



Newsflash

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COLLEGE OF BUSINESS AND ECONOMICS

Prof Erika Kraemer-Mbula represents UJ at the 2025 World Economic Forum in Davos as part of the South African delegation.



Prof Erika Kraemer-Mbula, Chair-holder of the DSI/NRF Trilateral Chair in Transformative Innovation, the 4IR and Sustainable Development, in the College of Business & Economics, UJ, is a member of the WEF Global Future Council on the Future of Job Creation <https://www.weforum.org/communities/global-future-council-on-job-creation>. Her contributions not only brought much-needed attention to the unique challenges and opportunities facing African economies but also positioned the continent as a critical player in the global conversation on the future of work.

Prof. Kraemer-Mbula participated in two dynamic panels that addressed some of the most pressing global challenges related to the interplay between rapid advances in digital technologies and job creation. In the panel titled “Redrawing the Geography of Jobs,” she explored the complex interplay between artificial intelligence, labour markets, and informality, focusing on the African context. Drawing on her expertise, Prof. Kraemer-Mbula described the opportunities for Africa as a “global talent hub” in spaces such as the green economy.

In the session “Flexibility 2.0,” she contributed to a forward-looking conversation on how adaptability and resilience can shape the future of work in an era dominated by digital transformation. She argued that flexible work models must account for the high levels of informality in African economies. Also highlighted the importance of developing inclusive frameworks that account for the realities of informal economies, ensuring that advancements in AI and automation do not exacerbate existing inequalities but instead provide opportunities for all.

Watch the video here: https://www.linkedin.com/posts/world-economic-forum_workers-davos-jobs-activity-7288572500421050368-xoDS?utm_source=share&utm_medium=member_desktop

Prof. Kraemer-Mbula also led a showcase session at South Africa House in Davos, highlighting the University of Johannesburg’s remarkable achievements over the past two decades. The session, “UJ @ 20: Advancing Global Partnerships, Innovation, and 4IR for a Better Future,” celebrated UJ’s rapid rise as a leader in fostering innovation and global collaboration to address societal challenges. She emphasised the university and the CBE’s commitment to driving transformative innovation in Africa, leveraging the Fourth Industrial Revolution to create sustainable, inclusive solutions for the continent and beyond. Her participation strengthened UJ’s vision of being a globally engaged institution with profound societal impact.



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