



SARChI
SOUTH AFRICAN
RESEARCH CHAIR IN
ENTREPRENEURSHIP
EDUCATION



DHET-NRF SARCHI ENTREPRENEURSHIP EDUCATION

OVERVIEW

Throughout 2023, the SARCHI Entrepreneurship Education (SARCHI EE) has continued our objectives on three interlinked and overlapping elements: 1) Research, 2) Entrepreneurship education, and 3) Training and capacity-building.

The research was undertaken and published in highly rated journals by the core team and collaborators from South African and international universities (USA, Italy, Poland, Nigeria), research institutions, and our postgraduate students.

Although consisting of only three core team members, the Chair has achieved 20.77 research unit outputs with the contribution of several visiting scholars.

Our focus areas within the broad field of entrepreneurship development are post-school entrepreneurship education and training, the scholarship of teaching and learning, entrepreneurial ecosystems, entrepreneurship and innovation, and the role of the Fourth Industrial Revolution. The team has published 16 chapters in various textbooks.

We remained involved in developing entrepreneurship programmes and modules at the non-formal, graduate, and postgraduate levels. We also developed teaching material and published textbooks and chapters on entrepreneurship at undergraduate and postgraduate levels.

TALENT MANAGEMENT AND CAPACITY BUILDING

Staff training, development, and well-being initiatives

Prof Thea Tselepis has been instrumental in developing emerging researchers through the Researchers Unite platform. We have implemented various initiatives such as managing work-stress sessions, online courses (including Project Management, Microsoft Office training, and Digital Marketing training), time management sessions, and mental health awareness sessions. These initiatives aim to equip our staff with the necessary skills and knowledge and ensure their well-being in the workplace.



Prof Cecile Nieuwenhuizen

Chair

Several staff members have been promoted in recognition of their hard work and dedication. Prof Thea Tselepis was promoted to Vice-Dean: Teaching and Learning in the College of Business and Economics. Our staff have also received numerous recognitions and awards. For instance, Prof C Nieuwenhuizen was awarded third place in the Entrepreneurial Female Leader for the Triple E Entrepreneurial Universities Award (Africa). The SARCHI Team was awarded third place in the International Entrepreneurial Team Triple E Award. Prof Cecile Nieuwenhuizen serves as a Board member of the International Board of the Krakow School of Business and a member of various journals' editorial boards. Prof Natanya Meyer and Prof Chris Schachtebeck were invited to host two workshops at the Social Sciences International Research Conference in Durban, South Africa. Prof Chris Schachtebeck was invited to the NRF panel on the incentive programme for rated and unrated researchers and was also appointed to the editorial board of the *South African Journal of Entrepreneurship and Small Business Management*. Prof Natanya Meyer was appointed for 2023 as co-author of the *South African Global Entrepreneurship Monitor* and as an associate editor for the Review of Managerial Science journal. Prof Kraus (DVP) is listed as one of Clarivate's Highly Cited Researchers for the second year. Prof Meyer (with co-authors) received the best paper award at the ACIEK conference in Spain (June 2023).

Innovative and new teaching and learning initiatives

Six toolkits have been developed for staff in the School of Management with the prospect of sharing in CBE, which the SARChI EE team members developed. A toolkit for supervisors was launched in May 2023. This toolkit is purposed to serve as a one-stop document containing all the phases in the research process and sources that may be consulted to support various phases of research. We have been involved in developing a flexible degree and new modules for Entrepreneurship at UJ. New modules for Entrepreneurship were implemented in 2023, where old modules were refined. A SARChI EE team member developed a module on Academic Inquiry for Business and Economics. This new module, a first-year module in the flexible degrees, was proposed for all first-year students in CBE to enhance their thinking and application skills in 2025. The importance of entrepreneurial/enterprising ways to teach is coached in an initiative driven by the Vice-Dean: Teaching and Learning in CBE.

Student development and well-being initiatives

We have encouraged students to participate in various initiatives. These include academic writing workshops, research workshops, funding information sessions, career information sessions, and suicide and mental health awareness initiatives. These initiatives aim to support our students' academic journey and ensure their well-being.

Several students have published journal articles in both local and international journals. After graduating with a PhD, Dr Aamir Suleman was appointed to a prestigious USA university. Ms Mpho Tau was funded with an NRF bursary and graduated with her master's degree (*cum laude*). These achievements are a testament to our students'

hard work and dedication, as well as the quality of education and support our Chair provides. We are proud of their accomplishments and look forward to their future successes.

POLICY AND PUBLIC ENGAGEMENTS AND ACTIVITIES

Staff in the news initiatives

Prof Meyer has consistently presented in the media, sharing her expertise on various topics. She has been a regular guest on the TV show 'Ontbytsake', where she has discussed a range of subjects, including innovation, women's entrepreneurship, the importance of education in entrepreneurship, the entrepreneurial pipeline, and creativity. Her insights have also been featured in several newspaper articles, covering topics such as the steady rise of women entrepreneurship in South Africa, the future of consumer payments, the benefits of in-store advertising, and more. These media publications' total value (AVE) is estimated at R259 922.28.

Hosted and collaborated open and public lectures

The Chair has been actively contributing to an annual entrepreneurship winter school. This initiative brings together academics and alumni as speakers to promote a culture of entrepreneurship. It provides a platform for sharing knowledge, experiences, and insights, fostering a vibrant and engaging learning environment.

Hosted and co-hosted conferences, seminars, webinars, master classes, etc.

In March 2023, Prof Michael Holmes, one of our



esteemed visiting professors (USA), hosted two research workshops focusing on how to publish in top-tier journals. These workshops provided valuable insights and guidance to researchers, enhancing their understanding of the publication process, and equipping them with the necessary skills to succeed in their academic pursuits. These initiatives underscore our commitment to fostering a vibrant academic community and promoting excellence in research.

These initiatives and achievements reflect our commitment to nurturing talent, promoting excellence, and fostering a vibrant and engaging academic community. We continue to strive for excellence in all our endeavours, contributing to advancing knowledge and developing our staff and students.

RESEARCH ACTIVITIES AND IMPACT: SOCIETAL IMPACT, SUSTAINABILITY, INNOVATION AND FOURTH INDUSTRIAL REVOLUTION (4IR)

Our Chair has been actively involved in various societal impact initiatives. One of the key events is the Annual Creativity Week, where Prof Thea Tselepis presented on an international platform, focusing on the Scholarship of Teaching and Learning (SoTL) and the role of creativity and innovation in SoTL. This event provided a platform for sharing innovative ideas and practices in teaching and learning.

In addition, we have been organising annual winter/summer school or enrichment seminars since 2021. These seminars, organised by SARCH: EE and the Department of Business Management, attract students in CBE, international students online, and interested students at UJ who join the talks by South

African entrepreneurs. In 2023, the focus was on the hustle culture of students at UJ, providing insights into our students' entrepreneurial spirit and drive.

Furthermore, our Chair has significantly contributed to the Entrepreneurship Development in Higher Education (EDHE) Platform. Prof Cecile Nieuwenhuizen and Prof Thea Tselepis organised the sharing of the Women in Entrepreneurship Education (EE) report on the annual Lekgotla. This event was attended at national and international levels and highlighted the achievements and challenges of women in entrepreneurship education.

Prof Natanya Meyer shared the unique Global Entrepreneurship Monitor (GEM) Report that tracks entrepreneurship on a longitudinal level (25 years) across numerous countries. This report provides valuable insights into the trends and developments in entrepreneurship globally.

Since 2021, a core member of the Chair has been adjudicating the women in the education category for Women of Stature. These women are required to illustrate entrepreneurial thinking in education, highlighting the integration of entrepreneurship in education.

In collaboration with the Department of Business Management, FNB, and Phakamani Young Minds Academy, we presented workshops for Innovative Business Ideas in August, September, and October 2023. Young entrepreneurs attended these workshops in Soweto, Freedom Park, and Pretoria. The NRF report indicates that about 40 participants attended this project, demonstrating our commitment to nurturing young entrepreneurs.

Our Chair is committed to embracing the Fourth Industrial Revolution (4IR) through various initiatives. Dr Aamir Suleman graduated with a 4IR focused PhD, titled 'The Efficacy of South African Business Schools in Developing Leaders Fit for the 4th Industrial Revolution'. Two articles and a paper



on this work were published at an international conference. Chante van Tonder graduated with a joint PhD from UJ and Vrije University Amsterdam, Netherlands. Her topic, 'Digitalisation of Business Models in SMEs', is 4IR focused. Several well-cited articles on her PhD were published. Mpho Tau graduated with distinction in MCom Strategic Management. Her research topic, 'The use of digital technology by township-based entrepreneurs', is 4IR focused. An article on this topic was published in a DHET-accredited journal.

These initiatives highlight our commitment to embracing the Fourth Industrial Revolution (4IR) and preparing our students and staff to navigate the evolving digital landscape. We continue to strive for excellence in all our endeavours, contributing to advancing knowledge and developing our staff and students. Our division is proud to be at the forefront of societal impact initiatives, contributing to the betterment of society through education, research, and innovation. We look forward to continuing our work in these areas and contributing further.

NATIONAL, CONTINENTAL, AND INTERNATIONAL FOOTPRINT

Our diverse group of appointed national and global scholars reflects our Chair's commitment to internationalisation. We have the privilege of having Sascha Kraus as a Distinguished Visiting Professor, along with Adam Novotny, Billy Adegbola Oluwale, Helen Olubunmi Aderemi, Isaac Oluwajoba Abereijo, and Oluseye Oladayo Jegede serving as Visiting Associate Professors. Michael Holmes also enriches our academic community as a Visiting Professor.

In addition to our visiting scholars, we have a strong team of research associates. Dr Titilayo Olubunmi Olaposi and Dr Darelle Groenewald serve as senior research associates, and Dr Kafigi Jeje contributes as a research associate. Their work significantly enhances our research capabilities and contributes to our academic excellence.

Our faculty members have also made significant contributions to international conferences. Profs Danie Meyer and Natanya Meyer delivered keynote addresses at the 8th International Scientific Conference on Economics, Management and Business 2023 and the 8th International Scientific Conference Innovation and Entrepreneurship, Theory and Practice. Prof Meyer also spoke at the 9th International Scientific Conference, 'Innovation

and Entrepreneurship. Theory and Practice'. Their presentations focused on innovation, entrepreneurial activity, economic development, and entrepreneurial ecosystems.

Furthermore, Prof Natanya Meyer conducted an international masterclass at the Free University of Bozen-Bolzano, where she lectured on the business model canvas to master's students. This engagement not only enriched the learning experience of the students but also fostered international academic collaboration. These initiatives underscore our commitment to fostering a vibrant academic community and promoting excellence in research and teaching.

THE WAY FORWARD

The South African Research Chair in Entrepreneurship Education (SARChI EE) has a significant role in preparing for the future in a volatile world and adapting to new and changing workplaces. With the first five-year term of the Chair ending mid-2024, the focus is on the reapplication of the Chair for another five-year term, aiming to upgrade the Chair's standing to a Tier 1 Chair. The key strategies given a volatile environment are the following.

- Embrace the VUCA World: The VUCA world requires entrepreneurial strategies like effectuation, bricolage, pivoting, and ambidexterity. The Chair aims to incorporate these elements in Teaching and Learning activities and the curriculum to equip entrepreneurs with the skills to navigate this turbulent environment.
- Adapt to Technological Innovations: With the rapid pace of digital transformation, the Chair can focus on digital entrepreneurship and Innovation, preparing entrepreneurs for this digital shift.
- Promote Lifelong Learning: As new technological innovations emerge, the Chair aims to promote a culture of lifelong learning, ensuring entrepreneurs continually update their skills to stay relevant.
- Foster Adaptability: In the face of change, the Chair can help entrepreneurs develop this skill, enabling them to respond effectively to different scenarios and challenges within the workplace.

By implementing these strategies, the SARChI in Entrepreneurship Education can ensure that entrepreneurs are fit for the future and can adapt to new and changing workplaces. This will not only benefit the entrepreneurs themselves but also contribute to the economic development of South Africa.