



# TOP STORY - BURSARY AWARDED

**Congratulations to Mr. Dzivhu Mavhungu-our 2022 Wholesale and Retail Seta Gauteng Chair Bursary recipient.** His topic is entitled “The development of an early career success model for generation Z employees”. He is enrolled at the Department of Industrial Psychology and People Management.



Dzivhu Mavhungu is a passionate and innovative Learning & Development Specialist who believes in the development of talent through strategic, meaningful, and contextualized learning programmes at all levels of the organization. His Highest Qualification is a Master of Commerce Degree: Leadership in Performance and Change obtained at the University of Johannesburg in 2017. he was listed on the Mail & Guardian 200 Young South Africans 2021. His application was reviewed by a Departmental panel consisting of six senior colleagues who all approved his application. As the majority of M and D students that applied in 2021 are

currently working on their proposals, more bursaries will be awarded from September 2022.

### Dzivhu’s journey...

#### More about me

“I was one of the Mail & Guardian Young 200 South Africans for 2021. I am a Learning & Development Specialist by profession, specializing in Early Career Programmes Management, and Incentives Maximization. I am also a Skills Development Facilitator registered with W&RSETA, responsible for managing some of the SETA’s skills programmes.”

I have invested and deep interest in Early Career Development because I believe it is the most important stage of one’s career. Hence, inspired by practical experience and academia, I have invested time to develop my own models, strategies, and frameworks to simplify the transition of students and graduates from universities to the workplace.





### Why I chose this path

“I chose this path (this path also chose me) because it aligned with who I am and have always been, a good learner and teacher. Growing up as a child in my village, although I was not the smartest, I have always been the child and learner who understood school learning content better and would have to teach my peers who would consult with me on various subjects. I am happy that I can now do that in the corporate space, especially with young people who are transitioning from university to the workplace.”

“My pursuit of a PhD in Early Career Development is a quest to study the area at the highest level to understand the theoretical and practical frameworks of the input and output variables of early career success. “

### How I chose the topic

“What inspired me to choose the topic is my experience of managing multiple early career programmes for the past 7 years. I realized that more must be done to systematically structure and implement early career programmes to simplify the transition from university to the workplace. The study I have embarked on addresses this by producing a theoretical and practical framework that simplifies the transition of Generation Z students and graduates from universities to the workplace. “

“The model comprises of biographical, behavioral, and career success outcomes that are relevant for early career stages. To be more relevant to practice, firstly the model will be transformed into an assessment tool to identify development gaps of Generation Z students and graduates, secondly the model will be used to develop course material that will be delivered in a form of a series of workshop for students and graduates to address development gaps and improve career success.”

### CONGRATULATIONS MR DZIVHU MAVHUNGU!!!

*Dzivhu Mavhungu*

[Dzivhu Mavhungu LinkedIn profile](#)



## BURSARIES – Call to Masters and PhD candidates

Call for applications: [W&R Seta / UJ postgraduate student funding for Master’s and PhD studies, 2022](#)

Are you passionate about retail?

Do you currently hold an Honours or Master’s degree in the field of marketing or retail?

Are you currently in the process of completing a Master’s or a PhD?

If your answer is ‘yes’, apply TODAY for a W&R Seta Leadership Chair: Gauteng Master’s or doctoral bursary.





Follow this link to the UJ website for more information: [Click here](#)

## NTA MEETING



The Wholesale and Retail SETA established a relationship with the National Training Authority in December 2019 to form collaboration in terms areas of improving areas relating to skills planning, educational and training activities. However, the COVID-19 pandemic hit a few months after the signing of the first Memorandum of Understanding which significantly affected the anticipated project. During this time, capacity-building workshops and learning sessions on research, skills planning, qualification development, and TVET college qualification offerings took place between the two institutions.

The NTA visited South Africa in February 2022, they spent some time with the Wholesale and Retail Seta to discover how they can work together by combining all their resources and expertise. On the 23rd of February 2022, the Wholesale and Retail SETA, through the Wholesale and Retail Leadership Chair (Gauteng) unit hosted the NTA for a brief lunch session at the Glenburn Lodge & Spa in Muldersdrift. Part of this initiative was to introduce the NTA to the W&R Seta leadership chair and to share the inspiring work they have been doing. to explore possible collaborations. The vice dean at the School of Consumer Intelligence and Information Systems Professor Kelvin Bwalya and Director, Professor Mercy Mpinganjira were all present at the session.

## PODCASTS



Kekeletso Mabizela



Christy Tawii



Kathrin Neumueller

The chair was very excited to host these three phenomenal ladies on our podcast series. Kekeletso Mabizela who is a Digital media manager at Momentum Metropolitan Holdings Limited enticed us with her topic on



“Building the Digital Backbone of Business SA - Retail for SMEs”. Christy Tawii who occupies the position of Research manager at Euromonitor’s Cape Town offices and her podcast highlighted the significant role of “informal retailing in in sub-Saharan Africa’s retail landscape”. Professor Kathrin Neumueller, a Postdoctoral Researcher and Project Manager from Switzerland gave us golden nuggets on “Practical implications of frontline employee inspiration”.

Visit the website [here](#) to listen to all these podcasts.



## AROUND THE WORLD WITH THE CHAIR

The “Around the World” RetailFit 2022 webinar went “around the world” virtually and connected various thought leaders, Professors, Professionals, and academics from different countries to present outstanding insights on the retail sector. We had an impressive line-up of speakers from the USA, Canada, all the way from the UK and Germany and of course our very own South Africa. It was a successful event where we grew collective knowledge on very interesting aspects in retail such as experience shopping in the new retail landscape.

Here are each of the speakers and the topics they presented.

[Click here to watch this video](#)

[Click here to watch this video](#)

THE W&R SETA CHAIR: GAUTENG AND THE UJ DEPARTMENT OF MARKETING MANAGEMENT BRINGS YOU:

**Around the World RetailFit 2022**

Building the Digital Backbone of Business SA - Retail for SMEs

21 Feb 2022 | 4pm (GMT+2)

#RetailFit **FREE**

KEKELETSO MABIZELA

THE FUTURE REIMAGINED

THE W&R SETA CHAIR: GAUTENG AND THE UJ DEPARTMENT OF MARKETING MANAGEMENT BRINGS YOU:

**Around the World RetailFit 2022**

The Future of Retail in a Post-Pandemic World

22 Feb 2022 | 4pm (GMT+2)

#RetailFit **FREE**

DOUG STEPHENS

THE FUTURE REIMAGINED



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**W&RSETA**  
WORLD REIMAGINED FOR ECONOMIC GROWTH

THE W&R SETA CHAIR: GAUTENG AND THE UJ DEPARTMENT OF MARKETING MANAGEMENT BRINGS YOU:

**Around the World RetailFit 2022**

**Navigating the New Retail Landscape: Insights from the UK**

23 Feb 2022 | 4pm (GMT+2)

#RetailFit **FREE**

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DEPARTMENT OF MARKETING MANAGEMENT

The Future Reimagined

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**W&RSETA**  
WORLD REIMAGINED FOR ECONOMIC GROWTH

THE W&R SETA CHAIR: GAUTENG AND THE UJ DEPARTMENT OF MARKETING MANAGEMENT BRINGS YOU:

**Around the World RetailFit 2022**

**Retail Trends for 2022**

24 Feb 2022 | 4pm (GMT+2)

#RetailFit **FREE**

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**W&RSETA**  
WORLD REIMAGINED FOR ECONOMIC GROWTH

THE W&R SETA CHAIR: GAUTENG AND THE UJ DEPARTMENT OF MARKETING MANAGEMENT BRINGS YOU:

**Around the World RetailFit 2022**

**Cross-border E-Commerce: A Consumer Perspective**

25 Feb 2022 | 4pm (GMT+2)

#RetailFit **FREE**

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DEPARTMENT OF MARKETING MANAGEMENT

The Future Reimagined

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**W&RSETA**  
WORLD REIMAGINED FOR ECONOMIC GROWTH

THE W&R SETA CHAIR: GAUTENG AND THE UJ DEPARTMENT OF MARKETING MANAGEMENT BRINGS YOU:

**Around the World RetailFit 2022**

**Stand out and deliver! How stores can thrive on the evolving UK high street**

28 Feb 2022 | 4pm (GMT+2)

#RetailFit **FREE**

UNIVERSITY OF JOHANNESBURG  
DEPARTMENT OF MARKETING MANAGEMENT

The Future Reimagined

[Click here to watch this video](#)

**W&RSETA**  
WORLD REIMAGINED FOR ECONOMIC GROWTH

THE W&R SETA CHAIR: GAUTENG AND THE UJ DEPARTMENT OF MARKETING MANAGEMENT BRINGS YOU:

**Around the World RetailFit 2022**

**In-Store Endcap Projections and Impacts on Sales**

1 Mar 2022 | 4pm (GMT+2)

#RetailFit **FREE**

UNIVERSITY OF JOHANNESBURG  
DEPARTMENT OF MARKETING MANAGEMENT

The Future Reimagined





# UPCOMING YOUTH PROJECT

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## THE CHAIR IS PASSIONATE ABOUT YOUTH EMPOWERMENT

"Unemployment remains the biggest thief of hope amongst young people" Ramphele, M.

The high youth unemployment rate in South Africa is a major challenge. In collaboration with the CPU and DUT chair, the Gauteng Chair is working on launching an innovative youth unemployment project where unemployed youth will be employed and trained as field marketers.

The Chair believes that the diverse nature of the retail industry has so much to offer in terms of skills development and empowerment tools - the sheer size of certain retailers means that with the right training, knowledge and experience obtained, there are numerous opportunities for growth within a retailer. At the same time, the chair adds that the diverse nature of the retail industry also provides individuals with valuable skills that may be applied to start an own business.

A 100 youth will be recruited in the upcoming months, and this initiative will be slowly rolled out as a pilot project which will hopefully grow in numbers with time. More details will follow in the coming months. Keep an eye out.

# RESEARCH REPORTS

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## Upcoming research reports and articles

Our data collection is currently in progress for the following topics:

- Taking a customer centric view in retail
- The low income consumers' Omni-channel (integrated shopping experience) experience
- Product vs Solution selling in Retail
- Entrepreneurship in Retailing

Keep an eye on the popular press where these research reports' results will be communicated and shared.

**The full research reports will also be available on the Gauteng Chair's website [www.uj.ac.za/wrseta](http://www.uj.ac.za/wrseta).**

