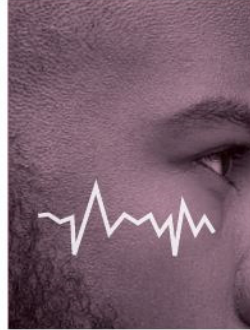




Nelson Mandela  
Metropolitan  
University  
for tomorrow

School of

Management Sciences



2ND EDITION

# NEWSLETTER



*The Achievers' Edition*

# PROF ELMARIE VENTER WINS 2016 BWSA REGIONAL BUSINESS ACHIEVER AWARD

Prof Elmarie Venter was one of more than 100 women nominated by their peers to participate in the 2016 Businesswomen's Association of South Africa's Regional Business Achiever Awards.

All in all 18 finalists were elected, three for the six different categories, namely: entrepreneur, emerging entrepreneur, social entrepreneur, professional, corporate and government. Prof Venter was one of three finalists nominated for the Government Category, which she eventually won.

Prof Venter was nominated in her role as the Director of the NMMU Family Business Unit, the first and only of its kind in Africa. She said it was a privilege to be part of this special group of women who are all successful in their own right.

Another highlight for Prof Venter was to meet Dr Precious Matsepe, who expressed her interest in family businesses and the Family Business Unit, being part of a family business herself. She is also the co-founder and vice-chairperson of the Motsepe Foundation.

The six winners were announced during a gala dinner at the Boardwalk Hotel Convention Centre in Port Elizabeth on Tuesday, 16 June. Dr Molo-i-Motsepe, Co-Founder and Vice Chairperson, Motsepe Foundation; and, Founder and Executive Chairperson, African Fashion International was the guest speaker.



*From left to right: Mr Cumesh Moodliar of Investec Private Bank (Judge), Prof Elmarie Venter and Dr Precious Matsepe (Guest Speaker)*



## FROM THE DIRECTOR'S DESK....

Spring is the time when we celebrate...we celebrate new beginnings, new developments and growth.

With this "Achievers' Edition" we want to celebrate the successes of our colleagues...successes in Teaching and Learning, Research and in Engagement.

It makes us happy if we can also give back to our community...please check out what we have done on Mandela Day!

We simply want to celebrate life!

Cheers!

Madéle





## PROF MIEMIE STRUWIG IS THE FACULTY RESEARCHER OF THE YEAR 2015

For her research outputs during the year 2015, Professor Miemie Struwig was the Faculty Researcher of the year for the Faculty of Business and Economic Sciences. During 2015, while Professor Miemie Struwig was also Director of the School of Management Sciences, she published:

- Six journal articles (1xA1 article, 2xA2 articles, 3xA3 articles)
- Five International conference papers (published proceedings)
- Two South African conference papers (published proceedings)
- One professional publication in The Conversation

She has also supervised 3 PhD students namely: Dr Riyaadh Lillah, Dr Laura Welcker and Dr Paul Dalmeyer. Two of the students did interdisciplinary studies namely: Dr Laura Welcker, who had a co-promoter in Statistics (a German Professor) and Dr Paul Dalmeyer who had a co-promoter from Stellenbosch University's Medical Faculty.

Prof Struwig supervised Mr Andrew Marriott for his MCom in Business Management. She also supervised Mr Mario Labuschagne for his MCom in Accounting - the first full research Masters in Accounting. She mentored Professor Houdini Fourie in this process. She also supervised an MBA student from the Business School of the University of Stellenbosch during 2015.

Besides doing many journal and conference paper reviews, Prof Struwig is a member of the editorial board of two international journals.

*"To do research is not always easy, as one needs alone time which was difficult to come by during 2015. I have worked most of the weekends during this year. I am passionate about research and always share my research skills as most of my students and colleagues can testify. I am blessed to work with wonderful colleagues and to supervise amazing students."*



# MR TONY MATCHABA-HOVE IS THE FACULTY EMERGING RESEARCHER OF THE YEAR 2015

Mr Tony Matchaba-Hove was named as the Faculty of Business and Economic Sciences Emerging Researcher of the Year. This award is based on his research outputs during 2015.

In 2015, Mr Matchaba-Hove had two articles accepted in DHET accredited journals on the entrepreneurial orientation and performance relationship in South African small businesses, as well as on professionalism in the South African financial planning sector. He also presented two papers at the 10th International Conference on Interdisciplinary Social Sciences in June 2015 on brand piracy in the South African informal sector, as well as on the triple bottom line reporting of businesses in the Nelson Mandela Bay region. Apart from publishing and presenting at academic conferences, Mr Matchaba-Hove also acted as a reviewer for two international conferences and is as an associate editor for the Social Sciences Collection of Journals.

He also supervised the completion of six BCom Honours students' treatise research projects and a Masters student's full research dissertation (co-supervisor was Mr Xolile Antoni). These students researched topics such as the factors affecting the usage of banking products and services by under-banked consumers, as well as the influence of selected demographic variables on entrepreneurial orientation and business performance.

In October 2015, Mr Matchaba-Hove was invited to be a keynote speaker at the 1st Supplemental Instruction Conference for Southern Africa, where his address was on using supplemental instruction (SI) as an academic staff development strategy.

Mr Matchaba-Hove has a real passion for research, teaching and learning. He always strives to be creative in the way he facilitates learning and generates knowledge. His current research interests are in indigenous African family businesses, entrepreneurial orientation and financial planning.



# MEMBERS OF THE FAMILY BUSINESS UNIT WIN FACULTY EXCELLENCE AWARDS

Three members of the Family Business Unit were recognised for their excellent contributions to Research, Teaching and Learning in the Faculty of Business and Economic Sciences.

Prof Shelley Farrington was named the Faculty Researcher of the Year Runner-Up. Mr Tony Matchaba-Hove was named the Faculty Emerging Researcher of the Year. Ms Shelley Saunders was named the Faculty Emerging Excellent Teacher of the Year.

Professor Farrington's research outputs during the 2015 year focused on several contemporary leadership styles among SME's as well as perceptions of success among family businesses. In the context of family business her research specifically focused on ethical leadership among family businesses and how this influences their business performance, and whether family and non-family businesses have different perceptions of success. Several Masters students and various colleagues were involved with these projects.

Mr Matchaba-Hove's research focused on the entrepreneurial orientation and business performance relationship in South African small businesses, as well as financial planning in the South African and greater African context. Furthermore, he supervised several Honours and Masters research projects on topics such as the factors affecting the usage of banking products and services by under-banked consumers, as well as the influence of selected demographic variables on entrepreneurial orientation and business performance and the factors influencing young professionals' perceptions of financial planning services. Mr Matchaba-Hove also engaged in a number of research collaborations with various colleagues in the Department of Business Management.

Ms Saunders teaching philosophy is to facilitate students' learning through creating a dynamic, blended learning and encouraging environment that enables learning and promotes excellence. She approaches teaching and learning from a strong scholarly perspective and is demonstrating academic leadership in the field of blended learning. She obtained the SoTLC certificate and transfer of learning to a blended learning environment is evident in her teaching portfolio.



## MR PAUL TAI-HING IS THE FACULTY EXCELLENT TEACHER OF THE YEAR 2015

Mr Paul Tai-Hing was the recipient of the 2015 Faculty Excellent Teacher of the Year Award. He has been lecturing for nearly 20 years in the Department of Management Practice.

Paul enjoys making use of videos and storytelling as well as student discussions in the classroom. He uses online mediums to communicate with his students such as Sharepoint and Facebook.

Paul is involved in various projects and committees such as the Faculty Teaching and Learning Committee, Research Project Team and EN-ACTUS.

Paul hopes to implement his PhD findings in all faculties at the NMMU. He feels that social entrepreneurship is the way to assist disadvantaged students on campus.

# NMMU INAUGURAL LECTURE FOCUSES ON FAMILY BUSINESSES

Did you know that Volkswagen is a family-owned business, with the Porsche family owning more than 30% of the company's shares, and that the Walton family owns more than half the shares of United States retail giant Wal-Mart?

*NMMU's Prof Shelley Farrington, a founder member of the University's Family Business Unit, is delivering her inaugural lecture on family-owned businesses.*

In fact, family businesses are estimated to account for approximately 70% of global GDP annually and for more than 50% of jobs in most countries. And when the financial climate is tough, it is family businesses that tend to outperform their non-family counterparts.



These are some of the insights Nelson Mandela Metropolitan University's Prof Shelley Farrington shared in her inaugural lecture as a full professor on July 25.

"There is a lot of evidence to suggest that family-owned businesses account for the largest percentage of economic activity in the western world," said Farrington, who is a founder member of NMMU's Family Business Unit and one of only a handful of South African researchers in the emerging field of family businesses. It is a field that has only been of interest to scholars for about 30 years.

Through her lecture, titled "Family Business: A legitimate scholarly field", she hopes to introduce more people to the field, and increase the pool of South African researchers.

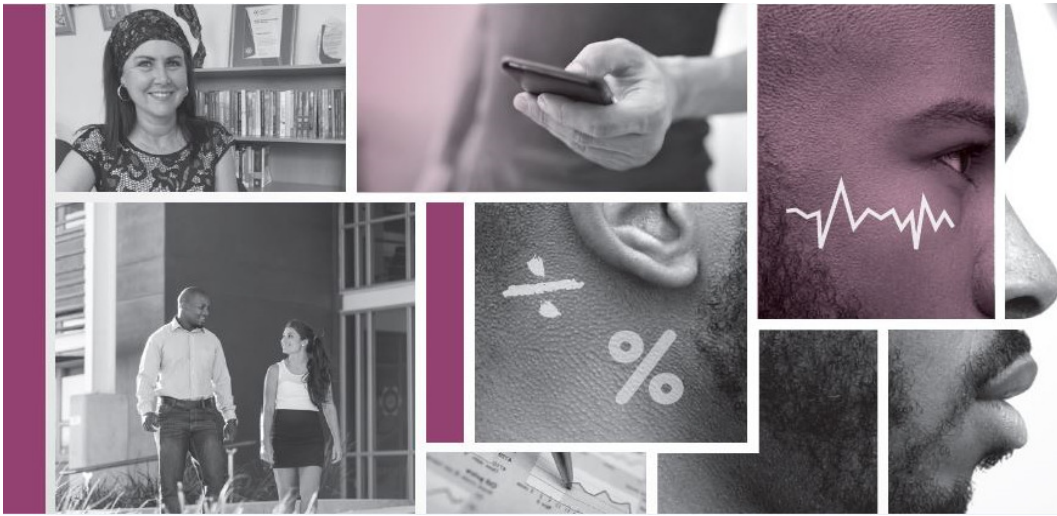
Predominantly overseas research into family businesses has indicated key differences between family-owned businesses and those not owned by families.

For a start, the psychology behind each is different: in a family-owned business, the family's values are at the heart of the business. Where many businesses base their decision-making on predicted financial wealth, family businesses have more than financial gain or loss at stake, including the reputation of the family. Thus their decisions are also based on preserving the family's "socio-emotional wealth".

"A family-owned business generally won't take a decision, no matter how profitable it could be, if it will affect the family's reputation, as the family's name or identity is associated with the business, and is linked with pride and confidence."

Other factors that fall under the umbrella of "socio-emotional wealth" include the need for belonging, meeting family expectations, adhering to family values and fulfilling the family's objectives.

*(Continued on Pg. 7)*



## NMMU INAUGURAL LECTURE FOCUSES ON FAMILY BUSINESSES

*(Continued)*

Farrington said there was a “reciprocal influence of the family on the business and vice versa”.

“The affairs of the business are intertwined with the family and there are strong emotional overtones, among them love, hate and jealousy. The boundaries between the family and the business are often blurred.”

Farrington herself co-owned a family business in Plettenberg Bay with her two brothers for 13 years, so has first-hand knowledge of family-owned businesses. Her doctorate in business management, which she completed in 2009, was titled “Sibling partnerships in South African small and medium-sized family businesses”.

“Family businesses should be positioned as an independent field of study. More often than not, studies on family businesses form part of a broader study of management or marketing ... I want to show that it’s a legitimate field of study on its own.”

In South Africa, Farrington said there was virtually no research on black African family-owned businesses, and this was an area she would like to pursue going forward. “The African culture would likely influence the way these businesses operate. I would like to compare their strategies for doing business, with the strategies of other cultures.”

She said most of the world’s research on family-owned businesses was in the United States, Europe and, increasingly, in South America and Asia.

Farrington, who is a National Research Foundation (NRF) rated researcher, was the Faculty of Business and Economic Sciences’ researcher of the year in both 2012 and 2013 and received an NMMU research excellence award in 2013.

She has authored or co-authored 39 national and international journal articles, and 80 conference papers, and is the co-author of a book titled “Starting and managing your own business”. *(Original article: nmmu.ac.za)*

## MS SAUNDERS LECTURES IN GERMANY



During the week of the 9th - 13th of May 2016, Department of Business Management lecturer, Ms Saunders, visited Hochschule Osnabrück in Germany to present lectures entitled: Marketing Communication: A Dynamic Global Environment.

She lectured to a group of 13 students who were enthusiastic and participated in all the activities presented to them. During the week the students engaged in group activities, had class discussions and had to develop and prepare a presentation.

Ms Saunders found that she learnt a lot, was exposed to a new culture and was able to network with Professors from a number of countries, including the United States, Canada, Brazil and India.

# PROF VENTER FORMS PART OF THE LIVE NATION IN CONVERSATION DIALOGUE FORUM



*From left to right: Theo Vorster, Pieter Karsten, Elmarie Venter, Danie Minnaar and Tommie van Zyl*

Prof Elmarie Venter, Director of the NMMU Family Business Unit, was invited to participate in a discussion forum on family businesses and family farming that took place in front of a live studio audience during the NAMPO Agricultural Show that took place from the 17th until the 20th of May 2016.

This annual event attracts more than 75 000 members from the public and takes place just outside Bothaville in the Free State. Elmarie's panel discussion was recorded on Thursday, 19 May, and was televised on Thursday, 26 May 2016, on kykNET, Channel 144, at 5h00 as part of the Nation in Conversation Series.

It is available as a podcast from the website <http://nationinconversation.com>. Other members of the panel included Pieter Karsten Jnr, Deputy CEO of the Karsten Group, Tommie van Zyl, CEO of ZZ2 (the biggest producers of tomatoes in South Africa), and Danie Minnaar, Chairman of Senwes Limited.

The session was facilitated by Theo Voster, CEO of Galileo Capital. Prof Venter also conducted a short interview afterwards on RSG radio station.



# LECTURERS ATTEND THE INTERNATIONAL INSTITUTE OF SOCIAL AND ECONOMIC SCIENCES CONFERENCE

Ms Bomikazi Zeka and Ms Shelley Saunders attended the International Institute of Social and Economic Sciences (IISES) conference held in Barcelona from the 28th of June to the 1st of July 2016.



Ms Zeka wrote and presented two papers (one paper written with Mr Tony Matchaba-Hove) at the conference which focused on retirement in the Eastern Cape.



Ms Saunders wrote and presented a paper (written with Ms Bomikazi Zeka) at the conference which focused on customer loyalty to family businesses. During their time at the conference they were able to network with a number of delegates from all around Europe and discuss potential collaboration opportunities.

## ANDREW MARRIOTT JOINS DJ JEFF MOLOI ON ALGOA FM



Department of Marketing Management lecturer, Mr Andrew Marriott, joined Algoa FM DJ, Jeff Moloï on his show to discuss brand strategies.



Their discussion focused on the political race in the United States, in particular the Trump campaign, as well as political branding in South Africa.

# LECTURERS ATTEND THE 2016 ACADEMY OF WORLD BUSINESS MARKETING AND MANAGEMENT DEVELOPMENT CONFERENCE

Lecturers from the School of Management Sciences attended the 2016 Academy of World Business Marketing and Management Development (AMBMAMD) Conference which was held in Poland from 18 - 21 July 2016.

Professor Miemie Struwig and Dr Marianne Doubell's paper entitled: "Factors influencing career advancement of women in the historically male-dominated forestry industry", was awarded as one of the best five papers at the conference. Dr Doubell was also track chair at the conference. Here she is handing out a certificate of participation to one of the presenters in her track.



Ms Adele Potgieter from the Department of Marketing Management, George Campus also attended the conference. The title of her paper was as follows: "A conceptual framework for investigating the role of employer branding and employee's personal branding in influencing corporate branding and reputation." Here she is photographed with the track chair, Prof Rachel Barker.



# LECTURERS ATTEND THE 62ND INTERNATIONAL CONFERENCE ON ECONOMICS, MANAGEMENT AND SOCIAL STUDIES (ICEMSS)

Lecturers from the School of Management Sciences attended the 62nd International Conference on Economics, Management and Social Studies (ICEMSS) held on the 29th—30 July 2016 in Dublin, Ireland.

Prof Sandra Perks and Mrs Nadine Oosthuizen authored and presented a paper entitled: “Supplier selection criteria for effective social responsible purchasing in South Africa”. Prof Sandra Perks authored another paper with Mr Danie Ferreira entitled: “Development of a proposed competitive tourism model for South Africa”.



They also attended the 2016 ICBTS International Academic Research Conference at the University of London in London, United Kingdom. Prof Sandra Perks and Mr Danie Ferreira authored and presented two papers at the conference: the first paper entitled, “The influence of the political climate on South Africa’s tourism industry”, and the second paper entitled: “A sustainable tourism framework for South Africa: Addressing key tourism concerns”. Mrs Nadine Oosthuizen was invited by the conference organisers to attend the conference and conduct some interviews for her PhD studies.



## MR WELCOME KUPANGWA JOINS THE ALUMNI ASSOCIATION EXECUTIVE COMMITTEE

The Alumni Association members elected a new executive committee at the recent AGM held at the North Campus Conference Centre. Mr Welcome Kupangwa from the Department of Management Practice has been included in the committee.

The Alumni Association Executive Committee is the body that represents alumni of NMMU (incorporating former UPE and PE Technikon) and serves as a voice to over 90 000 alumni who are scattered around the globe.

# PROFESSOR FARRINGTON ATTENDS EUROPEAN STEP ACADEMIC MEETING

On the 10th and 11th May Professor Shelley Farrington attended the STEP (Successful Transgenerational Entrepreneurship Practices) Academic Meeting in Zwolle, the Netherlands.

The NMMU FBU is an affiliate of the global STEP project and falls under the European region. Team members from 10 different European affiliates participated in the meeting. In addition to various administrative issues, project collaborations and funding opportunities being discussed, attendees also visited the family business, Visscher-Caravelle, a global carpet factory with production facilities in several countries around the world.



Professor Farrington also attended the European Institute for Advanced Studies in Management's (EIASM) 12th workshop on Family Firm Management Research held on the 12th and 13th May. She was invited as a track chair to the workshop. At the workshop Professor Farrington met up with world-renowned family business researcher and editor of the *Family Business Review*, Prof Pramodita Sharma, who visited NMMU in 2013.





## THE FBU HOSTS ANOTHER SUCCESSFUL FAMILY BUSINESS CONSULTANT SHORT COURSE

The NMMU Family Business Unit successfully presented its fifth Family Business Consultant Short Learning Programme from 10-12 May 2016 at the KPMG Head Office in Johannesburg.

All the attendees were employees of KPMG in South Africa. Prof Elmarie Venter provided training on topics such as consulting models and processes, the field of family businesses and the challenges they face, management and ownership succession and ensuring transgenerational success and potential from one generation to the next.

She was joined by psychologist, Mr Robin Farrington, who focused more on family dynamics and consulting processes.



**ABOVE:** Prof Venter together with the Family Business Consultant Short Course attendees from KPMG and Mr Robin Farrington

## ADELE POTGIETER INTERVIEWED AT THE SACBW WESTERN CAPE REGIONAL CONGRESS

George Campus Marketing Lecturer, Ms Adele Potgieter, was interviewed by Beryl Bronkhorst at the South African Council for Business Women Regional Congress held in Mosselbay.



## DR NELMAPIUS WRITES FOR BUSINESS DAY LIVE

Dr Albert Nelmapius from the Department of Business Management wrote an insightful article on the privacy risks of social media.



# THE LOGISTICS SOCIETY HOSTS SPEAKERS FROM HEAD HUNTERS

The Logistics Society hosted its second successful event on Friday, 11 May 2016.

They invited Ms Tanya Lilley and Ms Siya Nkunkuma from Head Hunters, a personnel agency, to address students on job availability in the field of Logistics, as well as interview preparation and etiquette.

160 students attended the session.



## THE SECOND TO NONE LAUNCH

The Second to None Launch took place on 20 May 2016 at Second Avenue Campus.

The programme is aimed at the top 5 second year students in the departments of Marketing Management, Management Practice, Applied Accounting, Economics and Human Resources. The Dean, Dr Ismail Lagardien, made a presentation at the launch.



*Pictured here with the students are Dr Smith (Programme Coordinator), Dr Van Eyk (HoD: Marketing Management), Prof Fourie (HoD: Applied Accounting), Dr Lagardien (Executive Dean: Business and Economic Sciences), Dr Zeelie (HoD: Management Practice) and Prof Tait (DoS: Management Sciences).*

# THE SCHOOL OF MANAGEMENT SCIENCES PARTICIPATES IN THE NELSON MANDELA 67 MINUTES PROJECT

The School of Management Sciences participated in the Nelson Mandela 67 Minutes project held on 18 July 2016 in honour of the late President Nelson Mandela.

The various departments in the school interacted with various institutions that assist, take care of or educate people in need.

Staff from the Department of Marketing Management delivered much needed school supplies to Sinako as part of their Mandela Day efforts. Sinako is a special needs school which ensures that children with disabilities such as ADHD, Autism, Dyslexia, Cerebral Palsy and Developmental Delays have the right to education.



67 MINUTES

DEPARTMENT OF MARKETING MANAGEMENT  
MANDELA DAY 2016

## LONG SERVICE AWARDS

### 5 YEARS SERVICE

Ms Altouis Jonas

Ms Vanessa Jansen van Rensburg

Mr Arthur Peters

Ms Vuyokazi Vinqi

Mr Sam Webber

Ms Bomikazi Zeka

### 10 YEARS SERVICE

Ms Jackie Palframan

### 15 YEARS SERVICE

Ms Beverley Gray

### 20 YEARS SERVICE

Ms R Pather

Prof Sandra Perks

Ms Shirley Ngcosini

### 25 YEARS SERVICE

Prof Eileen Mazibuko

Prof Madéle Tait

### 30 YEARS SERVICE

Ms Renee Ferreira

Mr Robert van den Berg

(Continued on Pg. 16)

# THE SCHOOL OF MANAGEMENT SCIENCES PARTICIPATES IN THE NELSON MANDELA 67 MINUTES PROJECT

*(Continued)*

The Departments of Logistics and Business Management staff visited the SOS Children's Village in Port Elizabeth. They supplied hotdogs and juices to the children in residence. The village houses 11 homes for the children and each home has a mother caring for the children.



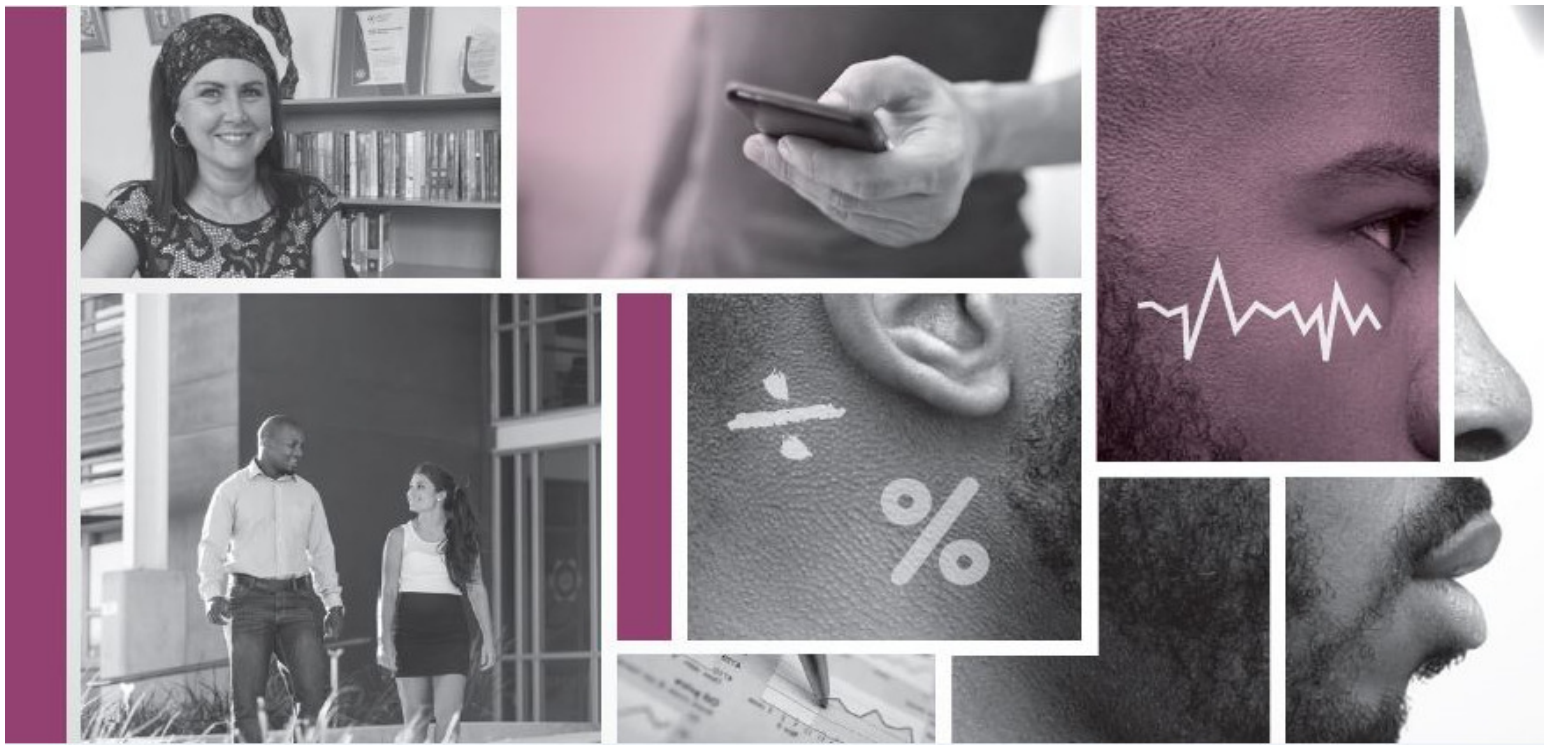


# THE SCHOOL OF MANAGEMENT SCIENCES PARTICIPATES IN THE NELSON MANDELA 67 MINUTES PROJECT

*(Continued)*

The Department of Management Practice collected stationery for the Missionvale Care Centre as part of the Mandela Day 67 Minutes Project. There is a primary school on the premises of the Care Centre which is attended by 350 learners. Their donation will go a long way in assisting the learners in their study endeavours. Not only did they donate stationery for the children, but they also ensured that there were numerous teaching aids included as well.





## ROXANNE LEMLEY RECEIVES NMMU COUNCIL AWARD

Miss Roxanne Lemley, a student in the Department of Logistics Management, was awarded an NMMU Council Award on 13 July 2016.

She was awarded a First Diploma Award for Best Performing Diploma Student in the Faculty of Business and Economic Sciences.

Miss Lemley who is currently studying towards her B.Tech in Logistics is hoping to work in non-production purchasing or supply chain management in the future. She attended Alexander Road High School and due to parental influence and potentially good job opportunities she decided to study Logistics.

Her tips for students currently studying Logistics are to be dedicated, to be motivated, to pay attention in class and most of all to understand what you are learning.

Below she is pictured with Mr Gavin Cook, Head of the Department of Logistics and Professor Madéle Tait, Director of the School of Management Sciences.



# SOUTH AFRICAN AND GERMAN STUDENTS ATTEND A WINTER SCHOOL

During the first two weeks of August, five students in the Marketing Department and Logistics Department respectively attended the Winter school with students from the Hochschule Osnabruck University.

The South African students were grouped with the German students to form business groups who had to research the potential of a German company investing in South Africa. After two weeks of lectures and group work, the students had to present their business proposal for evaluation.

The students agreed that the inter-cultural experience, together with the selection of topics discussed, broadened their views and gave a holistic view of where and how their discipline fits into the business environment. Below are the students with their certificates.



*Please email Chantell Vögts on [chantell.vogts@nmmu.ac.za](mailto:chantell.vogts@nmmu.ac.za) with your photos and stories for the next edition.*