Technopreneurship Centre



Mr Clive Govender, Mr Andrew Cheesman, Dr Barnabas Gatsheni, Dr Ade Abejide Ade-Ibijola, and students at the Technopreneurship Centre

In June 2019 Dr Barnabas Gatsheni invited Mr Clive Govender from EY Graduate Recruitment and Mr

Andrew Cheesman from the EY Robotics and EY Technology advisory team to the Technopreneurship Centre, where they showcased their "Beat the Bot" for the students. EY

also took three AIS Honours students – Shalati Shingwenyana, Riyaad Bham, and Lesego Malefane – for vacation employment during June and July 2019.

Post-doctoral fellows

Dr Kenneth Ohei wins Best Post-doctoral Research Fellow at the CBE!



Prof. Saurabh Sinha, Dr Kenneth Ohei, and Dr Roelien Brink

Congratulations to the Best Post-doctoral Research Fellow at the College of Business and Economics, Dr Kenneth Ohei, supervised by Dr Roelien Brink at the Department of Applied Information Systems. When asked about his experience, this is what he had to say:

"Firstly, I want to use this medium to express my sincere appreciation to the Strategic Initiatives and Administration Unit and the Postgraduate school for this recognition. I am truly humbled to receive the Postdoctoral Research Fellows (PDRFs) Excellence Award 2019 under the mentorship of Dr Brink.

Being a PDRF at the Department of Applied Information Systems has been

such an awesome experience, filled with encouragement and support. I also want to acknowledge the support received from the Head of Department for allowing me to assist with [a] few modules.

As a PDRF, I and Dr Brink have been working on a research project which is focused on the employability of ICT graduates. The concept of ICT is broadened, hence I have also coined my research key areas in ICT4D, ICT in education, social software, and IS. The project is aimed to develop a framework for addressing and enhancing ICT employability of graduates.

I have already recommended a few postdocs to come to SCiiS, although they are not in my department, I still would recommend more."

Dr Rosemary Matikiti's post-doc fellowship at the Department of Marketing Management comes to an end

Dr Rosemary Matikiti was a post-doctoral fellow at the Department of Marketing Management. She finished her term with a colourful CV in the publications section. When asked about her experience, this is what she had to say:

How did you find your stay as post-doctoral fellow at the Department of Marketing Management? I had a wonderful stay as post-doc fellow at the Department of Marketing Management. The Department and

my mentors were very supportive. My research focus was on e-marketing, including social media marketing and service recovery.

What were the publications that came out of your research projects? A total of eight articles have already been published in Scopus index journals, two articles are under review, and two more journal articles are in the pipeline. Two conference papers were presented, one international and one local.



Dr Paul Issock

Dr Paul Issock scoops the Best Student Paper Award at the 2019 World Social Marketing conference

Dr Paul Issock is a post-doctoral fellow in the Department of Marketing Management, and with the collaboration of Prof. Mercy Mpinganjira and Prof. Moray Roberts-Lombard, he received the

Best Student Conference Paper Award at the 6th World Social Marketing conference (WSMC) 2019, held in Edinburgh, Scotland. His conference paper is entitled Normative influence and effective recycling policy for household waste separation.

Staff news

Staff promotions

Congratulations to Prof. Abejide Ade-Ibijola of the Department of Applied Information Systems and Prof. Daniel Maduku of the Department of Marketing Management on their promotion from Senior Lecturer to Associate Professor!



Professor Daniel Maduku and Professor Abejide Ade-Ibijola

Staff qualifications!



Ms Philile Thusi

Ms Philile Thusi obtains an MCom with distinction!

Congratulations to Ms Philile Thusi, an Assistant Lecturer (GES) in the Department of Marketing Management, for passing her MCom in Marketing Management with distinction. Her final mark of 82% was exceptional. Thusi's dissertation, entitled *The acceptance and use of mobile banking apps among*

millennials in Gauteng, South Africa, was prepared under the supervision of Dr (now Prof.) Daniel Maduku. She has since been hired as a lecturer by the Marketing Management Department.

Congratulations to Dr Nombulelo Dilotsotlhe and Dr Nicole Cunningham!

Congratulations to Dr Nombulelo Dilotsotlhe and Dr Nicole Cunningham of the Department of Marketing Management for walking the stage and receiving their respective Doctor of Philosophy degrees.

Dr Nombulelo Dilotsotlhe did her PhD in Marketing at the University of Witwatersrand. Her thesis, entitled *Consumer and product related factors impacting on green product purchase behaviour*, was prepared under the supervision of Dr Helen Duh.



Dr Nombulelo Dilotsotlhe and Dr Nicole Cunningham

Dr Nicole Cunningham did her PhD at GIBS. Her thesis, entitled *Investigating middle-class consumers'*



luxury apparel behavioural intention: The role of culture was prepared under the Supervision of Prof. Danie Petzer.

National Research Foundation (NRF) ratings



Prof. Kennedy Njenga and Dr Mpho Raborife

Congratulations to Prof. Kennedy Njenga and Dr Mpho Raborife of the Department of Applied Information Systems on their successful application for NRF ratings.

Prof. Kennedy Njenga received a C3 NRF rating, and Dr Mpho Raborife received a Y2 NRF rating. NRF ratings are based on a researcher's recent research outputs and the impact of the outputs, taking into consideration both local and international peer reviews. Well done!

Dr Barnabas Gatsheni incorporated into the Secretariat for the Fourth Industrial Revolution South Africa (4IRSA)

Dr Barnabas Gatsheni sits on the four-member 4IRSA subcommittee in the Research and Academic content team. This subcommittee came up with the themes for the Digital Economic Summit (DES) sessions. As part of the

4IRSA operations team, Dr Barnabas was hands-on in coming up with the DES Project Plan, right through to the budget and the launch on 5 July 2019 of the DES by the President of the Republic of South Africa, Mr Cyril M. Ramaphosa at Gallagher Estates in Midrand.



Dr Barnabas Gatsheni



Dr Mpho Raborife

Dr Mpho Raborife featured in the 2019 Mail & Guardian 200 Young South Africans list

Each year the *Mail & Guardian* publishes a list of 200 exceptional and notable young people under the age of 35 in its "200 Young South Africans" list. Congratulations to Dr Mpho Raborife, a computer science academic whose achievements include winning the L'Oréal Women in Science Scholarship in 2013, for making it on to this prestigious list.

Dr Barnabas Gatsheni invited to serve as a judge in the Ernst and Young (EY) NextWave Data Science Challenge

Dr Barnabas Gatsheni was invited to be part of the judging panel for the NextWave Data Science Challenge, an international event organised by Ernst and Young (EY) at their offices in Sandton, Johannesburg. The event took place on 21 June 2019.



The judges in the picture are Ms Fiona Miller, Mr Mitchell Hughes of Wits, Dr Barnabas Gatsheni of UJ, Ms Dheshnee Ramadu of EY, Ms Korusha Pillay of EY, Mr Richard Harper of EY, Mr Clive Govender of EY, and Peter of Illion

As seen on TV, Prof Mercy Mpinganjira on eNCA News



Prof Mercy Mpinganjira was invited for an interview by eNCA News on the *Today* show with Dan Moyane on 22 November 2019. Her interview segment focused on Black Friday 2019, the conversation highlighted what should people look out for, and when is a bargain a bargain.

Click [here](#) to watch her interview.

Dr Abejide Ade-Ibijola on SABC's SAfm Radio Live

On 19 September 2019, Dr Abejide Ade-Ibijola was interviewed on SABC's SAfm Radio Live, in a segment entitled 'The mediated conversation on whether books should be shelved'. The podcast of his views can be heard online at: <https://www.iono.fm/e/747386>.





Ms Stella Bvuma

The role of women in the Fourth Industrial Revolution (4IR)

UJ held a women's month event themed The role of women in the 4IR. Ms Stella Bvuma (HoD in the Department of Applied Information Systems) took part in the panel discussion along with other great women such as Dr Tebogo Mashifana (senior lecturer in the Department of

Chemical Engineering Technology) and Dr Karien Henrico (lecturer in the Department of Emergency Medical Care, Faculty of Health Sciences). Others were Ms Florence Masebe (a famous actress and social and cultural activist) and Dr Mpho Phalatse (Member of the Mayoral Committee in the Department of Health in the City of Johannesburg).

Dr Abejide Ade-Ibijola on UJ Cloudebate

Dr Abejide Ade-Ibijola offered his expert opinion at the Cloudebate on the role of libraries in the Fourth Industrial Revolution, entitled 'Should books be shelved?' on 18 September 2019. The full debate can be accessed here: <https://www.youtube.com/watch?v=37E6SpXg2ao>.



Dr Abejide Ade-Ibijola (Dr Jide)

Head of the Technopreneurship Centre of the School of Consumer Intelligence

Dr Ade-Ibijola



Dr Shopee Dube

Dr Shopee Dube appointed as an Advisory Board member

Congratulations to Dr Shopee Dube on her appointment as an Advisory Board member for MA01 Business Consulting CC. Her term began on 1 June 2019.



Dr Abejide Ade-Ibijola

The University of Johannesburg's Student Business Council invited Dr Abejide Ade-Ibijola to be the keynote speaker at an event entitled 'New Age of Business: 4IR and Entrepreneurship' on 13 September 2019. He shared insights on how entrepreneurs can incorporate 4IR in their business to stay relevant in this age. The full video is here: <https://www.facebook.com/studentbusinesscouncil/videos/364252331151637/>.



Dr Abejide Ade-Ibijola, Dr Beate Stiehler-Mulder, Ms Mariette Frazer & Ms Carmen Murray

#UJ MarketingFit podcast series

The Department of Marketing Management team participated in a podcast series on the Carmen Murray Show under the umbrella of their UJMarketingFit conference, led by Dr Beate Stiehler-Mulder. These podcasts were all accompanied by white papers that cover the topics that were discussed. Click [here](#) to listen to the podcast series or to read the white papers.

Personal effectiveness for Business Administration

Admin staff Sadie Buys and Alice Avenant attended a training course on *Personal Effectiveness for Business Administration*, which took place on 29 and 30 May at the Hilton Hotel in Durban.

Their training highlighted on how to prioritise and make sure that daily work tasks are completed

and that all deadlines are met without stress or panic. Their training also looked at people's personalities at work, and how to deal with different personalities in an effective, respectful, and efficient way. The course was attended by administrators from different educational institutions in SA.



Sadie Buys and Alice Avenant

Conferences



The Fourth International Conference on the Internet, Cyber Security and Information Systems

The University of Johannesburg and the University of Botswana co-hosted the Fourth International Conference on the Internet, Cyber Security and Information Systems (ICICSIIS), led by the Department of Applied Information Systems and arranged by Prof. Kennedy Njenga. The conference was well attended by academics from various universities. It took place from 31 Oct to 1 Nov at the Sunnyside Park Hotel. Thank you to Prof. Kennedy Njenga, Mrs Stella Bvuma, Dr Patrick Ndayizigamiye, Mrs Nikkie Mthimkhulu, and Ms Nontokozo Mokoena for putting together such a successful conference.

2019 Science Technology Engineering Math (STEM) Conference & Career Expo

The Department of Applied Information Systems participated in the 2019 STEM Conference & Career Expo on 4 and 5 October. It is an annual event for high school learners, university or college students, and STEM graduates to be informed, inspired, and connected with industry employers to launch their careers in the STEM arena. Ms Stella Bvuma, HoD for AIS, was one of the invited speakers at the conference.



Mr Mmamogoane Sekoele, Ms Stella Bvuma, Ms Nomusa Mtshali, and Ms Nosipho Mlangeni



Mr Nyandongo Kwete

Ecosystem workshop

On 18 September 2019, Mr Nyandongo Kwete, Ms Stella Bvuma, and Dr Roelien Brink from AIS attended an ecosystem workshop at the Technology Transfer Office that focused on UJ entrepreneurship development.

UJMarketingFit experience

The Department of Marketing Management, in collaboration with Boo-yah, hosted a successful #UJMarketingFit experience on 2 October 2019, at the School of Tourism and Hospitality. The speaker lineup was impressively filled with marketing industry gurus, while notable guests from industry and marketing academics came together to tackle burning marketing issues. To watch a video of highlighting what took place at the 2019 #UJMarketingFit experience, click [here](#).



BUIRC conference on youth entrepreneurship

The BUIRC conference on youth entrepreneurship was hosted on 28 October by the Botswana University in Botswana. Prof. Mornay Robert-Lombard was invited to be the opening speaker and a panel member at the conference.

Prof. Mornay Roberts-Lombard

The Marketing Management Department team at the 2019 International Business Conference!



Back row: Dr Thabang Mofokeng, Mr Ryan Thaba, Dr Isolde Lubbe, Mr Njabulo Mkhize, Mr Ab Aobakwe Ledikwe.

Front row: Ms Philile Thusi, Dr Nombulelo Dilotsotlhe, Ms Semona Pillay, and Dr Nicole Cunningham

Community engagement

Slovo Centre of Excellence community engagement function



Slovo Centre of Excellence community

On 7 November 2019, AIS staff members Mr Lucas Khoza, Ms Stell Bvuma, and Ms Maureen van der Berg attended the Slovo Centre of Excellence community engagement function, which was held at the Slovo

Centre of Excellence: Family Worship Centre, at Hursthill. Mr Khoza, Ms Bvuma, and Ms vd Berg assisted by handing out certificates of recognition for learners who had completed the beginners' programme of the Power of 10 computer literacy classes at The Toy Library in collaboration with the University of Johannesburg.

OutFit Project



Female graduates and the UJ staff team

On 15 November 2019, a project was launched to gift females graduating soon with an 'Outfit' so that they are "fit" for the working world, but specifically for that first job interview. Those donating the outfit, were also asked to attach a note with encouraging words to this outfit, to inspire future woman leaders. As a pilot, a few departments' third year and fourth year students were

targeted and invited to attend the 'pop-up shop' style event where 'shoppers' could select clothes and try it on with advise from Hons in Marketing student volunteers. The project team Dr Isolde Lubbe (Project leader), Dr Beate Stiehler-Mulder, Dr Roelien Brink, Dr Hema Keza, Prof Suzy Graham and Dr Dudu Nkozi acted as shop assistants at the event. Over 70 female students were gifted with an outfit, complete with shoes to face their new future with confidence!

Awards

Vice Chancellor's 2019 Distinguished Innovation of the Year Awards

Congratulations to Dr Marius Wait and Prof Abejide Ade-Ibijola for winning the prestigious Vice Chancellor's Distinguished Innovation of the Year Award at an awards ceremony held on 14 November 2019. This award is a result of the collaborative efforts of the Department of Marketing Management and the Technopreneurship Centre on the 'Learn and you earn' app. This user-friendly app allows students to use their smartphones or other devices to manage the direct selling that they do as part of their studies in sales as part of the UJ/ Direct Selling Association (DSA) project.



Prof. Tshilidzi Marwala, Prof. Abejide Ade-Ibijola, Dr Marius Wait, and Prof. Saurabh Sinha



Prof. Mornay Roberts-Lombard

'Best paper' award: 2019 International Conference on Business And Management Dynamics

Another accolade for the most impactful marketing researchers on the African continent! Prof. Mornay Roberts-Lombard, with two fellow researchers from Botswana, Dr Olumide Jaiyeoba and Dr Douglas Sotwa, won the 'best paper' award at the 2019 International Conference on Business and Management Dynamics, held in Swakopmund, Namibia from 2 to 4 September 2019. The paper was entitled *Predicting entrepreneurial intentions from entrepreneurial self-efficacy and entrepreneurs' personal characteristics: A Botswana perspective*.

'Best paper' award at International Business Conference (IBC)

Congratulations to Mr Sibusiso Gwebu and Dr Daniel Maduku for their paper entitled *Determinants of retail banks' Facebook fan page continuance intention: An expectation confirmation perspective*, which scooped the second runner-up place in the 'best paper' award at the IBC Conference. It took place at the Africa Pride Arabella Hotel in Cape Town from 22 to 25 September 2019.



Mr Sibusiso Gwebu and Dr Daniel Maduku



Prof. Jukka Ojasalo

'Outstanding paper' in the 2019 Emerald Literati awards

Congratulations to Prof. Jukka Ojasalo, Visiting Professor in the Marketing Management Department from the Laurea University of Applied Sciences in Espoo, Finland, on writing the winning article entitled *Service logic business model canvas* with UJ author affiliation. The article was published in the *Journal of Research in Marketing and Entrepreneurship*, and has been selected by the editorial team as an outstanding paper in the 2019 Emerald Literati awards.

Grant: Black in artificial intelligence, Vancouver, Canada

Dr Abejide Ade-Ibijola has been awarded the Black in Artificial Intelligence (BAI) travel grant (a full grant to cover all expenses) to attend the Third Black in Artificial Intelligence Workshop Conference in Vancouver, Canada between 8 and 14 December 2019. This is the annual meeting of the best black researchers in artificial intelligence all over the world. Dr Abejide will give a talk entitled "The synthesis of social media profiles using a probabilistic context-free grammar" at BAI 2019.



PRIMEDIA awards top marketing students

In 2018 the Department of Marketing Management and PRIMEDIA signed a 3 year agreement where top performing students will be awarded bursaries to the value of R 33 000,00 each. As we come to the end of the second year of this partnership with PRIMEDIA, we would like to congratulate the 10 top performing students who were awarded bursaries in 2019.



Events

Technopreneurship Centre - Public exhibition on virtual and augmented reality



Dr Abejide Ade-Ibijola with Prof. Mercy Mpinganjira during the VR/AR/XR exhibition

A public exhibition on virtual, augmented, and extended reality was held at the UJ Library on 11 September 2019. Dr Abejide Ade-Ibijola facilitated this collaboration with the WeAreVR. Jozi community of over 10 companies, led by Mr Dale Deacon.

AIS alumni gala dinner



AIS staff and AIS alumni

On 7 November 2019, AIS hosted a beautiful alumni gala dinner at the School of Tourism and Hospitality. The event was well-attended, and was filled with inspiring speakers, great entertainment, and socialising and networking among the alumni and AIS staff.

Pepper the robotic humanoid visits UJ

Dr Abejide Ade-Ibijola, in collaboration with Bridge Labs founders Mr Musa Kalenga and Mr Kola Olajide, presented on what robots like Pepper could do for humans in the future, and the safety concerns about this type of technology. Students had a chance to ask Pepper questions – for example, what his interests are, and whether robots will take over the world. Pepper gave some insight into how he views his own communication with humans.



Dr Abejide Ade-Ibijola, Mr Kola Olajide, Ms Theodorah Modise, and Mr Musa Kalenga

SCiiS end of year function, 20 November 2019!

