

# SCHOOL OF MANAGEMENT SCIENCES

NELSON MANDELA  
UNIVERSITY

*Newsletter*

SEPTEMBER 2017

## Professor Chantal Rootman delivers her inaugural lecture

Professor Chantal Rootman presented her inaugural lecture entitled "Research in financial services: professing a way forward" on 11 July 2017 at the North Campus Conference Centre.

The lecture was based on her research on relationship marketing whereby customer satisfaction and retention play major roles in the success of an FSP.

An FSP (Financial Services Provider) is a person or organisation that renders an intermediary service that relates to the selling, administration or servicing of financial products.

Professor Rootman's research has revealed that there has been a shift in the financial services industry and that FSP's are now more focused on customer relationship management rather than promoting the quality and benefits of their products and services.

Professor Rootman started her research on this topic 14 years ago.



**ABOVE (from left to right):** Prof Madèle Tait (Director of the School of Management Sciences), Prof Chantal Rootman and Prof Denise Zinn (Deputy Vice Chancellor: Teaching & Learning)

From the Director's desk....



Spring is in the air and this is also a time for new beginnings...

Professor Rootman is now part of the university's full professoriate and a number of colleagues have attended conferences and presented papers.

Summer schools have also been presented in Germany and in the Netherlands.

Read all about it in this issue....

*Madèle*

## Nelson Mandela University Academic Awards Dinner 2017

Two students from the Department of Logistics Management were recipients at the 2017 Nelson Mandela University Awards evening. Miss Roxanna Lemley received the Nelson Mandela University Award for the “Best Bachelor of Technology: Social Sciences and Humanities”. Mr Anrich Bosch received the Nelson Mandela University First Diploma Award as top student in the Faculty of Business and Economic Sciences, as well as the Vice Chancellor’s Award for Academic Excellence.



**ABOVE:** Mr Gavin Cook (Head of Department: Logistics), Miss Roxanna Lemley, Mr Anrich Bosch and Dr Ismail Lagardien (Dean: Faculty of Business and Economic Sciences)

## Prof Elmarie Venter keynote speaker during Sanlam's Days for Women in Oudtshoorn and Mosselbay

Prof Elmarie Venter was the keynote speaker during Sanlam's Days for Women in Oudtshoorn and Mossel Bay on 24 and 25 May. Her topic was, "Strategies on how women can achieve work-life balance".

Women play a variety of roles in life - as entrepreneurs, as business owners, as spouses, daughters, mothers and many more. Women's unique contributions to their personal and working life are well-documented. Their communication and people skills, "Web-thinking", consensus building and having the ability to build and nurture strong relationships, often distinguish them from their male counterparts. Finding work-life balance is, however, a heavily debated and dividing subject.

In her talk Prof Venter highlighted several strategies to use for achieving work-life balance. The best work-life balance is different for each of us because we all have different priorities and different lives. In order to find balance, compromises have to constantly be made, with the scale of balance shifting along with work and life requirements and obligations.



**ABOVE:** Prof Venter with Sanlam Advisors from Mosselbay.



**ABOVE:** Prof Venter with Sanlam Advisors from Oudtshoorn.

## Prof Perks and Dr Oosthuizen attend the GBATA Conference

Two lecturers from the Department of Business Management, Prof Sandra Perks and Dr Nadine Oosthuizen, attended the Global Business and Technology Association (GBATA) Conference which was held in Vienna, Austria from 11-15 July 2017.

They presented the following papers:

Workplace strategies to increase environmental awareness to reduce global warming (Perks & May).

A framework of factors necessary for effective online mentoring as an e-learning tool (Oosthuizen & Perks).

They also attended the International Academy of Science, Technology, Engineering and Management (IASTEM) Conference which was held in Copenhagen, Denmark on 16th July, 2017.

The following paper was presented:

A dimensional framework of factors influencing loyalty card users' buying behaviour (Perks & Oosthuizen).



**ABOVE:** Prof Sandra Perks and Dr Nadine Oosthuizen

# Nelson Mandela University Family Business Unit complete second STEP case interview with Stucky family in Newcastle

Prof Elmarie Venter, Prof Shelley Farrington and Mr Tony Matchaba-hove of the Nelson Mandela University FBU conducted their second STEP case study interviews among the family members of the well-known Stucky Motors. The family owns and manages the Mercedes-Benz, Mitsubishi and Chrysler Franchise Dealerships in Newcastle, Volksrust and Piet Retief in Kwazulu-Natal.

The business is currently fifty-two years old and was started by Roland and Werner Stucky. Currently, several family members are actively involved in the business. Brothers Fritz and Karl (sons of Roland) are Branch Managers, while cousin Reiner (son of Werner) is the Dealer Principal. Reiner's son Leo (third generation) is the Branch Manager of the Piet Retief dealership.

The Nelson Mandela University, through the Nelson Mandela University FBU, is the only African university that is an affiliate of the global Successful Transgenerational Entrepreneurship Practices (STEP) project. The project involves rigorous qualitative and quantitative research, and an active dissemination of evidence-based knowledge through summits with families and publications. STEP explores the important questions relating to sources that enable continuous innovations to create new streams of wealth and value across generations.



**From left to right:** Prof Shelley Farrington, Mr Tony Matchaba-Hove, Mr Reiner Stucky (Dealer Principal of Stucky Motors and shareholder), Mr Karl Stucky (Branch manager and shareholder), Prof Elmarie Venter

## Prof Venter presents Summer School in Entrepreneurship Theory and Practice in the Netherlands

Prof Venter presented a Summerschool on Entrepreneurship Theory and Practice in Utrecht, the Netherlands during the week of 3-7 July 2017.

Thirty students from 16 different countries, including, amongst others, Indonesia, Bolivia, Germany, South Korea, Italy, the Netherlands, South Africa, the United States of America, Mexico, Romania and Brazil, attended the Summerschool.

Prof Venter covered topics such as having an entrepreneurial mindset, entrepreneurial thought and actions, establishing an entrepreneurial fit and generating new ideas, Design Thinking as a tool to generate blue-sky ideas, establishing the feasibility and viability of business ideas, as well as Social and Corporate Entrepreneurship.



**ABOVE:** Prof Venter with students

## Summer School in Muenster

### Social Entrepreneurship – A MASTER’S CLASS

The Fachhochschule Muenster's Faculty of Business and Economic Sciences, in Germany, hosted a Summer School. The duration of the Summer School was two weeks and 45 students from various countries attended – students travelled from Colombia, Mexico, Paris, China, Iran, Poland, Kazakhstan, and South Africa. Two scholarships were awarded to South African Masters students – the scholarship covered the costs of tuition and accommodation during their stay in Muenster. The largest contingent of students originated from Germany.

The course consisted of the modules Intercultural Management, as well as Social Entrepreneurship. The hostess and brains behind the Summer School, Eika Auschner, was the principal lecturer for the Intercultural Management module and Dr Tai-Hing lectured the Social Entrepreneurship (SE) module. The SE module consisted of topics such as –

Introduction to SE

The typical profile associated with social entrepreneurs

Funding Models

Improving Creativity

Powerful Presentations

Case studies from the Nelson Mandela University

Students were also divided into project groups and presented with five real live social projects from South Africa (three projects), Colombia (one project), and Mexico (one project).

Project teams were required to –

Liaise with the social organisations in the country of origin in order to obtain a better overall picture of the project - this was done through many Skype meetings.

Identify a detailed SWOT analysis pertaining to the organisation.

Develop a detailed business model for the organisation.

Develop a detailed marketing plan for the organisation.

Develop and initiate practically all marketing material relevant to the organisation.

Prepare both a written document, as well as a 30-minute presentation pertaining to the project, for assessment.

## Summer School in Muenster

### Social Entrepreneurship – A MASTER’S CLASS



**ABOVE:** Dr Tai-Hing with students attending the Summer School

The lessons learnt in Muenster –

- Students are EXTREMELY committed – lectures commenced at 9h00 each day and ended at 16h30. There were no breaks provided except for a 15-minute tea break in the morning, and a 30-minute lunch break in the afternoon. At 16h30, all students remained behind in the classroom and worked until 20h30, some groups even until 23h00 at night.
- SE is currently extremely topical in the rest of the world with the move towards sustainable development.
- The Muenster Faculty of Business and Economic Sciences is extremely keen to form an exchange program relationship with the Nelson Mandela University School of Management Sciences. Whilst in Muenster, meetings were conducted with the Director of the International School, Dean of the Faculty, as well as the Rector of the University in this regard.

## Summer School in Muenster

### Social Entrepreneurship – A MASTER’S CLASS

On return from the Summer School, much has taken place –

- Discussions have commenced and preparations are under way to host a reciprocal Summer School next year after the June examinations.
- Meetings have been set up with the three Port Elizabeth social organisations regarding their projects. The student presentations will be presented to the organisations that will then implement the student proposals. Tracking of progress will occur as future reports will be channeled back to both the students and the Muenster Summer School staff.

In conclusion, the experience has been a rewarding one and “came at a time where I found myself at an all-time low in my lecturing career”, according to Dr Tai-Hing. The opportunity to lecture in Muenster reminded him again of his teaching philosophy –

“It is only through education that the shackles of poverty can be broken” and

“I might not be able to change the world, but through my students I am able to effect positive change one small step at a time”

"For this, I am extremely grateful."



## Logistics Society Social Responsibility (Charity) Event

The Logistics Society chose Khayaletu Youth Centre situated in Kragga Kamma, Port Elizabeth as their charity organisation for 2017. On Mandela Day they donated food parcels, toiletries and clothing items provided by staff members from the Faculty of Business and Economic Sciences. Staff members Mr Gavin Cook, Miss Asisanda Mavela and Mr Shandran Pillay, as well as Logistics students attended the event.



**ABOVE:** Miss Asisindise Mavela, Mr Shandran Pillay and Logistics students at the Khayaletu Youth Centre

## Profs Farrington and Venter attended the international IFERA Conference

Prof Farrington and Prof Venter attended the Annual International Family Enterprise Research Academy (IFERA) Conference which was held in Zadar, Croatia, from 30 June to 2 July.

They presented a paper on: The influence of selected marketing and branding practices on the financial performance of family SMEs. They also attended the Faculty Consortium Research Workshop on Family Business which was presented by IFERA on 29 June 2017.

Academics researching various aspects of family businesses, as well as family business units from around the globe, attended both the workshop and the conference.



**ABOVE:** Profs Venter and Farrington with their Dutch colleagues