



JUNE 2022 NEWSLETTER | VOLUME 3

TOP STORY: BURSARY AWARDED

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



Dzivhu Mavhungu is a passionate and innovative learning and development specialist who believes in the development of talent through strategic, meaningful, and contextualised learning programmes at all levels of the organisation. His highest qualification is a Master of Commerce degree in leadership in performance and change from the University of Johannesburg in 2017. He was listed among the *Mail & Guardian's* 200 Young South Africans in 2021. His application was reviewed by a departmental panel consisting of six senior colleagues, all of whom approved his application. (Because the majority of M and D students who

applied in 2021 are currently working on their proposals, more bursaries will be awarded from September 2022 onwards.)

Dzivhu's journey...

Dzivhu Mavhungu tells us more about himself:

I was one of the *Mail & Guardian* Young 200 South Africans for 2021. I am a learning & development specialist by profession, specialising in early career programmes management and incentives maximisation. I am also registered with W&R Seta as a skills development facilitator, responsible for managing some of the SETA's skills programmes.

I am deeply invested and interested in early career development because I believe it is the most important stage of one's career. Thus, inspired by practical experience and academia, I have invested time in





developing my own models, strategies, and frameworks to simplify the transition of students and graduates from university to the workplace.

Why I chose this path

I chose this path – and this path also chose me – because it aligned with who I am and with what I have always been: a good learner and teacher. Growing up in my home village, although I was not the smartest child, I was the one who understood school learning content better and had to teach my peers who would consult 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 topic 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 this topic is my experience of managing multiple early career programmes over the past seven years. I realised that more must be done systematically to structure and implement early career programmes in order to simplify the transition from university to the workplace. The study I have embarked on addresses this by aiming to produce a theoretical and practical framework that simplifies the transition of Generation Z students and graduates from university to the workplace.

The model consists of biographical, behavioural, and career success outcomes that are relevant to the early stages of a career. To be more relevant and practical, first the model will be transformed into an assessment tool to identify the development gaps of Generation Z students and graduates. Second, the model will be used to develop course material to be delivered as a series of workshop for students and graduates to address their development gaps and to improve their career success.

Congratulations, Mr Dzivhu Mavhungu!

[Dzivhu Mavhungu's LinkedIn profile](#)

Bursaries – Calling Master's 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 have an Honours or Master's degree in the field of marketing or retail?

Are you busy completing a Master's or a PhD?

If your answers to all of those questions are '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](#)





NAMIBIAN TRAINING AUTHORITY



The Wholesale and Retail Seta established a relationship with the National Training Authority (NTA) in December 2019 to collaborate in improving areas related to skills planning and educational and training activities. However, the COVID-19 pandemic hit a few months after the W&R Seta had signed the first memorandum of understanding, and 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, and spent some time with the W&R Seta to identify how they could work together by combining all their resources and expertise. On 23 February 2022, the Wholesale and Retail Leadership Chair: Gauteng 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 Gauteng, to explain to the NTA the purpose of Seta chairs, and to describe the Gauteng Chair's initiatives to date. The Vice Dean of the College of Business and Economics, Professor Kelvin Bwalya, the Director of the School of Consumer Intelligence and Information Systems, Professor Mercy Mpinganjira, and the Head of the Department of Marketing Management, Professor Marius Wait, all attended the session.

PODCASTS



Kekeletso Mabizela



Christy Tawii



Kathrin Neumueller

The chair was very excited to host these three remarkable ladies on our podcast series. Kekeletso Mabizela, a digital media manager at Momentum Metropolitan Holdings Limited, enticed us with her topic, “**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 highlighted in her podcast the significant role of **informal retailing in sub-Saharan Africa's retail landscape**. And Professor Kathrin Neumueller, a postdoctoral researcher and project manager from Switzerland, gave us golden nuggets on the **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 thought leaders, professors, professionals, and academics from different countries who presented outstanding insights into on the retail sector. We had an impressive line-up of speakers from the USA, Canada, the UK, and Germany – and, of course, from South Africa. It was a successful event that grew our collective knowledge of very interesting aspects of 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
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
The Future Reimagined

[Click here to watch this video](#)

W&RSETA THE W&R SETA CHAIR: GAUTENG AND THE UJ DEPARTMENT OF MARKETING MANAGEMENT BRINGS YOU:
Around the World RetailFit 2022
DEPARTMENT OF MARKETING MANAGEMENT
UNIVERSITY OF JOHANNESBURG
The Future Reimagined

Navigating the New Retail Landscape: Insights from the UK
23 Feb 2022 | 4pm (GMT+2)
#RetailFit **FREE**

PROFESSOR JONATHAN REYNOLDS

[Click here to watch this video](#)

W&RSETA THE W&R SETA CHAIR: GAUTENG AND THE UJ DEPARTMENT OF MARKETING MANAGEMENT BRINGS YOU:
Around the World RetailFit 2022
DEPARTMENT OF MARKETING MANAGEMENT
UNIVERSITY OF JOHANNESBURG
The Future Reimagined

Retail Trends for 2022
24 Feb 2022 | 4pm (GMT+2)
#RetailFit **FREE**

PRATHNA SINGH

[Click here to watch this video](#)

W&RSETA THE W&R SETA CHAIR: GAUTENG AND THE UJ DEPARTMENT OF MARKETING MANAGEMENT BRINGS YOU:
Around the World RetailFit 2022
DEPARTMENT OF MARKETING MANAGEMENT
UNIVERSITY OF JOHANNESBURG
The Future Reimagined

Cross-border E-Commerce: A Consumer Perspective
25 Feb 2022 | 4pm (GMT+2)
#RetailFit **FREE**

DR HANNA SCHRAMM-KLEIN

[Click here to watch this video](#)

W&RSETA THE W&R SETA CHAIR: GAUTENG AND THE UJ DEPARTMENT OF MARKETING MANAGEMENT BRINGS YOU:
Around the World RetailFit 2022
DEPARTMENT OF MARKETING MANAGEMENT
UNIVERSITY OF JOHANNESBURG
The Future Reimagined

Stand out and deliver! How stores can thrive on the evolving UK high street
28 Feb 2022 | 4pm (GMT+2)
#RetailFit **FREE**

GRAHAM SOULT

[Click here to watch this video](#)

W&RSETA THE W&R SETA CHAIR: GAUTENG AND THE UJ DEPARTMENT OF MARKETING MANAGEMENT BRINGS YOU:
Around the World RetailFit 2022
DEPARTMENT OF MARKETING MANAGEMENT
UNIVERSITY OF JOHANNESBURG
The Future Reimagined

In-Store Endcap Projections and Impacts on Sales
1 Mar 2022 | 4pm (GMT+2)
#RetailFit **FREE**

DR ANNE ROGGEVEEN



UPCOMING YOUTH PROJECT

THE CHAIR IS PASSIONATE ABOUT YOUTH EMPOWERMENT

"Unemployment remains the biggest thief of hope amongst young people" - Mamphela Ramphele

The high youth unemployment rate in South Africa is a major challenge. In collaboration with the Cape Peninsula University of Technology and Durban University of Technology Chairs, the UJ Gauteng Chair is working on launching an innovative youth unemployment project where unemployed youth will be employed and trained as field marketers and enrolled on an NQF 5 qualification.

The Chair believes that the diverse nature of the retail industry has much to offer in terms of skills development and empowerment tools. The sheer size of certain retailers means that the right training, knowledge, and experience can open up numerous opportunities for growth within them. The Chair adds that the diverse nature of the retail industry also provides people with valuable skills that can be applied to start their own businesses.

A hundred young people will be recruited in the coming months, and the initiative will be slowly rolled out as a pilot project that, it is hoped, will grow in numbers over time. More details will follow in the months ahead, so keep an eye out for them.

TOP 16 YOUTH-OWNED BRANDS

The Chair has been selected as one of the judges for the Top 16 Youth-Owned Brands Awards. This is a Pat on Brands initiative to recognise and empower brands that are founded and run by South African Youth. The awards ceremony will take place on 15 June 2022.





RESEARCH REPORTS

Upcoming research reports and articles

We are currently adding to our data collection in the following topics:

- Taking a customer-centric view in retail
- The low-income consumer's omni-channel (integrated shopping) experience
- Product vs solution selling in retail
- Entrepreneurship in retailing

Keep an eye on the popular press, in which 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.

GAUTENG CHAIR LAUNCH JULY 2022



Save the date!

Date: 4 July 2022

Time: 10:00

Venue: Sandton

The objective of the launch is to showcase what the Leadership Chair: Gauteng has achieved and its contribution to the industry in the first year of implementation.

The Chair's core drive is the professionalisation of the retail industry. Its strategic focus areas include:

- Conduct sector and academic research
- Skills development (there is an interesting initiative coming up)
- International collaboration
- Support postgraduate studies
- Establish a public / private collaboration

