



UNIVERSITY
OF
JOHANNESBURG

DEPARTMENT OF
MARKETING MANAGEMENT

Research Capacity Development

The Department of Marketing Management, School of Consumer Intelligence and Information Systems in the College of Business and Economics, in collaboration with the Research Capacity Development Unit at the Postgraduate School, University of Johannesburg, invites all Postgraduate Students to join the workshop.

TOPIC: Empowering Your Research Journey: Essential Strategies for Higher Degree Success.

- DATE** ■ Wednesday, 18 September 2024
- TIME** ■ 09:00 - 13:00
- VENUE** ■ Registrations are critical. No walk-ins. PGS Training Room I Postgraduate School I Akanya Building I Auckland Park Kingsway Campus University of Johannesburg
- FACILITATORS** ■ Prof Ilse Struweg and Dr Shandré Pillay
- REGISTRATION** ■ Please **CLICK HERE** <https://forms.office.com/r/gRs5urqCcC>



ABOUT THE PRESENTER: PROF MIKE EWING

Prof Mike Ewing is Executive Dean of the Faculty of Business, Law & Arts at Southern Cross University, Australia. Mike is a Distinguished Visiting Professor in the Department of Marketing Management of the School of Consumer Intelligence and Information Systems in the College of Business and Economics. He has published 150 articles in refereed and highly-rated international journals. Over the past three decades, Mike has taught in Australia, Austria, Brunei, China, the Czech Republic, England, Finland, Hong Kong, Italy, Malaysia, the Netherlands, Singapore, South Africa, Sweden and the Philippines. He has taught MBA courses at the London Business School, the Helsinki School of Economics, the Rotterdam School of Management, and Tongji University. Before entering full-time academe, Mike was the marketing research manager for Ford Motor Company's South African subsidiary (SAMCOR). More recently, he has consulted with such organizations as DDB (Asia), Coca-Cola (Asia), Hakuholdo (Japan), Unilever (Europe), Jollibee (the Philippines), Telekom Austria, Holden, Saab, BMW Financial Services, Argyle Diamonds, Levi Strauss & Co., Ansell, Glaxo Smith Klein, the CEO Institute, Isuzu-General Motors, Nissan and the West Australia State Government.

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